

# KATHALAYA'S INTERNATIONAL ACADEMY OF STORYTELLING

*27 years of The Storytelling legacy  
1998-2025*

**LEVEL- I Intensive Beginner's Certified  
Course In Storytelling-Three days**



[www.kathalaya.org](http://www.kathalaya.org)

[kathalaya@gmail.com](mailto:kathalaya@gmail.com)

8277389840

6364559840



# Kathalaya – Weaving Stories, Inspiring Change



Established in 1998, Kathalaya stands as a pioneering institution dedicated to harnessing the power of storytelling for learning, leadership, and transformation. With a mission to empower adults and professionals, Kathalaya has spent over two decades making storytelling a meaningful and impactful tool across education, social sectors, and corporate environments worldwide.

Guided by the founding vision **“To bring about positive social change in society through storytelling,”** Kathalaya has reached educational institutions, NGOs, and organizations across the globe—touching lives, building communities, and inspiring change through the art of story.

At the heart of this movement is Geeta Ramanujam—Founder, Director, Master Trainer, Author, and Storyteller—whose leadership and vision have shaped Kathalaya’s legacy.

Since its inception, Kathalaya has impacted over 1.1 million individuals, including more than 500,000 children and 98,000+ adults, through certified courses, workshops, and immersive training programs.

## **Kathalaya’s International Academy of Storytelling (KIAS)**

is the only globally recognized academy offering university-accredited certifications in storytelling. In collaboration with international universities, KIAS has transformed storytelling into a professional discipline embraced across education, development, and corporate sectors.

Trained	99491 people
Countries traveled	48
Batches completed	180

# COURSE CONTENTS

- Introduction
- Types of listening
- Fishbowl activity
- 5 R's of the Oral Tradition
- 4 pillars of a story
- Story Narratives
- Key elements of Storytelling
- Keeping audience engaged
- Associated tales and structures
- Voice tool kit- Voice modulations and tone
- Actions Expressions and Body language
- Movement, gestures, mime and music
- Visualization techniques
- Story structures
- Creating a story and scripting it
- Presentation techniques and skills
- Evaluations, Feedbacks and Certificate

**Glimpse of our course**  
**<https://youtu.be/kV32kJdm2ZE>**

# LEARNING OUTCOMES

- ❖ Listening with all your sense awareness
- ❖ Giving voice to your story
- ❖ Step by Step structure to create
- ❖ Finding your own storytellers voice
- ❖ Presenting a story
- ❖ Participatory Learning
- ❖ Focused storytelling
- ❖ Self confidence
- ❖ Emotionally resonate with yourself
- ❖ Collaborative Learning
- ❖ Tips and Tricks of Storytelling
- ❖ Finding your own rhythm and style
- ❖ Effective Communication skills
- ❖ Experiential Learning



# METHODOLOGY

- × 1. Experiential Learning
- × 2. Participatory Learning
- × 3. Activity based Learning
- × 4. Group Learning
- × 5. Interactive Learning
- × 6. Skill based Learning







## WHO CAN ATTEND ?

Trainers from any field

Educators & Academicians

Home makers

Teaching professionals

Parents

Working Professionals

Journalists

Counselors

Corporate/Business professionals

Entrepreneurs

Theatre professionals

Storytellers

Students above 15

Senior citizens

Performing Artists

Authors & Writers

# AFFILIATIONS AND ACCREDITATIONS

The International Storytelling Center , TN, U.S.A

Jimmy Neil Smith- Director of The International Storytelling Center U.S.A.

<https://youtu.be/soYOf4rztcw>

Talk by Sir Donald Smith- Director of The Scottish Storytelling Centre Scotland

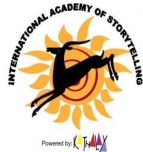
<https://youtu.be/HPaM7ypznHk>

Our Academy training has journeyed through diverse landscapes—from the cultural heart of Istanbul and the serene Himalayas to vibrant cities like Pune, Mumbai, New Delhi, Chennai, Cochin, Ahmedabad, and Coimbatore.

**180 Batches completed —Each with a Story of Its Own**

**Groomed over 1091 Storytelling professionals**





# AFFILIATION DOCUMENTS



INTERNATIONAL STORYTELLING CENTER

*Building a better world through the power of storytelling  
Since 1973*

April 2, 2004

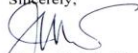
## TO WHOM IT MAY CONCERN:

I am writing to endorse and offer the International Storytelling Center's support of the Kathalaya storytelling program. Directed by Geeta Ramanujam, Kathalaya is developing and conducting an imaginative and exciting program to advance the use of storytelling to enhance education in India. As a major part of Geeta's work, Kathalaya will also develop and stage a storytelling festival in Bangalore.

For 30 years, the International Storytelling Center has conducted a program in the United States to promote the preservation, performance, and practice of storytelling. Our efforts began in 1973 with the founding of the National Storytelling Festival, the first organized storytelling festival in America. Now, we are considered the country's premier institution supporting the work of storytelling and storytellers.

We are committed to creating an affiliation between the Center and Kathalaya so we can work together to achieve our common goals—building a bridge between our work in the United States and the exciting and pioneering efforts Geeta and Kathalaya are conducting in India. Together, we can truly achieve our vision of a better world through the power of storytelling.

Sincerely,

  
Jimmy Neil Smith  
President

116 West Main Street • Jonesborough, Tennessee • 37658 • USA • 423-753-2171 • 800-952-8392 • Fax 423-913-8213  
[www.storytellingcenter.net](http://www.storytellingcenter.net)



## Scottish Storytelling Centre

43-45 High Street, Edinburgh EH1 1SR  
Tel: 0131 556 9579  
Fax: 0131 557 5224  
Email: [reception@scottishstorytellingcentre.com](mailto:reception@scottishstorytellingcentre.com)  
[www.scottishstorytellingcentre.co.uk](http://www.scottishstorytellingcentre.co.uk)

22 September 2011

Geeta Ramanujam  
Executive Director  
Kathalaya Trust  
#88 BHBCS Layout,  
2nd Cross, 3rd Main  
Bannerghatta Road  
Bangalore-560076  
INDIA

Dear Geeta,

### Affiliation and Support

I would like to express the support of the Scottish Storytelling Centre for Kathalaya's proposed Diploma course, and our whole hearted endorsement of the learning programme which you have designed.

We are hugely admiring of the way in which Kathalaya has taken the ancient skills of storytelling into contemporary education, and showed how they can enrich the education of all our children and young people.

As we say in Scotland, 'Creative Teaching makes Creative Learning'.

Every best wish for this new Diploma course and qualification.

With kind regards,

Donald

Dr Donald Smith  
Director  
The Scottish Storytelling Centre  
43-45 High Street  
Royal Mile  
Edinburgh EH1 1SR  
Scotland, UK

The Scottish Storytelling Centre is a partnership between the Scottish Storytelling Forum and The Church of Scotland.  
**Founding Patron**  
George Mackay Brown  
SC0: 11353  
VAT No. GB671 0989 13



EDINBURGH  
THE CITY OF EDINBURGH COUNCIL



# FACILITATOR- GEETA RAMANUJAM

Geeta Ramanujam wears many hats. She is the Founder and Executive Director of Kathalaya-the house of stories established in 1998. Geeta also founded Kathalaya's International Academy of Storytelling and through their Training courses have reached out to schools, corporate, NGO's, parents, professionals in the arts field and counselors. KIAS is the only globally recognized academy for storytelling which Certifies people through its Beginners and Diploma courses.

A dedicated and experienced Teacher, school coordinator , Curriculum designer and developer for International Institutions and schools across the Globe Gaeta has over 40 years of experience in Integration storytelling with concepts in Education. She also trains corporate in Business storytelling and has reached out to over 150 corporate sectors with her training.

Geeta is the pioneer and Entrepreneur of the Storytelling movement in India and has reached out to over 99641 educators and teachers through her workshop and courses. She has traveled to over 43 countries and all the 27 states in India to spread Storytelling as an Educational and Cultural tool of learning. She has won several accolades including the Best Narrator award from the Governor of Tamil Nadu and the best International Storytellers award from Brazil. She was also mentioned recently by our Prime Minister in his *Mann ki Baat* program.





KATHALAYA

## INTENSIVE BEGINNER's COURSE SCHEDULE FOR GROWNUPS 2025 -2026

Dates		Days	Timing	Venue
<b>2025</b>				
August	22 <sup>nd</sup> -24 <sup>th</sup>	Friday-Sunday	10-4pm	Bangalore
Dec	05 <sup>th</sup> -07 <sup>th</sup>	Friday-Sunday	10-4pm	Bangalore
<b>2026</b>				
January	09 <sup>th</sup> -11 <sup>th</sup>	Friday- Sunday	10-4 pm	Bangalore
March	14 <sup>th</sup> & 15 <sup>th</sup>	Saturday & Sunday	10-4pm	Online
April	10 <sup>th</sup> -12 <sup>th</sup>	Friday- Sunday	10-4 pm	Bangalore
June	11 <sup>th</sup> -14 <sup>th</sup>	Thursday – Sunday	10-4 pm	Satkhol
June	19 <sup>th</sup> -21 <sup>st</sup>	Friday- Sunday	10-4 pm	Delhi
For details contact: <a href="mailto:kathalaya@gmail.com">kathalaya@gmail.com</a>			8277389840 , 6364559840	

## GLIMPSE OF THE COURSE AND FEEDBACKS

Peek into our course

<https://youtu.be/kV32kJdm2ZE>

What Participants felt

Chandramohan – IT Strategy Management Process Manager, Siemens, Bangalore

<https://youtube.com/shorts/Y-zlhWMxaIM>

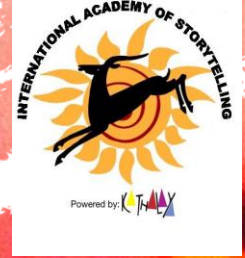
AnnePaul, Assistant Vice President - Learning & Development at Atmosphere Core, Maldives

[https://www.youtube.com/watch?v=y010\\_cK55yE](https://www.youtube.com/watch?v=y010_cK55yE)

Harish Narayan- Life & Creativity Coach. Movement Arts Trainer, Bangalore

<https://youtu.be/IT8Vlq4Grbl>

<https://www.youtube.com/watch?v=GKo-BlhMy-Y>



## OTHER REFERENCES

Our Prime Minister Modi Ji recognized and mentioned Kathalaya in the ***Mann Ki Baat*** programme:

<https://www.youtube.com/watch?v=8FxnAbL2Hro>

Story of a Storyteller by Government of Karnataka:

<https://www.youtube.com/watch?v=XTKVvUewrkM>

An Interview About Kathalaya:

<https://youtu.be/NmnRhmTwUJw>

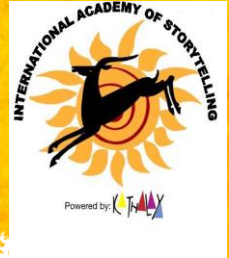
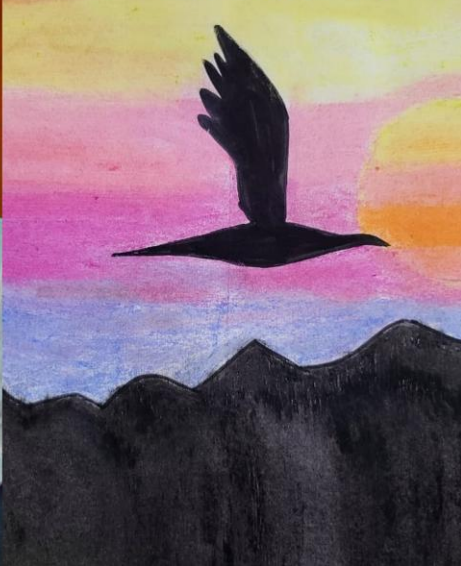
Geeta Ramanujam show reel:

<http://www.youtube.com/watch?v=1nRK3dT8oWg>

Ted talk at NMIMS Bangalore:

[www.youtube.com/watch?v=P2ccK66KKe8](http://www.youtube.com/watch?v=P2ccK66KKe8)







## FOLLOW US ON



[www.kathalaya.org](http://www.kathalaya.org)



<https://www.linkedin.com/in/geeta-ramanujam-97a22048/>



<https://www.youtube.com/user/kathalaya1998/videos>



Instagram <https://www.instagram.com/kathalayastoryhouse/>



Facebook <https://www.facebook.com/geeta.ramanujam/>

KATHALAYA

#88, BHBCS Layout,  
2<sup>nd</sup> cross, 3<sup>rd</sup> main,  
Bannerghatta Road,  
Bangalore - 560076.

Phone/what's app: 8277389840

### Registration Details:

Your registration will be confirmed upon payment of the course fee **along with a confirmation email** sent to [kathalaya@gmail.com](mailto:kathalaya@gmail.com).

**Please note: The fee is non-refundable and valid up to 6 months.**