

# Sing Along

## Producer-director Ajai Sinha renders a song for his new show

**Mumbai Nov 16, 2009** : His last, show, Ghar Ek Sapna, on SaharaOne wrapped up a few months and had a consistent TRP rating that ranged between 1.2 and 3. Now, moving, on from the success of this show, producer-director Ajai Sinha is giving finishing touches to his new show called Kesariya Balam Aavo Hamare Des, that goes on air tonight.



'Ghar Ek Sapna was my baby. It was an identify for me,' says an emotional Sinha when asked about his last show.

'It was one of my longest running shows. I would have ideally wanted it to run for a few more months, but if you think practically, it was fair to end it where we did,' he says.

Moving on to Kesariya Balam Aavo Hamare Desm Sinha admits that he has sung a song with a folk singer and has also recorded a string of folksy numbers for almost every situation in the show.

'It took a lot of effort to find these folk singers. They live in small villages and are big names in their area. I lived in a couple of places in Rajasthan for a few months to search for such singers and luckily, I found some,' adds Sinha.

The producer, who's synonymous with emotional and socially relevant shows, says that he always wanted to sing but felt confident to go behind the mic only this time.

'I wasn't sure how the song would turn out. But when I sang it with another folk singer, it sounded good. For once, I loved my voice,' he laughs.

From the promos on air currently, the new show appears to be a remake of Raj Kapoor's Satyam Shivam Sundaram that starred Zeenat Aman and Shashi Kapoor.

'Every show draws from a source. There is nothing wrong in picking up an idea from somewhere,' he says diplomatically, 'My show only borrows a basic idea from the film. I'm sure even Satyam Shivam Sundaram, drew from some idea. It had someone else's creative juices too.'

'I thought Hasratein was purely my idea but later I discovered that it had its roots in a play that was written in the 1950s,' Sinha reasons, adding that the story's treatment decides how different or similar it is with the original.

Kesariya Balam Aavo Hamare Des will be aired on SaharaOne daily and has new faces. Wonder what made Sinha cast new artistes when selling established names is still a difficult taks?

Sinha says, 'If we start thinking that only established name can sell a show, new faces will never get, a chance. My show demanded a new face. An established name wouldn't have made the right impact.'

## Mumbai Mirror

# Changing tracks

## Director Ajai Sinha fulfills his dream of becoming a singer with TV serial Kesariya Balam Aavo Hamare Des

**Mumbai Nov 16, 2009** : Producer-director popular television serials like Hasraten, Ghar Ek Sapna and Astitva-Ek Prem Kahani, Ajai Sinha turns singer with his new serial, Kesariya Balam Aavo Hamare Des, which starts today. He has sung the Rajasthani folk song, Kesar Kumkum beech pali ho. He will also be seen lip-synching an-other song.



Commenting about the music and his dream of becoming a singer, Ajay says, 'The music of the serial is folk-based. I met many local artistes from Rajasthan for the background score and other tracks and used them in the show. I finally fulfilled my dream of becoming a singer with Kesar Kumkum beech pali ho and lip=synched for Mandir mein dhaga bandhne gayee ho'

Ajay has earlier acted in other serial like Mahabharat, Bahadur Shah Jafar, Chunauti and Gudgude. So what prompted him to return to acting after a hiatus? 'Mandir mein dhaga bandhne gayee ho was difficult to lip-sync and since I was part of the composing team and well-versed with the song, I decided to act.'

- Kunal M Shah

## Bombay Times

# No 'skin-show' = No show?

**Mumbai Nov 18, 2009** : Hindi serial makers tend to copy from the big screen. And from the looks of it, Ajai Sinha's Kesariya Balam Aavo Hamare Des looks all set to follow in the footsteps of Satyam Shivam Sundaram, the film that made Zeenat Aman emerge as the sexist thing to walk planet Bollywood. Newcomer Jaya Binju plays Rukmini, a pretty girl marred by deformity, a la Zeenie baby in the film. But Zeenat was skimpily clad in short wrap-arounds and cleavage-revealing blouses, while Jaya is more traditionally dressed in ghagra-cholis, to suit the family audience. But then will the show hold viewers' interest? Time will tell!



- Deepali Dhingra

**Bombay Times**

## **Will Maninee's new image find takers?**

**Mumbai Nov 28, 2009** : Maninee de is seen on TV these days in a very Rajasthan traditional getup and speaking in that dialect. She plays the male lead's bhabhi in the show Kesariya Balam Aavo Hamare Des. Even though Maninee is playing her part comfortably, it just doesn't go with her image. The actress is more associated with the modern woman or the conniving him vamp. To see her suddenly play a bahu is difficult to digest. Well, her character is rebellious, an alcoholic. But her attire is still something 'new' on the Maninee people have seen so far. WE understand most telly shows have a rural setting these days and actors are certainly no more choosers. But, we are sure Maninee herself wishes that she gets roles that suit her image. Maybe with time... After all no trend on the small screen lasts too long. The rural setup trend is also bound to fade away soon.



- **Deepali Dhingra**