



**TELEVISION OF A LIFETIME**

# TELEVISION OF RESPLENDENCE

FARIDUR REZA SAGOR

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Television is considered as the way of entertainment of all the members of a family. Television is for all ages of audiences. Right there are around a hundred channels in Bangladesh. But how many channels have programs for children? If television is for all ages of people then why the children are deprived?

There were many programs for children on the first renowned satellite television of this sub-continent Zee TV. Mega serials for children, quiz show; everything was in Zee TV. But, as the time runs out Zee TV is not showing that much children based programs nowadays. Even most of the satellite channels don't show that much programs based on children. The main reason is children based programs don't get sponsors.

In real sense the sponsors don't think about the program whether it is children oriented or for adults they only care whether it is good or not or to be precise whether the show has more viewers or not.

If you look at the popular serials in Star Plus you could see that there are not 20 or 30 second commercial between the programs instead there is only just a 5 second teaser. The sponsors are happy with that as the program is good. So

there is less commercials but the price is high.

There is lots of industry based on children's need like Disney, Cartoon network. Apart from these there are franchises like McDonald's which have become bigger due to their target customers i.e. children. If you look closely you can see that there are special items for children in McDonald's and on top of that there is a separate play station for children to play. In big restaurants, shopping malls there are separate play stations and entertainments for the children to enjoy. All in all there are lots of stuff made in association to children's need. And that is why adults just can't simply deny their demands. And that is why due to children's demand lots of products get to be made. The only exception nowadays is television channels.

They didn't have any interest on children's program; if the program was good then they would get lots of sponsors for that program. But the real truth is that creating children's program is the toughest thing ever compared to that it is really easy to create drama or Magazine program ad it is really easy to get sponsor for that.

From the first day in Bangladesh television children's program was given much importance. From the starting of

television eminent producers like Atiqul Haque Chowdhury, Abdullah Al Mamun have produced children's program. There were lots of children program in the television package. Among them there was a serial called "Shobujer Desh" through this serial they projected the birds, fishes and natural environment of Bangladesh. Nowadays when people can see Bangladeshi channels through satellite from all over the world there is a great need for programs such as these.

From the start Bangladesh television give great importance to children's program. Earlier on in television the pioneer in making children's program was none other than Mostafa Monowar. After such a long time we can say it with great confidence that he was indeed the magician in making children's program because he is still involved in making children's program since 40 years. And although there are lots of channels right now he still has not forgotten Bangladesh television.

These channels make lots of money and have lots of viewers but Mostafa Monowar is still involved with children's program in Bangladesh television. He is not only involved with children's program he has also made lots of educational program for teenagers. Kazi Kayum was also one of them

who created program such as these. Both Sahadat Chowdhury and Kazi Kayum graduated from the Art College but the latter passed with a higher achievement. After passing from the art college he joined the then Pakistani television. He was also an art instructor in Art College. He did not let his favorite student to stay much longer in the art business he took him into the production business. Before coming into the production business Kazi Kayum was quite popular in the television industry. Not only him his two other sisters Farhat Munim and Rifat Munim they were quite popular celebrities in television. But these three celebrities were known for participating in television quiz program.

Abdullah Abu Sayed, Abdullah Matin or Dr. Anamul Haque whoever hosted the quiz program in the television the best participant among them was always these siblings. One time Kazi Kayum said in a television program that he used to buy his copies and stationary with the money that he used to win from the television program.

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**LIFE'S LYRICS**

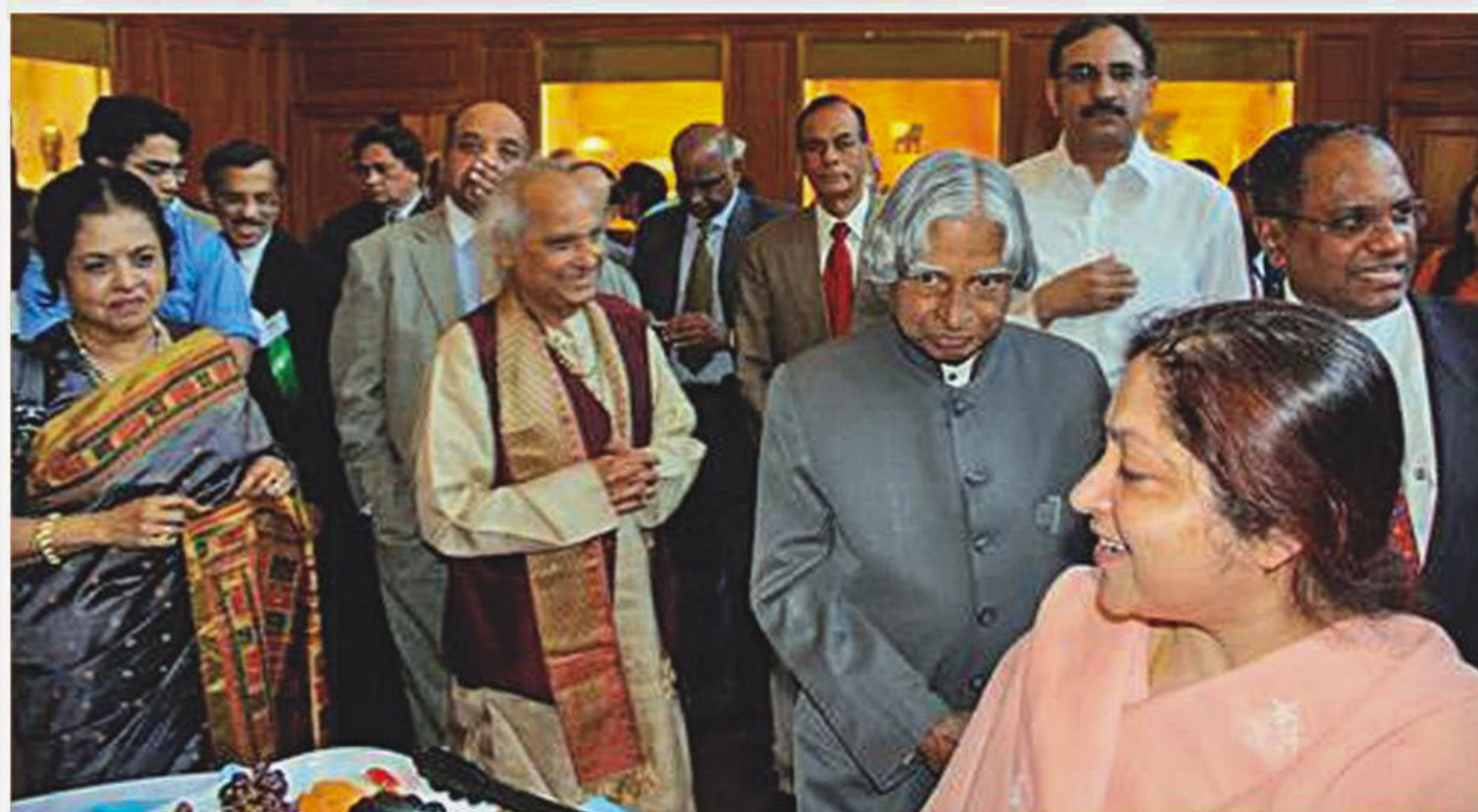
# THE LIKES OF THEM

NASHID KAMAL

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My Guru sister Padmasree Tripti Mukherjee wrote in her Facebook status last week 'During his visit in NYC for Hoover Medal awarded by Columbia University in 2009, I and Archana Gollamudi (her friend) went to meet President Abdul Kalam, with my Guruji (Sangeet Martand Pandit Jasraj). As I made a cup of tea for my Guruji and served him, President Abdul Kalam Sahib noticed that and asked "Where is my cup?" With his permission, I made him a cup of tea and was privileged to offer him that. What a humble man!

This comment and her accompanying picture in the Facebook brought about many recollections of anecdotes and stories I had read about President Abdul Kalam in his life story 'The Wings of Fire'.

Abdul Kalam wrote that he came from very humble beginnings and sometimes sold newspapers to bring some money for the family. During his childhood years Churchill's photograph had been published in the newspapers and people read that with great interest. Abdul Kalam asked other people, "Who is that? And what are they discussing?" He learned that Churchill was a great leader and he wished that he could be someone so that one day his picture would also be published in the newspapers! When he started going to school, he needed to do further reading.



There was a man who owned a library in his village. Abdul Kalam's father held his son's hand and walked to the rich man's library. On the way to the library and back, his father, who was illiterate, would often tell him stories from Islamic history and other stories to build up his character. Abdul Kalam remembered those and when he grew up, he reflected back on them, he felt that even without formal education, the messages that his father had imparted to him, were the basis of a code of conduct that he had instilled in him. He realized that his father was indeed a learned scholar.

This realization is like finding a mother

of pearl amongst the shells that you gather in the beach. You open each one with a spark of hope and lo and behold in one of them you find a pearl!

The story with which I started was about my Guru's sister meeting President Abdul Kalam along with our Guruji Pandit Jasraj.

In 1989, I was learning music from Guruji in Mumbai. An offer came for a programme in Pune, the host mentioned, "In the early morning I shall be driving down to Pune in my car, I can send the car back and pick you up around noon, and you should be in Pune before the show." Gurui sweetly declined, "I shall travel by

train with my students." When the host left, one of the students volunteered, "Guruji, you go by car in comfort and style, we can follow by train." Guruji said, "I was thinking about the chauffeur, he would have to make two trips to Pune on the same day!"

Guruji was great friends with my father former Chief Justice Mustafa Kamal whom we lost on 5th January 2015. Following his demise, there were overwhelming outpouring of grief and reminiscences from top legal luminaries, Chief Justices, Professors, fellow Rotarians, fellow walkers, friends and relatives. I did not have a chance to listen to the reminiscences of a humble female domestic staff who worked in the flat building where my father lived. She met me for Eid contributions prior to Eid, she told me that my father saw her sweeping the staircase (same day he passed away) and told her, "You should wear a mask or else the dust will cause allergy or fever. If I were young, I would go to the shops right now." That night, he passed away, the domestic staff mentioned. I went to my bedroom and got her an extra mask that I had from visiting a friend in United hospital. It is my duty to follow through what my father had wished. Not me alone, collectively, we must follow the "likes of these great men/women". Salam.

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Nashid Kamal is an academic, Nazrul exponent and writer