

## Is corporate involvement enriching our music?

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One of the most popular songs to come out of IPDC Amader Gaan is Nadia Dora's "Prano Sokhi Re", which received over 20 million views. The song was released on June 24, 2021, and fans fell in love with the beautiful voice of Nadia Dora. There is a sense of earthiness to her voice and the song's composition truly took everyone's breath away.

"Audiences have given a lot of love and support to 'Prano Sokhi Re' because of the way the song was presented. IPDC Amader Gaan had a huge team and they gave emphasis on using different types of instruments while keeping the *Bangaliana* flavour intact. It didn't take us long to reach one million views and from that video onwards, people demanded me to return to the stage," said Nadia Dora.

As part of its Corporate Social

Chan and Shafiul Badsha, through its platform.

Famous celebrities like Chanchal Chowdhury and Fazlur Rahman Babu would often appear as guests to judge the singers.

"Our country does not offer much of an opportunity for folk artists. There are many talented folk artists but they do not get many opportunities to showcase their talents. Through Magic Bauliana, we scout the budding artists from the root level and take them to the international platform with Meril Folk Fest. The young artists get to perform with baul artists from other countries and get to enjoy a surreal musical experience," said Dr Jesmin Zaman, Head of Marketing at Square Toiletries Limited.

Kamruzzaman Rabbi, Magic Bauliana trainer and host, was also a participant in the second season of the reality show. The singer credits his fame and recognition to the musical programme which helped kick-off his career.

"If I wasn't a participant in Magic Bauliana, then I would not have become famous. People recognise me from this programme. One of my songs that went viral, 'Ami To Vala Na Vala Loiyai Thaik'o', got a million views soon after its release. I was able to perform that song in Sylhet, all because of Magic Bauliana, as one of my fans requested



Shafiul Badsha, Winner of Magic Bauliana Season 4

Responsibility programme, IPDC also patronised a Bangla calligraphy Competition called "Bornoshilpi". They also organised a stall in Amar Ekushey Bôi Mela called "Subodh". Now, the initiative is available as a tab on Rokomari's site.

### Magic Bauliana

Magic Bauliana started its journey in 2013, with the aim to create a platform, where baul artists from all over the country can come together and showcase their raw talent. The show gave opportunity to budding folk artists who have the magical voice that takes us back to our roots. Magic Bauliana has presented numerous talents including Dolly Mondol, Fokir



Rashid Khan, CEO of Creado

me to go there after seeing my stint on the show. Magic Bauliana is a stepping stone for all the budding artistes who have dreams of making it big," said Rabbi.

Last year, Magic Bauliana season four received more than 50,000 applications. Immigrants who are living abroad, also got the chance to participate in the programme. Noyon Sutradhar came from Qatar and made it to the top 18 at the musical programme.

Apart from Rabbi, most of the participants including Diti Sarkar, Bindu Kona, Doly Mondol, Shafiul Badsha, Fokir Chan and Arnab Bhattacharya, are doing stage shows and television programmes, and have created an impact in the entertainment industry.

"Throughout my childhood, baul songs played an integral part in my life - I used to start my day listening to the songs of my father, Newaz Dewan and uncle, Miraz Dewan, practising in the early hours of the morning. The magical lyrics and alluring tunes of baul sangeet mesmerised me and so I slowly started to grasp the different genres of baul and folk songs, starting with baul biched, baul bhojon, palli geeti, bhatiali songs, among others. I wanted to perform for a

bigger audience but didn't know where to start. Then, Magic Bauliana came and I knew instantly that it would be the best place to showcase my talent," said Shafiul Badsha, winner of season four of Magic Bauliana.

Initially, the young singer was eliminated in the preliminary round but he was able to make a comeback into the reality show by returning as a wild card contestant.

Throughout the programme, he enchanted the audience with his fantastic performances, including "Ghuddi ke Banailo Re", "Eroi Baisaab Huni Jaan" and "Dubu Dubu Touri".

When asked about how the musical reality show changed his life, Shafiul Badsha replied, "People know me as Shafiul Badsha because of the programme, I am getting a lot of stage show offers and also got to perform in BTV because of the show. Magic Bauliana changed my life and I will forever be grateful to the show for changing my life."

### Coke Studio Bangla

From Animes Roy's "Nasek Nasek"

to Ritu Raj's "Bulbuli" - Coke Studio Bangla created a musical phenomenon in our country as hundreds of thousands of viewers waited eagerly to listen to their newest tracks. When news about its Bangladeshi franchise broke in the media, music aficionados went delirious in anticipation to hear what new magical compositions Shayan Chowdhury Arnob will create for the programme.

Coke Studio has been one of the biggest music platforms that promotes artists and celebrates diversity, fusion and unity through music. According to a Coca-Cola Company spokesperson,

"Music is not purely used as a promotional mechanic, we're building genuine connections with Gen Z and providing opportunities to make memories with friends over music and a glass of Coke."

"In a country where 65 percent of the population's age is below 35 years, music is a very powerful way to bring them under one roof. And that is exactly what Coke Studio Bangla tried to do. Because our language is our biggest form of identity, hence songs of our roots were enmeshed with global sound to attract the youth of today. Also, in today's globalised world one can only be global, if they are truly local and that is what brought in the global recognition for Coke Studio Bangla," said Syed Gousul Alam Shaon, Creative Producer, Coke Studio Bangla.

Recently, they also brought down the house when Coke Studio Bangla artistes Animes Roy, Ritu Raj, Pantha Kanai, Boga Taleb, and Momotaz Begum performed at the 10th edition of Dhaka Lit Fest.

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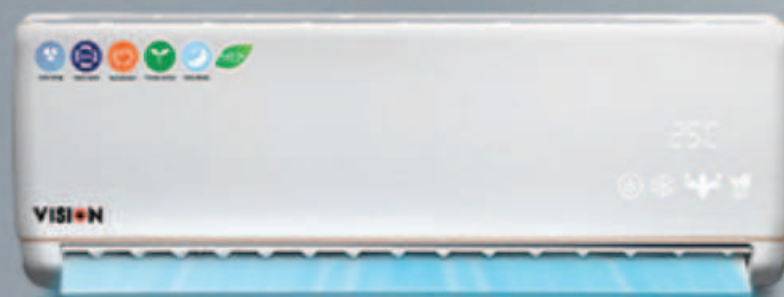
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