

Jai Jai Jai Bajrang Bali *on Sahara One*



For the first time a mythological soap from the production house of Sagar Parivar, the acknowledged masters of mythology on the small screen, will come on air on Sahara One from 6th June, Monday to Friday at 8:30pm.

The daily soap produced by Anand Sagar and Jyoti Sagar and directed by Prem Sagar tells the story of Hanuman and the purpose of his coming to the mortal world as the eleventh Rudra avtar of Shiva, the destroyer and transformer among the trinities.

Hanuman's life and service to mankind in delivering the world from the atrocities of invincible demons like Ravan and all such mortal agonies as disease and evil influences as an avtar of Shiva forms the central idea of the script of *Jai Jai Jai Bajrangbali*, the lavishly mounted serial from the family of Sagars known for such outstanding works as *Ramayan*, listed as the world's most viewed mythological soap in the Limca Book of World Records, *Shri Krishna*, which fetched the national network of Doordarshan a whopping over 100 crores as commercial revenue, *Jai Mahalakshmi*, *Jai Ganga Maiya*, *Jai Durga*, *Sai Baba* and the on air *Mahima Shani Dev Ki*.

Jai Jai Jai Bajrangbali arrives on Sahara One at a time when two of the family's productions are going great guns on Turner Imagine. The mytho soap, *Mahima Shani Dev Ki*, airing on Saturdays, is getting the highest TRP for Saturday 8 p.m. slot, amongst all the programmes across channels and the historical costume drama, "*Chandra Gupta Maurya*", airing on Fridays and Saturdays, at 9 pm on Imagine TV is touching a peak of over 2 TRP topping the TRP chart for the channel.

Bajrangbali has a cast of handpicked actors playing the principal roles, awesome spectacular settings created by in-house designers at Sagar City, the family's sprawling studio at Vadodara in Gujarat, dazzling SFX created at the family's postproduction studio in Mumbai by the techwizard, *Jyoti Sagar*, who has been consistently winning awards and accolades for the visual effects in such hits of the family as *Hatim*, *Ramayan*, *Jai Durga* in the past and is currently receiving praise for the visual effects in *Mahima Shani Dev Ki* and *Chandragupta Maurya*.

The Sagar Parivar is the only family in show business having the credit and blessing of bringing *Ramayan* to the small screen twice successfully. The family also has the credit of making the fantasy story of *Vikram Betaal* twice for television.

The creative team of *Jai Jai Jai Bajrangbali* is led by *Shiv Sagar* from the production House.

Enclosed is a chat with *Shiv Sagar* who details what is new in the Sagar narration of the story of Hanuman who is believed to be living even today, responding to the call of his unconditional believers. As a manifestation of Shiva, Hanuman has most of the virtues of Shiva and is a yogi like Shiva. Hanuman is portrayed in all Hindu spiritual literature as a karma yogi forever immersed in the service of Ram. He is also a destroyer like Shiva when the need arises. His BAAN (arrow) is the club he carries which he uses to destroy enemies. In a more spiritual sense the destruction we associate with Shiva is the destruction of the ego of those who think they are invincible like Ravan for example. Hanuman does exactly that when he confronts Ravan in his durbar in Lanka and later burns the gold covered palace to ashes with his tail which is set on fire by Ravan's soldiers.

chat with
Shiv Sagar



The Sagar family brings its unrivalled expertise in the domain of Mythology to give Sahara One its most ambitious show, Jai Bajrangbali, ready to go on air from 6th June, Monday to Friday at 8:30pm. The soap is creatively spearheaded from the Sagar Parivar by Shiv Sagar, grandson of Dr Ramanand Sagar.

Shiv Sagar, a rank holder in Business Management from ISB, Hyderabad, is currently receiving well deserved compliments for the unprecedented TRPs for Saturday 8 pm slot his presentation of the story of Shani, the most feared planet in Indian Astrology, is getting on Turner Imagine. The soap, Mahima Shanidev Ki , has been garnering a TRP which at times is the highest on the channel's TRP chart.

In a candid interview, Shiv Sagar talks about his forthcoming show centering on Hanuman on Sahara One and his plunge into the family's core business of software production after securing high academic qualifications in other specialities.

First of all what is new in the story of Hanuman that you are bringing to the screen? As you know we have seen and watched with awe Hanuman's part in the two Ramayans produced by your family.

Frankly when I was told that we have to make Bajrangbali for television as a mythological soap my instant reaction was : "no, not again". As you have pointed out our family has the credit of making Ramayan twice and Hanuman was immortalized by Dara Singh in the first version which has remained a classic and a benchmark for my generation even though we have advanced technically since my grandfather made the first version and created world records.

So, the question before me was how to make it differently and grab the attention of viewers who have a keener sense of visual entertainment thanks to the array of television content they are being exposed to. Our research yielded us an interesting and authentic base for telling the story from the angle of Hanuman being an avtar of Shiv and as one of the four divinity living in the Kal Yug. We begin our narration with Tulsidas chasing Hanuman who comes disguised as a Brahman to listen to Ram Katha recited by Tulsi on the banks of the Ganga at Varanasi. Hanuman gives him darshan and tells him to write Ramcharit Manas in simple language so that it can be understood by the masses.

Tulsi then travels from Kashi to Ayodhya to begin his writing. Since Tulsi is blessed with Hanuman darshan, Devotees request him to recite the Hanuman story.

What is the Hanuman story he recites?

The story stems from Ravan who exceeds all limits in the perpetration of atrocities and has unlimited pride in his invincibility due to a boon he has received from Shiv. Ravan is so arrogant that he attempts to rape Vedvati when she is praying to Vishnu to be her husband. Vedvati curses him and jumps into a burning pyre. Ravan scoffs and says no one can touch him, Since he has sacrificed his ten heads to please the ten Rudra Avtaars of Shiv.

Shiv is furious and he watches all this from Kailash. Shiv tells the devtas who come to him seeking his help not to worry. Realising that he had given a boon to a demon who had a hidden motive to use the invincibility granted to him for tormenting the good innocent mortals rishis and munis, Shiv decides to take an avtar and kill Ravan.

Thus Shiv takes the avtar of Hanuman, choosing Anjana as his mother. Kesari and Anjana become parents of Hanuman and Pawan becomes the godfather of the child who has the face of a monkey and shows his divinity as an infant itself when he leaps to swallow the sun thinking it is a fruit.

The story is focused on Hanuman as Shiv's avtar and the events that unfold in the episodes are sometimes known and, most times , not so known to viewers. There will be eye opening episodes for Hanuman worshippers as the soap progresses and we bring forth the amazing strength Hanuman derived from Shiv. In fact, when Shivji decides to take the avtar , Vishnu agrees to come to the earth as Ram, Lakshmi Devi follows as Sita .There is also a contemporary flavor in the episodes because we have taken the trouble to show the places which are referred to in the epic . Like the Anjanadri Hill near Hampi where Hanuman was born to Kesari and Anjana for instance.

What has been the toughest part in the making of the serial?

The toughest part has been our endeavour to give the story a freshness of appeal. The effort has been to kindle interest in mythology and history at the same time. Our mission has always been to elevate and enlighten the minds of viewers. If it is Hanuman, then we have to enlighten viewers as much as we can about him and the part he played in the destruction of Ravan and Lanka.

Our cameramen have captured the rugged and majestic beauty of the places including Kishkinda (Hammipur, Belur), Anganwadi, Varanasi etc., which are described in Tulsidas Ramayan. Kishkinda has a strong reference in the epic as the monkey kingdom which was ruled by Bali. Hanuman becomes an ally of Bali's step brother

Sugriva and he brings Shri Ram and Sugriva together leading to the overthrowing of Bali and the crowning of Sugriv as the king. There is a chapter in Ramayan known as the Kishkinda chapter.

The episodes have everything to grip the viewer apart from the religious and spiritual content. The intrigues and conspiracies, the supernatural powers that the characters possessed which are used in conflicts and wars etc are sure to hold viewers attention.

Ravan is a key character in the narrative. We have traced his ancestry and his raison d'etre very interestingly. A very senior character actor, Nimay Bali, plays the role.

Sagar Parivar's productions are known for the Settings, and Computer Graphics (special effects) both are a highlight in this production, too?

Yes, we have lavish settings and beautiful outdoors in the serial.

You are steadily becoming a mythology expert, aren't you? After all it is the forte of the family.

I am learning every day. It is educative and challenging. The medium itself is replete with challenges for makers today because every episode you make is in the race, competing for attention in a crowded TV space. So far we have been blessed with a niche position of our own. We believe in doing our best and leaving the rest to God.