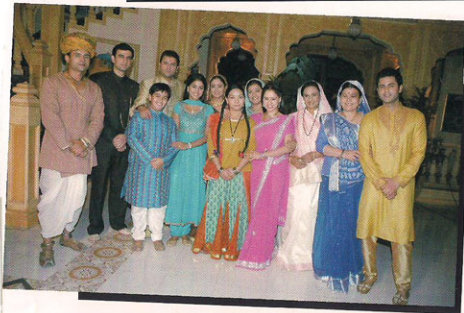


Yeh Rishta Kya Kehlata Hai

Yeh Rishta Kya Kehlata Hai aims to establish the concept of love within the conventional setting of an arranged marriage and has successfully crossed 800 episodes. It is a hit because it is extremely high on joint family and small town values, which is missing in cities and bigger towns according to the writer Shabzia Ravi Walia. Tuhin Sinha, also the writer of the show says, "It's an extremely positive, slice-of-life show, which celebrates small moments of life and has no negative characters at all. People like the goodness, which its characters carry and which seems increasingly rare in today's selfish world."

Naitik and Akshara are popular as a couple because according to Tuhin, "Viewers like their innocence, honesty and genuineness towards each other."

»»» In focus



DIRECTOR'S VISION

Yeh Rishta Kya Kehlata Hai
Star Plus

Produced by Rajan Shahi's Director's Kut, the serial set in rural Rajasthan tells the story of Akshara (Hina Khan), a simple girl born in a conservative Marwari family. What has endeared the serial to the audience?

Quips Shahi, "Basically the show is well-written and the characters are well-etched out. To top it all, the direction and the presentation is superb. Akshara's character has been the best. For her, life never moved beyond her mother, father and grandmother but her alliance with Naitik catapults the shy and obedient girl amidst people she has never seen or interacted with before."

He adds: "Here is where she scores and now she discovers what it is to fall in love and how to endure the trials and tribulations of life. The concept of the show is the best, written by Vivek Behl. But what is outstanding about the serial is its mounting and presentation. All this, along with great casting, makes the show adorable."