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*North Bengal Artists Should
Create their Own Identity.*

ZUBEEN

HIGHLIGHTS:

Performance: Zubeen in Siliguri

Face to Face: Adhayan Suman

Food: Innovative Branding Strategies from Siliguri's Guru

History: Importance of Chandannagar in Sri Aurobindo's Life

*Yours Own
Online News
Magazine*



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TNI

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North Bengal's First Online News Magazine

timesofnorth.IN is the first online news magazine from North Bengal plains which is dedicated for news and reviews. timesofnorth.IN was created with an objective to highlight North Bengal, North East India, Sikkim, North Bihar and many more. Updated news reviews with an analytical perspective are going to be the main feature of TIMES OF NORTH. It is not only going to depict reviews of North Bengal but also is going to feature news analysis from around the country and the globe with National and International importance.

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CONTENTS

Once a Dream, Now a Mission: Cactus Trools.....	1
Bansberia Kartik Puja: The Chandannager Way Up.....	3
Innovative Branding Strategies from Siliguri's Guru, The Sweetshop.....	5
Adhyayan Suman Shoots for 'Ishq Clicks' at Siliguri.....	7
Importance of Chandannagar in Sri Aurobindo's Life.....	10
Smartphonophilia Driving the Shivmandir Youth Commune.....	12
Cipla's Corporate Social Responsibility.....	14
Udayan Sports Library, a Gem of Siliguri's Sports Circuit.....	17
Does Spirit Exist or are they our Mind Games?.....	19
North Bengal Artists Should Create Their Own Platform: Zubeen.....	22

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COMPLEMENTARY PROMOTIONS



ONCE A DREAM, NOW A MISSION: CACTUS TROOLS

Nisha Chettri



Mohan Samsheer Pradhan had a dream of having his own nursery one day. In 1971 his dream came true when he started his very own nursery in the land of the kings, Kalimpong. Tourists like the Punjabi's, Gujarati's, Bengalis etc. even foreigners like Japanese, French and Englishmen are often visiting the place and are seen to enjoy the dream created by Samsheer Pradhan amongst the scenic beauty of Kalimpong.

Mohan Samsheer Pradhan is no more but the legacy is being carried out by his family members. The entire area comprises of 1500 different varieties and species of cactuses in which the blue cactus is the most expensive. Cactus overall requires an artificial temperature of 40° F for their sustainability in the hills. The manure used for the plantation is humus and some mixture of animal dung. Dhanu Pradhan informed that Cactuses need not be watered excessively.

The prospects faced by the widowed wife are inexplicable, according to her, 'I used to observe him taking care of cactuses, and that's what I've implied after his death, I've been trying to nurture the plants like him till now.' Adding to that she said that her late husband won many life time awards like Bijayashree.

The daughter of Late Mohan Samsheer Pradhan, Nabanita Pradhan want to take the legacy of her father to the young unemployed youth of Kalimpong to start their career in a new dimension. She also said that the art of cactus plantation is no doubt a daunting task but will definitely give long term returns in the near future both economically and in terms of mental satisfaction.

Picture: Nisha Pradhan (TNI)

BANSBERIA KARTIK PUJA: THE CHANDANNAGER WAY UP

R. Subrata



Kartik Puja may not be so much famous in North Bengal unlike that of historical towns of south Bengal like Bansberia and Katwa. It's a puja celebrated during the Kartik month of the Bengali year. Similar to Durga Puja it is also celebrated for all four days i.e. Saptami, Asthami, Nabami and Dashami. In Bansberia during the time of Kartik Puja unlike the other Pujas of Bengal other idols of deities also features along with Kartik idol like Narayana, Mahadev, Loknath Baba, Ravana, Garur etc. People say that it's the main characteristics of Bansberia Kartik Puja. Residents of the town also says that if people come to see Bansberia Kartik Puja

then the common proverb in Bengali will become reality i.e. “‘বারো মাসে তেরো পার্বণ” (12 rituals in 12 months). Years go by but this ritual hasent changed much. Everytime we are reminded with the world famous Jagaddhatri Puja of Chandannagar. Bansberia Kartik Puja enjoys the similar grandeur. However till date it didnt find the similar focus in the media unlike Jagaddhatri Puja, Durga Puja or Kali Puja of Bengal.

Big Budget Kartik Pujas are the main attractions of Bansberia Kartik Puja which witnesses skyscrapper Puja Pandals every year. The Budget of the puja committees hovers around 30-40 lakhs or higher for the upper scale Kartik Puja committees of Bansberia. As mentioned earlier along with idols of Gods and Godesses like Mahadev, Natraj, Durga, Tara Maa, Loknath Baba, Ganesh, Kamala Mata, Krishna, Ganga, Kamdhenu, Maa Santoshi etc. are worshipped along with Kartik. Sometimes even the main Kartik remains missing in the whole lot. Kishor Bahini, a Kartik Puja Committee of Bansberia is celebrated 50 years of organising the Kartik Puja this year. This puja committee generally worships Nataraja in place of Kartik. Milanpally Kartik Puja committee also worships Nataraja. Clubs like Ramkrishna Sangha, Junior Balak Sangha worships Narayana in place of Kartik. Milani Sangha, Pratap Sangha worships Mata Santoshi idols during Kartik Puja. Apart from the various idols worshipped along with Kartik idol or in place of Kartik Idol, exclusive Kartik idols are also known in different names like ‘Jamai Kartik’, ‘Jilipi Kartik’, ‘Raja Kartik’ etc. Sabuj Sangha of Bansberia every year worships Jamai Kartik. The attire of Jamai Kartik is very similar to the typical Bengali Jamai Babu look. Like every year Bansberia witnesses a huge rush of pandal hoppers to see Bansberia Kartik Pujas. It is estimated around 91 accounted Puja Committees are celebrating Kartik Puja. Local administration had taken enough steps to maintain law & order during those puja days.

Picture: Social Media

INNOVATIVE BRANDING STRATEGIES FROM SILIGURI'S GURU, THE SWEETSHOP

Varsha Byahut



Joining in the league of eggless bakeries 'GURU', the popular sweet-shop situated at Sevoke Road, Siliguri, has started a new line of bakery products in their store. Apart from Specializing in Sweets it made its experimental venture with their eggless bakery section. Most probably Guru becomes the first Siliguri brand in confectionaries, which come up with the strategy of personalised branding. The main protagonist in this strategy is the expert Chef Dominique John. Chef Dominique John, had worked for Hyatt Kolkata for 4 years along with bigger names like Kookie Jar, Upper Crust is now here in Guru. Hailing from a Christian family Dominique John always had a passion for baking cakes. Eventually it became his life-long profession. He has also worked for an eggless concentrate based company in Bangalore. That too boosted his confidence in taking this up as a challenge. This is for the very first time he is in Siliguri to serve us with his

specialized designer wedding cakes. Though Chef Dominique would not admit it, however his expressions suggest that he is enjoying the branding status through GURU. The sweet-shop also offers a wide range of sweets varying from low fat sweets to Sugar-free Sandesh, peda, Rosogolla, handmade chocolates and many more. Most of the ingredients are imported from the U.S. Even the health conscious people need not worry. New introductions have been made to the confectionaries section such as Atta cookies, multigrain bread, oats cookies and many more are on its way. GURU is also Siliguri's first ISO certified shop. They have developed a niche of the sweets market, setting a new benchmark with its hygienic and healthy food, snacks; all prepared by professionals.

Picture: Varsha Byahut (TNI)

ADHYAYAN SUMAN SHOOTS FOR 'ISHQ CLICKS' AT SILIGURI



Adhyayan Suman was in Siliguri these days shooting for his upcoming film titled “ISHQ CLICKS”. The film is a powerful love story directed by Anil Balani of the Rakht Bheej fame. “ISHQ CLICKS” is being shot at a plush bungalow of a resident Mr. Rajesh Agarwal at Uttarayon Township, Matigara. TNI representative *T. Deepika* checks into the sets and immediately goes in for an exclusive tete-e-tete with the junior Shekhar Suman. Here is the transcript of a candid interview by Ms. T. Deepika (TNI) with Adhyayan Suman in the sets of ‘ISHQ CLICKS’ at Siliguri.

TNI: Please share your experience of shooting at Siliguri.

AS: Because the people are beautiful and the location is beautiful and we need our film to look beautiful. 'ISHQ CLICKS' the film: Is a film about Ishq, it's about Mohabbat, it's about romance, it's about passion people sort of using relationships to go ahead in life or move on in life not understanding how important a relationship is. It's the story of Aditya Singh, a Photographer who falls in love with a girl but when the moment he sees an opportunity sort of a ladder in his career he leaves her only to realise she was the girl he was always in love with. That's the entire story. It's a very interesting, passionate, romantic film.

TNI: From a Billionaire in 'Heartless' to a Photographer in 'Ishq Clicks':

AS: In 'Heartless' I was playing a billionaire. In 'Ishq Clicks' it's a very heroic sort of a lover boy, very charming attitude. It's interesting; this is a character I've always wanted to play onscreen. He's got the moves and he is very intimidating, when he talks to a woman. When he talks to his girl he's looking straight into her eyes and talking to her. Very romantic and charming something I always wanted to do.

TNI: Is it the personal experience that's helping in the film?

AS: I don't know you have to tell me if I'm charming and romantic enough (smiles). To be very honest, a lot I have done in the film is something that I have not gone through a workshop or anything. I feel that as Aditya that I'm playing again after 'Heartless' this Aditya is a lot like Adhyayan Suman, the way he is in reality apart from the fact he uses people to move ahead in life because for me relationships mean the world to me. If I love someone whether it's my mother or my father or my friend or my lover with their support and their emotional support is the reason why I sort of if at all gain any sort of success or I have in the past it's all because they have loved me and supported me and they have been there emotionally for me and that's very very important to me and I will never ever give up on them just to move ahead in life with my career.

TNI: How is your father playing as a source of inspiration?

AS: Definitely there's no doubt that my father's been my inspiration because the fact that if you look at his journey he's been in the industry for 30 years, Mashaallah and he's done so much and so well for himself and Shekhar Suman with all due humility and modesty is still Shekhar

Suman. 30 years and there is so much that he has yet to offer and I keep looking at that and keep realising oh my god! that I have a long way to go but there so much one man can do and that's what I'm trying to do and its very important not to think about whether I'll be successful or not at this point because you've got to keep working and if you work hard and if you do what you have to do, to be where you want to be eventually success comes to you and I'm just there doing my thing.

TNI: What's your belief of losing weight and keeping fit?

AS: If you saw the first schedule of 'Ishq Clicks' that I have just finished, I was much leaner than what I'm right now because this character now this part of the film is where he is supposed to look a bit bloated because he is having so much alcohol and every scene he's having alcohol. He is dead depressed because there is no one in his life. I think I try as hard as possible to sort of with the scenes and the songs keep working on my looks because I think that is very important.

Picture: T. Deepika (TNI)

IMPORTANCE OF CHANDANNAGAR IN SRI AUROBINDO'S LIFE

Kaushik Ghosh



Chandannagar, the Corporation city and former French colony, located on the Hooghly River, the city has been able to maintain a separate identity different from all other cities and abide by her own characteristics. The city demands a privilege position in the life history of Sri Aurobindo (15 August 1872 – 5 December 1950). Aurobindo left few days here during the time of his transitional period from a 'Political Man' to 'Spiritual Guru'. In 1890 Aurobindo passed the open competition for the Indian Civil Service, but at the end of two years of probation failed to present himself at the riding examination and was disqualified for the Service. Sri Aurobindo passed thirteen years, from 1893 to 1906, in the Baroda Service, first in the Revenue Department and in

secretariat work for the Maharaja, afterwards as Professor of English and, finally, Vice-Principal in the Baroda College. In 1906 Sri Aurobindo came to Bengal with this purpose and joined the New Party, an advanced section small in numbers and not yet strong in influence, which had been recently formed in the Congress. The political theory of this party was a rather vague gospel of Non-cooperation; in action it had not yet gone farther than some ineffective clashes with the Moderate leaders at the annual Congress assembly behind the veil of secrecy of the “Subjects Committee”. Sri Aurobindo was prosecuted for sedition in 1907 and acquitted. Up till now an organiser and writer, he was obliged by this event and by the imprisonment or disappearance of other leaders to come forward as the acknowledged head of the party in Bengal and to appear on the platform for the first time as a speaker. The year 1910 is very important to know Sri Aurobindo spiritually. It was that very year when Sri Aurobindo reached Pondicherry (now Puducherry) from Bengal and devoted his rest of life in spiritual and social work there. Actually on 24th January, 1910 Shamsul Alam was shot dead in the High Court. Alam was the Dy. Superintendent in the Intelligence Department.

The Police was very much daring to take revenge against the freedom fighters (obviously in the eyes of the British they were terrorists). During this time Aurobindo received information that his ‘Karmayogin’ (a weekly review of National Religion, Literature, Science, Philosophy etc) office will be searched and he will be arrested. Aurobindo, receiving three words command (‘Go to Chandannagar’) from the superior decided to leave Calcutta. He actually left Calcutta within 10 minutes of receiving the above mentioned command. He reached the Ganges ghat at Boraichanditala, Chandannagar in one fine morning in the month of February, 1910. He was accompanied by Biren Ghosh and Suresh Chandra Chakravarti alias Moni. Local arrangements were done by Motilal Roy for his underground. He stayed Chandannagar till 31st March of that Year. On that very day he left Chandannagar for Pondicherry receiving order from the same superior. He reached Pondicherry on 4th April. And the rest is history not only for him but millions of his followers.

(With inputs from sriarobindoashram.org)

Picture: Kaushik Ghosh (TNI)

SMARTPHONOPHILIA DRIVING THE SHIVMANDIR YOUTH COMMUNE

Dilip Roy Chowdhury



In continuation with the younger generations and the youth of metropolis drifting along the Smartphone fever, Shivmandir the educational hotspot of Siliguri SD is also not lagging behind. Apart from the gadgetary technology, the smart phone really makes people look much smarter than what they are. May be half a decade back, these have been used rampantly for business purpose by the technocrats and corporateurs. However, the scenario has changed rampantly in leaps and bounds and due to huge cost reduction and addition of innumerable user friendly features today's Smartphone makes people delightful both to the mature and the youth. University goers, especially the would-be techies like Suman Dey, Sudeshna Saha, Moumita Guha, Indranil Banerjee, Shahanaj Khatun, and Riya Dey says "We are smart now." They also added besides the normal features of a general phone like making calls and sending text SMS, they can use internet for their class lessons. They are really delightful to have Smartmobile Phone, by which they can shoots Pics (photos) and edit those, apart from this gaming and social

network chatting are also some attractive points for the Smartphone craziness among the students. Networking Apps like WhatsApp brings them closer for sending text and video messages; according to them, and they are really very happy and delightful to get smart phones. It is not that the youth groups are only interested on smart phone, school students are also lured into the same bandwagon. Mr. Subendu Ghosh, of Mira Informatics Shivmandir, Siliguri, “Maximum students of Shivmandir area are highly addicted to the Smartphones than the adults. It has now become the symbol of ‘Smartness’ while hanging out with others”. Ghosh further clarified “Out of total sales of mobile phones, Android phones are highly on demand and youths are purchasing them like hot cakes. He also added, “Though mobile phones of reputed brands are sold on a regular basis, like Samsung, NOKIA, but along side, considering the price and the features, there is a growing market of comparatively small brands like Micromax, LAVA, Karbonn, Intex etc.”



Although, according to students, and the common people, there are several reasons of delightfulness associated with the Smartphones, there is are few negative impacts of using Smart mobile phone also. They confess that they are highly addicted to gaming and social networking in a useless manner. These often kill their usable productive time and they got distracted from their regular studies. Mostly youth are suffering from “No-SmartPhone-Phobia”, as they often fear about being misplacing and losing Smart-Phone. There may be several negative impacts of using smart phones, but today’s youths especially in this area are grabbing the Smart Mobile Phone, to be the smartest person in the world.

Picture: Dilip Roy Chowdhury (TNI)

CIPLA'S CORPORATE SOCIAL RESPONSIBILITY

Analjyoti Basu



Cipla Global Limited has fulfilled the definition of Corporate Social Responsibility by reducing the price of cancer and HIV medicines and making it available to much broader section of patients who might not avail the price put by the other MNCs in the pharmaceutical sector. It had a market capitalization of \$8.1 billion as of 2014 with revenues of \$104.3 billion. In fact, in 2013, former US President praised Cipla for its contribution to saving lives and fighting HIV/AIDS. The company was founded in the year 1935, by Dr. Khwaja Abdul Hamied, in the era of World war when supplies from abroad were curtailed and there was a need to make India self-sufficient in medicines. Dr. Khwaja Abdul Hamied's legacy was carried forward by his son, Dr. Yusuf Hamied, from the year 1960 who after completing his PhD from Christ College, Cambridge under the mentorship of Nobel laureate Alexander Todd. At this time he found himself in a handicapped position as the patent law was operational and major drugs which he

wished to manufacture came under the ambit of patent. To break the stalemate and to generate business opportunities by making medicines made in India available Hamied formed the Indian Drug Manufacturer's Association in 1961 to push up their cause. The sea of opportunities opened for Cipla in 1970 when the new patent law came into action and it was declared that companies can manufacture the patented products by making necessary changes in the manufacturing process. By mastering technical and business knowledge Cipla came as a frontrunner in the pharmaceutical sector. Oral iron chelator for thalassemia sufferers were provided for the first time in 1990's with an easy-to-use, painless and affordable treatment. In 2001 Cipla's work transformed life of many when medicine for treating AIDS, Ant-Retroviral (ARVs) was made available at 'a dollar a day' scheme. Dr.Hamied admits that – providing anti-Aids cocktail drug for \$1 a day changed the world for Cipla. Explaining how it got business he said-“We brought down the price of a medicine that was being sold for \$24,000 a year in the US by MNCs to just \$365 for the Africans. We are fighting numerous patent cases. But the world has now recognised us for making medicines affordable for the poor. Today, more than eight million Africans are treated with our drug. We are also selling a stomach cancer drug in India for Rs 6,500 for 30 tablets, against the Rs 2, 80, 000 MNC charge”. He also admits that price-war is a big challenge these days. Comparing Indian and US patent law he admits that Indian laws are stricter than Americans but at the same time talking about American stands on Patent laws he said that Americans practice frivolous patenting. His view is Patent Laws are national not international and designed as per companies needs.

Cipla is trying to convert into domestic to international in the ratio of 70:30.Hamied also completely believes healthcare business is doing something with life saving and one have to be a humanitarian while doing it. But this humanitarian feeling is replaced by hardness when it comes in turn of acquiring a company. In his side the business stalwart believes that –one has to become too big to be acquired. One can manage a business to a certain limit of growth but after that the management style has to be changed as it grows bigger and bigger. In that case even one can think for mergers and acquisition too. Speaking about the future Dr.Yusuf says that the company has framed their strategy upto 2024 where the world is being divided into various quarters where Cipla's strategy is expected to generate business from all quarters. Cipla's story places some important facts in front us. First, if anybody is having a wish to do good for the society there are

ways to achieve it provided the wish is genuine in nature. Second, profit should not be only goal to run the business. Organizations should also have some space for humanitarian works-that will benefit the society. They should also realize the fact that it's the people of the society that gives them the business. And who said profit and societal works cannot go parallel. They can use internet for their class lessons.

UDAYAN SPORTS LIBRARY, A GEM OF SILIGURI'S SPORTS CIRCUIT

Kushal Dasgupta



On 5th January, 2014, Udayan Memorial Sports Library, completed its golden jubilee. A sports quiz event was organized to celebrate the day and sports lover of Siliguri participated in the event with full enthusiasm. Udayan Memorial Sports Library, located at college street of Siliguri is the second sports library of India, which was founded by late Panu Dutta Majumder in 1964. From its inception, it has been unique in terms of their variety of collection. In today's context also, the library is one and only of its kind especially if we consider the sports infrastructure of North Bengal. The library has wide range of collection of books covering almost every dimension of sports. May it cricket or football or tennis or hockey, one can find it there in the sports library shelf.

In Siliguri, it is never an easy task to get a good collection of sports books in any of the traditional book store. In such a context, Udayan Memorial Sports Library has played a significance role since 1964 to spread awareness regarding sports and to broaden up the horizon of knowledge in sports domain.

Now they have more than 500 active members who regularly meet and share their knowledge and views regarding various sports related issues.

Picture: Ranatu Ghatak (Siliguri)

DOES SPIRIT EXIST OR ARE THEY OUR MIND GAMES?

Dwaipayan Bhattacharya



It is really fun to watch television in the evening once the days' work is over. Making oneself comfortable grabbing the remote and searching for the favorite show! These days dish television offers you a variety of channels so it's kind of real delight with loads of movies, soaps, news, and reality shows etc. I remember in our childhood we had only one channel the "Doordarshan" and Sunday it was a special day for us which was a fun filled entertainment kick starting the entertainment day with HE-man, Mahabharata, Star-trek till noon, and then again Spider-man in the evening followed by the biggest "event" The Hindi feature film from 5.45 p.m. with a 15 minute break at 7.30 pm.

I never missed a "Sunday movie" whatever the reason been, it was food for motivating my soul.

With time, things have changed for better, now channel runs for 24 hours, quality of telecast is great and there are channels for all age.

Last day I was watching a program “haunted” in national geographic it’s all about presence of a wicked spirit in a house, although the program was nice to watch but I felt the truth is still floating in a question.

My friend who was also watching the program believed it to the core, but I was not that convinced.

There are certain “beliefs” in our life which are being implanted in our life during childhood and we move forward in our life keeping such views, justification in situations. I have always believed that there are no presences of spirits as I was told by my father “it’s all crap” so I could not believe the program in NGC. Man it’s all your views.

Sometimes people like me who never had any beliefs on spirits, when confronts spirit becomes very hard to digest whether such things “exist” or “do not exist”. Let me share an experience of a spirit whose presence was evident at my room years back. It was 2009 and that time I was sharing a room with a friend who was from the same place I belonged. We enjoyed every weekend and occasions together. Everything was common with each other, most profoundly the addiction of watching movies, any new movies to be released in the market and the pirated versions already released in our home DVD player. We watched varied movies starting from action, romance, art films, comedy and horror. One weekend my friend brought a DVD of a horror movie “1920” quite a popular movie we heard about but however we missed out watching earlier. After our dinner was over we sat together to enjoy the movie. The film started with a light note of a person working as an architect for a firm, got a castle kind house to renovate and transform it into a beautiful hotel. The story becomes very interesting when the architect’s wife finds the castle like house haunted and becomes a victim of an evil spirit. The acting was superb; the characters in the movie would really give a creep to the person watching the movie. But finally since it’s a Bollywood movie it ends with a happy note. Truly admitting I was a little scared and it’s obvious. The movie was over by 11.30 pm and we were planning to sleep happy as it was a Sunday next morning. My friend switched off the DVD player and the television and went to the washroom for his final peeeeehehe.

I started to play a prank over him as he believes on such spiritual existence and I shouted “I just saw a spirit near our window pane” my friend replied bull shit from the washroom and asked me to go for sleep. But suddenly in reality the power went off and it was dark, I again shouted and told him the power went off, but sooner I found him coming out of the washroom with the power on in washroom. He came disgusted and asked me what is wrong with me as why I am lying. I replied I am not lying, see there is now power in our bed room, he laughed and said you switched off, I told him believe me I didn’t switch off. Anyways he did not believe and went to sleep. The whole night I thought that there was no power cut, but how did the light, got switched off automatically. Morning I woke up and tried to convince my friend that it really happened but to vain. I then stopped telling it to him and started pondering how it happened?

Weeks went by and I stopped thinking about it as how did it happen. In the mean time we watched again a number of movies. Ok when we watch a movie we usually take a break for a smoke and tea; tea is prepared on turn. A few days later as we were watching a movie we stopped for the usual break and this time it was my turn to prepare tea. While preparing tea I saw a fat lizard making its way on the walls, the lizard was quite fat, I was just observing the lizard as where does it go.... To my amazement what I found is that it’s following a definite path and the switch board in the bedroom fall in his way. The moment it made its way through the switch board in the bed room the power went off. Prayag exclaimed! What happened and I answered “The spirit Lizard”.

When I further investigated the scene lol... I found the switch is very sensitive and a slightest of weight causes it on &off. I still now think it’s all about how you think, I believe everything is logical and I found a logical answer “a lizard’s play” behind the wicked power cut, for someone else it could be a real “spirit” without any argument or logic.

ITS ALL IN OUR MIND AND THE WAY WE ARE TUNED IN CHILDHOOD.

NORTH BENGAL ARTISTS SHOULD CREATE THEIR OWN PLATFORM: ZUBEEN

Priya Roy



Siliguri witnessed the Indian singing megastar Zubeen from North East perform an electrifying show here in City Centre. The show was organized by a local media organization in association with other organizing partners like Inox, City centre etc. In a press meet here in Uttorayon, Zubeen became candid with the press and declared some of his future projects. According to him he is now concentrating on his own audio visual production house titled I Creations, which is being looked after by his wife. It's basically functioning from Guwahati. He plans to release 3 of his 7 films under production by January 2015. Among them there is a bilingual film titled Mission China both in Assamese and Bengal.

When asked about his pastime he clarified himself as a football fanatic. He and his friends are investing both monetarily and socially in creating a professional football club from Guwahati. Further, an art academy named 'Avinoya' is also run by Zubeen's foundation in Guwahati. Apart from these, Zubeen has mentioned in the press meet that he is going to organize an event very shortly in memory of his sister, who is no more. Primarily, the event would be staged in Guwahati. However, various artists from the entire country are going to participate in the concerned event.

When asked about his idol, Zubeen blatantly replied about the legendary music composer and singer S. D. Burman. The press reporters asked about his thoughts of North Bengal music. Zubeen non hesitatingly replied that there are no dearth of talent and performance among the musicians of North Bengal however, due to proper lack of knowledge, guidance and support they often go in oblivion. He urged the musicians of North Bengal to create their own platform rather than depend on the music industry elsewhere.

Picture: Priya Roy (Siliguri)



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