Abstract

This dissertation examines the importance of Nursery rhymes and stories for young minds, and how it can help preserve a tradition, culture and language. By observing a child’s needs and interest in today’s generation how can we come up with ideas and new and improved mediums for them to be encouraged and respect our Urdu language and Culture through Urdu nursery rhymes and stories. As from now children are more drawn towards cartoons like Doremon, Dora the Explorer and many other cartoon, which teach their own native or local cultural to children sub consciously. The research was carried out through interviews, participant observation, site visits and analysis to achieve in depth insights of what actually is the problem and what have been and can be done about it. The dissertation challenges that there are new upcoming animations and smartphone applications done for Early Education for children in Urdu. But not many people are aware of their efforts and their emergence due to various reasons and problems that this research paper discusses in depth and have come up with a different opinion.