

TAHZEEB FOUNDATION



**"A Conglomerate of Society
And Culture Conscious"**

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“Tahzeeb Foundation” (A Conglomerate of Society & Culture Conscious) is working for advancement & promotion of music, drama, artist, literature & fine arts in India since 17 years. It is also carrying out preservation & archiving of culture of the sub-continent.



“Tahzeeb Foundation” has been acting as a bridge between the new generation and the old cultural and traditional values of our society. We keep organizing activities to keep our AWADHI TAHZEEB AND INDIAN CULTURE alive. Capital city boasts of people from all walks of life of varied interests. They include large middle-income groups and also upwardly mobile segments. They want to be aware of all the latest development on all fronts in their leisure time. Catering to their needs and desire “Tahzeeb Foundation” always presents a rare amalgamation of event and services that are set to improve lifestyle.

“Tahzeeb Foundation” has also ventured into production assistance for Film Making & TV Serials in collaboration with ViniYard Films. “Viniyard Films” is one of India’s most vibrant and forward thinking production and entertainment solution companies and currently spearheading investment into quality, subject-driven TV production, entertainment solutions and celebrity management. The firm is owned by Ms. Ashvini Yardi who has been instrumental in founding Colors TV and producer of films like OMG: Oh My God!, Fugly, Singh is Bling & Zee TV shows Jamai Raja, Waaris to name a few.



“Tahzeeb Foundation” in collaboration with “Viniyard Films” has produced a television show for the channel “Discovery Jeet” named “Mere Papa Hero Heeralal”. The show was based on an inspirational story of a father and daughter relationship where father helps her seven year old daughter to fulfill her dreams. The backdrop of this story was Lucknow- The City of Nawabs and to maintain authenticity of story character and backdrop Viniyard Films have planned to shoot entire project in Lucknow.

WHY CHOOSE US... ?

- *Our work experience with government authorities and leading business houses of the entire India (specially Uttar Pradesh, NCR Region, Himachal Pradesh, Uttarakhand, Madhya Pradesh, Bihar & Jharkhand) has helped us to prove our competence ahead of our competitors in a very short span of time.*
- *Our team comprises of management and journalism graduates having varied experience from all walks of life. We also have senior consultants and professionals all across India to coordinate with us any event of giant magnitude outside of India.*
- *We assure our associations & sponsors to blend with the excellent gathering and offer best services and products to them.*
- *We feel that Music has always played important role in human history as a medium of expression of culture and thoughts. We believe it has now become more relevant and has a bigger role to play for future generation. A great credit in this context, goes to our Artist and Performer who managed to carry forward their art despite the odds.*
- *We feel that it is the time to take ownership of our artistic heritage which actually derives its roots from the centuries civilization.*

OUR SERVICES

- ❖ *Movie / Serial / Reality Show / AD Film Production Assistance*
- ❖ *Audition*
- ❖ *Location Scouting & Recce*
- ❖ *All Necessary Permissions*
- ❖ *Travel (Local)*
- ❖ *Accommodation A/B/C*
- ❖ *Catering Services*
- ❖ *Publicity Campaigns*
- ❖ *Premiere and event media management*
- ❖ *Film festival publicity and representation*
- ❖ *Specialized online campaigns*
- ❖ *Live Celebrity Performances*
- ❖ *Event Management*
- ❖ *Exhibitions*
- ❖ *Brand Building Exercises*

- ❖ *Public Awareness Campaigns*
- ❖ *Ramp & Modeling Assignments*
- ❖ *Portfolio Management*
- ❖ *Talent Hunt Exercises*
- ❖ *Stage Plays*
- ❖ *Gramin Mela & Haat*
- ❖ *Market Research*
- ❖ *Business Seminars*
- ❖ *Buyer & Seller Meets*

CREW

**Line Producers*

**Unit Production Managers*

**Secondary & Local Artist*

** Interns*

**Assistant Directors*

** Location Scouts*

** Assistant Cameraman*

** Spot Boys*

LOGISTICS & EQUIPMENTS

Supply of Vanity Van



Camera & Grip Rentals



Cranes & Grips



Crew Mobility Vehicles





ACHIEVEMENTS of YEAR 2019

*Shooting Glimpse of
"Biryani ka Safar- Journey Lucknow Episode"
with Team Khana Khazana & Celebrity Chef Mr. Sanjeev Kapoor*



ACHIEVEMENTS of YEAR 2018

Shooting Glimpse of "Mere Papa Hero Heeralal" with Team Viniyard Films for Channel Discovery Jeet

















Shanker – Ehsaan – Loy – Maha Laxmi Iyer Concert Night

We had also successfully assisted in organizing Shanker – Ehsaan – Loy – Mahalaxmi concert twice in coordination with Mahotsav Samiti, Govt. of U.P. We have been appreciated personally by the trio for our quality arrangements and coordination with the authorities.



Trio kept the audience spellbound by coordinating and interacting with the crowd in a very fantastic manner.

The whole show was a huge hit with audience willing to come and dance with celebrities on stage itself.

Tahzeeb Foundation received a letter of appreciation from the celebrities.



*Main highlights of the cultural program were also the breath stopping performance by One Man Band **SIVAMANI**. Who left the audience spellbound with continuous display various compositions of music from across the globe.*

*The mesmerizing performance by **SIVAMANI** was appreciated by all age audience since the foot tapping music was also followed by typical classical rhythms.*



We have the privilege to be associated with trio for their any happening concert in North India.

The upcoming scheduled programs to be held in North India will be managed by us as per specific requirements.



Kunal Ganjawala & Troupe

We had successfully organized 1st ever LIVE CONCERT of renowned singer from HiFi, Kunal Ganjawaala and excellent award winning dance troupe from Mumbai.

Kunal ganjawaala was initially apprehensive about the crowd and the response but soon became very excited. Entire audience kept requesting for once more and evening came to a halt after midnight.



Venue for the concert was Pool side lawns, Taj Residency, Lucknow.

We organized the concert in association of SGPGI, Deptt. of Cardiology.

Event was attended by bigwigs of medical fraternity all across globe.



We got great applauses from entire team of Kunal Ganjawala and we have been their strong associates for their concerts and dance shows.



Kunal Ganjawala was very touched by honest and hard work of all our associates and solely credited all applauses of the entire event to us.

Needless to mention, we maintain a very lively cord and have been instrumental in coordinating most of his events in entire North India as per his specifications.



CLOSE TO MY HEART – Live Ghazal Concert by Padma Bhushan Late Sri. Jagjit Singh Ji

One most significant activity was “**CLOSE TO MY HEART**”. Live Ghazal Concert by **Padma Bhushan Late Sri. Jagjit Singh ji** & his troupe. The venue was **Moti Mahal Lawns, Lucknow**, been aptly selected in the heart of the city of Lucknow.



Venue had got beautiful ambience and ample parking space and security in lush green noise free surroundings having a seating capacity of around 5000 audience.



The show was unique, since **Padma Bhushan Sri. JAGJIT SINGH** and his whole troupe performed live in Moti Mahal Lawns on **01.11.03 (Saturday)** at **07:00 pm onwards** under 10,000 Watts of sound and excellent musical and light effects.



Padma Bhushan Sri. Jagjit Singh & his troupe praised the efforts, organizing skills and management of our entire team to an extent that he himself offered to provide 4 premium dates in year exclusively for our organization.



Before the start of the concert, we provided platform to upcoming artists of the city to perform such a lively audience and prove their talent.



Some Other Exclusive Concerts

We had associated in organizing **Hari Haran Concert** at Taj Mahotsav 2004, Agra.

Event was a huge success and guest list comprised of stalwarts all across globe.



Legendary Santoor Player **Sri. Shiv Kumar Sharma** also graced the occasion with mesmerizing performance.

Entire Concert was a huge success and guest list comprised of stalwarts all across globe.



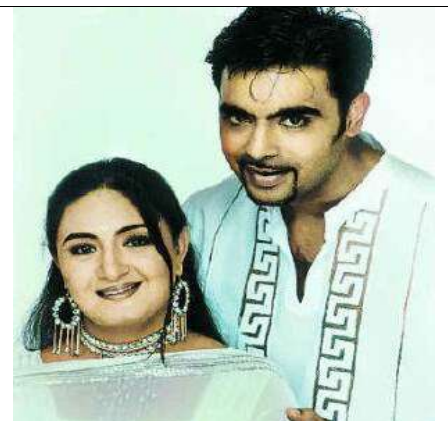
Grand Gala evening was concluding by none other than Legendary Ghazal Singer **Ghulam Ali Khan**. Treat for the audience to experience the fantastic live performance from Ghazal King from Pakistan.

Last but not the least, Tahzeeb Foundation was recognized as a promising event management organization.



We also organized Live Concert reputed singer from HiFi, **Jaspinder Narula and Miki Narula**.

Jaspinder & Miki left audience spellbound as they both were so quick, energetic and crowd puller due to their beautiful tracks and music.



Live Concert of Legendary Singers

We had successfully assisted in organizing opening ceremony of Lucknow Mahotsav by Bharat Ratna Late Sri. Bismillah Khan and troupe.



Ustad got nostalgic seeing our young and energetic team working so hard to revive and organize more culture based concert.

We got great pieces of advices and blessing from King of Shehnai and treasure the concert most due to its magnificent celebrity and giant magnitude.



5th December 2004, we coordinated with Lucknow Mahotsav Samiti to organize Live Concert of Legendary Singer from Pakistan, Ghulam Ali Khan and troupe.

Event was attended and appreciated by huge crowd and was a success.



Khadi Mahotsav

Khadi Mahotsav 2004 samiti invited our foundation to be associated with them for inviting Ghazal Singer Talat Aziz and troupe to perform live in Ambedkar Mela Ground, Lucknow.

Talat Aziz Concert was a mesmerizing blend of elegance and softness.



Noted Sufi Singer from HiFi Mr. Rakesh Pandit, Deepak Pandit, Pradeep Pandit (Maqbool, Mohra and Dhoop fame) performed Live Sufi Concert for the first time in U.P.

Entire concert was appreciated by elites of the city and was tremendous success.



Lok Rang Shilp Mela / Nukkad

Main motive of **LOK RANG SHILP MELA** was to promote cultural heritage, handicrafts along with tribal and folk dances of India. Craftsmen from all over India displayed their work and creations, which comprised of Metal Craft, Traditional Clothing and Textile, Wood Craft, Cane Wood articles, pottery, fiber craft, leather craft, jewelry craft, woolen, etc.



Main highlights of the cultural program in **LOK RANG SHILP MELA** were GotiPua Folk Dances from Manipur and Orissa. Lavni Folk Dance from Maharashtra. Chang & Bhavai Dance of Rajasthan, Kalriya and Payattu Folk dance from Kerala, Bharat Natyam folk of Andhra Pradesh, Giddah and Bhangra Folk Dance from Punjab.



Ghumar and Loor Folk Dance from Haryana, Faag of Bundelkhand region, Barsane ki Lathmaar Holi, Pai Danda, Rae and Baredi and Diwari dances. Bhojpuri Vocal performance by reputed artist Mr. Manoj Tiwari.



Some of the other attractions were Nat Bazigar, Moonch Nritya, Kathputli, Patangbaazi etc.



HAND MADE PAPER EXHIBITION- Khadi & Village Industries Commission (KVIC)

*We had also successfully organized **HAND MADE PAPER EXHIBITION** at Hotel Clarks Avadh on 16th – 18th January 2003. **Khadi & Village Industries Commission (KVIC)** sponsored the Event.*

The theme was based on village outset of India and bamboo wood and straws (Chhappar) made all the stalls to give a typical hut view.

The Exhibition was held in heart of the Lucknow city at Five Star Hotel Clarks Avadh, Hazratganj, Lucknow.



Under **Khadi & Village Industries Commission (KVIC)** objectives are the social objectives to providing employment, producing saleable articles, creating self-reliance amongst the people and building up of a strong rural community spirit.

Intensive Awareness campaign comprised of Hoarding, Posters, Radio and TV Publicity, Newspaper, Awareness Camps, and Mobile Vans



Buyer Seller Meet cum Business Seminar for promotion of Hand Made Paper Industry in UP was the main highlight of the exhibition.

State Director KVIC Sri. S.N. Shukla and Member KVIC Sri. P.N. Bhargav actively guided and supported us during entire event.



Press Conference and Public Awareness Drives were conducted to promote utilization of Hand Made Paper.

Huge crowd thronged and participated in our sincere effort to eliminate polythene and related products.

Interaction with Entrepreneur and Press Conference to set up hand made paper industry were conducted to promote utilization of Hand Made Paper.

Then **State Minister for Khadi and Village Board, U.P. Government Sri. Swami Prasad Maurya**, applauded our sincere efforts and offered us distribution and marketing of Hand Made Paper in entire Lucknow on behalf of Hand Made Paper manufacturers Association, U.P.



*Our entire exercise for the whole event resulted in business generation of **Rs. 5.25 Crores** by corporate orders from Central Government, State Government and Business houses.*



State Government also issued and reinforced the G.O. in Vidhan Sabha Sachivalaya for usage of Hand Made Paper only.



SOME OTHER ACTIVITIES

Sri. M.F. Hussain, world renowned painter and film director was felicitated by us at a grand ceremony organized in Hotel Taj Residency, Lucknow



Our team coordinated exclusive play based on Arabian Nights at Hotel Taj Residency, **Mr. Farooq Sheikh**, noted Film actor and anchor and **Smt. Girija Devi**, famous vocalist were among the selected few dignitaries invited.



Channel V conducted its talent hunt exercise in Lucknow with our support. VJ Sophia with our core team members.

This particular event created lot of hypes in youngsters of Lucknow in particular and was a huge success.



Career Fair organized for UPDESCO (Uttar Pradesh Development & Systems Corporation) U.P. Govt. and Hindustan Times.

More than 3,300 unemployed youths got themselves registered with the placement agencies and various MNC, who participated and recruited the unemployed educated talents.

*We invited and felicitated **Sri. O.N. Vaid**, then, Principle Secretary (Information Technology) U.P. Government.*



Royal Challenge Entertainment Night was held at M.B. Club, Lucknow.

***Russian belle dancers** were thrilled to find themselves in the city of hospitality, Lucknow. The Troupe still emails us for another chance for performance as per our ease.*

*Model and Anchor **Ms. Manpreet Brar** was our host in our **Royal Challenge Entertainment Night**. The show was spectacular in terms of presence of international artists from all over globe.*

*We were responsible for coordinating and managing the **U.P. leg** of series of performances held approx. 32 places all across India.*



This show is particular was applauded by most of the business houses and socialites based in U.P. for our efforts in organizing such mega events.

Inspired by the response, most of the big hotels of the Lucknow city have started the Western Dance Classes in their hotel to attract the crowd of youngsters also to infuse flavor of international dances all over world.

