



Vivek Anand Oberoi in

Bombay

Uniting Indians through music



Godswill, Sukhwinder, Mithoon and Shailendra Singh

Inspiration is the key for Shailendra Singh. He isn't the kind to dwell on past achievements, and diverts his energies towards newer challenges. His zeal to collaborate with the youth has pushed him to kick-start 23 start-ups across fields like films, music, sports, charity and digital content. For example, he is among the few, who have made India's first cause cinema, *Phir Milenge* (2004) with Salman Khan. Shailendra recent-

ly released his global Anthem4Good— *Ek Bharat, Mera Bharat (One India, My India)* — which aims to unite around 1.4 billion Indians across the world in celebration and oneness.

About joining hands with the award-winning composer Mithoon, to create the anthem, he says, "I wanted to do something about the anger and frustration that I was feeling. I wanted to tell the 600 million youngsters, under the age of 25, in

this country that apathy is not the answer. I have always believed that music has the power to unite. Mithoon is a dear friend and he is incredibly talented. He understood exactly what I wanted to do. We spent many months working together to create not just a song, but an anthem for all Indians. That's how *Ek Bharat, Mera Bharat (One India, My India)* was born.

CONTINUED ON PAGE 9

ENTERTAINMENT / MUSIC

BOMBAY TIMES, THE TIMES OF INDIA 9

I WANT TO TELL YOUNGSTERS THAT APATHY IS NOT THE ANSWER: SHAILENDRA SINGH

CONTINUED FROM FRONT FLAP

Artists like Sukhwinder Singh, Jubin Nautiyal, Godswill and Sayeed Qadri have also joined hands for the anthem. Ask him about it, and Shailendra replies, "Mithoon truly brought in some incredible artists. Every one of them poured their heart and soul in to this anthem. Jubin brought Qadri *saab's* lyrics to life in a breathtaking way. When he sings, *Tu mere dil ka marham*, I get goosebumps. Godswill has never sang before, but when he sings the English chorus, *We gotta light the fire*, you can feel his passion. And Sukhwinder's *Suftana* rendition gives me goosebumps every time I listen to it.

In his career spanning over three decades, Shailendra has produced 72 feature films, 2,000 ad films and recently even started writing and directing feature and short films. However, the anthem is his first music video. He elaborates, "I was inspired by the anthem, and what it would mean for India. I took it to Ramesh Poddar, who I am very close to, and asked for his support. He instantly agreed and I packed my bags, and hit the road with my assistant director and cinematographer. We travelled 21 cities in just nine days. We met monks in the highest corner of Sikkim; priests in the churches of Kerala; walked through dozens of temples in Tamil Nadu; bathed with the Nagas in Maha Kumbh; and so much more. India is a diverse and beautiful country, and we experienced only a fraction of it. I have always been proud to be Indian. But this trip made me feel truly blessed to be Indian."

Apart from focussing on music and entertainment, Shailendra has also diverted efforts into raising money for children's education with artists like



Shailendra Singh with a bunch of kids during his travel

'INDIA IS A DIVERSE AND BEAUTIFUL COUNTRY... I HAVE ALWAYS BEEN PROUD TO BE INDIAN. BUT THIS TRIP MADE ME FEEL TRULY BLESSED TO BE INDIAN'

— Shailendra Singh

Hardwell, Martin Garrix, Adnan Sami and more. He shares, "The power to bring about a change is within each and every one of us. I have been blessed with creativity, which I use to express, entertain. But even more than that, I want to inspire the next generation to use whatever tools they have, to make the world a better place. To stand up against the things, systems and people who want to divide us, and unleash enough love in the world to unite us all."

About his future projects, he says, "I am delving into writing and directing, and have three feature films, which are at

different stages of production. While one film features one of the best ballet dancers in the world, the soundtrack for the other is being composed by a talented LA-based musician. Cricket is still in my blood, and just as I started cricketainment many years ago, I'm waiting to pump more energy into sport. Guestlist4Good (an entertainment-for-good social enterprise that raises awareness and money for children's education) is amping it up even bigger. And, 2020 is right around the corner. We are planning 20 concerts in 20 cities around the world — it's a big dream, but dreams are what drives me."