

HOME > OUTLOOK SPOTLIGHT

OUTLOOK FOR BRANDS

# Taking Tagore To The World

There is no dearth of research on Rabindranath Tagore, the first non-European to win a Nobel Prize for literature and the author of India's National Anthem. A literary genius who was also an artist, composer, singer, and humanist, Tagore however is still not known much beyond Bengal's borders. Brainware University has taken up an initiative to popularise Tagore's songs through a unique project.



Phalguni Mookhopadaya

UPDATED: 12 JUN 2023 11:43 AM

Rabindranath Tagore's body of work is nothing less than a veritable treasure trove. Suffused with artistic brilliance and the light of his humanist philosophy, these works hold the potential to enrich lives. In an effort to bring home such a treasure trove to a greater audience across the globe, West Bengal's largest private university, Brainware University, has undertaken a unique initiative.



Spearheading this project is the founder-chancellor of the university, Phalguni Mookhopadaya, who helms this audio-visual venture in anecdotal voiceovers and rich renditions of each intricate Rabindrasangeet. He is also the founder-chairman and managing director of Brainware Consultancy Private Limited and founder-chairman of Webguru Infosystems Private Limited. Sadipta Bhattacharjee, a Fulbright fellow and former Resident Editor of The Telegraph, now an adjunct professor in the Department of Media Science and Journalism, conducted extensive research on Tagore's music, translated the songs, curated relevant anecdotes and edited all the episodes.

Tagore once said: "The world speaks to me in colours, my soul answers in music." Tagore's lyricism rises above mere poetry and holds a depth of emotion that makes them relevant even today.

Brainware University aptly chose to launch the initiative on May 9 this year, Tagore's 162nd birth anniversary. The subsequent launch on social media has been hailed with applause and appreciation, the first episode notching up nearly 20,000 views, and counting.

Mookhopadaya, each of whose renditions is eliciting effusive praise, is absolutely untrained in the nuances of vocal music. He says: "Our goal during the next 100 weeks is to take Tagore's songs to at least 1,00,000 non-Bengali and Bengali households outside India. With each song you will find its translation in English and some useful information. My request to viewers is to please subscribe to my YouTube channel (<https://youtube.com/@pmbbrainware>), like and share the episodes. Do share the link with friends abroad. Help us to promote Tagore's musical genius to the world." He is, indeed, carrying this task on his able shoulders, eking out time from a relentlessly hectic schedule as a hands-on chancellor of the university.

The more interesting aspect is that this initiative is totally home-grown, recorded and produced in Brainware University's own state-of-the-art studios. Just three episodes old, the project is already receiving positive feedback from around the globe, with viewers impatiently awaiting the next video. The appreciation received across all social media platforms bear testimony to this.

Tagore's intent with his compositions was not to create new ragas but melodies that did justice to the expressiveness of his poetry. Tagore was also influenced by Bengali folk music – many of his compositions are clearly influenced by this genre.

Tagore's compositions also played a major role in India's freedom movement. While he voiced disillusionment over the degeneration of nationalism, two songs composed by him, Jana Gana Mana and Amar Sonar Bangla, are immortalised as the national anthems of India and Bangladesh. Legend has it that after listening to a Tagore song, Ustad Allaaddin Khan was inspired to compose his favourite Raga Hemant. Tagore's music has also had a profound impact on Indian cinema. Many of his songs have been adapted for films, and their emotional depth and lyrical beauty have contributed to the popularity of Indian film music.

Today, Tagore's music continues to resonate with people from all walks of life. His songs are performed at cultural events, religious ceremonies, and social gatherings, reflecting their enduring popularity. His music remains a testament to the power of art to unite people, transcend the boundaries of language and culture, and connect us to the divine.

### Disclaimer:

The above is a sponsored post, the views expressed are those of the sponsor/author and do not represent the stand and views of Outlook Editorial.



### WATCH

MORE



### MOST POPULAR

-  Cyclone Biparjoy: Track And Impact Area...
-  Join the Outlook Club at just Rs. 499. See benefits.
-  Vin Diesel Thanks His 'XX' Return Of...
-  Maharashtra: Police Lathi-charged...
-  When And Where To Watch IND Vs AUS 3rd...



### VISUALLY TOLD

MORE



Advertisement



## THE NEW OUTLOOK FOSTER THE THOUGHT IN YOU

Subscribe to get complete access to Outlook Print and Digital Magazines, Web Exclusive stories and the Archive. Attractive gifts with each subscription.

CHECK OUR PLANS

Advertisement



Latest Issue

### Bihar Museum In Bihar, A Museum Of Memories Beyond Material Confines



Since their inception, museums have acted as the guardians of history and antiquity. But can a...  
RASHI BOSE

### Political Overlap In The Shadow Of Mann Ki Baat, Outrage Over 'Big Names' At Jan Shakti Art Exhibition



Artists of global acclaim put together an exhibition to celebrate 100 episodes of a...  
ABHIR BHATTACHARYA

### Photo Feature A Requiem For Victims Of Odisha Train Tragedy



Photographs captured at the site of the recent train accident in Odisha's Balasore district tell...  
OUTLOOK BUREAU

### Introduction A Timeless Video Loop Of Disaster



A temple was touted as a mosque; a process of 'othering' began soon after; and, sabotag...  
CHANKI SRINIA

### Ground Report From Sakshi's Village: Stories Beyond The Wrestling Mat



Young pehewans in Mokhra village are disappointed at the way their poster girl Sakshi Mal...  
SHREYA BASAK