



**“THE CAUSE OF DOMESTIC VIOLENCE IS THE UPBRINGING AND CULTURE WE LIVE IN”, SAYS HUMANITARIAN SANJITHA SPELMAN ON 92.7 BIG FM’S NEW SHOW ‘MAATHI YOSI’**

Or

**“DOMESTIC VIOLENCE IS PREVALENT EVERYWHERE”, SAYS HUMANITARIAN SANJITHA SPELMAN ON 92.7 BIG FM’S NEW SHOW ‘MAATHI YOSI’**

Like a breath of fresh air, 92.7 BIG FM’s new show ‘Maathi Yosi’ is striking the right the chord with listeners in Chennai. Hosted by well-known TV presenter-turned RJ DD, the show highlights the issues which need to be discussed openly in society. The show is the regional version of the recently launched “Dhun Badal Ke Toh Dekho with Vidya Balan”, which airing across the network’s Hindi-speaking markets. There is a special segment ‘Maathi Yosi Moment’ in the show where RJ DD supports the ‘Maathi Yosi’ ideas, inspired from real life scenarios, shared by the people at the grassroots level. As the issue of domestic violence remains unacknowledged this time, RJ DD speaks to humanitarian Sanjitha Spelman, Senior Manager at the International Foundation for Crime Prevention and Victim Care, regarding the disturbing instances of domestic violence.

When asked about the cause of domestic violence and reason behind it, Sanjitha said, “Violence is not restricted to urban or rural areas. It doesn’t focus only on one community or socio-economic group. This is an issue that is prevalent everywhere. People in rural areas are ready to talk about their insecurities and trauma due to the space they have in society. Whereas, in urban areas women are not ready to talk about it as they find it to be a very sensitive issue. The reason for this is the upbringing we have and the culture we live in. Our ancestors have created boundaries for women, their lifestyles and approach towards life. A woman has been taught to remain silent when her husband harms her physically, mentally or verbally. If some lady overcomes this stigma and voices her concerns, she is stereotyped and character assassination.”

*MUTHOOT BLUE MAATHI YOSI WITH DD presented by MUTHOOT FINCORP is the regional version of 92.7 BIG FM’s recently launched show “Dhun Badal Ke Toh Dekho with Vidya Balan” which focuses on bringing imperative social topics to the forefront. The show airs every weekday evening from 7pm to 9pm, with repeats on Saturday and Sunday. In addition to that, a special segment - ‘MAATHI YOSI MOMENT’ with the intent to bring positive change and highlight the extraordinary stories of real people in the show.*

XXXX