

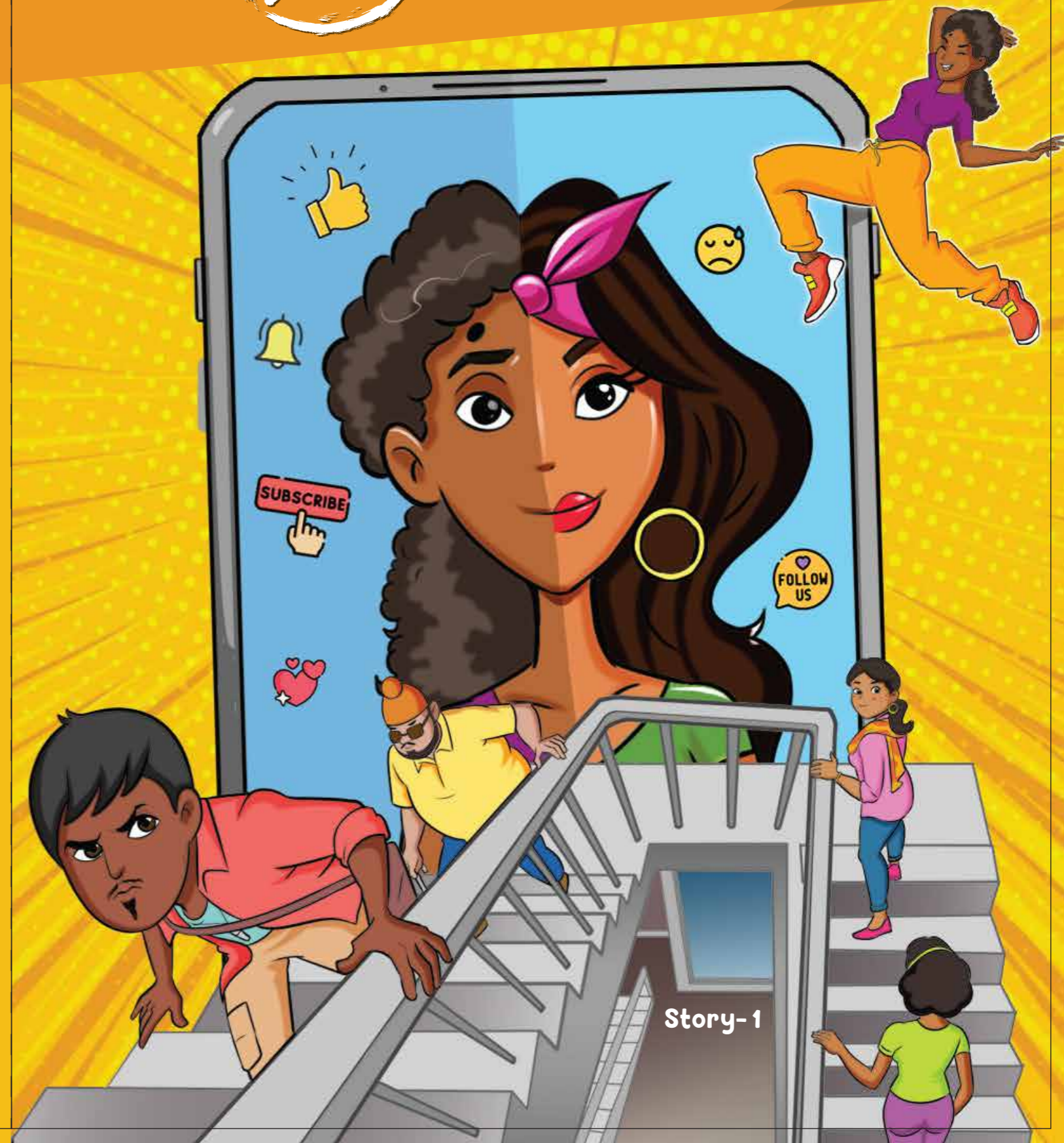
There are many more adventures of AdhaFULL.
Read them all,
don't miss even a single one.



Developed and created by **BBC Media Action**
in partnership with **UNICEF, DOVE** and the **Center for Appearances Research**



My Name Is Pari



Hi! I am Tara.
15 years old and a student of 10th class. Some people call me walking-talking encyclopedia! My slogan?
Tara never tells a lie!

Tara

Hello! My name is Kitti.
I just turned 18. So I can ride my own scooter and also vote! I am in my first year of college. Some think I am naughty, some think I am intelligent. But one thing they all say...
Nothing is impossible for Kitti!

Kitty

Hello friends. I am Ballu.
Kitty's college friend and the newest member of your favourite AdhaFull Gang. I am blind since birth, but I have something extra.
The Superpowers of Smell and Hearing!

Ballu

Hi-lo Friends! And I am your one and only Adrak.
17-year old and studying at Open School. Now my bag is always full of books.
And My Mind is Full of Ideas!

Adrak

Click! Click! Click! Click! Click!

One second, on Social Media. In the next second, clicking selfies. What has happened to Tara?

Pari - the latest and biggest star of social media.

2:40

7,061 Posts 1.3M Followers 200 Following

Edit Profile

Pari
Young dancer!
Fashion Queen!
Followed by Tara and Badlipur's young.

Saw my cool dance moves? Learnt it from Pari!

You don't follow Pari?! Check out her style... her dance moves. And that scarf on her forehead... that's her cool look!



I also want to be like Pari - famous and popular.



So that's why you are learning to dance like her?



Obviously! But just dance isn't enough. You have to be a complete package - look, dresses, style. But Pari reveals all her secrets in her videos. Her makeup, beauty creams, perfumes, dresses...



But not just Tara, all of Badlipur's boys and girls are busy trying to look like Pari, and buying things she shows in her videos.



2 days later... At their favourite hangout.



Have you noticed? From the day Tara started following Pari, she has changed so much.

Why only Tara. So many of our college students also follow her. And try to copy her clothes, her perfumes...



A-Z Fashion Trends

Someone was telling me about this new salon in Badlipur. For Pari-Cut Hairstyles! And what about the scarf they say she wears on her forehead? Often, people hide things on social media. Maybe Pari too?





What a waste of money.

And it's never-ending! Because social media influencers keep showing new things, and people keep buying.

So many of my friends keep worrying about finding the money for all this.



Tara told me that she now wants to move to a bigger city. Because a small place like Badlipur has no place for talent.

Next day... Adrak with his Open School friends.



I want to meet Pari. But I don't know where she lives. She's a big star... must be in a big city!



She's so fair. I have bought the cream that she showed. Wow! See her new shade of lipstick! Next pocket money is for this!



Adrak's detective sense!



What! That signboard behind Pari... that's in Badlipur!

Pari... In Badlipur?!



Breaking News! Adrak runs to Kitty's house to tell her.

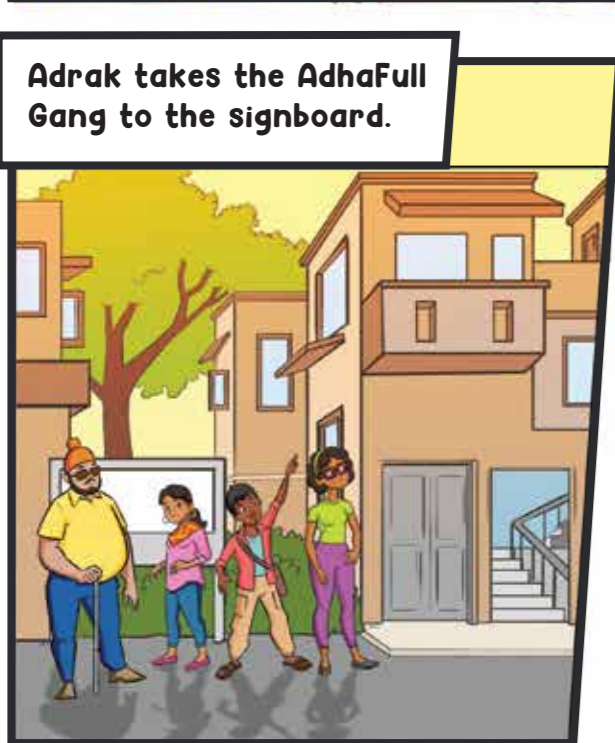


Look! Pari is here, in Badlipur!
Can you believe that?

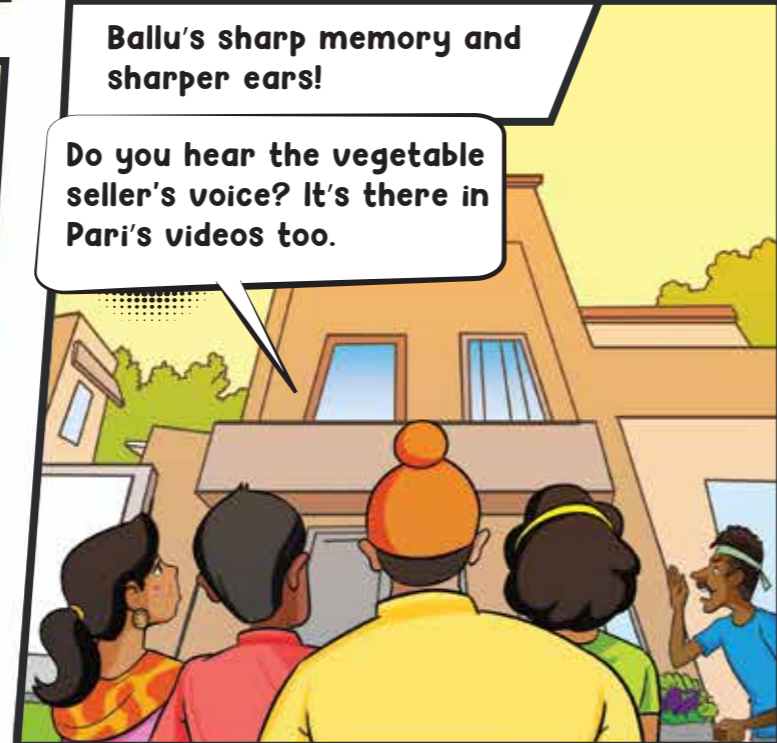


Tara will finally get to meet Pari!

She must have come here for a visit.



Adrak takes the AdhaFull Gang to the signboard.



Ballu's sharp memory and sharper ears!

Do you hear the vegetable seller's voice? It's there in Pari's videos too.



But Pari lives in a big city... she must have come here to meet someone.



What's this! The wall in Pari's dance videos!



Does that mean Pari lives here, in Badlipur?

Hearing the sounds outside, the door on the roof opens and someone steps out.

Do you know where is Pari?

Who are you all?

How did you get here?

Go away!

Kitty and Adrak are too fast! They reach the door before it closes.



Stop Pari! Don't be scared... we are your friends.

This is really Pari! But she looks so different in her videos. Without her scarf, there is a mark on her forehead... and her skin is dark too.



Yes... I am Pari. I wear a scarf to hide the mark on forehead when I make videos.



But why! Why do you hide your real face?



That's what many Social Media influencers do. To look 'perfect' for my followers, I wear a scarf to hide my mark, and use filters and lighting to look fair.



But you are a perfect dancer! Why do you want to look different?



Because I get money to sell things to my followers. People who watch my videos try to look like me and they buy things that I say I use.



That's why we should not believe everything that we see on Social Media. Wouldn't it be strange if our school and college teachers start selling us things as well?



But I have seen you only in big cities and in fancy restaurants in your videos... what about that?





I have never been to those places. My cousin lives in a big city and she sends me pictures from there. Using my laptop, I add these to my selfies.

You are not Pari!
You are fake! I am going to unfollow you!

Your real beauty is your dance. Your talent has inspired many like Tara to learn dance. But if you start selling things like beauty creams, then people will forget your real talent. Instead of learning to be a dancer like you, they will start trying to look like you.



People try to look like the content creators they follow on Social Media. But even after using creams and dresses and hairstyles, they fail to look like them. Because even the influencers look very different in real life!

And they end up losing their confidence, their time, and money.

But one thing is certain... there is place for talent in our own Badlipur after all!

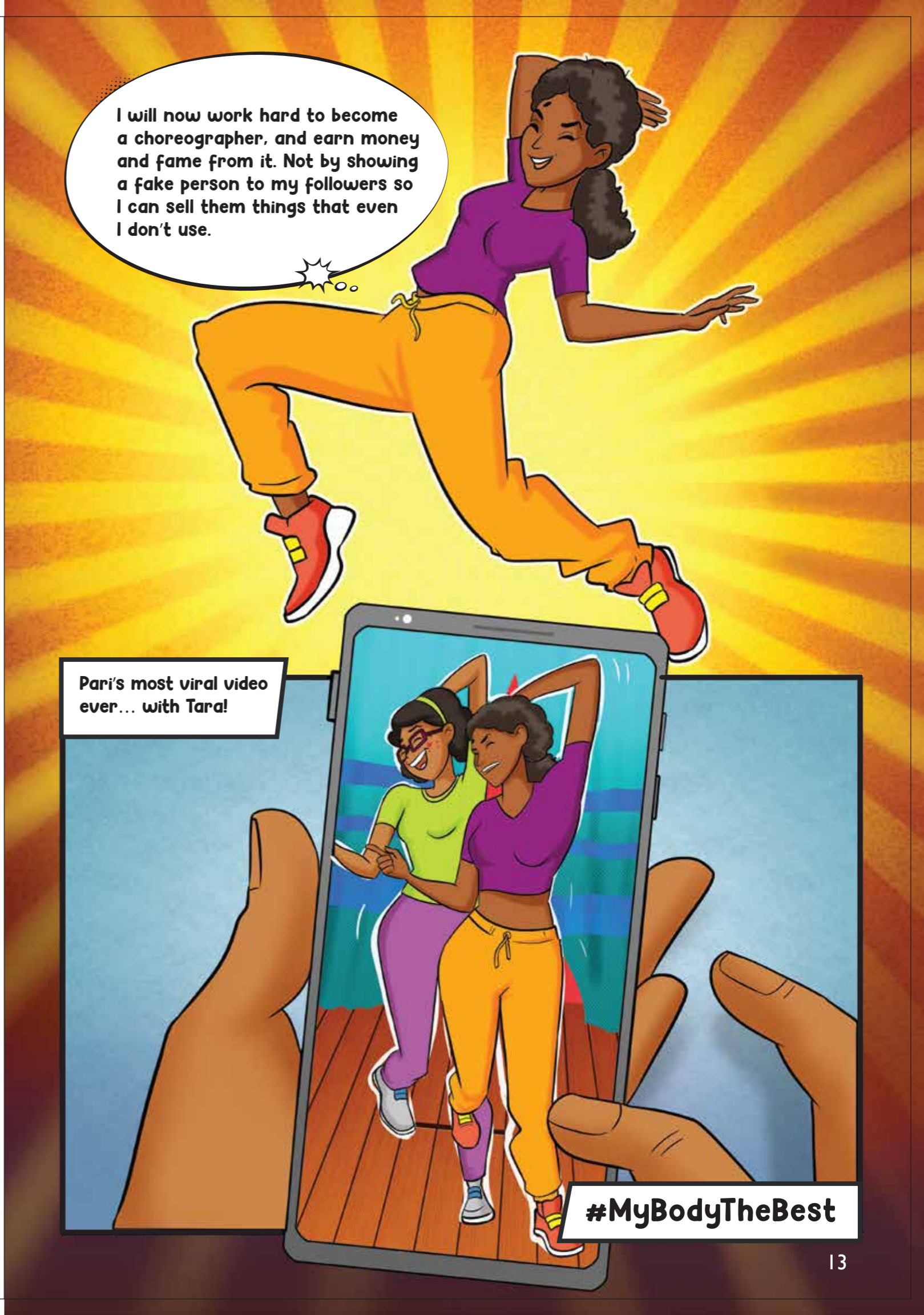


But if you attract followers by your dance and your talent, then you will inspire them to work hard and be like you.



And then I will be your biggest fan!

Thanks friends. For reminding me that my real dream is to be a choreographer some day. But I became greedy for money and started hiding my real self.



Pari's most viral video ever... with Tara!

I will now work hard to become a choreographer, and earn money and fame from it. Not by showing a fake person to my followers so I can sell them things that even I don't use.

#MyBodyTheBest

INTRODUCTION

We have prepared a few activities that are to be conducted after each graphic novel is completed. These activities will be conducted by the facilitator, who is also the group leader. The facilitator will have to ensure that all the girls and boys are present, and are comfortably seated in their places.

- Once the graphic novel has been completed, the facilitator will have to read the activities carefully, explain these to the girls and boys present, and make sure that they all participate in the activities.
- Please make sure that every participant gets a chance to take part and speak up for every activity.
- When it is their turn to speak, the participants must first raise their hands and never speak when someone else is making a point. To ensure this, the facilitator must ensure that each participant gets the time to give the answers completely.
- If a participant is not replying, the facilitator must take out time to ask them directly to read, understand, and give answers to the activities related to the graphic novels and its main messages.
- The facilitator should encourage every single participant to think about the main messages in the graphic novels and share their own personal experiences that match the main messages in the stories.

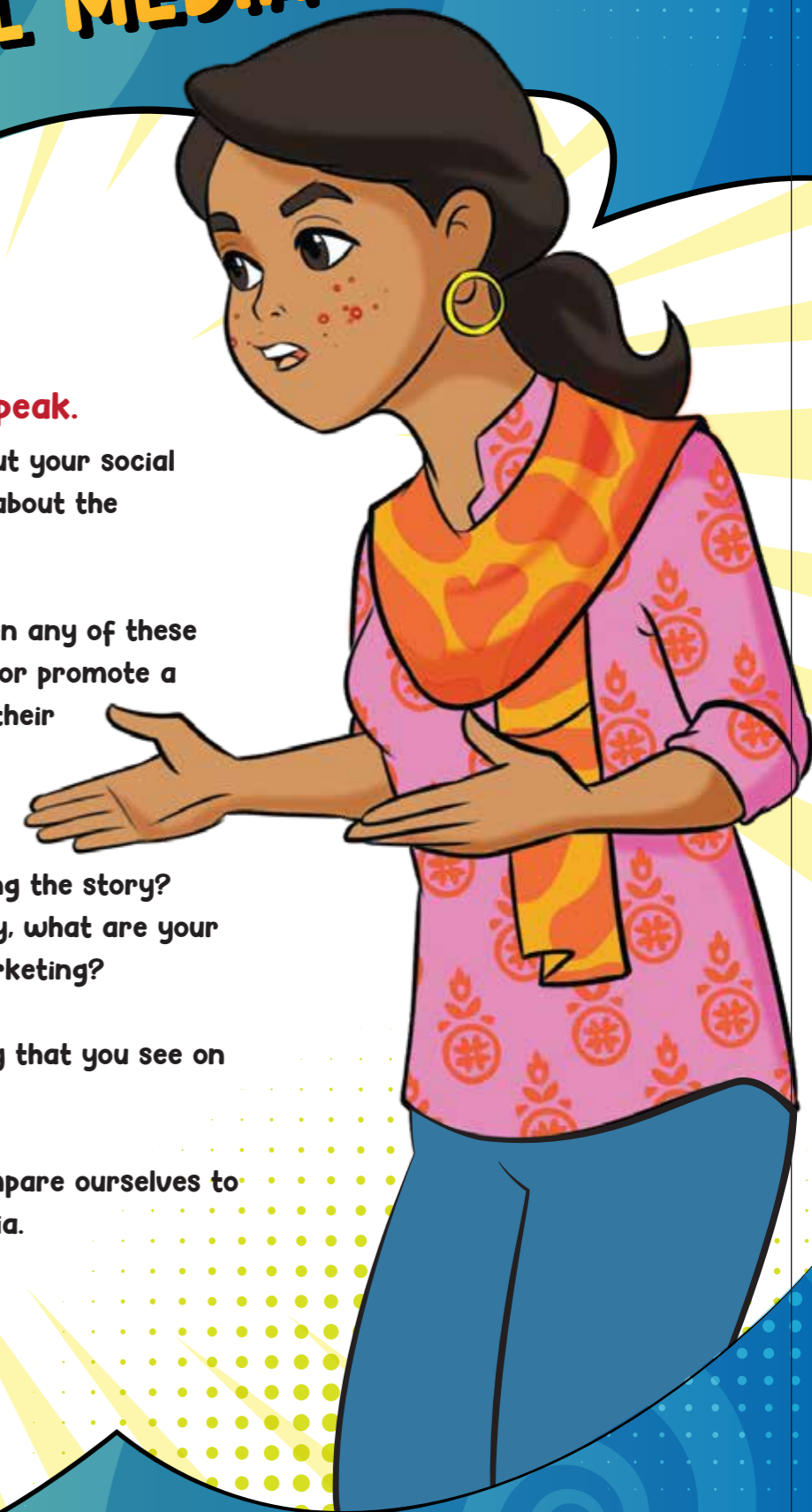
THE EFFECTS OF SOCIAL MEDIA



Think, understand, and speak.

Take 60 seconds and think about your social media usage habits. Especially about the influencers you follow online.

1. Can you think of a time when any of these influencers tried to market or promote a product or service through their social media posts?
2. What would have been your opinion on this before reading the story? Now after reading this story, what are your thoughts on this kind of marketing?
3. **True or False:** Not everything that you see on social media is true or real.
4. **True or False:** We should compare ourselves to people we see on social media.



WHAT WILL YOU DO?



Imagine that there is an online group of 5 friends who are students of Class 11. One of these friends uses social media a lot and follows celebrities and influencers. He keeps sharing their messages and posts on the group. What will you do and why:

1. You will tell your friend that there is always a chance that the things shown on social media could be fake or wrong.
2. You will discuss the dangers and responsibilities that come with following social media influencers.
3. It's not important to make your friends aware of the risks that come with social media, but you will be careful when using it.