



## **bindass launches 'Change Aayega, Hum Laayenge'**

### **A new show as part of "b for change" campaign encouraging young Indians to become agents of change**

**Mumbai, March 13, 2014:** bindass, India's favorite home grown youth entertainment channel will bring yet another expression of its much loved campaign "b for change" in the form of a new show "Change Aayega, Hum Laayenge" beginning Saturday, March 15<sup>th</sup> 2014 at 6.30 pm. Much like the brand campaign, the weekly show will take forward the channel's commitment to be an "Enabler of Purposive Action" by encouraging young Indians to bring about a change and stand up for what is right.

The show will decode a multitude of issues that impact the youth through a youth friendly lens of satire, spoofy humour and a social experiment woven into the format of the show. Issues such as Bullying, Ragging, Dowry, Corruption, Civic Responsibilities, Parental Pressure, Unethical and Unkind Behavior with kids/senior citizens, violence in relationships, crimes against women etc. will be brought to light in an innovative manner through the various episodes of the show. Ultimately the show seeks to not only entertain but encourage youngsters to become agents of change, be it in their college, school, building, locality, city or country.

"Every third person in an Indian city is youth and they are restless to make a change. We want to make young Indians aware and arm them with information to stand up for what is right. Change Aayega Hum Laayenge' aims to create young change-makers who not only pursue change in their own lives but also inspire others to do so. To showcase this effectively the show has a unique format, a mix of a hard hitting social experiment along with a lighted hearted spoof. Our aim is to create a show which will be positive and entertaining", **says Shalini Sethi, Director, Content, bindass, Media Networks, Disney India.**

The format of the show involves constructing scenarios around prevalent issues that affect the youngsters. The issues are creatively engineered into 'real life' scenarios which are then enacted by actors in a 'real-world' set up, with real onlookers. The scenarios as well as actions, along with reactions of onlookers are candidly captured with hidden cameras. The anchor of the show, along with a real life victim related to the topic/issue watches and reacts to the live feed in a control room. The anchor then meets the youngsters in order to find their reasons for choosing to react or ignore the situation playing out. The show also informs the viewers of the possible legal actions if they come across a situation like this in real life.

“India has around 500 million people between the age of 15-34, it is imperative that today’s young people are aware, responsible and inspire the generations to come. “Change Aayega Hum Laayenge”, will highlight key youth centric issues by seeking a reaction and exploring suggestions to tackle them. The show aims to do all of this through a unique format, wherein the role of the host in the show goes beyond being a face on camera. Hosting this show was my way of bringing about a change. I hope to continue to do more as we move forward with this concept”, **says Gurpreet Saini, speaking about his role as the host of the show.**

An interesting element of the show is a spoof on the issue being showcased in that particular episode. The issues are showcased in a light hearted manner, which ends with a strong impactful message about the relevant topic which leaves the audience with a thought to bring about a change. The spoofs are created by the very popular ‘The Viral Fever (TVF)’, of the ‘Qutiyapa’ fame. They redefined the virtual video space by creating long-form videos which spoof trending topics. TVF Qtiyapa has over 3, 70,000 YouTube subscribers and over 126,000 fans on FB.

#### **About ‘b for change’ campaign’**

*“b for change” is an initiative by brand bindass towards being an ‘Enabler of Purposive Action’ through engaging entertainment that inspires the young people to galvanize their dreams into reality by being enablers of change. The campaign was launched in early February 2014 with an extremely relevant **brand film** that captured the different nuances of this generation. Bindass has always mirrored the lives of young Indians and in this film portrays the different shades of today’s young people through 13 short stories showcasing the sentiments of today’s young Indians. As a part of the campaign the channel also has also launched a website called **bforchange.com** which is an extension of the campaign online and a platform for youngsters put their thoughts into action. The campaign will continue on the channel through multiple content offerings including a recently launched show ‘**Halla Bol**’, Inspired by various true life events, questions social taboos and prejudices and breaks free from gender-biased myths held by many, the show celebrates 8 different stories of women, who fought back harassment/ violence and emerged as winners. ‘**Change Aayega Hum Laayenge**’ will be bindass’ second show offering as a part of the ‘b for change campaign’.*

#### **About bindass:**

*bindass, India’s leading youth entertainment brand was launched in 2007 for the Indian youth. Today the channel has reached the No.1 position received the highest GVTs in 4 years that no other competition has achieved till now. Synonymous with grit, style and success, bindass is a brand of purpose and relevance; the properties/shows on bindass mirror the lives of young India. The channel is home to the best known home grown youth oriented cult shows and franchises such as Yeh Hai Aashiqui, Emotional Atyachar, Superdude, Beg Borrow Steal and Big Switch.*

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