

# Review : Bulbul Apps

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Bulbul Apps, founded in 2014 by filmmaker Prakash Dantuluri, so that his daughter could be familiarized with traditional and regional stories of India, offers a variety of interactive stories and rhymes that are animated and illustrated. The app library has something for every kid aged up to eight. The 'What is it' series, for example, helps children learn about animal sounds and names, while the 'Baby Bath Time' story has a baby and children find them attractive. There are stories from all around the world and the app is updated regularly with new books and stories. The central character in many of the stories is 'Bulbul', the bird Tommy in a fix when his mom runs out of diapers and asks him to start using the potty. In 'Baby's First Zoo', the dad takes the kid to the zoo to answer all her questions about different animals, birds and insects. 'Mowgli and Bulbul' series has Mowgli, the little boy raised in the jungle by a bunch of wolves, and his 'best friend Bulbul' set out on their adventures in the jungle. Bulbul Apps has interpreted the The Jungle Book classic in a modern way, designing it in the form of an interactive ebook application.

It has also introduced the digital natives to Indian mythology with its 'Adventures of Krishna' series, which is already a hit with children. The segment is dedicated to the stories of little Krishna and his adventures in Vrindavan.

It also has a Tuk-Tuk series, a 'travel app for kids' that helps them discover a city in an interactive manner. While 'Tuk-Tuk Goes To Mumbai' happens to be the first product of the series, 'Tuk-Tuk Goes To Hyderabad' was launched last year. The children can explore more cities of the world riding the colourful three-wheeler through this app, in future. The Bulbul Apps library also has famous fairytales and other bedtime stories, such as 'Cinderella', 'Snow White' and 'Pinocchio', in animation format. The size of an average story is 20MB, with the developers currently working on bringing it down

further to 10MB. Bulbul Apps has over 50 apps in its library at present, and the number is growing. Currently available in English, Hindi and Telugu, the content will be available on all major Indian languages in the days to come, according to the developers.

**Price:** Free/Paid

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