

SPOTLIGHT

BEHIND THE SCENES

It was an event to be remembered for a long time. Fanta, a renowned carbonated beverage brand in Bangladesh launched a youth activation programme to uncover the first teen pop band. The aim was to create more fun and play in the world, which was also their mission statement. With the slogan "Ananda O Moja Thakuk Shobar Majhe (Let there be joy and fun within everyone)", the mission was accomplished with five teenage singers forming the first ever GTV Fanta Band.

On December 13, 2015, big names and popular personalities of the media attended the gala event where the names of the first teen band members were announced. To make the event all the more glamorous and entertaining, the music video was also launched on the same evening, made by Bayezid Nil. The song which was sung by the Fanta Band members was written by Tanvir Chowdhury and composed by Fuad Al-

Muqtadir and Shakib Chowdhury. "I am proud to given the opportunity to announce the finest teen talents of the country in musical world. Fanta has always been a brand centred on fun and youthfulness, and we are proud to support this youth-led platform for youngsters," said Shadab Khan, Managing Director of Coca-Cola Bangladesh.

The task of coming up with the five names amongst hundreds was definitely a difficult one. The three judges, Fuad Al-Muqtadir, Elita Karim and Jon Kabir had the gruelling mission to bring out the winners from the talent pool. The teenagers had to face a number of obstacle tests, audition sessions and grooming sessions to reach each successive step.

"The teenagers were so talented that it was very difficult for us to figure out who to pick and who not to pick. But I just want to say to all the participants that

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PHOTO: COURTESY

they must take this as yet another lesson or experience in life. And at the end of the day, just have fun!" says Elita Karim, one of the judges of GTV Fanta Band, a renowned singer and a journalist.

Of the five teens, 17-year-old Oindriza Reza Nodi is an A level student of Sunnydale School. Following the self-audition process published in the Daily Star, she participated in the competition and was short-listed primarily. But when she established herself in the Top-20, according to her, it was beyond her expectations. "I was excited and I really didn't think that it would be possible for

me to be on the Top 20 list from the Top-100," she says. "Becoming a Fanta Band member is a feeling that cannot be described in words!"

Yet another member of the band, 16-year-old Tonmoy, participated through the school campaign of GTV-Fanta Band. Inspired by Mohammad Ali Zinnah, one of the music teachers at Adamjee Cantonment Public School and College, Tonmoy along with his school friends became very serious about the competition. Initially, he and two of his friends were selected for the Top-100. But, only Tonmoy made it to the Top-20, and eventually to the Top-5.

As they all are students, it was tough for them to strike a balance between school, homeworks, exams and the recordings, shootings and of course, practicing. But they were determined to work hard and stick to their passion. "As the GTV Fanta Band had been going on for a month, I did get some time to attend my exams," says 19-year-old Shemonti Billal, another band member, a second year student of Civil Engineering at Military Institute of Science and Technology (MIST), "Even then, it was difficult for me but I managed my time and acted accordingly."

The youngest member of the band is 15-year-old Pranto Biswas from Gopalganj. Studying in class 7 at the Shohag Gram Bohumukhi High School, Pranto and his parents had stationed themselves in Savar so that he could reach his shoots and grooming sessions on time. There were times when he would go back home to Gopalganj, go to school and then rush back to Dhaka to attend his grooming sessions, hence

appearing in school uniforms many a times!

The band has worked on a trendy music video and introduced it live for the first time along with the original video at the gala night of the grand finale. GTV Fanta Band came up with two original songs composed by one of the judges and famous singer Fuad Al- Muqtadir. The video has more than three lakhs and fifty thousand views on YouTube.

"Their performance was fantastic. It was their first job and before that they actually had never performed in a studio or in front of a microphone," says Jon Kabir, one of the judges and a famous singer. "So, their whole performance and the music video were really praiseworthy."

The music video was shot in many locations in the capital, starting from the

Suhrawardy Udyan, Hatirjheel to the Film Development Corporation (FDC). 18-year-old Marufa Jannat Trisha, a Fanta Band member, says that the experience was 'awesome' mainly because for Trisha and the others, the shooting was a first time experience. "I usually perform on stage in Cox's Bazaar. My family, friends and music lovers in Cox's Bazaar are delighted to know that I am one of the members of GTV Fanta Band!" adds Trisha, who is also an HSC examinee at the Cox's Bazaar Government Women's College.

The parents of the young band members are also very happy and feel that everyone needs to sit down and plan their lives – in terms of music and education. "As they love music, planning the next steps will help them to survive in the music field," says Zebunnesa,



mother of Tonmoy. "I am hopeful that the authority will keep this issue in mind for the future."

The young members need to be cautious about school as well! "I believe that if they want to build up their career in music, they need to first study and complete their education," says Habiba Aziz Happy, mother of Oindriza. Happy is also a former teacher of Drama and

Dramatics at the Bangladesh Shishu Academy in Segun Bagicha.

Spreading more fun and joy among the audience, the new teen pop music band – the GTV Fanta Band, wants to establish the band more significantly for the future. After all, what could be more exciting than to watch the youth blossom into adults musically – one of the most beautiful ways, ever!

THE BAND HAS WORKED ON A TRENDY MUSIC VIDEO AND INTRODUCED IT LIVE FOR THE FIRST TIME ALONG WITH THE ORIGINAL VIDEO AT THE GALA NIGHT OF THE GRAND FINALE. GTV FANTA BAND CAME UP WITH TWO ORIGINAL SONGS COMPOSED BY ONE OF THE JUDGES AND FAMOUS SINGER FUAD AL- MUQTADIR. THE VIDEO HAS MORE THAN THREE LAKHS AND FIFTY THOUSAND VIEWS ON YOUTUBE.

