

Media Backgrounder:

“Taalima Kanku Veray”

“Taalima Kanku Veray” is a unique Music Album consisting of Gujarati garbas, written by renowned Gujarati lyricist and music composer of yesteryears Padma Shree Avinash Vyas. He was the first music director who brought renowned playback singer Padmavibhushan Smt. Asha Bhosle in singing Gujarati songs and garbas etc. The duo had a close family relationship, which is still continuing. Shri Gaurang Vyas, an equally talented Music Director son of Late Avinash Vyas has composed music to the Garbas in *“Taalima Kanku Veray”* Album.

The Album is presented and promoted by Rajya Sabha Member, Mr. Parimal Nathwani, who is known for his cultural, spiritual and social activities. Mr. Nathwani is Group President (Corporate Affairs) of Reliance Industries Ltd., and oversees CSR of the company. The State of Gujarat is known for Garbas and Raas. Mr. Parimal Nathwani, as Chairman of Gujarat Industries Navratri Festival Society (GINFS) has been an instrument in spreading Gujarati garba and culture on larger platforms. He shares a family relationship with Smt. Asha Bhosle and Shri Gaurang Vyas.

The Album is being released today, by none other than, our Hon’ble Chief Minister, Smt. Anandiben Patel, an amid musical fanfare.

After the sad demise of Padmashree Avinash Vyas in 1984, Smt. Asha Bhosle had expressed her desire to pay her tribute to late Avinash Vyas by singing his garbas and in 1985, Shri Gaurang Vyas submitted her a track of four garbas on the cassette. Somehow that did not happen immediately as it was destined to-day. It was in 2013, when again, Smt. Asha Bhosle and Shri Gaurang Vyas discussed the issue and Shri Parimal Nathwani was approached, who readily agreed to support the project *“Taalima Kanku Veray”*.

Late Shri Avinash Vyas composed music for over 1200 songs for 190 Hindi and Gujarati films during his career, while his total contribution exceeding 10,000 songs including non-filmy songs. He worked with majority of the famous singers of his era such as Geeta Dutt, Mohammed Rafi, Lata Mangeshkar, Asha Bhosle, Suman Kalyanpur, Manna Dey, Mukesh, Hemant Kumar, Talat Mehmood, Kishore Kumar, Mahendra Kapoor and Usha Mangeshkar.

Thus, *“Taalima Kanku Veray”* is a unique tribute to Padmashree Avinash Vyas, the unforgettable legend by Smt. Asha Bhosle, a living legend of our times.

Gujarat’s another famous singer, Ms. Lalitya Munshaw, who is the Managing Director of *“Red Ribbon”*, has produced the Album and would put it in the market.