

Anjam Masud's New 'Poriborton'

In the history of Bangladesh TV show anchoring, one name that never goes unnoticed is Anjam Masud. Gaining immense popularity as a television host for the show 'Ajkal' in BTV, Anjam Masud has moved on to making commercials and hosting other shows; presently 'Poriborton'. In this exclusive interview, Anjam Masud talks about his career as a TV anchor and his thoughts on his shows.

Give us a brief background of your career as a TV anchor.

When I was working as the host of the show *Bidaggon* in BTV, I was asked to host a magazine show as well. I let the authorities know about my plans about anchoring *Ajkal*, a show which soon reached wide-spread popularity. You will find people talking about *Ajkal*, which aired from 1996 to 2001, even today. *Ajkal* was what truly bolstered my hosting career. The show had 35 episodes in total, and aired on a package-basis.

Who are your favorite television hosts?

Actually, I don't have any favorite hosts. I have tried learning from different television anchors from time to time. I learn by seeing, and I haven't been an assistant host to anyone. I refuse to host shows where I cannot provide input into the planning and execution.

Aside from television hosting, are you involved in any other work?

When I am working full-time as a host for a show, I do not involve myself in anything else. Other times I work in making advertisements, which have included Lizan Mehedi, Talukder Group of Industries, Ashiyan Group, Botanic Aroma, etc. I have been involved in commercial creation since 2001, and I don't want to branch into making serials or anything else. Aside from these I am also the General Secretary of the

Bangladesh Presenters Forum.

From *Ajkal* you have moved on to hosting the magazine show *Poriborton*, which is also aired on BTV. Have you noticed any changes between these transitions?

My approaches to the two shows are similar. Just as I had creative control over *Ajkal*, I am involved in the planning and ideas regarding *Poriborton* as well. Through *Poriborton* we have attempted to bring out both the good and the bad of the society around us. We included songs and dance to add a touch of dazzle and glamour.

***Poriborton* started from March 2015 and had 16 episodes so far.**

How much popularity has *Poriborton* garnered compared to *Ajkal*?

I would say *Poriborton* received substantial response from the audience, something I wholeheartedly appreciate. The thing is, when *Ajkal* was on air, the only channel around was BTV. Now there are so many more TV channels, so people have other shows to watch as well. But even then, people choose to watch *Poriborton* because it brings a unique variety. Each episode revolves around a specific theme, and I believe that as long as the content is good, there is no reason why people will not watch the show.

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Interviewed by Zahid Akbar
Transcribed by Shams Rashid Tonmoy



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