

Grateful that 'Bachelor Point' welcomed me in their gang

Parsa Evana



PHOTOS: COLLECTED FROM FACEBOOK



ASHLEY SHOPTORSHI SAMADDAR

Parsa Evana started her journey in acting with the Anjan Aich directorial tele-fiction "Ponchomir Chaand", after she became the champion of "Channel I Shera Nachiye 2014".

Exploring her options in arts, the trained Bharatnatyam dancer's performance in Mabrur Rashid Banna's "Nine and a half" brought her much attention from viewers.

While the pandemic brought about a pause in her endeavours, she came back strong with productions like "Sweeper Man" and "Doi". The actress is currently busy shooting for season 4 of "Bachelor Point".

Amidst her shoots, we caught up with the actress, to know about her journey, her vision regarding dance, and her future plans.

You started your journey with dance and gradually embraced acting. Tell us about your journey.

My mother was the biggest inspiration behind this choice as she always wanted

to see me on the screen. She often used to talk about how dancers like Aupee Karim and Sadia Islam Mou have grown to become some of the most cherished actresses.

I initially only focused on dance with the guidance of my guru, Amit Chowdhury. With time, I became a regular performer at my institute Shadhona - A Centre for Advancement of Southasian Culture.

After "Shera Nachiye", I got the opportunity to work in some productions by Channel I, and that's how I ventured out into acting.

What kind of roles do you like to play? I always look for characters that are in no way similar to my actual personality. I like challenges and trying out new elements always excite me.

I like to study human behaviour, and always try to think as my characters, leaving my personal identity behind. This comes with its own challenges, as it's never easy to completely erase your own persona from your being.

How has your experience been with "Bachelor Point"?

After being appreciated for my performance in "Doi", Kajal Arefin Ome decided to cast

me in the fourth season of his much-loved sitcom "Bachelor Point".

The journey started as a bumpy ride, as we had to reschedule shooting three times due to unfavourable weather conditions. Finally, we were able to start and the production is being well-received among the audience.

Being my first drama-serial, this production will always have a special place in my heart, and the "Bachelor Point" team has only made this journey more special, as they welcomed me warmly into their gang.

What are your future plans? Are you looking forward to any OTT projects or films?

I intend on resuming my academics, as I had to wait for two years after my A' Levels due to the pandemic. Alongside my studies, I want to keep my pursuits in dance alive, while trying out new roles.

I have been approached for OTT productions, but I did not relate to the characters I was being offered. I will pick up roles that I like, irrespective of telecasting medium.

I don't like to plan the future. Rather, I have decided to wait for the surprises that the future has in store for me!

I initially only focused on dance with the guidance of my guru, Amit Chowdhury. With time, I became a regular performer at my institute Shadhona - A Centre for Advancement of Southasian Culture.

Direct registration opens for Coke Studio Bangla concert

Coke Studio Bangla has finally made tickets for their upcoming concert on June 9, 2022 available for the general masses. Previously, registration required you to purchase multiple bottles of Coke, and use the unique codes under the bottle caps for registration.

Now, those interested to view the concert live at Army Stadium, then you can purchase the ticket through the Coke Studio Bangla Live website. Those registering only need to provide their phone number and NID for the registration process.



Korean adaptation of 'Money Heist' coming this month

The Netflix original series "Money Heist" has been one of the biggest hits of the platform since its release. An alteration of the show will be released on the streaming platform, but this time it's the Korean version. Titled as "Money Heist: Korea - Joint Economic Area," the trailer has recently been dropped on YouTube.

According to the director of the show, Kim Hong-sun, the Korean version is scripted in a way to connect better with the Asian audience, and their sentiments. The show is slated to premiere on June 24, 2022.



Why are pan masala ads landing celebrities in legal trouble?



ILLUSTRATION: SALMAN SAKIB SHAHRYAR

ARTS & ENTERTAINMENT DESK

In India, tobacco is an incredible money-making business. Pan Masala is an Indian smokeless tobacco product that is both addictive and carcinogenic. The government, anti-tobacco crusaders, and civil society are increasingly scrutinizing both the smoking and smokeless groups of the industry. To get around the legislation and health-conscious detractors, both groups have turned to subtle and deceitful methods of surrogate advertising.

Pan Masala companies use the brand extension method, whereby a company launches different products with a common brand name, to contravene the law. They sell tobacco and non-tobacco items, such as mouth fresheners, under the same brand name. In this way, they can piggyback on products that consumers trust. They also use celebrity branding to generate buzz around the harmful products and entice more customers. Celebrities can help businesses carve out a distinct niche in the market, impact good brand perceptions and influence buying decisions. Prominent Bollywood actors like Shahrukh

Khan, Amitabh Bachchan, Ajay Devgn, and Ranveer Singh faced the brunt of surrogate advertising. Akshay Kumar, Ajay Devgn, and Shah Rukh Khan endorsed Vimal pan masala advertisements. Kumar terminated his contract with the brand soon after facing severe online backlash. Devgn, on the other hand, justified his

The Advertising Standards Council of India prohibits celebrities to participate in advertisements of products that are detrimental to people's health. However, celebrities still promote the consumption of gutkha and tobacco through several advertisements.

actions by saying that he was merely promoting 'elaichi' and that regulated products shouldn't be marketed in the first place.

Bachchan and Singh tarnished their reputation by promoting the chewing tobacco brand "Kamla Pasand." On his 79th birthday, Bachchan

announced that he resigned as the brand ambassador for "Kamla Pasand." The veteran actor also refunded the amount he charged for the campaign. Ranveer Singh and Shahrukh Khan are yet to release any statement regarding this matter.

The Advertising Standards Council of India prohibits celebrities to participate in advertisements of products that are detrimental to people's health. However, celebrities still promote the consumption of gutkha and tobacco through several advertisements. Tamanna Hashmi, a social activist, filed a plea in Bihar court under sections 467, 468, 439, and 120B of the Indian Penal Code. She stated that these celebrities misused their status and publicity reach to encourage people to take noxious drugs. The court hearing is scheduled for May 27, 2022.

A few years back, the former Bond actor Pierce Brosnan also got fortuitously involved with the company, Ashok & Co for promoting Pan Bahar in an ad. He later explained that he was led to believe that it is simply a mouth freshener company. Although he strictly barred the use of his image or fame to promote Pan Bahar, the ad still continued to be aired widely across the nation.



'Weaving the Art of the Hills' concludes today

Showcasing the vivid beauty of the mountains, Abinta Kabir Foundation organised the exhibition titled "Weaving the Art of the Hills" at Abinta Gallery of Fine Arts, Badda, Dhaka. Curated by noted artist, Kanak Chanpa Chakma, the exhibition showcases significant artworks by young indigenous artists who reside in Rangamati.

Artworks by around 50 artists are currently on display at Abinta Gallery. The exhibition will conclude tomorrow, June 4, 2022 with a closing ceremony.

Dipankar Takulder, Chairman of the Parliamentary Standing Committee, Ministry of Food, will grace the closing ceremony as the chief guest. Abul Khair Litu, the Chairperson of Bengal Foundation, eminent artist Abul Barq Avli, and noted actor and activist Sara Zaker will also attend the event as special guests.

