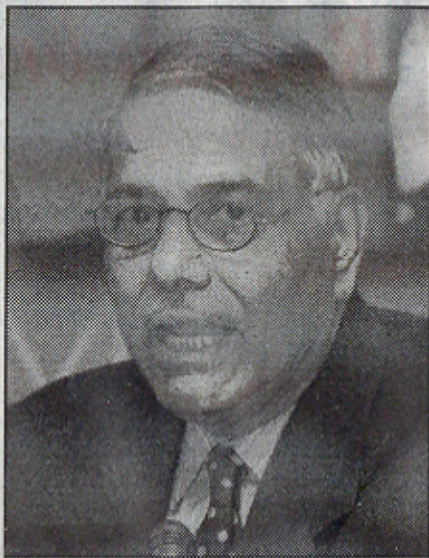


Get your dream Budget with new TV show

SWATI VISHNOI | NEW DELHI

You could be the one to decide on the Budget of this year with the former finance minister Yashwant Sinha. Keeping the forthcoming Budget in mind, Zee News and Zee Business have started a new reality show titled *Public Ka Vitt Mantri* (to end on February 24).

The show is in collaboration with ibibo.com, a social networking website in order to provide an opportunity to Indians for their dream Budget. Speaking on the initiative, Vivek Bahl, marketing head, ibibo.com says, "The Budget impacts people in more ways than one. Our website provides a platform that enables users to connect with each other and share their views. We felt that as the Budget is all about people, we must give them an opportunity to present their own views." To be a part of this show, people have to



register themselves on the website ibibo.com and answer the questions asked by Zee News journalists. They also have to write a blog on why they should be made *Public Ka Vitt Mantri*.

The show started from February 11 on both Zee News and Zee Business featuring 10 episodes of 30 minutes each. The contestants will be voted out through SMS and Internet polling.

The winner's name will be announced a day prior to the Budget. The winner will be judged by the former finance minister. So far five finalists have been chosen from all over India. They include Virendra from Gujarat, Abhimanyu and Sourabh from Delhi, Preeti Poojara from Ahmedabad and S.P. Sir from Kohlapur. "It's our first attempt to include the public and their opinions on something which is topical. We would like to take up such topics in the future too," adds Bahl.