

# Zee TV associates with Save The Children India

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This year, India's leading general entertainment channel, Zee TV will celebrate Diwali by bringing a smile to many faces. The channel has entered into an exclusive tie-up with the Mumbai based NGO, Save The Children India (STCI), and our first initiative is to spread Diwali cheer amongst underprivileged children who are being educated and trained at the NGO's Centre for a better tomorrow. Come Friday, 29 October, 2010, popular actors Iqbal Khan (Rudra), Binny Sharma (Gauri) and Aditii Gupta (Peehu) from Zee TV's hit primetime serial Sanjog Se Bani Sangini will visit the Centre and treat the kids to a fun filled and entertaining Diwali celebration that they truly deserve.



Zee TV is a pioneer in showcasing content that deals with issues prevalent in our society and spread awareness with shows like Saat Phere, Aap Ki Antara, Ghar Ki Lakshmi Betiyaan and Agle Janam Mohe Bitiya Hi Kijo. Now, Zee TV has taken this endeavour ahead beyond television to spread the message to millions of viewers across India to stand up for a cause and help spread cheer amongst thousands of disadvantaged women and children in our society. Iqbal, Binny and Aditii will ensure that the children from the Centre have an experience that they will cherish for a lifetime.

Recently as a CSR initiative, Zee Cinema had undertaken a 'Gift a Toy' activity in which all Zee Network employees in Mumbai & Delhi were to donate old toys. The toys collected from this donation drive will be given to children from STCI on 29th October.

Speaking on this occasion, Mr Akash Chawla, Marketing Head, Zee TV said, "It's a privilege to associate with Save The Children India. Being an entertainment channel, it is our responsibility to sensitize viewers that each one of us has the ability to bring about small but positive changes in society and partner for change. Through the content showcased on Zee TV we've always tried to bring about these changes and create more awareness about issues prevalent in society. This partnership with STCI is our endeavour in which we actually walk the talk."

STCI is a non profit organisation, working extensively in the area of empowering disadvantaged women and children since its inception in 1988. Save Our Sisters, a Program of STCI is also a pioneer organisation in launching an anti-trafficking initiative through a network of civil society organisations at South Asia level. Their programs are aimed at making a better world by ensuring protection of core rights of women and children i.e. protection, survival, development and participation.

Dr. Subhadra Anand, CEO, Save The Children India says, "Save The Children India has been committed to making India a Child-Friendly Nation since 1988. It gives me great pleasure that the Zee TV Network has chosen to fulfill their responsibility to society through us. I do hope that this association will continue to grow in the years to come. Thank you Zee TV for your help and support!"

This is the first among many activities that will be held between STCI and Zee TV. Join in to spread cheer and find opportunities to do something special for those who need it the most!

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