





Show OIZ
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BEFORE THE NEXT STEP

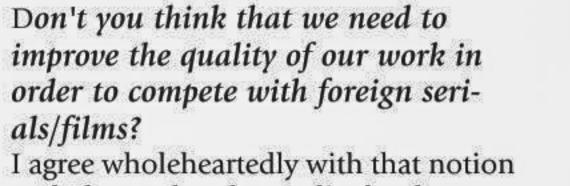


Hera has often been lauded as Bangladesh's Kareena Kapoor.
Despite having both beauty and brains along with all the qualities of a megastar, she has not quite been able to reach her potential. Even then, she is one of the most well known models and TV actresses in the country. Showbiz presents to you the sizzling Hera, who valiantly talks about the industry and some of the problems in it.



We know that there is a lot of dissatisfaction and loss of viewership in our media at the moment. What is your opinion on this?

I am quite aware of that, there has even been a movement/protest regarding this. We, as an audience are so obsessed with Indian Bengali serials that we are ignoring our own media, and all our artists have to pay the price for that. We have to prioritize our own media above all, we need the support from our own audience in order to survive as entertainers. Even in our own channels, dubbed versions of foreign TV serials are shown and people watch that ignoring the Bangladeshi serials, which is very harmful for our industry. This is why I think the protest was necessary and justified.



and I know that the quality has been dwindling for the past few years compared to foreign made serials or films. But you have to understand that technically we are still far behind what producers or directors outside our country have access to. Besides that, our scripts have become one-dimensional as there is not enough innovation to keep the audience interested. Another reason for the loss of quality is the selection of artists that is usually done by our TV channels. We can often see that the artists whom the producers know personally or have a good relationship with often get the roles, regardless of their talent and aptitude. Even if they do not fit the roles, they are given first priority and the director or scriptwriter does not protest to that. This becomes a vicious cycle and the ultimate victim is our serials.





lished and experienced actors/models. I

get a lot of offers to do television com-

mercials, but I usually see and judge the

quality of the product and brand before

doing them. Unfortunately, this is not

the case for everyone. I say things in a

very straightforward manner, so I

might sound brash to many

but what I said was

the truth. I

projects that

payment and

work on

have fair

Khadi Fashion Festival has helped me a You have worked in television comlot as I have got a lot of invitations from mercials, serials and as a model for a abroad thereafter. long time. If I ask you what are the What are the current projects that you best parts of doing this? Also, are you are working on? Have you gotten any perturbed by anything ongoing here? film offers as of late? First of all, I would like to talk about the I am working on television serials as of current situation of television commer late. When it comes to films, I did get a cials. The commercials at the moment lot of offers in the past but I am not are operated on a very high budget, but willing to work on them until and we as artists do not get fair payment unless it meets my expectations regardfrom them. This is primarily because ing quality. many new faces are willing to do it for Is there any message that you want to free, so they are cast instead of estab-

what I want the audience?
What I want the audience to know is that as artists, we are putting a lot of effort in our craft. Even if the output is not perfect, I request them to stand by us as

have a good brand involved in them, for

Walton and RFL advertisements. I have

done commercials in the past very fre-

not been able to make advertisements

due to various reasons.

quently, but now the good directors have

We can see that many of our actresses

and models are working outside the

country at the moment. Do you have

any plans of starting on such projects?

I did get a lot of offers to work abroad,

but there are many factors which

stopped me from giving it a serious

that there is no proper agency from

consideration. My primary concern is

which I could contact them. To be bru-

tally honest, I do not trust any of the

third parties who are bringing in the

offers from abroad and I am very cau-

get a direct offer, I will definitely con-

sider it but those are very unusual and

difficult to come across if it falls under

my comfort zone. In this aspect, the

tious when those links are sent to me. If I

example I have recently worked on

try. If the audience is with us, nothing can stop us from achieving the quality that we desire.

Interviewed by Rafi Hossain

and Sadi Mohammad

Shahnewaz

