

Is corporate involvement enriching our music?

RAKSHANDA RAHMAN MISHA

Culturally, Bangla music has always been infused with the richness of history – having a long tradition of talented musicians, lyricists, poets, and writers who have contributed to the volume of musical work for people to listen to. Having said that, with consumers' changing needs and with innovation at its core, the taste of music has evolved over the ages.

While many old songs are being lost due to a poor archiving system, corporations like IPDC, Square, and Coca-Cola are working tirelessly to archive old Bangla songs and present it with a modern twist for the young generation.

Popular musical platforms like IPDC Amader Gaan, Magic Bauliana and Coke Studio Bangla have started a craze all over Bangladesh by producing hits

like "Nasek Nasek", "Prano Sokhi Re" and "Ghuddi ke Banailo Re".

IPDC AMADER GAAN

IPDC has been able to create a positive brand image and attract the youth towards traditional folk music through IPDC Amader Gaan. The makers have invested lots of time and effort to ensure that each and every song is unique from the other in presentation.

One of IPDC Amader Gaan's original songs, "Shorboto Mongol Radhe", was recorded using the soulful voices of Chanchal Chowdhury and Meher Afroz Shaon. The charismatic production along with the rhythmic chorus and colourful set instantly grabbed everyone's attention and the song became viral on social media within minutes of its release. The superhit duo also went on to deliver another fantastic performance with IPDC called



Closing ceremony of Magic Bauliana Season 4.



Coke Studio Bangla concert.

which songs to work on each season. "Before choosing the folk songs which we want to air, it is important to check for authenticity and the origin of the song to maintain its ingenuity.

When a song is chosen a lot of factors need to be taken into consideration such as which singers will be a perfect fit for the song. Each of the songs have their own distinct characteristics," said Rashid Khan.

"Songs are researched through Facebook, YouTube, books on folk music, local musicians, suggestions from colleagues in different districts. One season approximately has eight songs. Each song is chosen after careful consideration so that each song is unique and there is no similarity among the songs in terms of lyrics and tune. Animes Roy and Shiuly Sarkar achieved popularity through Amader Gaan, I believe, although they were previously associated with music, they did not get the right opportunity to shine," added the CEO.

IPDC Amader Gaan is shot on a beautiful set. In the first season, they created the whole backdrop from scratch with clay and decorated it with iconic props and folk instruments. In the second season, they hand painted the whole stage with folk paintings while in the third season they used a tree to give it a more rural touch. In the last season, they emphasised on old architectural designs.



IPDC Amader Gaan.

"Nisha Lagilo Re".

IPDC Amader Gaan commenced its journey in 2020, with the motto "Jaago uchhashe", and has now accumulated over 895,000 subscribers at the time of writing, with almost all of the songs getting millions of views on Youtube. IPDC Amader Gaan's most popular songs include "Prano Sokhi Re" by Nadia Dora, "Porer Jaga Porer Jomin" by Joler Gaan, and "Mon Bhala Na Re Tor Pirit Bhala Na" by Animes Roy, among others.

"Nowadays, whenever we go to a client or see someone in a meeting, people instantly recognise us with IPDC Amader Gaan. Through this platform, we were both able to put forward our folk songs and also helped to bring forward talents like Animes Roy," said Tarif Sherhan Shuvo, Manager - Brand and Corporate Communication, IPDC Finance.

"Through Amader Gaan, we tried to

experiment and bring something new to help people engage with the roots of our culture. The idea was brought forward to celebrate Bangladesh's 50 years of independence. We tried to bring forward the cultural heritage of Bangladesh through folk songs which talk about the lives of people. Through Amader Gaan, we tried to instil cultural heritage and make the new generation aware of our cultural history. We tried to make our folk song known among the global audience," added Shuvo.

A huge part of IPDC Amader Gaan is focused on archiving folk songs and researching their roots. IPDC works closely with the agency Creato, who checks the lyrics and verifies the authenticity of the songs.

Creato's CEO Rashid Khan, who is the creative director of IPDC Amader Gaan, would sit for hours with music director Partha Barua over roughly one and a half to two months to decide on

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Head Office :
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Chittagong, Bangladesh
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