

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



Ansuni Kahaniyan, Kahaani Kal Ki... Seekh Aaj Ki.

Iss Chaitra Navaratri Suniye, Unsuni Hindu Devi Devtaon Ki Manohar Kahaniyan.

Since its inception, **SaharaOne's 'MATA KI CHOWKI'**, has embarked on a journey for the restitution of goodwill. Taking this spiritual journey to its peak, SaharaOne's Mata Ki Chowki will celebrate the auspicious festival of Chaitra Navratri rekindling the faith and devotion amongst its viewers.

Chaitra Navratri, also known as Chait Navratras, as the name indicates is observed during the Chaitra month (March – April) in a traditional Hindu calendar followed in North India. **Chaitra Navaratri 2010 begins on March 16 and ends on March 24.** The festival is dedicated to Goddess Shakti and three of her most popular forms– Goddess Durga, Lakshmi and Saraswati – are worshipped during the period. It begins on the first day of the Chaitra month and ends with Ram Navami. Chaitra Navratri is known by different names like Ram Navaratri, Vasant Navratri, Basant Navratri and some people also refer it as Spring Navratras. Chaitra Navratri is observed when Mother Nature undergoes an important climate change. It also marks the beginning of the summer season. There is a popular belief that the fasting during Chaitra Navratri is to prepare the body for the ensuing summer season.

'Mata Ki Chowki – Chaitra Navratri '

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Says Mushtaq Shiekh, Creative Director - Sahara One Television, "We are very happy to bring to our viewers special telecasts of 'Mata Ki Chowki' during this auspicious nine days of Chaitra Navratri. Reaffirming our faith & devotion to Maa Durga, the current episodes during Chaitra Navratri will highlight the importance of this festival and further bring to the audience interesting unheard stories of Mata and various Gods. Festivals in India epitomize the religious, cultural and social aspirations of the people, and are occasions to reaffirm one's gratitude and allegiance to one's family. It is our endeavor, in our own small way, to rekindle this faith in God and reaffirm our gratitude to our viewers."

During the nine day period of Chaitra Navratri, from the very auspicious first day Mata Ki Chowki will enlighten viewers about the different unheard stories revolving around various Gods like Mata, Shiv, Parvati, Vishnu, Ganesh, Ram and Krishna that carries a moral of virtues to follow for every human being on this earth.

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

*Watch Chaitra Navratri special episodes of,
"MATA KI CHOWKI"*

*Starting Tuesday, March 16, - Wednesday, March 24 at 10.30 p.m,
Only on SaharaOne Television.*