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The art of storytelling is as ancient as time itself. Stories were told through cave paintings, heirlooms, food, monuments, clothes etc. It is ingrained in all of us to pass on our stories to the future generations. Telling a story requires creativity, communication skills and boundless imagination. This philatelic ancillary is an attempt to harness the storytelling skills in children and combine it with technology to bring you a unique offering which showcases the story as well as the story teller.




**KALANCHIYAM**  
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