

Shiv Sagar ready for third acid test

Shiv Sagar, one of the grandsons of the legendary film maker and television moghul Dr. Ramanand Sagar, is the creative producer of “Baseru”, which is Shiv’s second production for NDTV Imagine. His first for the channel was “Mahima Shani Dev Ki” which fetched him good notices and established him as a serious producer.



“Mahima Shani Dev Ki” is one of the popular shows on NDTV Imagine at the moment and has won the respect of Shani bhakts all over the country with its well researched content. Shri Ashok Singhal International president of Vishwa Hindu Parishad has hailed it as landmark effort in bringing the true story of Shani Dev on the screen.

He is also winning praise for the fantasy serial “Kahaniya Vikram Betaal Ki” produced by him for COLORS.

Interestingly Shiv Sagar had no interest in show business when he completed his masters degree in Hotel Management from the famous Les Roche in Switzerland and received a gold medal with his degree. Shiv went on to study Business

Management at the prestigious Indian School of Business (ISB) at Hyderabad when returned to India. Shiv passed out of IBS with flying colours and an award for his concept of a Theme Park. It was obvious that he wished to pursue a career in the corporate world. But Fortune had other plans for him.

To his own surprise and the family's surprise he began to find the creative world of television software production both stimulating and rewarding when his maiden production "Mahima Shani Dev Ki" garnered good ratings and critical esteem. And his journey as a television producer began.

Shiv Sagar is now fully engulfed in the exciting world of television shows. The vast canvas of "Basera" and the production challenges it entails have given Shiv Sagar another opportunity to excel. The story of Basera reflects Shiv Sagar's observations of the lives of aging parents he has known and met while travelling all over the world.

Shiv Sagar says: "we have a message enfolded in the soap, but it is not a preachy or sermonizing serial. It is full of happy and charming moments. The elderly characters are full of life and romance. They are strong and healthy, except one character who is confined to a wheel chair. The younger characters are also well defined and individually very different.

"When two generations live beneath one roof there is bound to be differences of opinion and a clash of ideals and beliefs but they never led to serious break ups and alienations in the past. That was because parents and grand parents were respected and given their authority even if it meant suppressing personal ambitions. It was an implicit understanding in all relations be it between the elder and younger brother, father and son, uncle and nephew or a senior and junior in an establishment. Today, personal goals and ambitions have become

paramount in the lives of an entire generation of Indians. It has led to brutal self – centeredness and hardening of hearts”

“We have given excellent production values and cast some of the finest artistes in the industry in roles they have not played so far. The styling and costumes created for each character by Vikram Phadnis is a highlight. The music is by Lalit Sen whose classical lineage is well known.

“This is my second production for NDTV Imagine. My first, Mahima Shani Dev Ki, got good notices. I hope Basera takes the notch a few points higher”.

Among Shiv Sagar’s fourth coming ventures is a soap centering on upbringing of children in Indian families and an Indian historical drama.