



Zee TV brings to you an India which exists but has never been shown before
With...



Monday - Thursday at 9.30pm

Friday, 10th March 2009: Zee TV is proud to present its latest offering 'Agle Janam Mohe Bitiya Hi Kijo', which is the story of seventeen year old Laali's optimism about life and her courage and compassion when it comes to rescuing her family from the throes of hunger and abject poverty. The lead role of the girl who embodies all these virtues and is strong enough to protect her family and loved ones is a relatively fresh face Ratan Rajput. The show produced by Swastik Pictures premieres on *16th March, every Mon-Thurs at 9.30pm* only on Zee TV.

The term poverty is a relative concept. Even after more than 50 years of Independence, India still has the world's largest number of poor people in a single country. In a small town in Bihar is a minority Dalit race called the 'Musahar' who by profession are rat killers and which is their only means of survival. To this race belongs a family of six that forms the subject of this new show.

Speaking on the launch, COO of ZEEL and Business Head of Zee TV Mr. Nitin Vaidya said, "We have always been known as the pioneers in Hindi Entertainment on the small screen. Take our shows like Sa Re Ga Ma Pa, Lux Dance India Dance, Choti Bahu...all are distinct subjects. We have always led the way with topics that have touched the viewer's hearts. The show will highlight that part of India which has never been brought-up so strongly on any of the GECs. For the shoot we decided to use a natural location so that everyone could be in their characters at all times. The location is Godewadi, near Wai where we have erected a 100 people village for the sole purpose of the shoot."

Adding further he said, "It is a story of a girl, her pride in being a woman and her fight against poverty. We are going to create the characters from the artists and have some names that I am sure will hold the story like Aditya Lakhia (Kachra of Lagaan), Tuhina Vora, Anupam Shyam, to name a few."

On one hand where the show talks about poverty, on the other it also highlights the fact that in this male dominated society, a woman has not lost her identity and has the ability to overcome barriers. Our lead protagonist, Laali, sets an example by supporting her father to run the family. The show shatters the age old myth about women being looked down upon in Indian society and at the same time brings to viewers 'another' India where people have to fight hard to house one square meal a day.

Show synopsis:-

In the background of poverty, the extreme sacrifices that Laali makes is a moving story. This seventeen year old girl lives with her parents and her younger siblings in a village called Koyna in Bihar. They come from a low cast background and by profession are rat killers or 'Musahars' who help the Zamindars to protect their land and homes from infestation. The father scrapes together a small income and the girl does odd jobs around the village to support him. And like any other girl her age, she also dreams of a happy life after her marriage to a man who loves her. So will her dreams ever come true after a life of struggle and disappointments? Will her father be able to fulfill his daughter's desires after he has seen her give up her childhood to help him meet ends?