

From day to day happenings to behind the scene secrets, the producer-director is ready to bare all

AGE CORRESPONDENT

Blogging may not be an entirely new trend in Bollywood, but it is something novel to find a blog from the television industry. Rajan Shahi is the first director and producer from the Indian television industry who seems to have caught the blogging bug. With his

Shahi turns blogger to reach his fans

shows *Sapna Baabul Ka 'Bidaai'* and *Yeh Rishta Kya Kehlata Hai* topping the TRP charts, it looks like Rajan is all set to build a closer connection with his audiences.

"The concept of my blog is that of a personal diary and I have named it '*Yours Truly, Rajan Shahi*,'" says Shahi.

He adds that he will be writing regularly in order to connect to the audience on a variety of topics.

The director says, "From sharing day to day happenings and some behind the scenes secrets, to expressing my opinion on certain topics and also some of my future plans — my blog

will be my voice reaching out to those who are interested in me and my shows!"

While Shahi claims that he is not very tech-savvy, he still does catch up on viewer opinions online, which is what led him to start his own blog on India Forums.

The blog has been operational for more than 15 days and all his posts have received amazing responses. "It feels nice to reach out to the audience and get their valuable feedback on my shows. Blogging is an excellent experience and I am thoroughly enjoying it," says, Shahi. His blog is available at rajanshahi.india-forums.com.



NETIZEN: Rajan Shahi

SHOW NO.1

RAJAN Shahi's '*Yeh Ristha Kya Kehlata Hai*' jumps to no 1 position after a long time, dethroning '*Pratigya*' which steps down to no three. The simple story of a married couple Naitik (Karan Mehra) and Akshara (Hina Khan) and their families is working big time with audiences. Even Bigg Boss didn't have any effect on the show. Naitik and Akshara have become hugely popular. Rajan Shahi's production house Director's Kut also has '*Chaand Chupa Badal Mein*', whose popularity is increasing hugely.