



COURTESY: FAGUN AUDIO VISION

REASONS TO LOVE ITTYADI

ZARIN REZWANA

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Ittyadi shares the same position as *khichuri* on a rainy day in a Bangladeshi household. Since the show has been going on for over 25 years now, it has seen its viewership swell. My parents introduced me to the show when I was a child. While our media hasn't seen much of a revolution, *Ittyadi* remains a milestone that set the bar for Bengali variety shows.

Hanif Sanket, the creator and host of the show, has maintained the popularity for decades. This consistency compensates for the long wait that the audiences go through before a new episode is announced. An episode is televised every Eid-ul-Fitr, and the others get their place

once every 3 month on the calendar. Airing on Bangladesh Television, the broadcast becomes available to people at every corner of the country. So, the whole nation is tied to a sole string of entertainment through the show.

Not overrated in any circumstance, the show has rightfully earned its viewer loyalty. Every new episode is filmed at a different location in the country. More importantly, each of the episodes corresponds to the locality and indigenous culture of that district. The highlight on home ground and grassroots can rekindle the love for our own traditions. This is undeniably informative for anyone who never had any special knowledge about the diversity of Bangladesh. On a praiseworthy note, the regional issues, shown on national television, are subtly made known to the masses.

Sanket never misses on current happenings as well. The light-hearted satire



that never ceases to amuse the audience is precious. It can also be termed as "wholesome humour", because nowadays some of what sells as humour can be offensive. Totally unrealistic scenarios are warped from those that we face every other day. The generation gap is also never too old to make an appearance. And then, there was the segment of the *Nana-Nati* duo. The skit with Amol Bose was singularly famous too. However, after his death, it was turned into a *Nani-Nati* duo in order to preserve the traditional components of the show. The programme suits people from all walks of life, giving everyone something to relate to.

In all rightfulness, *Ittyadi* has never let

its audience down, and neither has it delivered sub-standard content. In all honesty, it's hard to find a logical con about the show. Even the theme song is something to swear by, addressing the multiple facets of society. Also, I always wondered how people possess so much general knowledge to answer the pop quiz. And for anyone who is familiar with the show, newspaper advertisements about new episodes of *Ittyadi* are always something to smile about. Whether they admit it or not, no one misses out.

Zarin Rezwana is a weird potato trying to be a French fry. Send help or send ketchup at ridentah4@gmail.com