



**R**ajeev Shukla and Anuradha Prasad have tasted the sweetness of success together. While Rajeev Shukla rose to the power of Minister of State from being a journalist, Anuradha Prasad, a journalist, is now the Chairperson and MD of BAG Network that runs the News24 channel and produces feature films.

The two met while working as journalists in the same building in Delhi. Anuradha was with the news agency, the Press Trust of India, and Rajeev was a part of Sunday magazine. They grew fond of each other and married in 1988 and the couple now has a seven-year-old daughter Vaanya. With the arrival of satellite television, Shukla became popular with his weekly interview programme, Rubaru, heart-to-heart talks with eminent personalities—both at the national and international level. Later, he branched out to launch his own production house, BAG Films. Thanks to their enterprising personalities, the couple now own a news channel (News24), an entertainment channel (E24), a radio station (Dhamaal 24), and a school of media and convergence studies.

Rajeev is a multi-faceted personality who has achieved great success in every field he has forayed into. Rajeev started off his career as a political reporter with a leading publication in Uttar Pradesh. Since then, he has worked for other eminent publications too, including Northern *India Patrika*, *Jansatta*, *Dainik Jaagran Ravivar* and *Sunday*. After strutting around in the power corridors for political coverage, Rajeev himself became half a politician. From the beginning of his career as a cub reporter to becoming a Member of the Upper House of Parliament (Rajya Sabha), Rajeev has traversed a long winding road. His association with the former Prime Minister Rajiv Gandhi helped catapult his journalistic career. He accompanied him on different tours and the relationship strengthened when he was in the opposition.

Today, Rajeev is a Minister of State in the Ministry of Parliamentary Affairs and Planning, a part member of the Indian National Congress, the IPL Chairman, journalist, political commentator and television host. He is often seen crediting his wife for her strength and vast knowledge. They share common interests and she often advises and guides him. Anuradha is a thorough professional as she never lets her brother Ravi Shankar Prasad, a prominent BJP leader, to interfere in her business ventures.

Cricket has been Rajeev's passion since school days, that's how he first joined the Uttar Pradesh Cricket Association and was later encouraged to get into the Board of Control for Cricket in India (BCCI), wherein he held different positions for almost 20 years. As its Vice-President, he was instrumental in organising the Indo-Pak cricket series in 2004. Rajeev undeniably has a significant clout in Indian politics and is in a position envied by many. Through all this, his wife Anuradha has been an unconditional support to him, both professionally and personally. Quite a power packed couple, indeed! ❧