

CINE INSIGHT

A JOURNEY FROM AN ANIMATOR TO A CREATOR OF A CHANNEL, MANJIT HANS

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Manjit Hans

Television Personality

A hands-on leader, a doer not just a teller, Manjit Hans with the belief that life begins when we step outside of our comfort zone, changed his destiny from an 'Animator' to 'Creator of Channel'. 15 years journey of Manjit is very interesting and inspiring for those who wish to work for Punjabi TV industry so that it can rise high all over the world. After getting a Fine Arts Degree from Ukraine, Manjit started working as an Animator with a channel. However, he always kept thinking about why Regional TV is not as popular as national TV channels. With this thought, he started learning how to create and run a TV Channel because he believes nothing is impossible and anything can be learned from anywhere even if it is not related to your field.

The first regional TV he started with his team was Divya Channel which is now running successfully globally. After this, they started four more TV channels - Josh TV, Pitara, and Zee Punjabi, apart from these, he has also been associated with Tashan TV. All these five channels are the best channels of their genre and are getting tremendous love from the viewers and Manjit played a key role to make them successful. It's not just this, Manjit has also played a major role in making various music videos, award shows, and movies a big hit with his creativity and hard work.

Manjit sees that the TV industry has a lot of potential and it can reach the same height as National TV. To revive and uplift the stand of regional tv they created such shows which can directly hit the hearts of the viewers. Those shows were hosted by famous celebrities to give them the taste of National Tv

shows. His desire to make regional TV Channels at their peak and his determination and persistent hard work is behind the success of the TV industry. He has proved with his creativity and the way he thinks that one can achieve their goals if they follow their passion. He always says "I have no extra talent but I am only passionately curious". Manjit always works equally hard for all his projects in hand whether they are of small scale or of large scale.

Manjit Hans is also a motivational speaker who has delivered numerous lectures in various seminars organized by the Universities and Colleges. Through innovative ideas

and groundbreaking concepts, he has displayed how to tackle a challenge and turn it into a window of opportunity. Being a successful media person, a guide, a mentor, a creative artist, he always works with an urge to learn and discover new ways & ideas not only to entertain the people but also to enhance their capabilities to improve their lives. He also has created a lot of opportunities for Young Talent.

Manjit always sees himself as his competitor and always tries to improve himself because he believes that the only person he has to be better than, is the person he was yesterday. Currently, he is the Sr. Vice

President at Zee Entertainment Enterprises Pvt. Ltd. and Content Head at Zee Punjabi. His strategic directions and command over the creative and programming operations in the channel have produced a tremendous growth of the channel Zee Punjabi. Recently he has been honored with the Shan-e-Punjab Award by the Chief Minister of Punjab Charanjit Singh Channi for his remarkable contribution in the field of Media & Entertainment. Till now he has given a lot to the TV industry which cannot be described in words and he has the vision to take Punjabi Industry to another level so that It can shine all over the world.

