

When the pen is mighty enough

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CAN you believe that a person can make a comfortable living by his handwriting? Well, K C Janardhan does. He teaches handwriting to children and adults, calligraphs certificates and promotional campaigns of advertisement agencies, and writes books on the subject.

KCI, as he is popularly known is the founder of Connoisseurs Quill, an organisation dedicated to the development of handwriting through research. He has the unique distinction of being given the privilege to write his own passport by the Bangalore Passport Office.

Janardhan started off with writing a few course completion certificates for a friend's company and was paid Rs 100 for his first assignment. Today, he makes a comfortable living from writing certificates and promotional material for his clients

among whom are Motorola, Star TV, Telsok and Oberoi Hotels.

Janardhan is a salesman-turned-chemist-turned-teacher-turned-calligrapher who seems to have finally found his core competency. He spends about six hours a day on researching the relationship between music and calligraphy.

Asked whether he faced competition from laser printers that can print calligraphy fonts, he replied, "Firstly, certificates cannot be fed into ordinary laser printers. Secondly, alignment is

tion technology leaders like Wipro and Verifone proves the superiority of calligraphy over computers. My dream is to set up an institute of excellence in handwriting and calligraphy and presently I am learning Chinese and Japanese calligraphy keeping up with the spirit of globalisation".

Then there is the financial angle. Laser printers that can print on certificates cost upwards of Rs 5 lakh. Considering a corporation gives only a few certificates a year, such a huge

investment doesn't make financial sense.

But corporate houses and advertising agencies now know the difference between professional and amateur calligraphers and are willing to pay more for high quality calligraphy", says Janardhan.

Calligraphers here are poorly paid by western standards and can make money only by sheer volumes. Janardhan still remembers his early days when he used to write upto 200 certificates per day when the payments were as low as Rs 5 per certificate. "I have struggled a lot to get recognition in this field of work", he recalls.

"The pen should dance on paper and not plough", is his word of advice.

AVOCATION / Calligraphy

virtually impossible. This is the reason why calligraphy is a flourishing business in the US and Europe", says KCI.

Calligraphers also have an edge over computers, as they can write on any medium be it folded paper, pottery, canvas or T-shirts. "The very fact that I calligraph certificates for informa-

tion doesn't make financial sense. Janardhan also does PR consultancy and believes that a good handwriting is an asset for public relations personnel.

This self-taught calligrapher and emphasises that calligraphy is a scientific art. He faced a tough time marketing calligra-