



Presents

# बसेरा

*-An emotional tale about the fragile bonds that tie parents and children*



**- Basera launches August 17, 2009 at 9:30 p.m., Monday to Friday-**

**Mumbai 09 August 2009:** This August, Imagine presents **Basera**, an emotion filled tale that explores the relationship between parents and children and the bonds that tie them together. **Basera** traces the journey of four friends who have dedicated their life to nurturing and catering to every need of their children. But their lives take a turbulent turn because of their very own children, whose priorities in life lie elsewhere.

Basera is an insightful story which is very relevant in today's times. As India gets more urbanized, traditional secure joint families are giving way to nuclear ones. An older generation of Indians is coming to terms with loneliness and loss of control. Basera deals with these insecurities and a nagging concern that parents have about how their children will treat them in old age.

When you bring your parents away from the comfort of their home, to take care of your child because the nanny is away - are you being selfish? When you have more time for your friends

and office colleagues than your parents back home, are you being fair to them? When you force your parents to sell their ancestral home to finance your own ambitions, are you justified? Basera will deal with such situations, and raise questions that are relevant to today's families.



The story features some of television's most popular actors such as **Ram Kapoor**, **Pallavi Subhash**, **Supriya Pilgaonkar**, **Rajesh Shringarpore**, **Akshay Anand**, **Resham Tipnis**, **Priya Bhatija**, **Amit Jain**, **Neelu Kohli** and **Saahil Chadha** alongside a host of other talented artists.

The show has been styled by Bollywood's ace designer **Vikram Phadnis**.

Commenting on Basera, **Prem Sagar** of **Sagar Arts** said, *"For decades, the shows produced by the Sagar Parivar have adhered to the mission of conveying a positive social message. Life is unpredictable, and no parent can be absolutely sure about the behavior of their children especially in today's materialistic world! Basera will open the inner eyes of youngsters and parents alike. It is a classic family saga for viewers across all ages more so for teenagers, who have diluted their values, ethics & dharma with time and circumstances."*

Talking about the new show, **Shailja Kejriwal**, **EVP Content Imagine** said, *"Basera's storyline traces an issue that is very relevant in today's times. The various emotions and situations*

*that are captured in this story take direct reference from what is happening within our society even today. Given the scale of production and the depth of the story, viewers will see similarities between the situations in the show, both positive and negative, and their own lives and experiences.”*

Will these families cope up with disdain from their children? Walk with them as they struggle with circumstances to regain their self respect on Imagine’s new presentation - Basera, starting **Monday August 17th Monday - Friday at 9:30pm.**

## Comments and Views

After a long, successful inning as masters of mythology, fantasy and historicals, the Sagar Parivar revives yet another genre the family loves to watch - the social family drama.

Says Rajesh Sethi & Naresh Malhotra, series directors of the show: ‘There are four families involved in the saga and over 40 characters. The families are the Keshubhai family, the Parekh family, the Malhotra family, the Deshmukh family and the Ahmed family. Some of television industry’s most popular actors have been cast in the main roles in each family.

“The viewer will identify with and feel the pangs of their varied emotions because he has experienced those feelings at some time or the other in his life. It is a contemporary story and the characters are all people you and I meet every day in our own lives. Life is very pleasant for the families till the truths of life and the real colours of the family members begin to surface. Which is how it is in real life as well”

When Achalaji conceived the narrative structure of Basera in her mind she easily grasped the freedom she had as a writer to convey the social message she wanted to convey. “In a film one has to compress one’s vision because it is an experience that you have to give to viewers for 3 hours. In a television serial you have ample freedom and scope to create characters, situations and interplay of emotions. So I have worked on a bigger and more comprehensive canvas for Basera and I can tell you that I am truly proud of what I have written because the message Basera gives through the characters and their destinies is very timely.

“I have travelled and observed families in India and abroad. At one time we were proud that Indian families gave respect and honour to elders and aging parents. The neglect and alienation that senior members in families abroad suffered was their culture, not ours, we believed. We attributed it to many factors in the materialistic western society but in course

of time it became a serious lapse in Indian society, as economic pressures forced couples to think more about their own comforts and pleasures and less about the very people who made them capable of standing on their own two feet.

“In Basera my message is clear. I tell parents, please love and trust your children, give them your support, but you be wise and protect your own interests, too, for your own good and self respect.