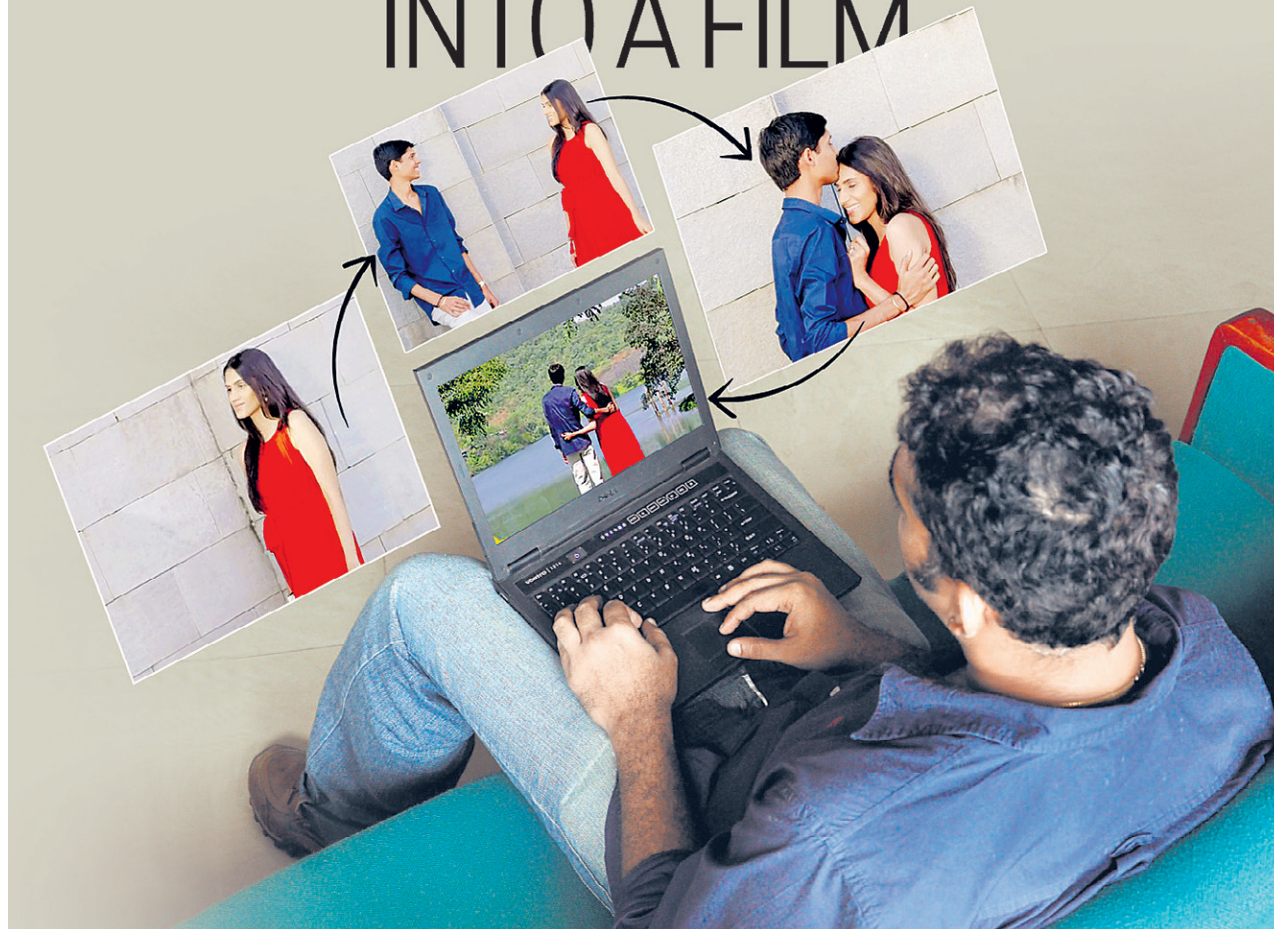


YOUR WEDDING INVITE JUST TURNED INTO A FILM



Chuck those cards away. Two city-based young women have now launched an online firm that turns your wedding invite into a video

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GUESTS attending 23-year-old Chandni Kejriwal's wedding ceremony have probably never received an invitation in such filmi style. Her father ensured that a pre-wedding video of the bride and groom was shot at Aamby Valley, complete with stories of how the couple met and how they felt at the moment. He then invited 300 guests for a screening of Dabangg 2 and played the wedding invite video during the interval. The guests were stunned. "It was the most exciting part of my wedding preparations. It was amazing!" an excited Kejriwal tells us a day before her wedding.

However, it was not Kejriwal's father who imagined and executed this unique idea. The brains behind this concept are two former executive producers for a television channel who founded their company, Blockbuster Shaadi, when the TV channel they worked for, shut shop.

Thirty-two-year-olds Swati Khanna and Meghana Badola started Blockbuster Shaadi last July after becoming jobless overnight. Today, their firm offers a unique service to their clients — a wedding invite not printed on paper, but in the form of a video.

So what is it exactly that

they have for couples? "A complete film set. From a spot boy who is ready with juice or umbrella, to make up, dress changes and a creative script. The couple is treated like stars on a movie set. All they have to choose is a song, theme and location," explains Khanna.

"We ask them about how they met and their courtship period to gauge their personalities. We get the couple to speak about their courtship at the end of the theme song," says Badola. They also take pains to make sure every client is satisfied. "It is very easy to get overwhelmed in front of the camera. So if the groom is too shy, we add a voice over, and if the bride looks awkward, we change the angle," explains Khanna.

The duo also makes celebration videos, Thank You films, music videos, and revamps old footage into quirky 10-minute films with added voiceover, music and colour correction. "Our videography is like a one-hour movie that captures everything from the baraat, pheras, bidaai and tiny bytes from the bride, groom and close family members — all packed with emotions," says Khanna.

Log on to www.blockbuster-shaadi.com or [facebook/blockbustershaadi](https://www.facebook.com/blockbustershaadi)
Call: 9820420587

Build a safer home for your child

Safe Baby provides tips and easy solutions to safeguard your little one from accidents and injuries



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TO SAY that life changes after a baby would be a gross understatement. Changing nappies, washing feeding bottles and appeasing a six-month-old can be quite tough. But like most other parents, while I fuss over my little one, I tend to forget how seemingly harmless items inside and outside my home can be dangerous for her.

It was such lack of awareness amongst parents that prompted Shalini and Sachin Agarwal to start Safe Baby, India's first child safety company in April 2011. They try to minimise chances of accidents and injuries to children by conducting audits of residences, play schools and day care centres, installing safety equipments and organising workshops for parents, grandparents and nannies.

When Shalini visited my house this week, she gave me a wide smile, "Your home is a great place for kids since it has much-needed floor space." Then she proceeded to give me

some handy tips — how a centre table should never be covered with a cloth as a hot drink or food kept on it can easily spill on the child once he/she pulls the cover; or a furniture piece with pointed edges should be shielded with blunt covers.

Later, she conducted an audit of each room, opening cabinets and cupboards, and taking pictures of things that were unsafe. She suggested that we tie up the TV wire and hide it behind the set, unplug all electric appliances when not in use, keep medicines in cupboards with cabinet locks and hide cleaning agents and plastic bags away from the reach of my child as she can easily choke on them. She also said the distance between the bed and wall must be minimal.

Shalini recommended that the latches of bathroom doors must be fitted on top so that children don't open them accidentally. "Kids can easily fall into Indian-style toilets and choke within seconds," she warned.

She installed baby-proof



(Left) Shalini Agarwal, co-founder of Safe Baby, conducts an audit of a house to ensure how safe is it for a baby and (far left) shows how to give Cardio Pulmonary Resuscitation (CPR) to a child in case of an emergency. PICS/ SAMEER ABEDI

equipment too, such as a plastic plug for three pin holes and cabinet adhesive locks to secure cupboards. Later, she demonstrated how I could give Cardio Pulmonary Resuscitation (CPR) to my daughter in an emergency.

Shalini and her husband learnt about these tips and exercises after conducting extensive research and interviewing doctors. "In India, the highest instances of accidents related to children are due to poisoning after consumption of

cleaning agents or swallowing coins. Our research revealed that if basic precautions are taken, children could be safer."

In the long run, the Agarwals plan to extend their services across India and babyproof playgrounds, restaurants and malls. "We must give a safe and secure environment to kids. After all, play is the work of childhood," concludes Shalini.

Log on to www.safebaby.in or call Shalini Agarwal at 9967550801