



# **Canara HSBC Life Insurance**

## **Media Coverage Report**

**"Me For My City"**

**by Canara HSBC Life Insurance**

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**PRINT**





## कॅनरा एच.एस.बी.सी लाइफ इन्श्युरन्सच्या 'मी फॉर माय सिटी' उपक्रमाला संगीताची मेजवानी

मुंबई: कॅनरा एच.एस.बी.सी लाइफ इन्श्युरन्स (कंपनी) ने प्रसिद्ध गायक आणि संगीतकार शंकर महादेवन यांच्या दमदार सादरीकरणाने मीफॉरमायसिटी या महत्वाकांक्षी उपक्रमाच्या पाचव्या पर्वाची सांगता केली. या भव्य कार्यक्रमाला अतिशय नामवंत कलाकार उपस्थित होते आणि देशभरातील निवडक लोकगायकांनी त्यात उत्तमोत्तम संगीत सादर केले.

प्रसिद्ध संगीतकार आणि गायक शंकर महादेवन पुढे म्हणाले की, लोकसंगीत शतकानुशतके आपल्या समाजाचा एक भाग आहे. भाषेतील अडथळे दूर करून लोकांना एकत्र आणण्याच्या क्षमतेमध्येच लोकसंगीताचे सौंदर्य आणि वेगळेपण दडलेले आहे. संगीत हे त्याच्या निर्मात्यांच्या आणि

कलाकारांच्या भावना, विश्वास आणि दृष्टिकोन दर्शविते. यावेळी उपस्थित कॅनरा एच.एस.बी.सी लाइफ इन्श्युरन्सचे एम.डी आणि सी.ई.ओ अनुज माधुर म्हणाले की, समाजात सकारात्मकता आणण्यासाठी मीफॉरमायसिटी

उपक्रमाची कल्पना रचण्यात आली होती जेणेकरून जनतेला त्यांच्या पुढील जीवनात या विचारधारेची नाते जोडता येईल आणि त्याचा प्रसार करता येईल. सीझन ५ सह, सर्व लक्ष भारतातील लोकसंगीतावर आहे, जे स्थानिक समुदायांना त्यांच्या सांस्कृतिक वारशाचा प्रचार आणि संरक्षण करू देते.

कॅनरा एच.एस.बी.सी लाइफ

इन्श्युरन्सच्या मुख्य वितरण अधिकारी, तरत्रुम हसीब, पुढे असे म्हणाल्या की, भारताच्या



लोकसंगीताच्या वंशाचे संवर्धन आणि संरक्षण करण्यासाठी मीफॉरमायसिटी माध्यमातून व्यासपीठ प्रदान करताना आम्हाला आनंद होत आहे आणि हे कॅनरा एच.एस.बी.सी लाइफ इन्श्युरन्सच्या आपल्या प्रियजनांना दिलेल्या आश्वासनांचे संरक्षण आणि पालन करण्याच्या ब्रँड तत्त्वज्ञानाची एक शक्तिशाली आठवण करून देते.



# मुंबई चौफेर

## ‘मी फॉर माय सिटी’ मध्ये शंकर महादेवन यांच्या संगीताची मेजवानी

कॅनरा एच.एस.बी.सी. लाइफ इन्शुरन्स (कंपनी)ने प्रसिद्ध गायक लोकगायकांनी त्यात उत्तमोत्तम संगीत सादर केले.

#मी फॉर माय सिटी सीझन ५ला अभूतपूर्व प्रतिसाद मिळाला आणि म्हणून कंपनीला भारतातील २९ राज्यांतून लोकसंगीताच्या नोंदी प्राप्त झाल्या. त्यात २० ते ३५ वयोगटातील १,८२७ स्पर्धक सहभागी झाले आहेत. या शर्यतीत १,१३२ अर्जांसह उत्तर विभाग आघाडीवर होता आणि त्या पाठोपाठ अनुक्रमे पूर्व (२९६), दक्षिण (२१२) आणि पश्चिम (१८७) क्षेत्रांचा क्रमांक लागला होता.

आणि संगीतकार शंकर महादेवन यांच्या दमदार सादरीकरणाने #मी फॉर माय सिटी या महत्त्वाकांक्षी उपक्रमाच्या पाचव्या पर्वाची सांगता केली. या भव्य कार्यक्रमाला अतिशय नामवंत कलाकार उपस्थित होते आणि देशभरातील निवडक



**लेटेस्ट**

## 'मी फॉर माय सिटी' उपक्रमाला गायक शंकर महादेवन यांच्या संगीताची मेजवानी

मुंबई, दि.२० : कॅनरा एच.एस.बी.सी लाइफ इन्श्युरन्स (कंपनी) ने प्रसिद्ध गायक आणि संगीतकार शंकर महादेवन यांच्या वृमदार सादरीकरणाने मीफॉरमायसिटी या महत्वाकांक्षी उपक्रमाच्या पाचव्या पर्वाची सांगता केली. या भव्य कार्यक्रमाला अतिशय नामवंत कलाकार उपस्थित होते आणि देशभरातील निवडक लोकगायकांनी त्यात उत्तमोत्तम संगीत सादर केले. कॅनरा एच.एस.बी.सी लाइफ इन्श्युरन्स कंपनी आपल्या मीफॉरमायसिटी या उपक्रमाच्या माध्यम तून आपल्या शहरांच्या पारंपारिक विविधतेचे जतन आणि संरक्षण करण्याचे वचन देत आहे. मग ती आपली संस्कृती, लोक किंवा संगीत असो. कंपनी मीफॉरमायसिटी सीझन ५ संरक्षणाचा मधितार्थ जिवंत करत आहे आणि हे कंपनीच्या संस्कृतीच्या केंद्रस्थानी सुद्धा आहे. नोव्हेंबर २०२२ मध्ये ही मोहीम सुरू करण्यात आली आणि देशभरातील नवीन लोक आवाजांकडून प्रवेश मागविण्यात आले आणि त्यांना त्यांची प्रतिभा व लोकसंगीतावरील प्रेम व्यक्त करण्यासाठी व्यासपीठ मिळाले.

प्रसिद्ध संगीतकार आणि गायक शंकर महादेवन पुढे म्हणाले की, लोकसंगीत शतकानुशतके आपल्या समाजाचा एक भाग आहे. भाषेतील अडथळे दूर करून लोकांना एकत्र आणण्याच्या क्षमतेमध्येच लोकसंगीताचे सौंदर्य

आणि वेगळेपण दडलेले आहे. संगीत हे त्याच्या निर्मात्यांच्या आणि कलाकारांच्या भावना, विश्वास आणि दृष्टिकोन दर्शविते.



## शंकर महादेवन ने केनरा एचएसबीसी लाइफ़ इश्योरेंस द्वारा आयोजित 'मी फॉर माई सिटी' पहल का समर्थन



मुंबई। आकृति कक्कड़, भूमि त्रिवेदी, लखविंदर वडाली और हम्मिसका अय्यर ने देश के उभरते लोक गायकों को प्रोत्साहित किया प्रसिद्ध गायक और संगीतकार शंकर महादेवन के प्रभावशाली प्रदर्शन के साथ अपनी प्रमुख पहल #MeForMyCity के 5वें सत्र का समापन किया। सितारों से सजे इस भव्य कार्यक्रम में देश भर के चुने गए लोक गायकों ने कुछ बेहतरीन संगीत प्रस्तुतियां दीं। प्रसिद्ध संगीतकार और गायक शंकर महादेवन ने आगे कहा, लोक संगीत सदियों से हमारे समाज का हिस्सा रहा है। लोक संगीत की सुंदरता और विशिष्टता यह है कि इससे भाषा की बाधाएं दूर होती हैं और इसमें लोगों को एकजुट करने की क्षमता निहित है। इस कार्यक्रम के दौरान केनरा एचएसबीसी लाइफ़ इश्योरेंस के प्रबंध निदेशक एवं मुख्य कार्यकारी अधिकारी अनुज माथुर ने स्वर धरोहर फाउंडेशन को संगठन के साथ काम करने और लोक संगीत की जड़ों से जुड़े और भारत की महान कला और संस्कृति को आगे बढ़ाने की क्षमता रखने वाले स्थानीय कलाकारों को मंच प्रदान करने के लिए 2 लाख रुपए का चेक प्रदान किया।



# શહેરોનું રક્ષણ કરવા માટે 'મી ફોર માય સિટી'

ભાસ્કર ન્યૂઝ | મુંબઈ

સંસ્કૃતિ, લોકો કે સંગીત સહિત શહેરોની પારંપરિક વૈવિધ્યતાનું રક્ષણ અને સંવર્ધન કરવા માટે કેનેરા એચએસબીસી લાઈફ ઈન્શ્યુરન્સ દ્વારા મી ફોર માય સિટી ઝુંબેશ શરૂ કરવામાં આવી છે. આ પાંચમી સીઝન થકી દેશભરમાં લોકગીત ગાયકો પાસેથી એન્ટ્રીઓ મગાવાઈ હતી અને લોકસંગીત માટે તેમની પ્રતિભા અને પ્રેમ દર્શાવવા મંચ અપાયું હતું. આ ઝુંબેશને શંકર મહાદેવને પણ ટેકો આપ્યો છે. ઉપરાંત આકૃતિ કક્કર, ભૂમિ ત્રિવેદી, લખવિંદર વડાલી અને હંસિકા ઐયરે ઊભરતા લોકગાયકોને પ્રોત્સાહન આપ્યું હતું.



## शंकर महादेवन यांच्या संगीताची मेजवानी

लोकांना एकत्र आणण्याच्या क्षमतेमध्येच लोकसंगीताचे सौंदर्य आणि वेगळेपण दडलेले आहे. संगीत हे त्याच्या निर्मात्यांच्या आणि कलाकारांच्या भावना, विश्वास आणि दृष्टिकोन दर्शविते. कॅनरा एचएसबीसी लाइफ इन्शुरन्सच्या भारतातील लोकसंगीताला बळकटी देण्याच्या उपक्रमाशी जोडले गेल्याचा मला खूप आनंद होत आहे, असेही ते म्हणाले. यावेळी कॅनरा एचएसबीसी लाइफ इन्शुरन्सचे एमडी आणि सीईओ अनुज माथुर हेही उपस्थित होते.

कॅनरा एचएसबीसी लाइफ इन्शुरन्स कंपनीने प्रसिद्ध गायक आणि संगीतकार शंकर महादेवन यांच्या दमदार सादरीकरणाने 'मी फॉर माय सिटी' या महत्वाकांक्षी उपक्रमाच्या पाचव्या पर्वाची सांगता केली. या भव्य कार्यक्रमाला नामवंत कलाकार उपस्थित होते. देशभरातील निवडक लोकगायकांनी त्यात उत्तमोत्तम

संगीत सादर केले. 'मी फॉर माय सिटी' या शोचा हा पाचवा सीजन होता. नोव्हेंबर २०२२ मध्ये ही मोहीम सुरू करण्यात आली आणि देशभरातील नवीन लोक गायकांकडून अर्ज मागविण्यात आले होते. या सर्वांना त्यांची प्रतिभा व लोकसंगीतावरील प्रेम व्यक्त करण्यासाठी त्यासंपीठ मिळाले. यातच प्रसिद्ध संगीतकार आणि गायक शंकर महादेवन यांच्या गायनाची संधी उपस्थितांना मिळाली. ते म्हणाले, 'लोकसंगीत शतकानुशतके आपल्या समाजाचा एक भाग आहे. भाषेतील अडथळे दूर करून

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प्र नहीं मित्र  
**देशबन्धु**  
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## शंकर महादेवन ने केनरा एचएसबीसी लाइफ इंश्योरेंस द्वारा आयोजित 'मी फॉर माई सिटी' पहल का समर्थन किया

मुंबई,। केनरा एचएसबीसी लाइफ इंश्योरेंस (कंपनी) ने प्रसिद्ध गायक और संगीतकार शंकर महादेवन के प्रभावशाली प्रदर्शन के साथ अपनी प्रमुख पहल मरुद्वस्रशहृरु4ष्टद्वहृ4 के 5वें सत्र का समापन किया। सितारों से सजे इस भव्य कार्यक्रम में देश भर के चुने गए लोक गायकों ने कुछ बेहतरीन संगीत प्रस्तुतियां दीं। अपनी मरुद्वस्रशहृरु4ष्टद्वहृ4 पहल के माध्यम से, केनरा एचएसबीसी लाइफ इंश्योरेंस कंपनी हमारे शहरों की विविध प्रकार की संस्कृति, विभिन्न तरह के समुदायों या विविधता भरे संगीत जैसी पारंपरिक विविधता के संरक्षण और सुरक्षा के लिए प्रतिबद्धता व्यक्त करती है।

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## मी फॉर माई सिटी का किया समर्थन

शाह टाइम्स संवाददाता

नई दिल्ली। कॅनरा एचएसबीसी लाइफ इंश्योरेंस ने प्रसिद्ध गायक और संगीतकार शंकर महादेवन के प्रभावशाली प्रदर्शन के साथ अपनी प्रमुख पहल मी फॉर माई सिटी के 5वें सत्र का समापन किया। सितारों से सजेड्स, भव्य कार्यक्रम में देश भर के चुने गए लोक गायकों ने कुछ बेहतरीन संगीत प्रस्तुतियां दीं। यह अभियान नवंबर 2022 में शुरू किया गया और देश भर से नए लोक गायकों से प्रविष्टियां मांगी गईं और उन्हें लोक संगीत के लिए समर्पित अपनी प्रतिभा और अनुरक्ति का प्रदर्शन करने के लिए मंच दिया गया था। इस कार्यक्रम के दौरान कॅनरा एचएसबीसी लाइफ इंश्योरेंस के प्रबंध निदेशक एवं मुख्य कार्यकारी अधिकारी अनुज माथुर ने स्वर धरोहर फाउंडेशन को संगठन के साथ काम करने और लोक संगीत की जड़ों से जुड़े और भारत की महान कला और संस्कृति को आगे बढ़ाने की क्षमता रखने वाले स्थानीय कलाकारों को मंच प्रदान करने के लिए 2 लाख रुपये का चेक प्रदान किया।



## જન્મભૂમિ

### લોકસંગીતને ઉત્તેજન આપે છે મી ફોર માય સિટી : શંકર મહાદેવન

**લો**કસંગીત અને લોકસંસ્કૃતિ ભારતીય જીવનનું અભિન્ન અંગ છે. તેને ઉત્તેજન આપવા માટે કેનેરા એચએસબીસી.

લાઈફ ઈન્વોરન્સ કંપની મી ફોર માય સિટી પહેલ શરૂ કરી છે. આ પહેલની પાંચમી સીઝનમાં પ્રખ્યાત સંગીતકાર શંકર મહાદેવને પરફોર્મ કર્યું હતું. આ કાર્યક્રમમાં દેશભરના કેટલાક જાણીતા લોકગાયકોએ પણ પોતાની કલા રજૂ કરી હતી. આમાંથી જે વિજેતા બન્યા તેમને શંકર મહાદેવન સાથે પરફોર્મ કરવાની તક મળી હતી.

શંકર મહાદેવને જણાવ્યું હતું કે, લોકસંગીત સદીઓથી આપણા સમાજનો હિસ્સો છે. આ સંગીતની ખાસિયત એ છે કે તે વિવિધ ભાષી લોકોને જોડે છે અને એકત્રિત કરે છે. સંગીત લાગણીઓ, માન્યતા અને અભિગમની અભિવ્યક્તિ છે. મી ફોર માય સિટી લોકસંગીતને ઉત્તેજન આપે છે.





## ‘मी फॉर माय सिटी’ची सांगता



कॅनरा एचएसबीसी लाइफ इन्श्युरन्स कंपनीच्या ‘मी फॉर माय सिटी’ या महत्त्वाकांक्षी उपक्रमाच्या पाचव्या पर्वाला प्रसिद्ध संगीतकार आणि गायक शंकर महादेवन यांनी हजेरी लावली होती. या भव्य कार्यक्रमाला अनेक नामवंत कलाकार उपस्थित होते. तसेच देशभरातील निवडक लोकगायकांनी या कार्यक्रमात उत्तमोत्तम संगीत सादर केले. ही कंपनी आपल्या ‘मी फॉर माय सिटी’ या उपक्रमाच्या माध्यमातून शहरांच्या पारंपरिक विविधतेचे जतन आणि संरक्षण करण्याचे वचन देत आहे. नोव्हेंबर २०२२ मध्ये ही मोहीम सुरू करण्यात आली आणि देशभरातील नवीन गायकांना त्यांची प्रतिभा व लोकसंगीतावरील प्रेम व्यक्त करण्यासाठी व्यासपीठ मिळाले. या उपक्रमाद्वारे कॅनरा ‘स्वर धरोहर’ फाऊंडेशनलासुद्धा मदत करत आहे. कॅनराचे एमडी आणि सीईओ अनुज माथुर यांनी संस्थेसोबत काम करण्यासाठी आणि लोकसंगीताच्या मुळाशी जोडलेल्या स्थानिक कलाकारांना व्यासपीठ प्रदान करण्यासाठी दोन लाख रुपयांचा धनादेश ‘स्वर धरोहर’ फाऊंडेशनला दिला. त्यानंतर शंकर महादेवन यांच्या गाण्याने या कार्यक्रमाची सांगता झाली.

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Singer & Composer Shankar Mahadevan with Anuj Mathur, MD & CEO, Canara HSBC Life Insurance, and Tarannum Hasib, CDO, Canara HSBC Life Insurance, awarding the winner at #MEFORMYCITY Season 5 Finale

**Online**

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## Shankar Mahadevan supports Season 5 of Canara HSBC Life Insurance flagship event “Me For My City”



Link: <https://www.instagram.com/p/Co38EluKnc9/?igshid=YmMyMTA2M2Y%3D>

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## Shankar Mahadevan supports Season 5 of Canara HSBC Life Insurance flagship event “Me For My City”



Link: <https://www.instagram.com/p/Co4KcylvfBd/?hl=en>

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# साामना

कॅनरा - एच.एस.बी .सी ला इफ इन्श्युरन्सच्या उपक्रमा ला शंकर महा देवन यां च्या संगी ताची मेजवा न



कॅनरा एच.एस.बी .सी ला इफ इन्श्युरन्स (कंपनी ) ने प्रसिद्ध गा यक आणि संगी तका र शंकर महा देवन यां च्या दमदा र सा दरी करणा ने मी फॉर मा य सि टी या महत्वा कां क्षी उपक्रमा च्या पा चव्या पर्वा ची सां गता केली . या भव्य का र्यक्रमा ला अति शय ना मवंत कला का र उपस्थि त हो ते आणि देशभरा ती ल नि वडक लो कगा यकां नी त्या त उत्तमो त्तम संगी त सा दर केले. या वेळी प्रसिद्ध संगी तका र आणि गा यक शंकर महा देवन म्हणा ले की , “लो कसंगी त शतका नुशतके आपल्या समा जा चा एक भा ग आहे. भा षेती ल अडथळे दूरदू करून लो कां ना एकत्र आणण्याच्या क्षमतेमध्येच लो कसंगी ता चे सौं दर्य आणि वेगळेपण दडलेले आहे. संगी त हे त्या च्या निर्मा त्यां च्या आणि कला का रां च्या भा वना , वि श्वास आणि दृष्टि को न दर्शवि ते. कॅनरा एच.एस.बी .सी ला इफ इन्श्युरन्सच्या हिं दुहिं स्थादु स्थाना ती ल लो कसंगी ता ला बळकटी देण्याच्या उपक्रमा शी जो डले गेल्या चा मला खूप आनंद हो त आहे. लो कसंगी ता वर प्रका शझो त आणून, भा वी पि ढ्या संगी ता च्या कथा , अर्थ, र्थ मूल्ये आणि पा र्श्वभूमी सह या संगी त तुकड्यां चे कौ तुक आणि आनंद घेत रा हती ल, या ची आपण खा त्री करून घेऊ शकतो . या मुळे आपली सा मूहि क रा ष्ट्री य अस्मि ता तर बळकट हो ईलच, पण वि वि ध संस्कृतीं मधी ल सहकार्या च्या अधि क संधी उपलब्ध हो ऊन आपल्या समुदा यां ना

बळकटी मिळण्यास मदत होईल. मी फॉर माय सिटी सी झन 5 ला अभूतपूर्व प्रति साद मिळा ला आणि म्हणून कंपनी ला हिं दुहिं स्थादु स्थाना ती ल 29 रा ज्यां तून लो कसंगी ता च्या नों दी प्रा प्त झा ल्या . त्या त 20 ते 35 वयो गटा ती ल 1,827 स्पर्धकर्ध सहभा गी झा ले आहेत. या शर्यती त 1,132 अर्जां सह उत्तर वि भा ग आघा डीवर हो ता आणि त्या पा ठो पा ठ अनुक्रमे पूर्व (296), दक्षि ण (212) आणि पश्चि म (187) क्षेत्रांचा क्रमां क ला गला हो ता . प्रवेशा च्या या दी त रा जस्था नसह उत्तर प्रदेश अळ्वल हो ते आणि त्या मा गे महा रा ष्ट्र, पश्चि म बंगा ल, बि हा र

दि ल्ली , कर्ना टक, गुजरा त, हरि या णा , मध्य प्रदेश, ता मि ळना डू, आसा म, पंजा ब, झा रखंड, तेलंगणा , ओडि शा , आंध्र प्रदेश, केरळ, उत्तरा खंड, जम्मू-का श्मी र, त्रि पुरा , चंदी गड, हि मा चल प्रदेश, अरुणा चल प्रदेश, गो वा , मणि पूर, मेघा लय, दी व आणि दमण आणि ना गा लँड यां चा क्रमां क ला गला .

Link: <https://www.saamana.com/canara-hsbc-life-insurance-shankar-mahadevan-music-concert/>

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**Shankar Mahadevan, Bhoomi Trivedi and others at Me For My City Season 5**







Link: <https://www.bollywoodhungama.com/news/parties-and-events/photos-shankar-mahadevan-bhoomi-trivedi-others-city-season-5/photos-shankar-mahadevan-bhoomi-trivedi-and-others-at-me-for-my-city-season-5-6>

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NewsPoint

**Shankar Mahadevan, Bhoomi Trivedi and others at Me For My City**



**Season 5**

Link: <https://www.newspointapp.com/news/photoshow/f123444f35478af37c84bc62e1d71d8b.cms>

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Happiness Bharat

@happinessbharat

## Shankar Mahadevan, Bhoomi Trivedi and others at Me For My City



Link: <https://www.youtube.com/watch?v=l-awjg0-Be4>

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**हमारा महानगर**

शंकर महादेवन ने केनरा एचएसबीसी लाइफ इंश्योरेंस द्वारा आयोजित 'मी फॉर माई सिटी' पहल का समर्थन किया



केनरा एचएसबीसी लाइफ इंश्योरेंस (कंपनी) ने प्रसिद्ध गायक और संगीतकार शंकर महादेवन (Shankar Mahadevan) के प्रभावशाली प्रदर्शन के साथ अपनी प्रमुख पहल #MeForMyCity के 5वें सत्र का समापन किया। सितारों से सजे इस भव्य कार्यक्रम में देश भर के चुने गए लोक गायकों ने कुछ बेहतरीन संगीत प्रस्तुतियां दीं। अपनी #MeForMyCity पहल के माध्यम से, केनरा एचएसबीसी लाइफ इंश्योरेंस कंपनी हमारे शहरों की विविध प्रकार की संस्कृति, विभिन्न तरह के समुदायों या विविधता भरे संगीत जैसी पारंपरिक विविधता के संरक्षण और सुरक्षा के लिए प्रतिबद्धता व्यक्त करती है। कंपनी द्वारा आयोजित #MeForMyCity का 5वां सत्र सुरक्षा की मूल भावना को जीवंत करता है, जो कंपनी की संस्कृति का भी मूल भाव है। यह अभियान नवंबर 2022 में शुरू किया गया और देश भर से नए लोक गायकों

से प्रविष्टियां मांगी गईं और उन्हें लोक संगीत के लिए समर्पित अपनी प्रतिभा और अनुरक्ति का प्रदर्शन करने के लिए मंच दिया गया था।

प्रसिद्ध संगीतकार और गायक शंकर महादेवन (Shankar Mahadevan) ने आगे कहा, "लोक संगीत सदियों से हमारे समाज का हिस्सा रहा है। लोक संगीत की सुंदरता और विशिष्टता यह है कि इससे भाषा की बाधाएं दूर होती हैं और इसमें लोगों को एकजुट करने की क्षमता निहित है। यह संगीत अपने रचनाकारों और प्रदर्शनकर्ताओं की भावनाओं, विश्वासों और दृष्टिकोणों को दर्शाता है। मैं भारत में लोक संगीत को मजबूत करने के लिए केनरा एचएसबीसी लाइफ इंश्योरेंस की पहल से जुड़कर बहुत गौरवान्वित महसूस कर रहा हूं। लोक संगीत पर लोगों का ध्यान पुनः आकर्षित कर हम यह सुनिश्चित कर सकते हैं कि भविष्य की पीढ़ियां इन सांगीतिक रचनाओं की कहानियों, उनके अर्थ, उनकी मूल्यनिष्ठाओं और पृष्ठभूमियों को जानने और इनका आनंद लेने का क्रम जारी रखें। इससे न केवल हमारी सामूहिक राष्ट्रीय पहचान मजबूत होगी, बल्कि यह विभिन्न संस्कृतियों के बीच सहयोग के लिए अधिकाधिक अवसर प्रदान करके हमारे समुदायों को मजबूत करने में भी सहायता करेगा।

इस पहल के अनुरूप, केनरा एचएसबीसी लाइफ इंश्योरेंस "स्वर धरोहर" फाउंडेशन का भी समर्थन कर रहा है जो प्रतिभाशाली कलाकारों को मुंबई में आयोजित मी फॉर माई सिटी के ही मंच पर अपनी सर्वश्रेष्ठ प्रतिभा दिखाने के लिए सहयोग समर्थन प्रदान करता है। इस कार्यक्रम के दौरान केनरा एचएसबीसी लाइफ इंश्योरेंस के प्रबंध निदेशक एवं मुख्य कार्यकारी अधिकारी अनुज माथुर ने स्वर धरोहर फाउंडेशन को संगठन के साथ काम करने और लोक संगीत की जड़ों से जुड़े और भारत की महान कला और संस्कृति को आगे बढ़ाने की क्षमता रखने वाले स्थानीय कलाकारों को मंच प्रदान करने के लिए 2 लाख रुपये का चेक प्रदान किया।

Link - <https://hamaramahanagar.net/hamara-news-34641-.html>

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**BDCTV**  
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## SHANKAR MAHADEVAN AT CANARA HSBC LIFE INSURANCE ME FOR MY CITY SEASON 5 FINALE



Link: <https://www.youtube.com/watch?v=Ol41o3ljyZE>

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## महाराष्ट्र पथिक खबर पढ़ें अपडेट रहें

शंकर महादेवन ने केनरा एचएसबीसी लाइफ इंश्योरेंस द्वारा आयोजित 'मी फॉर माई सिटी' पहल का समर्थन किया।



मुंबई, 19 फरवरी 2023:\* केनरा एचएसबीसी लाइफ इंश्योरेंस (कंपनी) ने प्रसिद्ध गायक और संगीतकार शंकर महादेवन के प्रभावशाली प्रदर्शन के साथ अपनी प्रमुख पहल \*#MeForMyCity के 5वें सत्र\* का समापन किया। सितारों से सजे इस भव्य कार्यक्रम में देश भर के चुने गए लोक गायकों ने कुछ बेहतरीन संगीत प्रस्तुतियां दीं।

अपनी \*#MeForMyCity पहल\* के माध्यम से, केनरा एचएसबीसी लाइफ इंश्योरेंस कंपनी हमारे शहरों की विविध प्रकार की संस्कृति, विभिन्न तरह के समुदायों या विविधता भरे संगीत जैसी पारंपरिक विविधता के संरक्षण और सुरक्षा के लिए प्रतिबद्धता व्यक्त करती है। कंपनी द्वारा आयोजित \*#MeForMyCity का 5वां सत्र\* सुरक्षा की मूल भावना को जीवंत करता है, जो कंपनी की संस्कृति का भी मूल भाव है। यह अभियान नवंबर 2022 में शुरू किया गया और देश भर से नए लोक गायकों से प्रविष्टियां मांगी गईं और उन्हें लोक संगीत के लिए समर्पित अपनी प्रतिभा और अनुरक्ति का प्रदर्शन करने के लिए मंच दिया गया था।

\*प्रसिद्ध संगीतकार और गायक शंकर महादेवन ने आगे कहा,\* "लोक संगीत सदियों से हमारे समाज का हिस्सा रहा है। लोक संगीत की सुंदरता और विशिष्टता यह है कि इससे भाषा की बाधाएं दूर होती हैं और इसमें लोगों को एकजुट करने की क्षमता निहित है। यह संगीत अपने रचनाकारों और प्रदर्शनकर्ताओं की भावनाओं, विश्वासों और दृष्टिकोणों को दर्शाता है। मैं भारत में लोक संगीत को मजबूत करने के लिए केनरा एचएसबीसी लाइफ इंश्योरेंस की पहल से जुड़कर बहुत गौरवान्वित महसूस कर रहा हूँ। लोक संगीत पर लोगों का ध्यान पुनः आकर्षित कर हम यह सुनिश्चित कर सकते हैं कि भविष्य की पीढ़ियां इन सांगीतिक रचनाओं की कहानियों, उनके अर्थ, उनकी मूल्यनिष्ठाओं और पृष्ठभूमियों को जानने और इनका आनंद लेने का क्रम जारी रखें। इससे न केवल हमारी सामूहिक राष्ट्रीय पहचान मजबूत होगी, बल्कि यह विभिन्न संस्कृतियों के बीच सहयोग के लिए

अधिकाधिक अवसर प्रदान करके हमारे समुदायों को मजबूत करने में भी सहायता करेगा। इस पहल के अनुरूप, केनरा एचएसबीसी लाइफ इंश्योरेंस \*‘स्वर धरोहर’ फाउंडेशन\* का भी समर्थन कर रहा है जो प्रतिभाशाली कलाकारों को मुंबई में आयोजित मी फॉर माई सिटी के ही मंच पर अपनी सर्वश्रेष्ठ प्रतिभा दिखाने के लिए सहयोग समर्थन प्रदान करता है। इस कार्यक्रम के दौरान केनरा एचएसबीसी लाइफ इंश्योरेंस के प्रबंध निदेशक एवं मुख्य कार्यकारी अधिकारी अनुज माथुर ने स्वर धरोहर फाउंडेशन को संगठन के साथ काम करने और लोक संगीत की जड़ों से जुड़े और भारत की महान कला और संस्कृति को आगे बढ़ाने की क्षमता रखने वाले स्थानीय कलाकारों को मंच प्रदान करने के लिए \*2 लाख रुपये का चेक प्रदान किया।\*

\*इस आयोजन में उपस्थित केनरा एचएसबीसी लाइफ इंश्योरेंस के प्रबंध निदेशक एवं मुख्य कार्यकारी अधिकारी अनुज माथुर ने कहा,\* \*’#MeForMyCity\* पहल की अवधारणा समाज के भीतर सकारात्मकता लाने के लिए की गई थी, ताकि सामान्य जन का इससे लगाव बढ़े और वे अपने आगे के जीवन में इस विचारधारा को प्रोत्साहित कर सकें। इसके 5वें सत्र के साथ, मुख्य रूप से स्थानीय समुदायों को अपनी सांस्कृतिक विरासत को बढ़ावा देने और संरक्षित करने में समर्थ बनाने वाले भारत के लोक संगीत पर ध्यान केन्द्रित किया जा रहा है। शंकर महादेवन जैसे देश के बेहतरीन गायकों के साथ काम करते हुए, हम भारत के सुप्रसिद्ध लोक संगीत की रक्षा करने का मिलजुलकर प्रयास कर रहे हैं। स्वर धरोहर फाउंडेशन के साथ हमारा सहयोग स्थानीय कलाकारों को अपनी प्रतिभा दिखाने में मदद करेगा और उन्हें लोक संगीत परियोजनाओं का समर्थन करने के लिए समर्पित निधियां निर्मित करने में सहायक सिद्ध होगा। हम सभी प्रतिभागियों और संगीतज्ञों को अपना मूल्यवान समय देने और भारतीय लोक संगीत को पुनर्जीवित करने की शानदार शाम में भागीदारी करने के लिए अपनी गहरी कृतज्ञता व्यक्त करना चाहते हैं

\*सुश्री तरन्तुम हसीब, मुख्य वितरण अधिकारी, केनरा एचएसबीसी लाइफ इंश्योरेंस ने आगे कहा,\* “हम लोक संगीत की भारत की परंपरका को सम्मानित करने और संरक्षित करने में #MeForMyCity के माध्यम से मंच प्रदान करते हुए रोमांचित और सम्मानित महसूस कर रहे हैं, यह आयोजन अपने समाज के प्रियजनों की रक्षा करने और उनसे किए गए वादों को पूरा करने की दिशा में केनरा एचएसबीसी लाइफ इंश्योरेंस के ब्रांड दर्शन की प्रतिबद्धता की शक्तिशाली अभिव्यक्ति के समान है। इस 5वें सत्र के माध्यम से, हम लोक संगीत के नए कलाकारों को मंच प्रदान कर और उन्हें उनके योग्य पहचान प्रदान करने का क्रम तेज करके अपनी पारंपरिक संस्कृति को पुनर्जीवित करने की इच्छा रखते हैं। इस अभियान का उद्देश्य पारंपरिक लोक संगीत से युवा पीढ़ी की घनिष्ठता बढ़ाना है, जिन्हें भारत के समृद्ध सांस्कृतिक संगीत में समाए आनंद एवं उत्साह का अनुभव बहुत कम ही मिल पाता है। हम उत्साहित होते हुए घोषणा करना चाहते हैं कि कंपनी ने NFT (नॉन फंजिबल टोकन) के सीमित संस्करण का रिलीज करने का फैसला किया है और इन्हें हमारे मी फॉर माई सिटी फिनाले के 12 प्रतिभागियों को प्रस्तुत करने का निर्णय लिया है। ये NFT उन गायकों के योगदान के लिए हमारी कृतज्ञता के प्रतीक हैं। इस भव्य समारोह के दौरान, पिछले दो महीने तक कंपनी के डिजिटल प्लेटफार्मों पर चले #MeForMyCity संगीत प्रविष्टियों के आयोजनों के विजेताओं की घोषणा भी संगीत के महान कलाकारों द्वारा की गई। लोक संगीत प्रविष्टियों में दिल्ली, जयपुर, लखनऊ, चंडीगढ़, बैंगलोर, चेन्नई, हैदराबाद, कोच्चि, मुंबई, पुणे, सूरत, अहमदाबाद, कोलकाता, पटना, गुवाहाटी, शिलांग और लोक संगीत की कई अन्य शैलियों के विभिन्न लोक गीतों की विशिष्टता के साथ हमारी संस्कृति की झलक को चित्रित किया गया है। विजेताओं को महान गायक शंकर महादेवन के साथ मंच साझा करने और गाने का विशेष मौका भी मिला।

\*#MeForMyCity के 5वें सत्र\* के लिए अभूतपूर्व प्रतिक्रिया प्राप्त करते हुए, कंपनी को भारत के 29 राज्यों से 20 से 35 वर्ष की आयु के बीच के 1,827 से अधिक प्रतिभागियों की लोक संगीत प्रविष्टियां प्राप्त हुईं। भारत का उत्तरी क्षेत्र 1,132 प्रविष्टियों के साथ इस दौड़ में सबसे आगे रहा, इसके बाद क्रमशः पूर्व (296), दक्षिण (212) और पश्चिम (187) क्षेत्र का स्थान रहा। राजस्थान के साथ उत्तर प्रदेश प्रविष्टियों के चार्ट में सबसे ऊपर रहा इसके बाद महाराष्ट्र, पश्चिम बंगाल, बिहार, दिल्ली, कर्नाटक, गुजरात, हरियाणा, मध्य प्रदेश, तमिलनाडु, असम, पंजाब, झारखंड, तेलंगाना, ओडिशा, आंध्र प्रदेश, केरल, उत्तराखंड, जम्मू-कश्मीर, त्रिपुरा, चंडीगढ़, हिमाचल प्रदेश, अरुणाचल प्रदेश, गोवा, मणिपुर, मेघालय, दीव और दमन और नागालैंड का स्थान रहा।

Link:

<https://maharashtrapathikgmail.home.blog/2023/02/19/%e0%a4%b6%e0%a4%82%e0%a4%95%e0%a4%b0-%e0%a4%ae%e0%a4%b9%e0%a4%be%e0%a4%a6%e0%a5%87%e0%a4%b5%e0%a4%a8-%e0%a4%a8%e0%a5%87-%e0%a4%95%e0%a5%87%e0%a4%a8%e0%a4%b0%e0%a4%be-%e0%a4%8f%e0%a4%9a%e0%a4%8f/>

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## **Shankar Mahadevan supports “Me For My City” initiative by Canara HSBC Life Insurance**



Mumbai, 19th February 2023: Canara HSBC Life Insurance (Company) concludes Season 5 of its flagship initiative #MeForMyCity with legendary singer and composer Shankar Mahadevan’s energetic performance. The grand star-studded event saw some of the finest music performances by handpicked folk singers from across the country.

Through its #MeForMyCity initiative, Canara HSBC Life Insurance Company promises to conserve and protect the traditional diversity of our cities, whether it’s our culture, people, or music. Season 5 of #MeForMyCity by the Company brings alive the essence of protection, which also is at the core of Company’s culture. The campaign was launched in November 2022 and called for entries from fresh folk voices from around the country and gave them a platform to showcase their talent and love for folk music.

In line with the initiative, Canara HSBC Life Insurance is also supporting “Swar Dharohar” Foundation which empowers talented artists to showcase their best of the talents on the same platform of Me For My City held in Mumbai. During the event Mr. Anuj Mathur, MD & CEO, Canara HSBC Life Insurance presented a cheque of Rs. 2 Lakh to Swar Dharohar Foundation to work with the organisation and provide a platform to local artistes who are connected to the roots of Folk Music and can take forward the legendary art and culture of India.

Present at the event, Mr. Anuj Mathur, MD & CEO, Canara HSBC Life Insurance stated, “The #MeforMyCity initiative was conceptualized to bring positivity within the society in a way in which masses could relate with and are able to propagate the ideology in their lives ahead. With Season 5, all lights are on folk music of India, which empowers local communities to promote and protect their cultural heritage. Working alongside country’s finest singers like Shankar Mahadevan, together we strive in protecting the much-celebrated folk music of India. Our collaboration with the Swar Dharohar Foundation will help local

artistes to showcase their talent and help them to create dedicated funds to support folk music projects. We want to express our deepest gratitude to all participants and the maestros for their time and a splendid evening of reviving Indian folk music.”

Ms. Tarannum Hasib, Chief Distribution Officer, Canara HSBC Life Insurance further added, “We are elated and honoured to provide a platform through #MeForMyCity in honing and protecting India’s lineage of folk music, which serves as a powerful reminder of Canara HSBC Life Insurance’s brand philosophy of protecting and keeping promises made to our loved ones. With Season 5, we aspire to revive our traditional culture by bringing in fresh voices of folk music and in catalysing their much-deserved recognition. The campaign is intended to bring traditional folk music closer to the younger generation who rarely get to experience the the warmth of rich cultural music of India . We are also elated to announce that the Company has decided to release a limited edition set of NFTs (Non Fungible Tokens) and present them to our 12 participants of the MeForMyCity finale. These NFTs are symbol of our gratitude for the contributions made by these super singers.”

Shankar Mahadevan, renowned music composer and singer further added “Folk music has been a part of our society for centuries. The beauty and uniqueness of folk lie in its ability to connect people by bridging language barriers and bringing them together. Music reflects the emotions, beliefs and attitudes of its creators and performers. I am very pleased to be associated with Canara HSBC Life Insurance’s initiative to strengthen folk music in India. By bringing back the spotlight on folk music, we can ensure that future generations continue to appreciate and enjoy these musical pieces – including their stories, meanings, values, and backgrounds. Not only would this strengthen our collective national identity, but it would also help strengthen our communities by providing more opportunities for collaboration between different cultures.”

The winners of the two months long #MeForMyCity musical entries which ran across the digital platforms of the Company were also announced during the glitzy event by none other than the musical maestros. The folk music entries portrayed a glimpse of our culture with the flavours of different folk songs from Delhi, Jaipur, Lucknow, Chandigarh, Bangalore, Chennai, Hyderabad, Kochi, Mumbai, Pune, Surat, Ahmedabad, Kolkata, Patna, Guwahati, Shillong and many other genres of folk music beautifully highlighting the rich Indian heritage. Winners also got an exclusive chance to share the stage and sing along with none other than Shankar Mahadevan.

In a phenomenal response to Season 5 of #MeForMyCity, the Company received folk music entries from 29 states of India with over 1,827 participants between the age of 20 to 35. The North zone led the race with 1,132 submissions, followed by East (296), South (212) and West (187) zones respectively. Uttar Pradesh along with Rajasthan topped the charts for entries followed by Maharashtra, West Bengal, Bihar, Delhi, Karnataka, Gujarat, Haryana, Madhya Pradesh, Tamil Nadu, Assam, Punjab, Jharkhand, Telangana, Odisha, Andhra Pradesh, Kerala, Uttarakhand, Jammu and Kashmir, Tripura, Chandigarh, Himachal Pradesh, Arunachal Pradesh, Goa, Manipur, Meghalaya, Diu and Daman and Nagaland.

Link: <https://www.passionateinmarketing.com/shankar-mahadevan-supports-me-for-my-city-initiative-by-canara-hsbc-life-insurance/>

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## MEDIA BRIEF

### Shankar Mahadevan supports “Me For My City” initiative by Canara HSBC Life Insurance



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The campaign was launched in November 2022 and called for entries from fresh folk voices from around the country and gave them a platform to showcase their talent and love for folk music.

The grand star-studded event saw some of the finest music performances by handpicked folk singers from across the country.

Through its #MeForMyCity initiative, Canara HSBC Life Insurance Company promises to conserve and protect the traditional diversity of our cities, whether it’s our culture, people, or music. Season 5 of #MeForMyCity by the Company brings alive the essence of protection, which also is at the core of Company’s culture.

In line with the initiative, Canara HSBC Life Insurance is also supporting “Swar Dharohar” Foundation which empowers talented artists to showcase their best of the talents on the same platform of Me For My City held in Mumbai.

During the event Anuj Mathur, MD & CEO, Canara HSBC Life Insurance presented a cheque of Rs. 2 Lakh to Swar Dharohar Foundation to work with the organisation and provide a platform to local artistes who are connected to the roots of Folk Music and can take forward the legendary art and culture of India.

Present at the event, Anuj Mathur, MD & CEO, Canara HSBC Life Insurance said, "The #MeforMyCity initiative was conceptualized to bring positivity within the society in a way in which masses could relate with and are able to propagate the ideology in their lives ahead. With Season 5, all lights are on folk music of India, which empowers local communities to promote and protect their cultural heritage. Working alongside country's finest singers like Shankar Mahadevan, together we strive in protecting the much-celebrated folk music of India. Our collaboration with the Swar Dharohar Foundation will help local artistes to showcase their talent and help them to create dedicated funds to support folk music projects. We want to express our deepest gratitude to all participants and the maestros for their time and a splendid evening of reviving Indian folk music."

Tarannum Hasib, Chief Distribution Officer, Canara HSBC Life Insurance further added, "We are elated and honoured to provide a platform through #MeForMyCity in honing and protecting India's lineage of folk music, which serves as a powerful reminder of Canara HSBC Life Insurance's brand philosophy of protecting and keeping promises made to our loved ones. With Season 5, we aspire to revive our traditional culture by bringing in fresh voices of folk music and in catalysing their much-deserved recognition."

Hasib added, "The campaign is intended to bring traditional folk music closer to the younger generation who rarely get to experience the the warmth of rich cultural music of India . We are also elated to announce that the Company has decided to release a limited edition set of NFTs (Non Fungible Tokens) and present them to our 12 participants of the MeForMyCity finale. These NFTs are symbol of our gratitude for the contributions made by these super singers."

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Link: <https://mediabrief.com/shankar-mahadevan-me-for-my-city-canara-hsbc-life-insurance/>

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Link: <https://www.fmlive.in/shankar-mahadevan-supports-me-for-my-city-initiative-by-canara-hsbc-life-insurance/>

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## ‘मी फॉर माय सिटी’ उपक्रमात शंकर महादेवन यांच्या संगीताची मेजवानी



कॅनरा एचएसबीसी लाइफ इन्श्युरन्स कंपनीने प्रसिद्ध गायक आणि संगीतकार शंकर महादेवन यांच्या दमदार सादरीकरणाने ‘मी फॉर माय सिटी’ या महत्वाकांक्षी उपक्रमाच्या पाचव्या पर्वाची सांगता केली. या भव्य कार्यक्रमाला नामवंत कलाकार उपस्थित होते. देशभरातील निवडक लोकगायकांनी त्यात उत्तमोत्तम संगीत सादर केले.

‘मी फॉर माय सिटी’ सीझन-५ नोव्हेंबर २०२२ मध्ये ही मोहीम सुरू करण्यात आली आणि देशभरातील नवीन लोक आवाजांकडून प्रवेश मागविण्यात आले आणि त्यांना त्यांची प्रतिभा व लोकसंगीतावरील प्रेम व्यक्त करण्यासाठी व्यासपीठ मिळाले.

याप्रसंगी प्रसिद्ध संगीतकार आणि गायक शंकर महादेवन पुढे म्हणाले, ‘लोकसंगीत शतकानुशतके आपल्या समाजाचा एक भाग आहे. भाषेतील अडथळे दूर करून लोकांना एकत्र आणण्याच्या क्षमतेमध्येच लोकसंगीताचे सौंदर्य आणि वेगळेपण दडलेले आहे. संगीत हे त्याच्या निर्मात्यांच्या आणि कलाकारांच्या भावना, विश्वास आणि दृष्टिकोन दर्शविते. कॅनरा एचएसबीसी लाइफ इन्श्युरन्सच्या भारतातील लोकसंगीताला बळकटी देण्याच्या उपक्रमाशी जोडले गेल्याचा मला खूप आनंद होत आहे.

यावेळी उपस्थित कॅनरा एचएसबीसी लाइफ इन्श्युरन्सचे एम.डी. आणि सी.ई.ओ. अनुज माथुर म्हणाले, 'समाजात सकारात्मकता आणण्यासाठी 'मी फॉर माय सिटी' उपक्रमाची कल्पना रचण्यात आली होती जेणेकरून जनतेला त्यांच्या पुढील जीवनात या विचारधारेची नाते जोडता येईल आणि त्याचा प्रसार करता येईल. सीझन-५ सह, सर्व लक्ष भारतातील लोकसंगीतावर आहे, जे स्थानिक समुदायांना त्यांच्या सांस्कृतिक वारशाचा प्रचार आणि संरक्षण करू देते. शंकर महादेवन यांच्यासारख्या देशातील उत्कृष्ट गायकांसोबत आम्ही काम करतो आणि एकत्रितपणे भारतातील प्रख्यात अशा लोकसंगीताचे रक्षण करण्याचा प्रयत्न करतो. स्वर धरोहर फाऊंडेशनसोबत आम्ही सहयोग साधल्याने स्थानिक कलाकारांना त्यांची प्रतिभा दाखवण्यास मदत होईल.

कॅनरा एचएसबीसी लाइफ इन्श्युरन्सच्या मुख्य वितरण अधिकारी तरन्तुम हसीब, पुढे असे म्हणाल्या, 'भारताच्या लोकसंगीताच्या वंशाचे संवर्धन आणि संरक्षण करण्यासाठी 'मी फॉर माय सिटी' माध्यमातून व्यासपीठ प्रदान करताना आम्हाला आनंद होत आहे आणि हे कॅनरा एचएसबीसी लाइफ इन्श्युरन्सच्या आपल्या प्रियजनांना दिलेल्या आश्वासनांचे संरक्षण आणि पालन करण्याच्या ब्रँड तत्त्वज्ञानाची एक शक्तिशाली आठवण करून देते. सीझन ५ च्या माध्यमातून लोकसंगीताचा नवा आवाज सादर करून आणि त्यांची ओळख निर्माण करून आपल्या पारंपारिक संस्कृतीचे पुनरुज्जीवन करण्याचा आमचा मानस आहे. भारतातील समृद्ध सांस्कृतिक संगीताची उब क्वचितच अनुभवायला मिळणार्या तरुण पिढीपर्यंत पारंपारिक लोकसंगीत पोहोचवण्याचा या मोहिमेचा उद्देश आहे.

'मी फॉर माय सिटी' सीझन-५ला अभूतपूर्व प्रतिसाद मिळाला आणि म्हणून कंपनीला भारतातील २९ राज्यांतून लोकसंगीताच्या नोंदी प्राप्त झाल्या. त्यात २० ते ३५ वयोगटातील १,८२७ स्पर्धक सहभागी झाले आहेत. या शर्यतीत १,१३२ अर्जांसह उत्तर विभाग आघाडीवर होता आणि त्या पाठोपाठ अनुक्रमे पूर्व (२९६), दक्षिण (२१२) आणि पश्चिम (१८७) क्षेत्रांचा क्रमांक लागला होता.

Link: <https://emarmik.com/20-2-23-shankar-mahadevan-news/>

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Link: <https://www.pnnews.com/shankar-mahadevan-supports-me-for-my-city-initiative-by-canara-hsbc-life-insurance/>

Publication: Jhanjhaar Bollywood	Page No: NA
Edition: National	Date: 20-02-2022



**Jhanjar Bollywood**

@jhanjarbollywood5349

## **Shankar Mahadevan At Musical Concert Of 'Canara HSBc Life Insurance Me For My City**



Link: <https://www.youtube.com/watch?v=TQzbO8Ajo8c>

Publication: DPN Entertainment	Page No: NA
Edition: National	Date: 20-02-2022



**DNP ENTERTAINMENT**

@dnpentertainmentofficial

## **Shankar Mahadevan At Musical Concert Of 'Canara HSBc Life Insurance Me For My City Season 5' Finale**



Link: <https://www.youtube.com/watch?v=4Yapyq5PHlo>

Publication: Music Unplugged	Page No: NA
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 Musicunplugged.in  
Explore Your Music

## Shankar Mahadevan supports “Me For My City” initiative by Canara HSBC Life Insurance



Mumbai: Canara HSBC Life Insurance (Company) concludes Season 5 of its flagship initiative #MeForMyCity with legendary singer and composer Shankar Mahadevan’s energetic performance. The grand star-studded event saw some of the finest music performances by handpicked folk singers from across the country.

Through its #MeForMyCity initiative, Canara HSBC Life Insurance Company promises to conserve and protect the traditional diversity of our cities, whether it’s our culture, people, or music. Season 5 of #MeForMyCity by the Company brings alive the essence of protection, which also is at the core of Company’s culture. The campaign was launched in November 2022 and called for entries from fresh folk voices from around the country and gave them a platform to showcase their talent and love for folk music.

In line with the initiative, Canara HSBC Life Insurance is also supporting “Swar Dharohar” Foundation which empowers talented artists to showcase their best of the talents on the same platform of Me For My City held in Mumbai. During the event Mr. Anuj Mathur, MD & CEO, Canara HSBC Life Insurance presented a cheque of Rs. 2 Lakh to Swar Dharohar Foundation to work with the organisation and provide a platform to local artistes who are connected to the roots of Folk Music and can take forward the legendary art and culture of India.

Present at the event, Mr. Anuj Mathur, MD & CEO, Canara HSBC Life Insurance stated, "The #MeforMyCity initiative was conceptualized to bring positivity within the society in a way in which masses could relate with and are able to propagate the ideology in their lives ahead. With Season 5, all lights are on folk music of India, which empowers local communities to promote and protect their cultural heritage. Working alongside country's finest singers like Shankar Mahadevan, together we strive in protecting the much-celebrated folk music of India. Our collaboration with the Swar Dharohar Foundation will help local artistes to showcase their talent and help them to create dedicated funds to support folk music projects. We want to express our deepest gratitude to all participants and the maestros for their time and a splendid evening of reviving Indian folk music."

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Link: <https://www.adgully.com/shankar-mahadevan-supports-me-for-my-city-initiative-by-canh-life-insurance-128846.html>

<b>Publication: Adgully</b>	<b>Page No: NA</b>
<b>Edition: National</b>	<b>Date: 22-02-2022</b>

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Link: <https://emarmik.com/20-2-23-shankar-mahadevan-news/>

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## ‘मी फॉर माय सिटी’ उपक्रमात शंकर महादेवन यांच्या संगीताची मेजवानी



कॅनरा एचएसबीसी लाइफ इन्श्युरन्स कंपनीने प्रसिद्ध गायक आणि संगीतकार शंकर महादेवन यांच्या दमदार सादरीकरणाने ‘मी फॉर माय सिटी’ या महत्वाकांक्षी उपक्रमाच्या पाचव्या पर्वाची सांगता केली. या भव्य कार्यक्रमाला नामवंत कलाकार उपस्थित होते. देशभरातील निवडक लोकगायकांनी त्यात उत्तमोत्तम संगीत सादर केले.

‘मी फॉर माय सिटी’ सीझन-५ नोव्हेंबर २०२२ मध्ये ही मोहीम सुरू करण्यात आली आणि देशभरातील नवीन लोक आवाजांकडून प्रवेश मागविण्यात आले आणि त्यांना त्यांची प्रतिभा व लोकसंगीतावरील प्रेम व्यक्त करण्यासाठी व्यासपीठ मिळाले.

याप्रसंगी प्रसिद्ध संगीतकार आणि गायक शंकर महादेवन पुढे म्हणाले, ‘लोकसंगीत शतकानुशतके आपल्या समाजाचा एक भाग आहे. भाषेतील अडथळे दूर करून लोकांना एकत्र आणण्याच्या क्षमतेमध्येच लोकसंगीताचे सौंदर्य आणि वेगळेपण दडलेले आहे. संगीत हे त्याच्या निर्मात्यांच्या आणि कलाकारांच्या भावना, विश्वास आणि दृष्टिकोन दर्शविते. कॅनरा एचएसबीसी लाइफ इन्श्युरन्सच्या भारतातील लोकसंगीताला बळकटी देण्याच्या उपक्रमाशी जोडले गेल्याचा मला खूप आनंद होत आहे.

यावेळी उपस्थित कॅनरा एचएसबीसी लाइफ इन्श्युरन्सचे एम.डी. आणि सी.ई.ओ. अनुज माथुर म्हणाले, ‘समाजात सकारात्मकता आणण्यासाठी ‘मी फॉर माय सिटी’ उपक्रमाची कल्पना रचण्यात आली होती जेणेकरून जनतेला त्यांच्या पुढील जीवनात या विचारधारेची नाते जोडता येईल आणि त्याचा प्रसार करता येईल. सीझन-५ सह, सर्व लक्ष भारतातील लोकसंगीतावर आहे, जे स्थानिक समुदायांना त्यांच्या सांस्कृतिक वारशाचा प्रचार आणि संरक्षण करू देते. शंकर महादेवन यांच्यासारख्या देशातील

उत्कृष्ट गायकांसोबत आम्ही काम करतो आणि एकत्रितपणे भारतातील प्रख्यात अशा लोकसंगीताचे रक्षण करण्याचा प्रयत्न करतो. स्वर धरोहर फाऊंडेशनसोबत आम्ही सहयोग साधल्याने स्थानिक कलाकारांना त्यांची प्रतिभा दाखवण्यास मदत होईल.

कॅनरा एचएसबीसी लाइफ इन्शुरन्सच्या मुख्य वितरण अधिकारी तरन्नुम हसीब, पुढे असे म्हणाल्या, 'भारताच्या लोकसंगीताच्या वंशाचे संवर्धन आणि संरक्षण करण्यासाठी 'मी फॉर माय सिटी' माध्यमातून व्यासपीठ प्रदान करताना आम्हाला आनंद होत आहे आणि हे कॅनरा एचएसबीसी लाइफ इन्शुरन्सच्या आपल्या प्रियजनांना दिलेल्या आश्वासनांचे संरक्षण आणि पालन करण्याच्या ब्रँड तत्त्वज्ञानाची एक शक्तिशाली आठवण करून देते. सीझन ५ च्या माध्यमातून लोकसंगीताचा नवा आवाज सादर करून आणि त्यांची ओळख निर्माण करून आपल्या पारंपारिक संस्कृतीचे पुनरुज्जीवन करण्याचा आमचा मानस आहे. भारतातील समृद्ध सांस्कृतिक संगीताची उब क्वचितच अनुभवायला मिळणार्या तरुण पिढीपर्यंत पारंपारिक लोकसंगीत पोहोचवण्याचा या मोहिमेचा उद्देश आहे.

'मी फॉर माय सिटी' सीझन-५ला अभूतपूर्व प्रतिसाद मिळाला आणि म्हणून कंपनीला भारतातील २९ राज्यांतून लोकसंगीताच्या नोंदी प्राप्त झाल्या. त्यात २० ते ३५ वयोगटातील १,८२७ स्पर्धक सहभागी झाले आहेत. या शर्यतीत १,१३२ अर्जांसह उत्तर विभाग आघाडीवर होता आणि त्या पाठोपाठ अनुक्रमे पूर्व (२९६), दक्षिण (२१२) आणि पश्चिम (१८७) क्षेत्रांचा क्रमांक लागला होता.

Link: <https://www.newsharpal.in/shankar-mahadevan-supports-me-for-my-city-initiative-organized-by-canara-hsbc-life-insurance/>

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## ‘मी फॉर माय सिटी’ उपक्रमात शंकर महादेवन यांच्या संगीताची मेजवानी



कॅनरा एचएसबीसी लाइफ इन्श्युरन्स कंपनीने प्रसिद्ध गायक आणि संगीतकार शंकर महादेवन यांच्या दमदार सादरीकरणाने ‘मी फॉर माय सिटी’ या महत्वाकांक्षी उपक्रमाच्या पाचव्या पर्वाची सांगता केली. या भव्य कार्यक्रमाला नामवंत कलाकार उपस्थित होते. देशभरातील निवडक लोकगायकांनी त्यात उत्तमोत्तम संगीत सादर केले.

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याप्रसंगी प्रसिद्ध संगीतकार आणि गायक शंकर महादेवन पुढे म्हणाले, ‘लोकसंगीत शतकानुशतके आपल्या समाजाचा एक भाग आहे. भाषेतील अडथळे दूर करून लोकांना एकत्र आणण्याच्या क्षमतेमध्येच लोकसंगीताचे सौंदर्य आणि वेगळेपण दडलेले आहे. संगीत हे त्याच्या निर्मात्यांच्या आणि कलाकारांच्या भावना, विश्वास आणि दृष्टिकोन दर्शविते. कॅनरा एचएसबीसी लाइफ इन्श्युरन्सच्या भारतातील लोकसंगीताला बळकटी देण्याच्या उपक्रमाशी जोडले गेल्याचा मला खूप आनंद होत आहे.

यावेळी उपस्थित कॅनरा एचएसबीसी लाइफ इन्श्युरन्सचे एम.डी. आणि सी.ई.ओ. अनुज माथुर म्हणाले, ‘समाजात सकारात्मकता आणण्यासाठी ‘मी फॉर माय सिटी’ उपक्रमाची कल्पना रचण्यात आली होती जेणेकरून जनतेला त्यांच्या पुढील जीवनात या विचारधारेची नाते जोडता येईल आणि त्याचा प्रसार करता येईल. सीझन-५ सह, सर्व लक्ष भारतातील लोकसंगीतावर आहे, जे स्थानिक समुदायांना त्यांच्या सांस्कृतिक वारशाचा प्रचार आणि संरक्षण करू देते. शंकर महादेवन यांच्यासारख्या देशातील

उत्कृष्ट गायकांसोबत आम्ही काम करतो आणि एकत्रितपणे भारतातील प्रख्यात अशा लोकसंगीताचे रक्षण करण्याचा प्रयत्न करतो. स्वर धरोहर फाऊंडेशनसोबत आम्ही सहयोग साधल्याने स्थानिक कलाकारांना त्यांची प्रतिभा दाखवण्यास मदत होईल.

कॅनरा एचएसबीसी लाइफ इन्श्युरन्सच्या मुख्य वितरण अधिकारी तरन्तुम हसीब, पुढे असे म्हणाल्या, 'भारताच्या लोकसंगीताच्या वंशाचे संवर्धन आणि संरक्षण करण्यासाठी 'मी फॉर माय सिटी' माध्यमातून व्यासपीठ प्रदान करताना आम्हाला आनंद होत आहे आणि हे कॅनरा एचएसबीसी लाइफ इन्श्युरन्सच्या आपल्या प्रियजनांना दिलेल्या आश्वासनांचे संरक्षण आणि पालन करण्याच्या ब्रँड तत्त्वज्ञानाची एक शक्तिशाली आठवण करून देते. सीझन ५ च्या माध्यमातून लोकसंगीताचा नवा आवाज सादर करून आणि त्यांची ओळख निर्माण करून आपल्या पारंपारिक संस्कृतीचे पुनरुज्जीवन करण्याचा आमचा मानस आहे. भारतातील समृद्ध सांस्कृतिक संगीताची उब क्वचितच अनुभवायला मिळणार्या तरुण पिढीपर्यंत पारंपारिक लोकसंगीत पोहोचवण्याचा या मोहिमेचा उद्देश आहे.

'मी फॉर माय सिटी' सीझन-५ला अभूतपूर्व प्रतिसाद मिळाला आणि म्हणून कंपनीला भारतातील २९ राज्यांतून लोकसंगीताच्या नोंदी प्राप्त झाल्या. त्यात २० ते ३५ वयोगटातील १,८२७ स्पर्धक सहभागी झाले आहेत. या शर्यतीत १,१३२ अर्जांसह उत्तर विभाग आघाडीवर होता आणि त्या पाठोपाठ अनुक्रमे पूर्व (२९६), दक्षिण (२१२) आणि पश्चिम (१८७) क्षेत्रांचा क्रमांक लागला होता.

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