

Company: Musumusu.tv

Date: April 25, 2016

Email: musumusuproductions@gmail.com

Phone: +977- 9843047637

Website: www.musumusu.tv

YouTube Channel: https://www.youtube.com/channel/UCul2WepSQe_V7G64hKWsvIQ



THE LAUNCH OF P.S. ZINDAGI - NEPAL'S FIRST ONLINE SITCOM!

ON APRIL 25, 2016 – 1st YEAR ANNIVERSARY OF THE EARTHQUAKE

April 25 (the 1 year anniversary of the earthquake) saw the release of an exciting new online venture – P.S. Zindagi - Nepal's first online sitcom. It is featured on Musumusu's YouTube channel. Musumusu's web channel aims to provide value-driven, world-class entertainment online, in Nepali-English. P.S. Zindagi is an exciting, edgy, new show that captures the contemporary daily reality of youth in Nepal.

P.S. Zindagi has already been selected as an official entry to the Marseille WebFest 2016 - marseillewebfest.com.

INSPIRATION

P.S. Zindagi was an impulse that came out of experiencing the aftermath of the earthquake last year. It is inspired by the spirit shown by people in Nepal and their humanity, openness, and ability to carry on with their lives even after a disaster of that magnitude. P.S. Zindagi is dedicated to the people of Nepal, and their spirit of humanity - transcending caste, creed and religion. On April 25, 2016, 1 year after the earthquake, we released our first episode...with lots of love and hope for the future!

ABOUT THE SHOW

P.S. Zindagi is Musumusu channel's first show, and Nepal's first online sitcom. It is set in the post-earthquake context, and is a fresh look at how the 2015 earthquake added unexpected dimensions to the lives of 5 youths in Kathmandu amidst their daily trials and tribulations.

The show is mostly shot in two apartments in a typical building in central Kathmandu. One is shared by 2 Muslim sisters. The other is shared by 2 men (1 Brahmin and 1 Newar). The landlady is of Tibetan background. They all have their various eccentricities, dreams, desires, hopes and fears that reflect what a majority of youth in Nepal are facing...and we see these revealed in comic situations that arise in their daily lives.

The show uses a mix of Nepali and English (and a pinch of Hindi), as is widely used by the urban Nepali population. We went live on the Nepali new year, with the release of our title song.

Episode 1 (with English subtitles) - <https://www.youtube.com/watch?v=YjzMu6DQsrg>

Trailer - <https://www.youtube.com/watch?v=bJb3HPjRMVY>

Title song - <http://youtu.be/oaTTwrpxQC8>

Musumusu's web channel - https://www.youtube.com/channel/UCul2WepSQe_V7G64hKWsvIQ

Facebook - <https://m.facebook.com/Post-Seismic-Zindagi-590133411152481/>

Twitter - <https://twitter.com/pszindagi>

Instagram - <https://www.instagram.com/pszindagi/>

THE TEAM

Team Lead: Kavita Srinivasan – Creator, Producer, Writer, Actor

Kavita heads Musumus.TV. She has a dual masters in Architecture and City Planning from MIT, USA. After taking acting courses at UCLA, she moved to Mumbai to act full-time. She has worked in several plays, ad films, and feature films all over India. She has been featured in The Hindu, Bombay Times, and other major Indian publications for her acting work. She conceived and designed P.S. Zindagi after the April 2015 earthquake put a halt to her acting work in Nepal.

Executive Partner: Pawan R. Joshi – [Idea Pixel]

Pawan heads Idea Pixel, which is an interactive creative design house that provides integrated marketing and communications services. He believes in a creative collaborative approach, in conceptualising, visualising, and designing websites, prints, branding & marketing campaigns as well as building customer business solutions that benefit their bottom line. His clients include Taragaon Museum, Zaree, Antcore Studio, Wiz International and Riingata, an award winning Nepali film.

Director: Utpal Jha

Utpal's short film "Love? Lust? Life?" won Best Short Film at the SAARC film festival (2015), and was invited to the short film section of numerous international film festivals in 2015 such as Cannes and Melbourne. Director/Screen Writer of numerous short films, a TVC and a music video, one of his short films "Wake Up" was Nepal's official entry into the SAARC Film Festival 2013, in the short film category and was the winner of Short Film Competition organized by Yatra Foundation. Awarded with plenty of scholarships and grants, he had released his solo debut album "Assassinated" as a vocalist in 2012. His company "Kathmandu Films" deals with Line Production services intended for foreign channels and filmmakers filming in Nepal.

Actors:

The show features well-known actors from Nepal's theatre and film industries, such as Rajkumar Pudaisaini (film Suntali), Sujata Koirala (film Manjari), Kalsang D. Lama, Utpal Jha and Kavita Srinivasan. We feature celebrities in guest appearances, such as Menuka Pradhan.

COLLABORATORS

- Executive partner – Idea Pixel
- Online promotional partner - Feature Studios
- Technical partner - Neel Barahi films and Studio 4