

# SPARE A THOUGHT FOR SAFETY

Radio Mirchi tells you how to stay safe and happy this Uttarayan

This Uttarayan, India's no.1 and Ahmedabad's most favourite radio station, Radio Mirchi came up with a unique initiative to protect lives of all Amdavadis from brutal *manjha* (thread) by distributing life saving safety belts in the entire city. Several commuters (especially two wheeler riders) are severely injured while travelling on roads due to this *manjha*.

To fight against the menace, Radio Mirchi in association with Traffic Police Ahmedabad distributed more than 15,000 safety belts (free of cost) in various parts of Ahmedabad between January 9 and 13. This CSR initiative was supported by CIMS Hospital (Care Institute of Medical Sciences), Binani Cement and TGB (The Grand Bhagwati). Uniquely designed, one can easily tie the safety belt around the neck thus protecting it from life threatening injuries while travelling. The campaign received tremendous response



Dr Satya Gupta, Dr Dhiren Shah and Dr Sanjay Shah (CIMS Hospital), Siddharth Khatri (DCP-Traffic), RJ Dhvanit, Sumit Aggarwal (Cluster Head-Radio Mirchi, Gujarat) and Sunil Patel (DGM Marketing-Binani Cement)

from Amdavadis who queued up at various cross roads to collect these safety belts.

DCP-Traffic Siddharth Khatri was instrumental in conduct of this activity and applauded efforts of Radio Mirchi and all their partners for undertaking this activity. On this occasion, Dr Dhiren Shah (Chief Cardiac Surgeon) from CIMS Hospital,

Ahmedabad said, "Prevention is always better than Cure so we thought to prevent the injuries itself from the beginning so that Amdavadis can have safe and Happy Uttarayan." Further to this, Sumit Aggarwal, Cluster Head-Radio Mirchi Gujarat mentioned, "Apart from bringing entertainment to Amdavadis, we intend to

evolve as a responsible media company and this activity is a step in that direction." The CSR initiative was presented by CIMS Hospital (Care Institute of Medical Sciences), powered by Binani Cement in association with TGB and Ahmedabad Traffic Police. This initiative was conceptualized by Radio Mirchi.

Pics: Mayur Bhatt



Ankur and Aparna Garg



Chitrak, Priyanshi and Chiranjiv

# Classy affair

Who says entrepreneurs just think about balance sheets and bottomlines all the time? Recently members of an entrepreneurs organisation saw some latest fashion trends in the market showcased in a fashion show. An internationally acclaimed fashion designer spoke on creative thinking and fashion. The outfits showcased on the runway were inspired by the innovative use of buttons with embellishments etc. Various creative, practical

fashion ideas and timeless designs were showcased at the event for all the entrepreneurs across the state.

Not just dapper men in their tuxes and evening suits, even the ladies sizzled in LBDs and trendy numbers. Prominent faces like Jaydeep Desai, Chiranjiv Patel, Niren and Aanal Gawarwala, Hitesh Vaswani, Purva Patel, Subir Goradia and Chitrak Shah, were spotted enjoying the event as they shared animated conversation with their friends over coffee at the specially designed Italian cafe bar.

Amdavadis sure know how to heat up a chilly evening!

Contributed by Amrita Mulchandani



Shivangi and Bhoomi



Purva, Roopal and Vanita

# 'Have done enough B'wd songs, won't compromise on quality'

Singer Kavita Krishnamurti Subramaniam on what keeps her busy these days and more in a chat with AT



Kavita Krishnamurti Subramaniam

Abhimanyu Mishra

We might not have heard her in the recent times, but it's hard to forget that voice we have all loved and adored. Whether it was the fun filled *Hawa Hawai* or the song of the monsoons *Pyar Hua Chupke Se*, Kavita Krishnamurti Subramaniam has rendered wholehearted performances giving those songs the life they deserved. She was in the city recently with her son and husband Dr L Subramaniam, for a concert where AT caught up with her for a quick chat and she was more than happy to oblige.

Sharing her experience performing in Ahmedabad she says, "I have come

here before as well and have always been well received by the audience. Amdavadis are very fond of music and they not only enjoy the popular music, but they appreciate different kind of music as well." She adds, "I had come to perform Bollywood songs in the past and the arena used to be packed, and today when I have come for a different style of fusion, the arena is still filled with enthusiastic people, which shows they love music. I am happy to have come here."

So what is keeping her busy since she is not doing many Bollywood songs these days? Kavita says with her signature smile, "I have been touring with my husband all around the world and

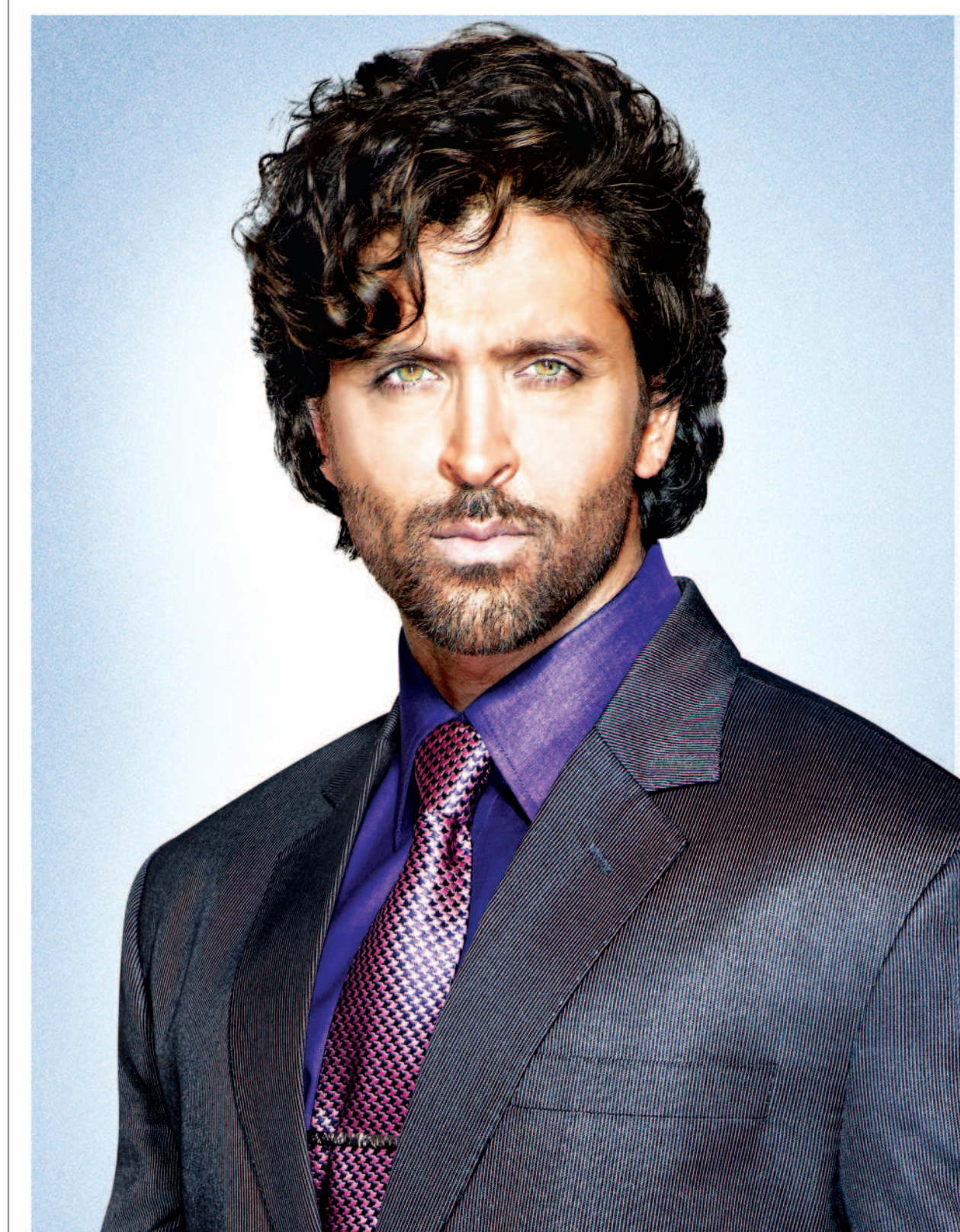
meeting various musicians who play exotic instruments. And I am totally enjoying that. Meeting them backstage, getting to know them and their music is a fulfilling journey. I am totally loving

this phase." She adds, "I am also busy with the series of concerts my husband does which is dedicated to his father, actively participating with them is like carrying forward the tradition. My son is also performing with us now and seeing him share the stage with his father makes me feel very proud."

So is she interested in coming back to Bollywood? She says, "I don't mind at all. I recently did a song in *Rockstar*, but I am not getting good songs right now and have done enough Bollywood songs to be bothered. The lyrics of the songs have to be good and if that kind is offered to me, then I will surely take it."

We hope that we soon get to hear that silken voice again.

MY SON IS ALSO PERFORMING WITH US NOW AND SEEING HIM SHARE THE STAGE WITH HIS FATHER MAKES ME FEEL VERY PROUD



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