

Vidya Balan opens up about her life amidst lockdown as a guest speaker on 'Onward and Upward – The Big FM Morning Show – The Lockdown Series'

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Vidya Balan spreads the spirit of positivity and cheer amongst the BIG FM workforce as she graces 'Onward and Upward – The Big FM Morning Show'

~ The daily session features leaders and influencers, both from within the organization and industry, who inspire the workforce, share insights and ignite conversations preparing the BIG FM employees for the new normal ~

National, May 4, 2020: With an aim to keep its workforce engaged and motivated during the current global pandemic, **Big FM**, one of India's largest radio networks, had launched the "**Onward and Upward - The Big FM Morning Show - Lockdown series**" for its employees. Featuring eminent speakers from within the organization and different industries, the show recently featured actor par excellence **Vidya Balan** as a guest speaker. The acclaimed actor opened up about her life amidst lockdown in a candid conversation led by Big RJ Vrajesh Hirjee.

In the session which was held via video hangout Vidya shared, "During this trying times, I have realized that I can be self-reliant. Though we depend on a lot of things generally, I have understood that there's nothing I can't live without. While I know this is an extremely challenging phase, I feel blessed and grateful for everything I have. This is the time to count our blessings."

Talking about how she is contributing in these times in her own way, she revealed, "Each one of us can do our bit for society to help overcome the pandemic. I have contributed to CINTA who are raising funds for out of work actors and other technicians. I am also associated with the non-profit organization Roti Bank who are providing food to homeless, migrant and daily wage workers. We are also raising funds to provide PPEs for medical staff and have raised 5500 kits in just two days. Currently these are the causes I am most passionate about."

Adding further on how she is keeping herself busy, the actor said, "I look forward to doing something new every day. I watch a lot of news to keep myself aware and informed. In these testing times, there is a lot of positive news as well that gives us all a ray of hope. I am exploring my love for cooking and doing other household chores, it keeps me occupied and I am far away from boredom."

Hearing Vidya's perspective on the current crisis and learning about her own downtime, surely was motivating for all the employees in these testing times. It further proves we are in this together and we all will emerge out of this stronger. Through Onward & Upward, Big FM conducts a one hour session every morning that features leaders and influencers from both within the organization and various industry who encourage and motivate the employees by sharing their insight and perspective to prepare them for what lies ahead. Providing a platform that allows immense knowledge sharing, the session is attended by more than 200 BIG FM employees on hangout where they discuss the various aspects of how to propel their business to greater heights.



ABOUT BIG FM:

BIG FM, One of India's largest radio network with 58 stations, reaches out to 1.9K towns and 1.2 Lacs villages and over 34 Crore Indians across the country. BIG FM has evolved with the changing times. With the new positioning, BIG FM will play a meaningful, relevant and compelling role in lives of consumers. It will not just be about entertainment but a brand that has a purpose. With its extensive reach, localised content and credible RJs the brand will play the role of a 'thought inspirer' and an agent of positive change in society. The new tag line of 'Dhun Badal Ke Toh Dekho' reflects the philosophy that 'Changing the world for the better starts with changing your thoughts'.

Realigning the programming to reflect the new positioning, BIG FM has refreshed the music promise playing your favourite music tested with the audience besides bringing on board some big names from the Radio and entertainment spaces across all key markets. The network's occasion-based programming, CSR Activities and client integrated campaigns strongly reflects its Dhun Badal Ke Toh Dekho ethos. The original content-based shows and engaging brand led campaigns has consistently won accolades at prestigious industry awards like the EMVIES, ABBYs, Asian Customer Engagement Awards, Indian Radio Forum & New York Festival.

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