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NEXT STEP

Why it's hard to go pro

"Let's take up music professionally" is a refreshing sentence you hear once a year or so in Dhaka. Why don't we hear it more often, you ask?

Society

Society will always object to every little new and unconventional thing you want to attempt at first. But when society has something to gain from you, it's very easy to forget all about the "No please. Just don't" phase. Apart from parental or religious issues, something faced by all musicians looking to go pro is 'popular demand'. There's nothing wrong with Pop music – but the word 'Pop' comes from 'popular', and when the majority of Dhaka city wants the same vocally-driven upbeat music with a four chord progression – it becomes an issue for musicians devoted to other genres.

music as a musician, and settle for the life of unwillingly doing business as a musician, i.e., 'sell out'.



big with it, you'll need to sign a deal with a record label. Thankfully in recent times, there are some new, dedicated labels that help musicians receive all their legal rights, as well as get any kind of music out. But most of the major record labels that have been around for a while only know business. This is how it normally works – you produce music that's in popular demand or could be in popular demand, win the attention of a record label, submit your music to them and the rest is simple – sign a 60 year contract and get around 10-15% of what you could ultimately get, up front. Sarcasm aside, a legal contract is usually around 5 years long, and you're supposed to get paid based on the total number of sales.

"Since the Intellectual Property Rights laws are not very strong in Bangladesh, musicians never receive the revenue they deserve. Ideally, a musician should earn off of every song in every CD every time it's aired on television or the radio or played online", adds Elita Karim.

If you're a musician who does non-commercial gigs here and there, and pays more attention to expressing themselves or a cause – it's difficult to make enough money to support yourself properly, let alone an entire family. Other than the super commercial, huge promotional concerts, no concert really pays musicians enough here.

Elita Karim, singer and writer, says, "It's not possible to pursue music as your primary career in Bangladesh. You need to have a day job and be prepared to work hard, even go hungry, in order to make music. Many artists have to resort to making corporate jingles or soundtracks for television shows on the side."

Knowledge

You've broken through the first two barriers, and you're ready to get your music out – what do you need the most now? An album of course. But if you want a copyright for your album and go



If you don't know the business and more importantly, your rights and a how a legal contract works – you'll end up not getting what you deserve out of signing a contract with a record label.

ASIF ASIR

Find Your Creative Passion



People everywhere believe that being creative is simply about being art smart or a musical genius. However, every single one of us has a special skill, talent that makes him or her shine or a special creative strength. You have to find and emphasize these talents in order to make the most out of your inner potential. This quiz is here to help you find what truly makes her shine bright.

1. You're at the doctor's office and have been waiting for two hours. What have you most likely been doing?

- a) Doodling all over one of the magazines. (oops! But these drawings look really great!)
- b) Listening to music and tapping my feet to the beat.
- c) Looking for patterns in the tile.
- d) Making up a short story based on the people at the office.
- e) Restlessly moving around the doctor's office.
- f) Trying to figure out what the plants in the room are called. (Are those magnolias or poppies?)

2. What's your favorite subject at school?

- a) Art
- b) Guitar
- c) Math
- d) English
- e) P.E.
- f) Horticulture

3. What future sounds the most appealing to you?

- a) Being the next Coco Chanel designer.
- b) Replacing the music teacher at school.
- c) Designing buildings and bridges.
- d) Writing a series like Harry Potter or the Hunger Games.
- e) Dancing for the New York City Ballet.
- f) Exploring the safari.

4. Who is your idol?

- a) Picasso
- b) Jimi Hendrix
- c) Albert Einstein
- d) J.K. Rowling
- e) Tony Romo
- f) Steve Irwin "The Crocodile Hunter"

5. Let's say you have a few hours to kill, so you decide to go shopping. Which store would you most likely go into?

- a) Hobby Lobby
- b) Guitar Center
- c) Mathnificent
- d) Barnes & Noble
- e) Champs Sports
- f) Academy Sports and Outdoors

6. Which picture draws your attention the most?

- a) A canvas full of color and random shapes
- b) A picture of the World's Greatest Symphony Orchestra during their performance
- c) A smiling calculator
- d) Stacks of books with the quote "Reading is cool."
- e) Famous Olympian Athletes
- f) A colorful meadow

7. What do you most frequently see in your daydreams?

- a) Vivid colors and images
- b) The vibrations of the music I'm currently listening to
- c) Numbers
- d) Quotes from the book I'm currently reading
- e) Myself scoring the winning goal for my soccer team
- f) The path of my next hiking trip

8. Your teacher assigns a writing assignment based on your favorite trip. Where was this trip to?

- a) The Metropolitan Museum of Art

- b) Broadway
- c) A tour of New York City's tallest skyscrapers
- d) The Library of Congress
- e) The Thanksgiving Classic football game
- f) The Grand Canyon

9. What tool appeals the most to you?

- a) A paintbrush
- b) A piano
- c) A ruler
- d) Pencil and paper
- e) My body
- f) A shovel for my garden

10. What company would you like to work at the most?

- a) Pixar
- b) Universal Music Group
- c) Microsoft
- d) Random House Publishing
- e) NFL
- f) Discovery Channel

If you answered mostly...

A's: You're artistically creative! You enjoy things like drawing, photography, crafts, sculptures and painting; images are your specialty. Your idea of a good time is going to an art museum or watching a movie. You're most likely to get in trouble for doodling in class. You're very likely to take an art class outside of work.

B's: Music is your thing! You'll stop what you're saying mid-sentence to sing your favorite song and you can pick up a beat or an instrument much faster than many others. Your favorite time of the day is choir class or your band's practices in your garage. You probably have a music library that's almost too big for your computer.

C's: You like logic, puzzles and math! You enjoy thinking about things until you can find a clear formula to them; everything has to add up for you. Many people may think that being logical doesn't go hand in hand with being creative, but there are activities out there which need both rationality and creativity. People like you can come up with craziest ways to resolve problems without a speck in the plan. You're the friend people go to in order to get any problem solved. You may have a future in architecture or as an inventor.

D's: You're a seasoned word weaver. You've got the world's longest reading list, three books in your purse, and the vocabulary of a linguistics professor. You enjoy words and have an uncanny knack for making them flow together. Keep on reading, the world has an endless reading list waiting for you (surely you already knew about it). You live as the first female novelist, Aphra Behn, once said: "That perfect tranquility of life, which is nowhere to be found but in retreat, a faithful friend and a good library."

E's: You dance your way into people's hearts, you make the winning goal at every game, and you've managed to break every athletic record your school has ever seen. As if that wasn't enough, you have the energy of a Duracell battery, making you the life of the party anywhere you go. You express yourself through your body, so you aren't stuck as the sporty type, you could even be a model.

F's: You're a rare person, much like the plants you are so acquainted with. You have the ability to recognize patterns in leaves, flowers, and other aspects of nature that many would not even glance at (meaning you'll never be one to be struck by poison ivy!). You can distinguish a bear track from a wolf track in an instant, and if told to "take a hike", you would finish that trail without a problem.

Your workplace and you

For new companies, an office can be anywhere from the public library, to a co-working space, or a coffee shop with free Wi-Fi. The office makes a major contribution towards the establishment of the workplace culture. Interior design and technology can stimulate worker morale and productivity while the layout of the workplace can boost energy and creativity. So spending time and resources on an efficient space with the right equipment is vital. Not to mention, workplace atmosphere actually affects whether an employee accepts a job or calling it quits.

Culture and personality

How do you want to present your company to the public and to your customers? When designing the floor space think about what your team will be doing: Will you need constant collaboration or will people be separated in different departments? Do you intend to deal with lots of sensitive information and private documents? Consider going through online profiles or career pages of other organizations and note how they plan a good office space and what they do for inspiration. However make sure to

keep your company profile in mind while making these decisions.

Spending

Investing in comfort for your employees and presentable space to meet customers is essential in ensuring long term benefits. Try to choose an office structure and budget that fits your vision rather than your current situation. If that's not possible, try to blend in and balance the two. Instead of considering this venture as a burden, think of it as an initiative to nurture your company's future.

Location

Depending on your business type choose a location which gives you access to the appropriate customer base and also your business partners and suppliers. "When searching for a good location, I usually consider the 4 P's. Which are: it should be a nice place, it should allow me to have a good level of production, I should be able to provide a satisfactory package (the environment and the service), and at a suitable price for the customers" says Md. Bazlur Rahman, owner of the local chain pizzeria Bella Italia.

Decoration and communal space

These may not be considered to be the most important things in an office, but they still play

a substantial role in motivating and inspiring your team. Adding pictures and quotes that represent the philosophy of the company across workspaces can help set the tone for the working environment.

Don't forget to smile

You can always improve and enhance the working materials for motivation and output, but at the end of the day it is the actions and values that you establish that influence your company's environment. What you should always remember is that when you walk into your office every day you will need to have the proper attitude.



RAISA ASHRAF

