

When..  
The winds blow..  
The clouds hover..  
And the rains fall..  
She sings..  
She dances..  
She blooms and  
She turns baawri..  
She is the beautiful Earth..

SAVE EARTH



SAVE LIFE

## She is Earth

The only planet known in the universe, which harbours life, is our very own Earth. Born approximately 4.5 billion years ago in Solar family, took nearly a billion years to deliver life.

Life creates life and she- the Earth, was capable of creating, nurturing and preserving life, thus making us live.

In 21<sup>st</sup> century due to the excessive emission of green house gases, eco-system is facing drastic conditions leading to anthropogenic dangerous Climate Change, causing drastic rise in Earth's surface temperature.

Human activities, rampant urbanization, deforestation, industrial activities, extreme consumption, emissions from fossil fuel combustion etc. has increase level of CO<sub>2</sub> only to cause irreversible changes in the climate.

On 12 November 2015, NASA scientists reported that human-made carbon dioxide (CO<sub>2</sub>) continues to increase above the levels not seen in hundreds of thousands of years. Currently, about half of the carbon dioxide released from the burning of fossil fuels remains in the atmosphere and is not absorbed by vegetation and the oceans. It's alarming for the entire civilization.

*The Phanerozoic Eon (geological time scale divided into eras) is the current eon in Earth's life, began around 540 million years ago with Cambrian Explosion. This Eon comprises the Paleozoic Era, the Mesozoic Era, and the Cenozoic Era.*

*The current Cenozoic Era is the era of diversity of Life, features the rise of mammals on their conquest to rule the land. This Era has three divisions: the Paleogene, the Neogene and Quaternary. The Quaternary division ranges from 3 million to present day and features two epochs: the Pleistocene and the Holocene.*

*The Holocene epoch, which began approximately 12,000 years ago, is known as "the Age of Man" (the epoch of modern animals and dramatic climate change).*

*This epoch, however, is blamed for a die-out that has been going on since 10,000 B.C. commonly referred to as "the Sixth Extinction" with an estimated extinction rate of 140,000 species per year, due*

*Presenting*

The melodious expressions of **Earth** in Baawri

with the Maestro

**Uttam Singh** and Rupa Chak



Enjoy the soothing power of melody in  
the mesmeric voice of Rupa Chak

## The Maestro

Uttam Singh's music is synonymous to his name "Uttam- the Best". Be it the Violinist Uttam, the Arranger Uttam, or the Music Director Uttam Singh, his music has always been the blockbuster music of Hindi and Punjabi cinema.

His excellence emanates from his childhood training, disciplined supervision of his father and the environment of Gurudwara Sangeet.

Very early in his life, Uttam started playing with Hindustani Classical Ragas and turned into an excellent Violinist. From Naushad Saheb to Madan Mohan, Shankar Jaikishen, O. P. Nayyar, C. Ramchandran, Roshan Saheb, S. D. Burman, Kalyan ji-Anandji, Lakshmikan- Pyarelal and R. D. Burman, he has always been an indispensable musician.

His association with legends and later working with the great Illaya Raja chiselled his musical sense so much that not only his violin pieces but whatever he did in music became immortal.

With Manoj Kumar's Painter Babu, in 1984, he was recognised as musical jodi Uttam-Jagdish, where, they did many films together including Teesra Kinara, Waaris and Clerk.

With "Jazzbat" in 1994, he turned into Superhit Music Director Uttam Singh, Ready to churn musical blockbusters, for Hindi Cinema.

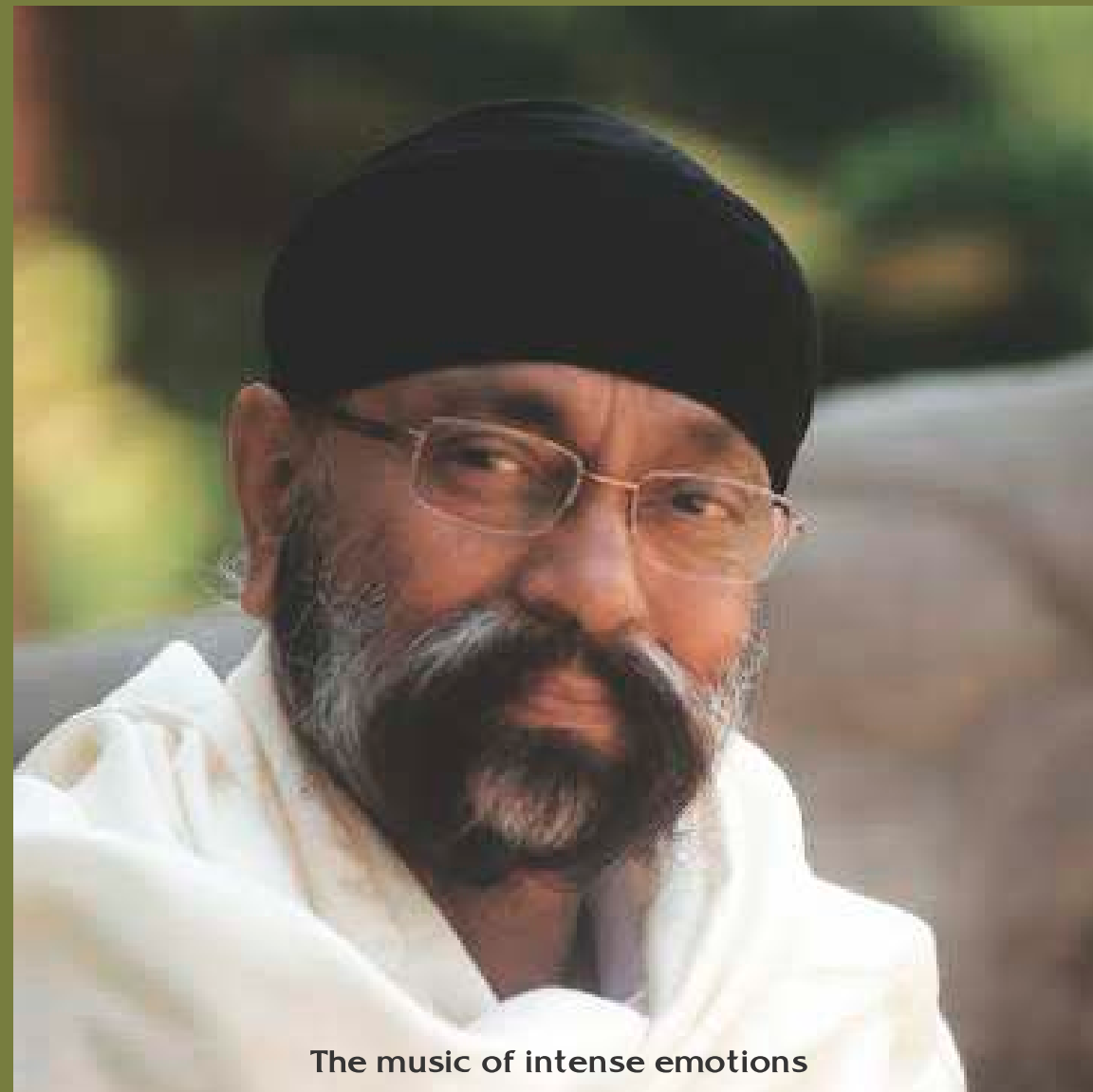
Dil To Pagal hai in 1997 created history and received Film Fare Award for Best Music Direction.

In 1998, the song "Chitthi Na Koi Sandhesh" of Dushman became a sensational hit, sung by Jagjit Singh.

Gadhar Ek Prem Katha in 2001, fetched three nominations from Film Fare, Screen and India International Film Awards.

He got two nominations for Best Music Direction for Pinjar in 2003 and 2004

Presenting yet another intense musical expression of emotions  
by **Uttam Singh** with **Rupa Chak & Pradeep Chak**.



### The music of intense emotions

Intense romance of Sahrukh, Madhuri and Karishma in Dil to Pagal Hai.  
Obsessive intensity of Sunny Deol and Ameesha's love in Gadhar, Ek Prem Katha and..  
Intense emotions of hatred and compromise in Pinjar  
Intense emotions of separation in Dushman with Chitthi Na Koi Sandesh



*Smoke Communication presents*  
**Daastané Melody**  
in **Uttam Singh Live**

With **Udit Narayan** and **Rupa Chak**

On 20th February, 2016 at Rangsharda Auditorium

Near Lilavati Hospital, KC Marg, Bandra Reclamation Flyover,  
Bandra West, Mumbai-400050

### The Singer

Trained in Hindustani Classical Music, having blessed with beautiful voice, Rupa Chak is a passionate vocalist of light Music.

Having worked with legends like Lata ji and Asha ji, Uttam Singh's search for a perfect voice for his Independent Music got centred around the vocal precision of Rupa.

The Independent Music and its songs are a melodious presentation of Uttam Singh in the voice of Rupa Chak and the beautiful visualisation of Pradeep Chak.

Outdoor media partner:



Enjoy the melodious expressions of Earth in Baawri

Get associated and support

## Daastane' Melody in Uttam Singh Live

A Tribute to Legends and the Launch of Independent Music

### Benefits of the Main Sponsor

The tag of "Presenter"

- In all advertising media
- Mention on stage backdrop, podium and banners
- Mention on Donor Cards and Invites.
- Mention in PR roundups
- Mention in all digital/ online/ social media
- Presence of a branded stall during the concert
- Mention by the Emcee during the concert

### Benefits of Co-Sponsor

The tag of "Co-sponsored by"

- In all advertising media
- Mention in donor cards and invites
- Mention on backdrop, podium and banners
- Media Mention in PR round-ups
- Mention on hoarding and print promotions
- Logo placement in digital/ online/ social media
- Mention by the Emcee during the concert

### Benefits of Associate Sponsor

The tag of "Powered by"

- In all advertising media
- Mention in donor cards and invites
- Mention on backdrop, podium and banners
- Mention in PR roundups
- Mention on hoarding and print promotions
- Mention in digital/online/social media
- Mention by Emcee during the concert

### Specific sponsor/ support partnership

- Media Partner
- Radio partner
- Television partner
- Print partner
- Outdoor/ OOH partner
- Theatrical promotion partner
- Travel Partner
- Hospitality partner
- Venue support

Outdoor media partner:



SAVE EARTH



SAVE LIFE

# SMOKE

COMMUNICATION

*A brand development and integrated marketing communication company, Smoke believes in creating innovative creative solutions to reach out to every section of society.*

*Empowered with film and event production divisions, Smoke offers to its clients, 360 degree brand communication solutions, well researched marketing planning and a sense to evolve meaningful Corporate Social Responsibility campaigns.*

*The cost-effective off line and on-line media integration is a bonus to its clients who believe in 'value for many' impact planning and complete, creative execution support.*

*Packaging of communication with Music, Entertainment and Celebrity support while integrating the sense of Social Responsibility is the specialized offering from team Smoke Communication.*

Tops Line Fashion Show



TOPS Taj Party



Shujat Khan Show



IDBI at MCHI, Mumbai



## The Melody

Poetic, musical and soothing, a composition that makes one feel happy, induces imagination and inculcates desire to listen again, is melody.

A co-ordination of sound which touches heart, lets pleasure to irrupt from within, who deepens emotions and pushes imagination to the extent of nostalgic titillation, is Melody

Sur is vocal expression of perfection of pitch and musical notes. Either one has it or doesn't, a gift from God, Sur can only be sharpened through regular practice and disciplined Sadhna.

Only a precise Sur (trained and practised voice) can touch the chord and channelise energy internally in such a way that it creates pleasure from within.

Good music not only makes one feel happy but also has many therapeutic powers. From stress relieving to better efficiency and from sharpening focus to higher productivity, classical and semi-classical music is being used as a therapy of sound, world over.

Our ancient sages, who mastered the art of producing precise musical notes and a co-ordination thereof, from their vocal chords, were preserved and propagated as Ragas (Bandish) through a devoted master-disciple tradition.

These ragas are so specific to time, mood, occasion and environment that they create a specific experience, which the modern scientific world, tries to creates through machines.

Ragas or beyond Ragas, melody always sounds good. The maestro Uttam Singh, loves to create such beautiful experience of intense emotions through his music.

This is first ever presentation of Independent Music by Uttam Singh.



# Daastane' Melody

in **Uttam Singh Live**

With **Udit Narayan** and **Rupa Chak**

Enjoy the melodious expressions of Earth in Baawri

# SMOKE

## COMMUNICATION

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**HEMOPHILIA SOCIETY**  
Mumbai (Chapter)

Outdoor media partner

