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Sep 1, 2007



Making dreams a reality

Thursday August 30 2007 09:32 IST

Sudha Nambudiri

They are people behind the success of two of the much-talked about shows on Malayalam television - Bindu Sajan and Yamuna.

S M Bindu was the producer of the recently-concluded *Vanitharatnam* while Yamuna was behind the reality show *Super Dancer* on Amrita TV.

For Bindu, TV is not a new medium, having worked in both print and TV for the last 14 years. "I was in the production team of the Amrita's Women's programme *Sakhi* which completed 250 episodes. Simultaneously there were two other programmes, *Taste of Kerala* and *Grihapravesam*."

But *Vanitharatnam* was a different cup of tea altogether. "When we conceived the idea, there was no such programme to look back at or refer to, either in India or in the West." In fact, within two weeks after deciding to start the programme, the management called for auditions. How do you judge the potential of a Keralite housewife was the million-dollar question. "We never had an idea how we would shoot the next segment," Bindu says.

Yamuna when compared to her colleague is a youngster. She was a little more lucky as her show *Super Dancer* was not the first of its kind as far as dance competitions were concerned. "I used to watch *Boogie Woogie* and *Nach Balle*, so I had an idea of how it could be done." One of her major handicaps is that she `doesn't look anything more than a teenager and hence is almost lost in the



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hustle-bustle of a studio.

"Most people just walk past me and the others look shocked when they realise that I'm the producer." Says Yamuna, "Unlike other programmes, we can't plan anything in advance in these shows.

However, when it comes to handling reality, it has not been easy because one has to handle the real emotions, trials and tribulations of the performers as they go up the ladder. "We get very attached to the performers and when they get voted out, we are as upset like them, but then we know it is a reality show that is decided by the number of SMSes that they get rather than their performance alone," they say.

For Bindu who has been doing a lot of travelling with her husband Sajan, who is an Assistant Director with Doordarshan, Bindu says that she loves doing travel shows.

Her programme *Sakhi* which had completed 250 episodes under her was a very popular one. Yet another show that won a lot of appreciation was *Taste of Kerala* which highlighted the cuisine from different parts of Kerala which again found a lot of fans among the womenfolk.

"I enjoyed doing it very much because it was something people would loved to watch. We did it very differently too," she says. As of now she hasn't taken up any new programme and is helping out the others but being a senior producer in Amrita TV, it won't be long before Bindu gets yet another major programme.

Any more reality shows? "I'm not sure, right now I am working on a travel book,"she signs off.

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