RABINDRASANGEET

Celebrating Tagore and his songs with a YouTube channel by Brainware University

A brainchild of Phalguni Mookhopadhayay, the project aims to reach 100000 non-Bengali and Bengali households outside India through 100 songs

BARNINI MAITRA CHAKRABORTY | PUBLISHED 04.07.23, 12:00 PM



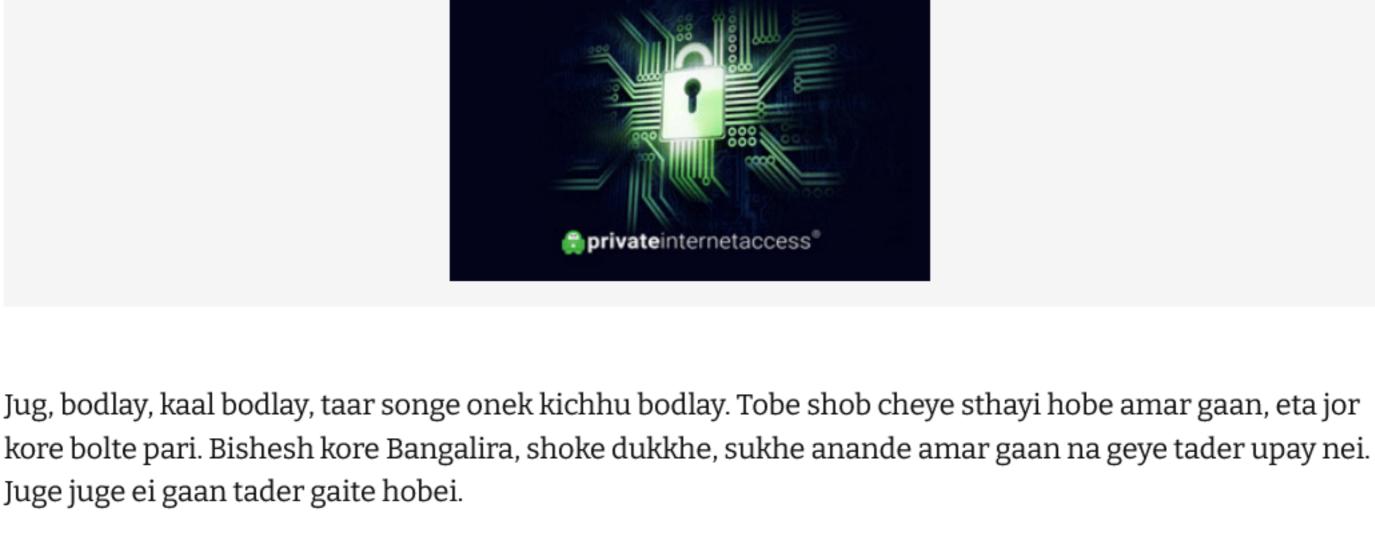
I do not hesitate to say that my songs have found their place in the heart of my land, along with her flowers that are never exhausted, and that the folk of the future, in days of joy or sorrow or festival, will

have to sing them.

— Rabindranath Tagore, as quoted by Rabindrasangeet exponent Shantideb Ghosh in *Rabindrasangeet* Bichitra

You Care About Your Privacy
So Does PIA

ADVERTISEMENT



(Time changes, and a lot changes with that. But I can say with some conviction that my songs will be the

most ever-lasting, especially among Bengalis, who will sing my songs in sorrow and in happiness

through a YouTube channel.

— Rabindranath Tagore, as quoted by Rani Chanda in *Alapchari Rabindranath*

It is said there's a Rabindrasangeet for every season, every occasion and every mood. A

Rabindrasangeet project launched at the initiative of Brainware University founder-chancellor

Phalguni Mookhopadhayay aims to expand the reach of Tagore and his songs to a wider audience

Launched on Rabindra Jayanti, May 9, this year, the first episode of the channel has already clocked

nearly 25,000 views and counting. "Our goal is to reach at least 1,00,000 non-Bengali and Bengali

generation after generation).

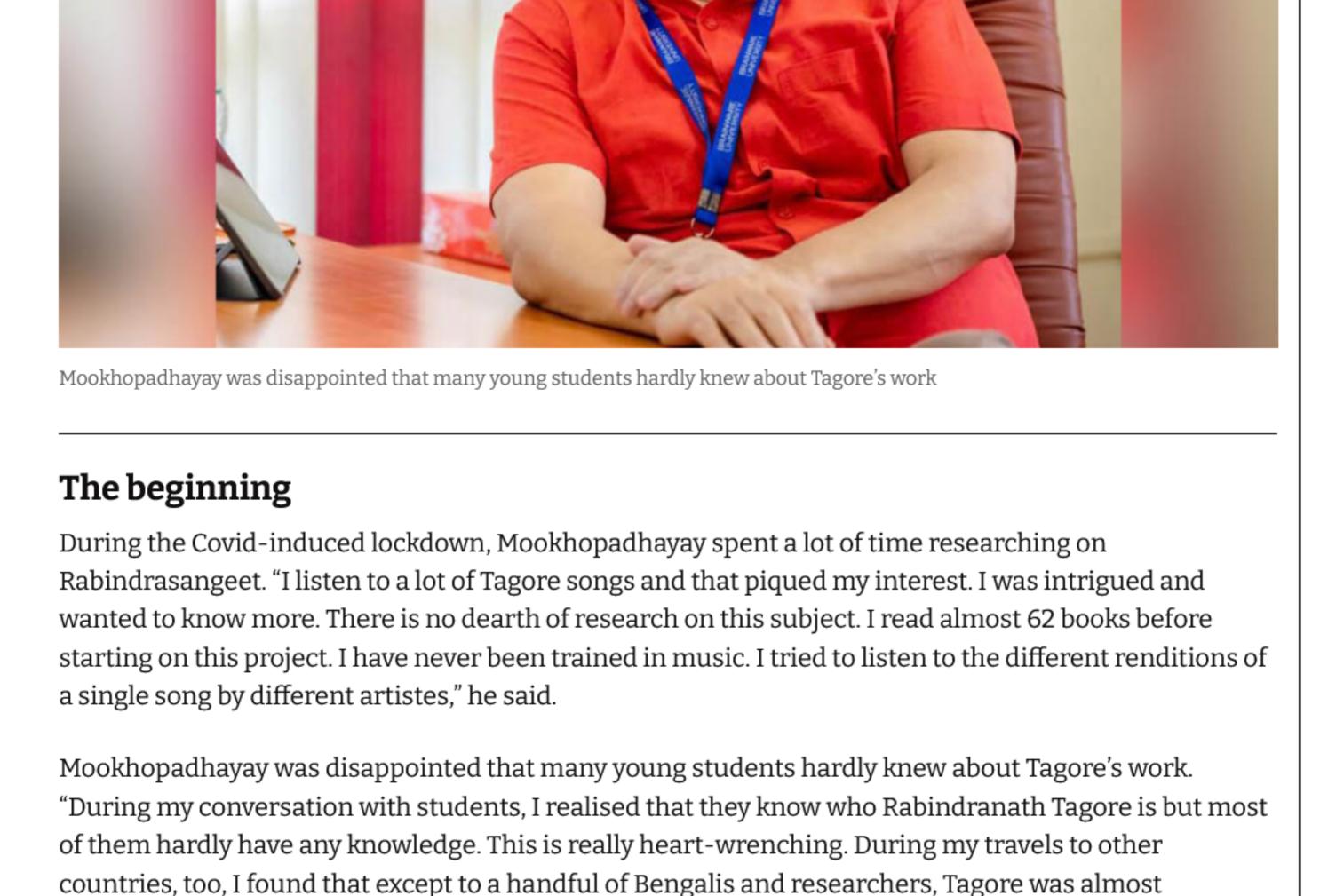
households outside India through 100 songs," said Mookhopadhayay, the founder-chairman and managing director of Brainware Consultancy Private Limited and founder chairman of Webguru Infosystems Private Limited.

The songs are sung by Mookhopadhayay himself and recorded and produced at Brainware University's

state-of-the-art studios. Every song is introduced with some anecdotes to give it context. Details such

as year of composition, which book it is a part of, which parjaay the song falls under and the raga it is

based on.



unknown. I wanted to do something about this," he said.

understand the lyrics."

The idea

Ami chini go chini tomare, Mayabonobiharini, Purano sei diner kotha and Chhaya ghanayichhe bone bone) and each of them has got around 24,000 views."

Celebrating Tagore | Chhaaya ghanayichhe bonay bonay | ছায়া ঘনাইছে বনেব... watch later Share

Celebrating

A Brainware University Initiative

Mookhopadhayay plans to record 100 Rabindrasangeets. "If I record one song every 10 days, it will take

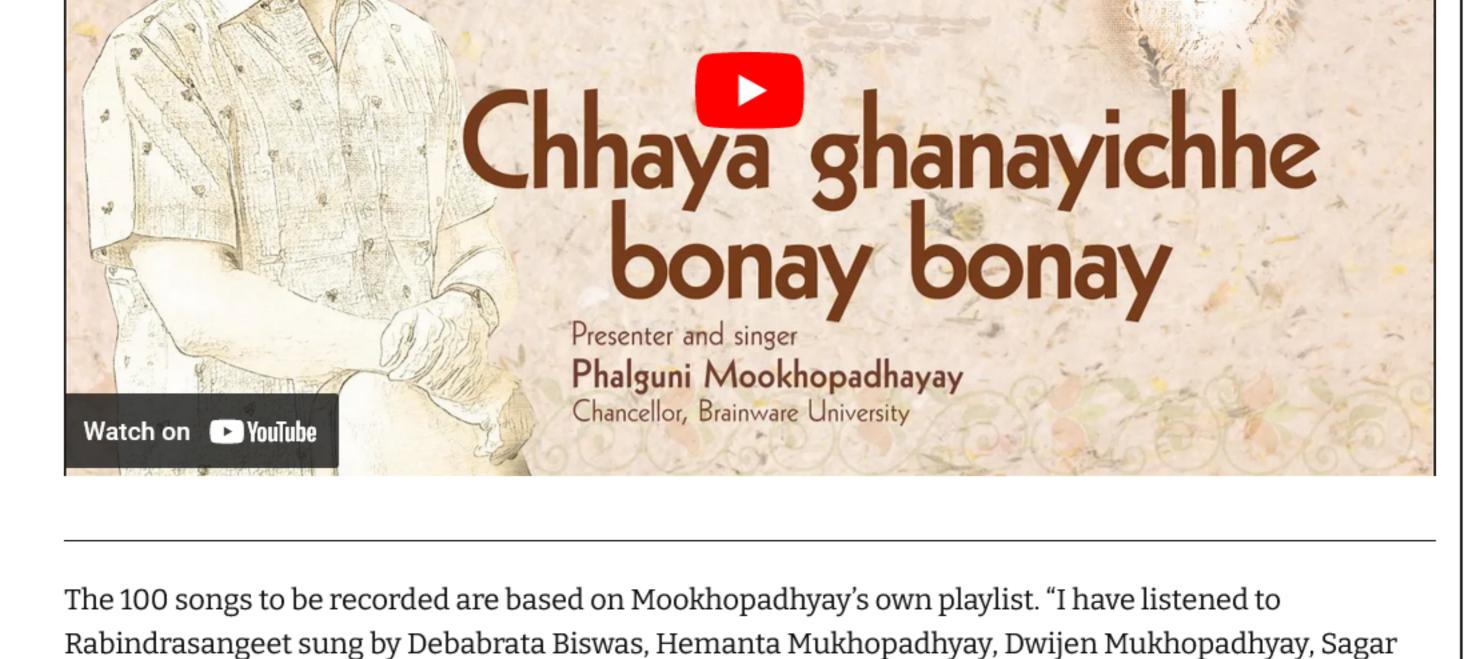
me almost two years to complete the project. Till now, I have released five songs (Aguner poroshmoni,

It is this lack of awareness about Rabindrasangeet that prompted Mookhopadhayay to come up with the

project. "This is our small way of paying homage to the treasure trove named Rabindrasangeet. We have

tried to find out the stories behind each song and incorporated them in the videos. I have sung the

songs. Each song starts with a voiceover in English so that listeners who do not know Bengali can also



any formal training and am ignorant of the nuances of vocal music, I have learnt the songs from their albums. Songs like *Poush toder dak diechhe* or *Alo amar alo*, which I used to listen to in my childhood, are also on the list."

Research

The project involved extensive research work. Sudipta Bhattacharjee, adjunct professor of Brainware University in the department of Media Science and Journalism, put in immense effort. "All the anecdotes have been scripted by her. The subtitles have also been written by her. She put her heart and

Sen, Subir Sen, Srikanta Acharya, Suchitra Mitra, Kanika Bandyopadhyay and others. Since I don't have

audience, understanding each word being sung was important. Hence the literal translation. Coming up with suitable anecdotes for each song was also difficult since a lot of research work was required," Bhattacharjee said.

translations. At times, we have used Tagore's own translation like in *Ami chini go chini tomare*. For some songs Tagore had skipped lines in some places and given a synopsis. It is very difficult when one is writing subtitles. So we wrote our own subtitles, too. Since the initial target was the non-Bengali audience, understanding each word being sung was important. Hence the literal translation. Coming

"I was involved in the editorial aspect of the project. The subtitles that you see in the songs are all literal

Mookhopadhayay worked as a market planner for nearly a decade before setting out on his own.

The ex-student of Ramakrishna Mission Vidyalaya, Narendrapur, graduated with honours in

Economics from St Xavier's College, Kolkata, completed his master's in Economics from Calcutta

University and MBA from IISWBM, before joining Hindustan Lever as a management trainee.

Besides being an ardent listener of Rabindrasangeet and Bengali *adhunik gaan* (modern songs), Mookhopadhyay is also a weekend singer. Not only Rabindrasangeet, he has recorded Bengali and

Covid

YouTube

Hindi songs of Hemanta Mukhopadhyay.

Mookhopadhayay is a self-taught digital artist who dabbles in photography.

Tags: Rabindrasangeet

LAST UPDATED ON 04.07.23, 06:55 PM

Share:

Rabindrasangeet Music lockdown

soul into the project," Mookhopadhayay said.

The man behind the idea