

## IT'S ALL ABOUT ABILITY AT IBN7 Bajaj Allianz 'SUPER IDOLS'

*~An initiative to honor those who exemplify positive attitude~*

**New Delhi, November 11, 2010:** IBN7, India's channel of impact and Bajaj Allianz, India's leading private insurance company today, announced the second edition of 'Super Idols' Award. The unique initiative will honor 13 icons who have achieved success despite many hurdles, bringing immense pride to the nation. The initiative is aimed at highlighting the human spirit and the untiring zeal to overcome any obstacle. The award ceremony will be held on 29<sup>th</sup> Nov '10 in Mumbai.

The award adheres to a unique process of selection where the Network18 Editorial Board, drawn from the editorial masterminds of CNN-IBN, IBN7 and IBN-Lokmat, deliberate to finalize 13 icons, keeping in mind their sterling contribution to humanity. 'Super Idols' will be conferred across spheres like **Art, Culture & Entertainment, Business and Self Achievers, Education, Idol-maker (Able), National Service & Rehabilitation, Sports, and Lifetime Achievement.** The success story of these Super Idols will be showcased on IBN7 in a special ½ hour episodic series being telecast on every **Sunday at 10:30 pm starting from 14<sup>th</sup> November till 28<sup>th</sup> November '10** with a repeat telecast on every **Monday at 4:30 pm.**

The Super Idols being awarded in different categories are as follows:

### Art, Culture and Entertainment

- **Manji Bhai L Ramani:** Lost both his arms in an accident, but he never lost hope and has been involved in mouth painting since 1978.
- **Vinod Thakur:** Born without legs as a result of a birth defect, Vinod learnt dancing on his own by copying the moves of professional dancers in dance videos. He participated in India's Got Talent where he danced on his hands to the sheer astonishment of the entire nation.

### Business and Self Achievers

- **Kamlesh Shah:** A Chartered Accountant by profession, Kamlesh's life is an inspiring tale. Despite all his limbs becoming dysfunctional, he decided to fight for his existence and determined to make a mark in his professional life.
- **Samuel Mani:** Affected with Cerebral Palsy, Samuel who uses the wheelchair for his mobility is the first person in India to be appointed as Microsoft Authorized Refurbisher (MAR).

### Education

- **Madhu Singhal:** A visually impaired woman of substance, Madhu is the proud Managing Trustee / Founder of Mitra Jyothi, a charitable trust that works with the objective of integrating people with special abilities into mainstream society.
- **Avinash Kumar Tiwari:** A polio patient since childhood, Avinash devoted his life for specially-abled people by opening a school for them.

### Idol-maker (Abled)

- **Dr. Mithu Alur:** For over 36 years Dr. Mithu Alur has been working relentlessly in the realm of education, healthcare and employment for women and children; leading to social change, legislation and social policy. Dr Alur is a researcher, academician and activist having authored many books.
- **Dr. Usha Punjabi:** Dr. Usha Punjabi whose husband is hearing impaired, runs 'Mook Badhir Sangathan', that provides security and opportunity to many illiterate and unemployed hearing impaired individuals.

### National Service & Rehabilitation

- **Dipendra Manocha:** Despite being visually impaired, Dipendra developed a Hindi screen reading software SAFA meant for visually impaired people
- **Madhukar Vishwanath Shirdhonkar:** Became the first visually impaired physiotherapist, helping many visually impaired people through several associations and federations that he founded for the rehabilitation and empowerment of these individuals.

### Sports

- **Prasanta Karmakar:** An accident caused Prasanta to lose his right arm during his early childhood, but this did not deter the innate fighter from taking up his recreational sport – swimming as a career. He won a bronze medal at the Common Wealth Games 50 meter freestyle Para swimming.
- **Binod Kumar:** 20-year-old Binod Kumar from Kolkata does not possess arms from the shoulder since birth, but despite this problem, Binod went onto become a national level swimming champion having won various accolades for the same.

### Lifetime Achievement

- **Sanjana Goyal:** A victim of Muscular Dystrophy, Sanjana is working to ameliorate various Muscular Dystrophy (MD) patients across India. She is the founder President of the Indian Association of Muscular Dystrophy (IAMD) based in Solan, Himanchal Pradesh.

Speaking about this initiative, **Ashutosh, Managing Editor, IBN7** said, *"It gives us immense pleasure in lauding these Super Idols who reinforce the word 'Hope' and set a bench mark for others to follow. Through this platform we wish to pay gratitude for the outstanding and beyond belief work that has been undertaken by them."*

Enumerating on these awards, **Rajdeep Sardesai, Editor-in-Chief, CNN-IBN, IBN7 & IBN Lokmat**, aptly remarked, *"To become successful one doesn't necessarily need physical ability, what one needs is ample courage – a quality redefined by these heroic achievers. It is commendable the way these idealistic individuals have been able to overcome all obstacles by adopting an equitable mix of spirit and effort to earn acceptance and success."*



Network18 [BSE: 532798,NSE: Network18] is one of India's leading full play media conglomerates with interests in television, print, internet, filmed entertainment, mobile content and allied businesses. Through its holding in Television Eighteen India Ltd (TV18) [BSE: 532299, NSE: TV-18], Network18 operates India's leading business news television channels, CNBC-TV18 and CNBC Awaaz. It also runs one of India's largest Internet players - Web18, as well as one of India's leading real time financial information and news terminals - Newswire18. TV18 has recently expanded into print with Infomedia18, a newly formed entity following the acquisition of Infomedia, India's leading player in the special interest publishing and printing operations space. TV18 has also announced collaboration with Forbes media for the launch of a business magazine in India. Through its holding in ibn18 Broadcast Ltd (ibn18) [BSE: 532800,NSE: ibn18], Network18 operates in the general news and entertainment space with leading general news channels CNN-IBN and IBN7 and has launched IBN Lokmat, a Marathi news channel in partnership with the Lokmat group. ibn18 also operates a joint venture with Viacom, called Viacom18 which houses the MTV, VH1 and Nickelodeon channels in India - as also Studio18, the Group's filmed entertainment operation and has launched 'Colors', a Hindi general entertainment channel. Additionally, Network18 holds the Group's online & on-air home shopping venture, Homeshop18 and its full spectrum events management venture, E18.

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