

This Navratri add a special touch of spirituality....



Iss Navaratri Suniye Mata Ki Manohar Kahaniya Vaishnavi Ke Zubani.

Since its inception, **SaharaOne's 'MATA KI CHOWKI'**, has embarked on a journey for the restitution of goodwill. The story revolves around **Vaishnavi**, an orphan girl who became an ardent devotee of Mata Vaishno Devi. She is actively involved in preaching about Mata, sings Jagrata, conducts Mata Ki chowki and motivates people to follow the preaching of Mata and rescues people from pain and misery, all of which are seen as miracles by the masses. Her faith in Mata sees her sail through every possible hurdle even in her personal life that she encounters while at the same time her good deeds towards enlightening the masses raises her divine personality amongst them.

Taking this spiritual journey to its peak, starting from the very auspicious first day of Navratra, **Mata Ki Chowki** will enlighten viewers about the different stories about Mata killing the demons. All through the nine days of Durga Puja that concludes with Dusshera, **lead character of Mata Ki Chowki, Vaishnavi**, will narrate the story of how and why each demon that posed threat to the mankind was killed by Mata thus establishing that it is always the good that overcomes the evil.

The nine-day period from the new moon day to the ninth day of Ashwina is considered to be the most auspicious time of the Hindu calendar and is the most celebrated time of the year as Durga Puja. The nine different forms of Mata are worshiped over the nine days and every form spearheads the killing of a demon that it encountered. Vaishnavi will narrate the story of these various avatars of Mata and how and why every form of Mata killed the demon it encountered to zillions of devotees who will be worshipping Mata everyday.

In its unique way, **Mata Ki Chowki**. Vaishnavi will find out the truth about her father-in-law, Sheelkumar. Vaishnavi and Sheel will come face to face with each other. Sheel's main target is to kill the kid in Vaishnavi's womb. After Vansh and Vaishnavi consummate their marriage, Vaishnavi gets pregnant. In spite of failing in his earlier attempts to defeat Vaishnavi, Sheelkumar does not give up and decides to kill the child growing in Vaishnavi's womb since he is warned by the devil god that any child taking birth in his family will be responsible for his death. It will be the war between the good and the evil. Vaishnavi will struggle & fight against this evil design of her father-in-law yet again.

**So this Navratri, MATA KI CHOWKI , gives an auspicious opportunity
to enlighten your mind & rekindle your faith.**

**Watch 1 hour Navratri special episodes of,
"MATA KI CHOWKI "
Starting Saturday, Sept 19, - Monday, Sept 28 at 9.30 p.m,
Only on SaharaOne Television.**