

Research Article

DOI: <http://dx.doi.org/10.22192/ijamr.2022.09.05.003>

Tagore's Songs of *Swadesh Parjaya*: Popularity Assessment in Society on the Basis of YouTube Data, 2021

Sumana Bhattacharyya

Assistant Professor, Department of Music, Maharaja Nandakumar Mahavidyalaya, Purba Medinipur, West Bengal, India
Email: sumana1682018@gmail.com

Dr. Sumanta Bid*

Govt. Model School, Hirbandh, Bankura, West Bengal, India
Email: sumantabid460@gmail.com
*Corresponding Author

Abstract

Rabindranath Tagore has well been recognized as a great poet as well as very familiar akin to a song writer. His popularity has been increased even overseas the country through his creation of Rabindrasangeet (songs of Tagore). Ample sizes of audience have devoted to his song. The older modes for listening song have been changing day by day owing to transformation of society and technology. Online platform and social media such as YouTube, Facebook, Twitter, Instagram, WhatsApp have played a major role for watching, listening and sharing audio-video mode of songs since beginning of the 21st century. A number of audiences have used these virtual platforms to listen the Rabindrasangeet. Among these online based modes, YouTube is very popular and attractive to the audience as it provides both audio and video form of song. There are many options in YouTube such as number of views, subscribe, like, share, download etc. that highlight the popularity of any particular song. At present Rabindrasangeet hurriedly spread out through YouTube platform along with mainstream filmy songs. Tagore wrote almost 2,200 songs in his life and divided them into some *parjaya* such as *Puja*, *Prem*, *Prakriti*, *Swadesh* etc. In *Swadesh parjaya* there are 46 songs. The work is an attempt to assess popularity of the *Swadesh parjaya's songs* on the basis of number of highest view in YouTube among different channels of numerous artists.

Keywords

Swadesh parjaya;
Rabindrasangeet;
Social media;
Online mode;
Virtual platform;
YouTube

Introduction

Since the end of 1960s Rabindrasangeet has gradually been entered into economic field in different ways. The songs have been started to use in film, television, radio, gramophone record etc. Different listening modes are transforming with the changing of technology. Since the 1980s CD and DVD cassettes play a pivotal role in this field (Karmakar, 2019). In the beginning of the 21st Century, different online based platforms and social media such as YouTube (2005), Facebook (2004), Twitter (2006), Instagram (2010), WhatsApp (2009) have played a major role for watching, listening and sharing of audio-video form of songs. Among these online based platforms, YouTube is the most popular to the audience to listen any kind of songs. Rabindrasangeet also rapidly spread out through the YouTube channels. A number of singers upload their songs both in video and audio format in the online based platform YouTube. Now, it becomes essential to almost all groups of people who are interested for listening song.

Tagore wrote almost 2,200 songs in his life and separated them into some *parjaya* such as *Puja*, *Prem*, *Prakriti*, *Swadesh* etc. In *Swadesh parjaya*

there are 46 songs. The research work evaluates popularity of the songs included in the *Swadesh parjaya* on the basis of number of highest view in YouTube among different channels of different artists.

Materials and Methods:

At first a complete list of songs included in the *Swadesh parjaya* has been taken with serial number to follow the sequence of *Gitobitan* (complete collection of Tagore's songs) for evaluation of their popularity on the basis of YouTube data. 46 songs of *Swadesh parjaya* are individually searched into the YouTube in July, 2021. A number of channels of different artists are emerged in the platform. After that, number of view of different YouTube channels has been recorder for each song. Therefore, number of highest view has been enlisted from different YouTube channel for individual song. Thus, final data base has been prepared including three columns viz. (a) SI No., (b) Name of the Song, and (c) No. of Highest Viewer in YouTube (July, 2021). Complete list of songs and highest number of viewer is represented in **table 1**.

Table 1: Songs of *Swadesh Parjaya* and Number of Highest Viewer in YouTube

| SI No. | Name of the Song | No. of Highest Viewer in YouTube (July, 2021) |
|--------|--|---|
| 1 | <i>Amar Sonar Bangla, Ami Tomai Valobasi</i> | 1,068,678 |
| 2 | <i>O Amar Desher Mati</i> | 5,757,184 |
| 3 | <i>Jodi Tor Dak Sune Keo Na Ase</i> | 4,027,396 |
| 4 | <i>Tor Apan Jone Charbe Tore</i> | 26,888 |
| 5 | <i>Ebar Tor Mora Gange Ban Eseche</i> | 208,082 |
| 6 | <i>Nishidin Varasa Rakhis</i> | 19,547 |
| 7 | <i>Ami Voy Korbo Na Voy</i> | 306,942 |
| 8 | <i>Apani Abash Holi</i> | 6,342 |
| 9 | <i>Amra Milechi Ajj Mayer Dake</i> | 10,006 |
| 10 | <i>Amra Sabai Raja</i> | 6,590,906 |
| 11 | <i>Sonkocher Bihobolota</i> | 857,015 |
| 12 | <i>Nai nai Voy, Hobe Hobe Joy</i> | 40,913 |
| 13 | <i>Amader Yatra Holo Suru Ekhon</i> | 20,842 |
| 14 | <i>Janaganamana-Adhinayaka Joyo He</i> | 9,66,90,163 |

| | | |
|----|---|-----------|
| 15 | <i>He Mor Chitto, Punno Tirthe Jago Re Dhire</i> | 15,483 |
| 16 | <i>Desho Desho Nandito Kari</i> | 1,550 |
| 17 | <i>Matrimandiro-Punno-Angono Koro</i> | 13,953 |
| 18 | <i>Age Chol Age Chol Vai</i> | 972 |
| 19 | <i>Anandodhoni Jagao Gagane</i> | 29,329 |
| 20 | <i>Banglar Mati, Banglar Jol</i> | 227,288 |
| 21 | <i>Aji Bangladesher Hridoy Hote</i> | 450,226 |
| 22 | <i>Amay Bolo Na Gahite Bolo Na</i> | 23,088 |
| 23 | <i>Oyi Bhubanomonohini</i> | 20,236 |
| 24 | <i>Sarthak Janam Amar</i> | 67,744 |
| 25 | <i>Je Tomay Chare Charuk</i> | 111,222 |
| 26 | <i>Je Tore Pagal Bole</i> | 1,724,319 |
| 27 | <i>Ore, Tora Nei Ba Kotha Bolli</i> | 682 |
| 28 | <i>Jodi Tor Vabna Thake Fire Ja-Na</i> | 2,453 |
| 29 | <i>Ma Ki Tui Parer Dware Pathabi Tor Ghorer Chele</i> | 1,688 |
| 30 | <i>Chi Chi, Chokher Jole Vejas Ne R Mati</i> | 2,435 |
| 31 | <i>Ghore Mukh Molin Dekhe Golis Ne - Ore Vai</i> | 622 |
| 32 | <i>Ekhon R Deri Noy, Dhor Go Tora</i> | 65,919 |
| 33 | <i>Buk Bendhe Tui Danra Dekhi</i> | 3,704 |
| 34 | <i>Amra Pothe Pothe Jabo Sare Sare</i> | 85,455 |
| 35 | <i>E Bharate Rakho Nitto, Prabhu</i> | 5,023 |
| 36 | <i>Roilo Bole Rakhle Kare</i> | 10,320 |
| 37 | <i>Jananir Dware Aji Oi Suno Go Sankho Baje</i> | 18,834 |
| 38 | <i>Aji E Bharat Laggito He</i> | 3,523 |
| 39 | <i>Cholo Jai, Cholo, Jai Cholo, Jai</i> | 9,014 |
| 40 | <i>Subho Karmopotho Dhoro Nirbhoyo Gan</i> | 26,576 |
| 41 | <i>Ore, Nutan Juger Bhore</i> | 285,082 |
| 42 | <i>Bartho Praner Abarjona Puria Fele Agun Jwalo</i> | 124,670 |
| 43 | <i>Oder Bandhon Jotoi Sakto Hobe</i> | 6,290 |
| 44 | <i>Bidhir Bandhon Katbe Tumi Emon Shaktiman</i> | 431,127 |
| 45 | <i>Khapa Tui Achis Apan Kheyal Dhore</i> | 2,554 |
| 46 | <i>Sadhan Ki Mor Asan Nebe Hottogoler Kandhe</i> | 864 |

Source: Gitabitan and <https://www.youtube.com>

Result and Discussion:

On the basis of number of highest viewer, the entire database has been divided into 6 groups to analyze popularity of the songs. Groups are –

- (1) Greater than 1 Crore Viewer (1 song)
- (2) 10 Lakh to 1 Crore Viewer (5 songs)

- (3) 1 Lakh to 10 Lakh Viewer (9 songs)
- (4) 10 Thousand to 1 Lakh Viewer (16 songs)
- (5) 1 Thousand to 10 Thousand Viewer (11 songs)
- (6) Less than 1 Thousand Viewer (4 songs)

Now, status of popularity of the songs and responsible factors behind it for each group have been discussed and analyzed below:

(1) Greater than 1 Crore Viewer (1 song):

‘Janaganamana-Adhinayaka Joyo He’ (SI No. 14) is the most popular song at present among the songs of Tagore’s *Swadesh parjaya*. The number of highest viewer of this song is 9,66,90,163 among all YouTube channels. Only this single song belongs in this group and gets highest popularity as it is the national anthem of India. Indian people repeatedly search and listen the particular song. A large size of Indian people use YouTube to listen this song especially, in Independence and Republic day of India.

(2) 10 Lakh to 1 Crore Viewer (5 songs):

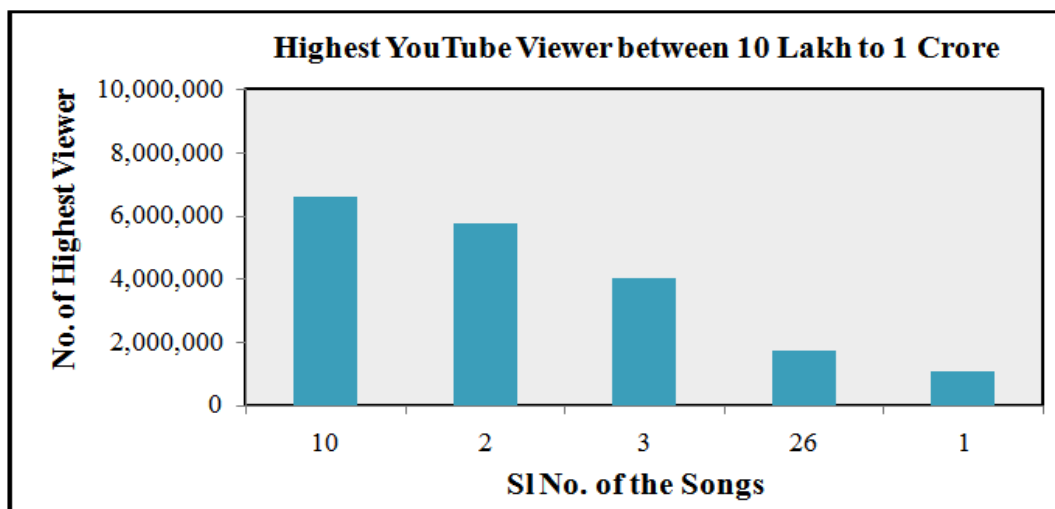
In this category 5 songs are included viz. ‘Amra Sabai Raja’ (SI No. 10), ‘O Amar Desher Mati’ (SI No. 2), ‘Jodi Tor Dak Sune Keo Na Ase’ (SI No. 3), ‘Je Tore Pagal Bole’ (SI No. 26), ‘Amar Sonar Bangla, Ami Tomai Valobasi’ (SI No. 1). In this group, ‘Amra Sabai Raja’ (SI No. 10) is the utmost popular song and number of highest viewer is more than 60 lakh. This song is very popular among children. On the other hand ‘Amar Sonar Bangla, Ami Tomai Valobasi’ (SI No. 1) gets around 10 lakh highest YouTube viewer although it is a national anthem of Bangladesh. **Table 2** and **figure 1** represent the status of popularity of these songs below:

Table 2: Number of Highest YouTube Viewer between 10 Lakh to 1 Crore

| SI No. | Name of the Song | No. of Highest Viewer in YouTube (July, 2021) |
|--------|--|---|
| 10 | <i>Amra Sabai Raja</i> | 6,590,906 |
| 2 | <i>O Amar Desher Mati</i> | 5,757,184 |
| 3 | <i>Jodi Tor Dak Sune Keo Na Ase</i> | 4,027,396 |
| 26 | <i>Je Tore Pagal Bole</i> | 1,724,319 |
| 1 | <i>Amar Sonar Bangla, Ami Tomai Valobasi</i> | 1,068,678 |

Source: *Gitabitan* and <https://www.youtube.com>

Figure 1: Number of Highest YouTube Viewer between 10 Lakh to 1 Crore



(3) 1 Lakh to 10 Lakh Viewer (9 songs):

9 songs are belonging in this category such as *Sonkocher Bihobolota* (SI No. 11), *Aji Bangladesher Hridoy Hote* (SI No. 21), *Bidhir Bandhon Katbe Tumi Emon Shaktiman* (SI No. 44), *Ami Voy Korbo Na Voy* (SI No. 7), *Ore, Nutan Juger Bhore* (SI No. 41), *Banglar Mati, Banglar Jol* (SI No. 20), *Ebar Tor Mora Gange*

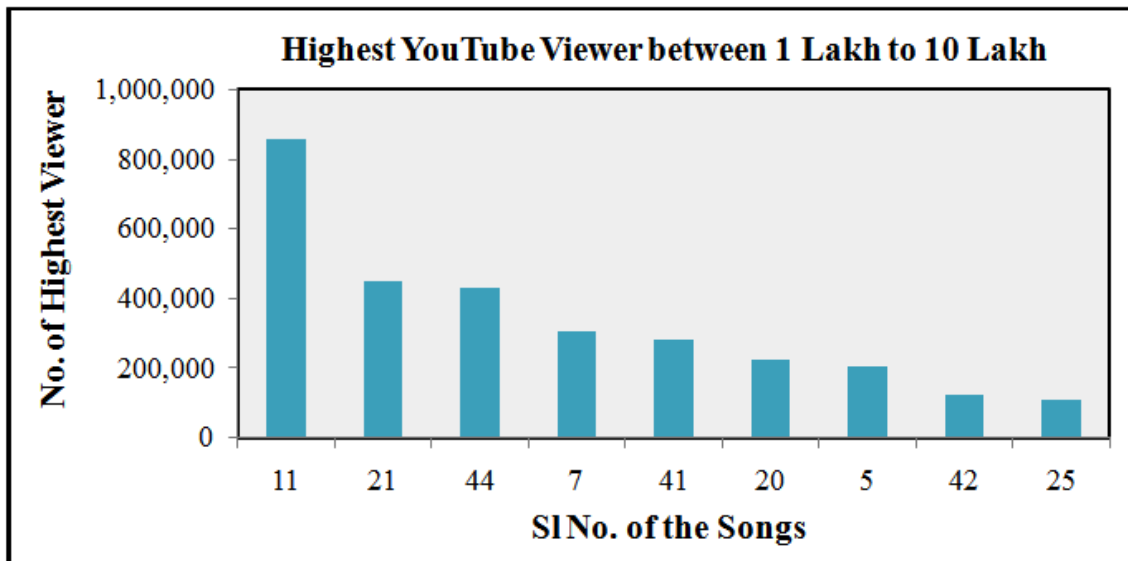
Ban Eseche (SI No. 5), *Bartho Praner Abarjona Puria Fele Agun Jwalo* (SI No. 42), *Je Tomay Chare Charuk* (SI No. 25). Most and less popular songs of this group are *Sonkocher Bihobolota* (SI No. 11) and *Je Tomay Chare Charuk* (SI No. 25) respectively. Number of highest viewer of these two songs is around 8 lakh and 1 lakh correspondingly. **Table 3** and **figure 2** highlight the scale of popularity of these songs below:

Table 3: Number of Highest YouTube Viewer between 1 Lakh to 10 Lakh

| SI No. | Name of the Song | No. of Highest Viewer in YouTube (July, 2021) |
|--------|---|---|
| 11 | <i>Sonkocher Bihobolota</i> | 857,015 |
| 21 | <i>Aji Bangladesher Hridoy Hote</i> | 450,226 |
| 44 | <i>Bidhir Bandhon Katbe Tumi Emon Shaktiman</i> | 431,127 |
| 7 | <i>Ami Voy Korbo Na Voy</i> | 306,942 |
| 41 | <i>Ore, Nutan Juger Bhore</i> | 285,082 |
| 20 | <i>Banglar Mati, Banglar Jol</i> | 227,288 |
| 5 | <i>Ebar Tor Mora Gange Ban Eseche</i> | 208,082 |
| 42 | <i>Bartho Praner Abarjona Puria Fele Agun Jwalo</i> | 124,670 |
| 25 | <i>Je Tomay Chare Charuk</i> | 111,222 |

Source: *Gitabitan* and <https://www.youtube.com>

Figure 2: Number of Highest YouTube Viewer between 1 Lakh to 10 Lakh



(4) 10 Thousand to 1 Lakh Viewer (16 songs):

16 songs are included in this 10 thousand to 1 lakh category. The songs are ‘Amra Pothe Pothe Jabo Sare Sare’ (SI No. 34), ‘Sarthak Janam Amar’ (SI No. 24), ‘Ekhn R Deri Noy, Dhor Go Tora’ (SI No. 32), ‘Nai nai Voy, Hobe Hobe Joy’ (SI No. 12), ‘Anandodhoni Jagao Gagane’ (SI No. 19), ‘Tor Apan Jone Charbe Tore’ (SI No. 4), ‘Subho Karmopotho Dhoro Nirbhoyo Gan’ (SI No. 40), ‘Amay Bolo Na Gahite Bolo Na’ (SI No. 22), ‘Amader Yatra Holo Suru Ekhn’ (SI No. 13), ‘Oyi Bhubanomonohini’ (SI No. 23),

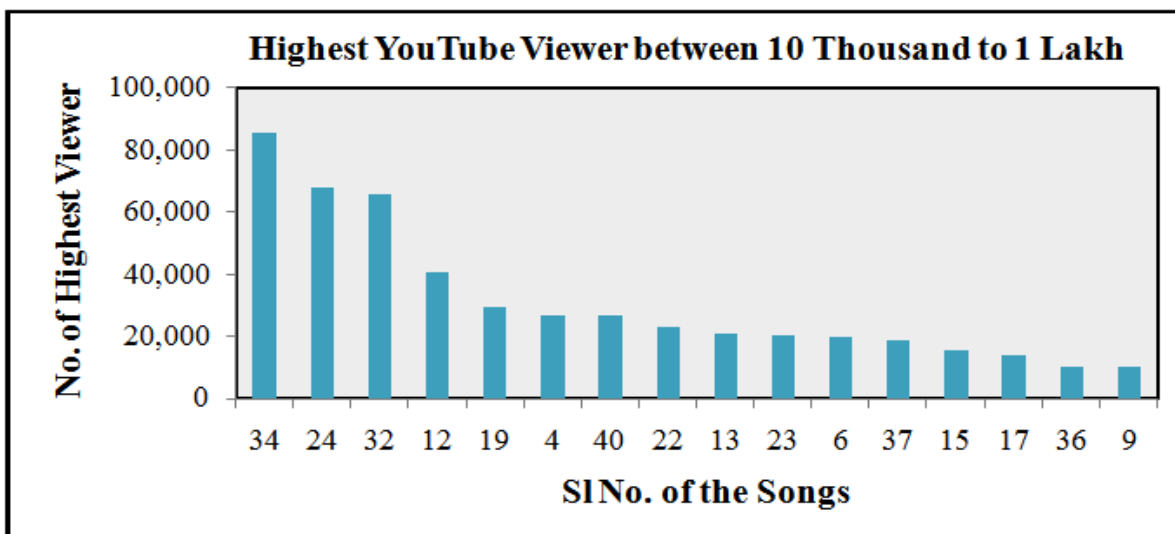
‘Nishidin Varasa Rakhis’ (SI No. 6), ‘Jananir Dware Aji Oi Suno Go Sankho Baje’ (SI No. 37), ‘He Mor Chitto, Punno Tirthe Jago Re Dhire’ (SI No. 15), ‘Matrimandiro-Punno-Angono Koro’ (SI No. 17), ‘Roilo Bole Rakhle Kare’ (SI No. 36), ‘Amra Milechi Ajj Mayer Dake’ (SI No. 9). The song ‘Amra Pothe Pothe Jabo Sare Sare’ (SI No. 34) has around 80 thousand highest viewer and it is the most popular song of this group. On the other hand, ‘Amra Milechi Ajj Mayer Dake’ (SI No. 9) has around 10 thousand highest viewer and is the least popular song of this group. **Table 4** and **figure 3** indicate the popularity of these songs below:

Table 4: Number of Highest YouTube Viewer between 10 Thousand to 1 Lakh

| SI No. | Name of the Song | No. of Highest Viewer in YouTube (July, 2021) |
|--------|--|---|
| 34 | <i>Amra Pothe Pothe Jabo Sare Sare</i> | 85,455 |
| 24 | <i>Sarthak Janam Amar</i> | 67,744 |
| 32 | <i>Ekhn R Deri Noi, Dhor Go Tora</i> | 65,919 |
| 12 | <i>Nai nai Voy, Hobe Hobe Joy</i> | 40,913 |
| 19 | <i>Anandodhoni Jagao Gagane</i> | 29,329 |
| 4 | <i>Tor Apan Jone Charbe Tore</i> | 26,888 |
| 40 | <i>Subho Karmopotho Dhoro Nirbhoyo Gan</i> | 26,576 |
| 22 | <i>Amay Bolo Na Gahite Bolo Na</i> | 23,088 |
| 13 | <i>Amader Yatra Holo Suru Ekhn</i> | 20,842 |
| 23 | <i>Oyi Bhubanomonohini</i> | 20,236 |
| 6 | <i>Nishidin Varasa Rakhis</i> | 19,547 |
| 37 | <i>Jananir Dware Aji Oi Suno Go Sankho Baje</i> | 18,834 |
| 15 | <i>He Mor Chitto, Punno Tirthe Jago Re Dhire</i> | 15,483 |
| 17 | <i>Matrimandiro-Punno-Angono Koro</i> | 13,953 |
| 36 | <i>Roilo Bole Rakhle Kare</i> | 10,320 |
| 9 | <i>Amra Milechi Ajj Mayer Dake</i> | 10,006 |

Source: Gitabitan and <https://www.youtube.com>

Figure 3: Number of Highest YouTube Viewer between 10 Thousand to 1 Lakh



(5) 1 Thousand to 10 Thousand Viewer (11 songs):

11 songs such as ‘Cholo Jai, Cholo, Jai Cholo, Jai’ (SI No. 39), ‘Apani Abash Holi’ (SI No. 8), ‘Oder Bandhon Jotoi Sakto Hobe’ (SI No. 43), ‘E Bharate Rakho Nitto, Prabhu’ (SI No. 35), ‘Buk Bendhe Tui Danra Dekhi’ (SI No. 33), ‘Aji E Bharat Laggito He’ (SI No. 38), ‘Khapa Tui Achis Apan Kheyal Dhore’ (SI No. 45), ‘Jodi Tor Vabna Thake Fire Ja-Na’ (SI No. 28), ‘Chi Chi, Chokher

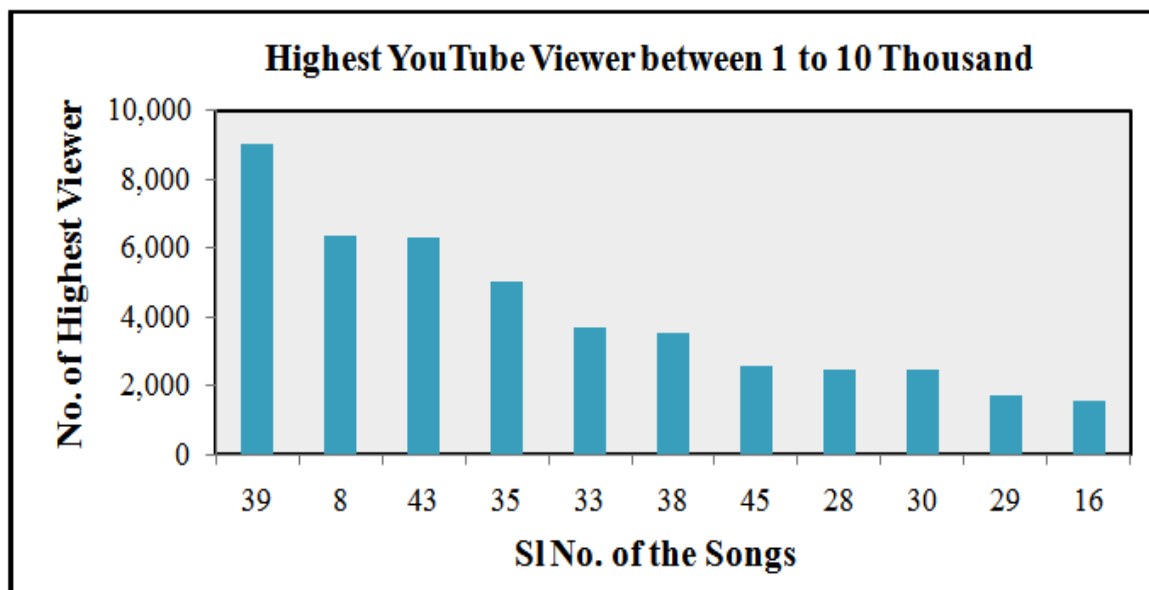
Jole Vejas Ne R Mati’ (SI No. 30), ‘Ma Ki Tui Parer Dware Pathabi Tor Ghorer Chele’ (SI No. 29), ‘Desho Desho Nandito Kari’ (SI No. 16) are included in this category. The song ‘Cholo Jai, Cholo, Jai Cholo, Jai’ (SI No. 39) gets the highest popularity (highest viewer is around 9 thousand) while ‘Desho Desho Nandito Kari’ (SI No. 16) gets the lowest popularity (highest viewer is around 1 thousand) in this category. **Table 5** and **figure 4** highlight the popularity of these songs below:

Table 5: Number of Highest YouTube Viewer between 1 to 10 Thousand

| SI No. | Name of the Song | No. of Highest Viewer in YouTube (July, 2021) |
|--------|---|---|
| 39 | <i>Cholo Jai, Cholo, Jai Cholo, Jai</i> | 9,014 |
| 8 | <i>Apani Abash Holi</i> | 6,342 |
| 43 | <i>Oder Bandhon Jotoi Sakto Hobe</i> | 6,290 |
| 35 | <i>E Bharate Rakho Nitto, Prabhu</i> | 5,023 |
| 33 | <i>Buk Bendhe Tui Danra Dekhi</i> | 3,704 |
| 38 | <i>Aji E Bharat Laggito He</i> | 3,523 |
| 45 | <i>Khapa Tui Achis Apan Kheyal Dhore</i> | 2,554 |
| 28 | <i>Jodi Tor Vabna Thake Fire Ja-Na</i> | 2,453 |
| 30 | <i>Chi Chi, Chokher Jole Vejas Ne R Mati</i> | 2,435 |
| 29 | <i>Ma Ki Tui Parer Dware Pathabi Tor Ghorer Chele</i> | 1,688 |
| 16 | <i>Desho Desho Nandito Kari</i> | 1,550 |

Source: Gitabitan and <https://www.youtube.com>

Figure 4: Number of Highest YouTube Viewer between 1 to 10 Thousand



(6) Less than 1 Thousand Viewer (4 songs):

4 songs are included in this group such as ‘Age Chol Age Chol Vai’ (SI No. 18), ‘Sadhan Ki Mor Asan Nebe Hottogoler Kandhe’ (SI No. 46), ‘Ore, Tora Nei Ba Kotha Bolli’ (SI No. 27), ‘Ghore Mukh Molin Dekhe Golis Ne - Ore Vai’ (SI No.

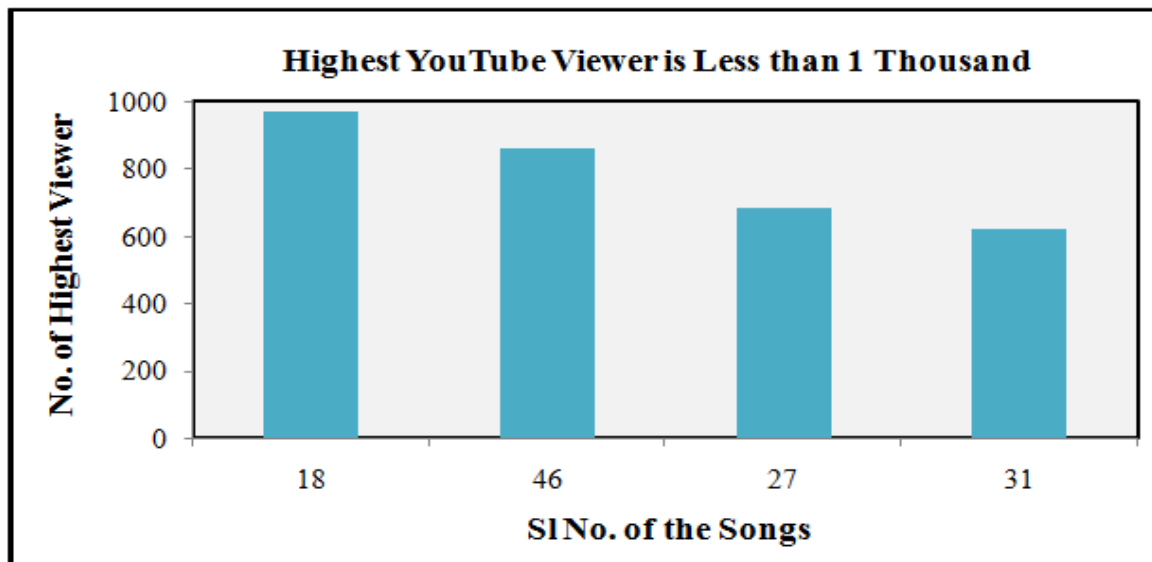
31). Highest and lowest popular songs of this group are ‘Age Chol Age Chol Vai’ (SI No. 31) and ‘Ghore Mukh Molin Dekhe Golis Ne - Ore Vai’ (SI No. 18) respectively and number of highest viewers are around 900 and 600 correspondingly. **Table 6** and **figure 5** highlight the popularity of these songs below:

Table 6: Number of Highest YouTube Viewer is Less than 1 Thousand

| SI No. | Name of the Song | No. of Highest Viewer in YouTube (July, 2021) |
|--------|--|---|
| 18 | <i>Age Chol Age Chol Vai</i> | 972 |
| 46 | <i>Sadhan Ki Mor Asan Nebe Hottogoler Kandhe</i> | 864 |
| 27 | <i>Ore, Tora Nei Ba Kotha Bolli</i> | 682 |
| 31 | <i>Ghore Mukh Molin Dekhe Golis Ne - Ore Vai</i> | 622 |

Source: Gitabitan and <https://www.youtube.com>

Figure 5: Number of Highest YouTube Viewer is Less than 1 Thousand



Conclusion:

From the above discussion it is clear that there are 15 songs among the first 3 groups and their number of highest viewer is more than 1 lakh. So it can be concluded that these 15 songs are more popular among 46 songs of this *Swadesh parjaya*. Good quality of audio and video, remodeling with modern instruments, attractive melody, use of songs in different films are the prime causes behind the popularity. On the other hand, 31 songs have less than 1 lakh number of highest viewer. Recording with old instrument, poor quality of audio and video, black and white picture of that time are the main reasons for less attraction of audience to these songs. Few suggestions for improving popularity of these

songs are – rearrange the songs with modern instruments, use the songs in mainstream films and moreover, create a habit to listen the uncommon songs more and more.

Acknowledgments

The authors would like to thank the anonymous reviewers for their valuable suggestions.

Disclosure Statement

No potential conflict of interest was reported by the author.

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|  | Website: www.ijarm.com |
| | Subject: Music |
| Quick Response Code | |
| DOI: 10.22192/ijamr.2022.09.05.003 | |

How to cite this article:

Sumana Bhattacharyya, Sumanta Bid. (2022). Tagore's Songs of *Swadesh Parjaya*: Popularity Assessment in Society on the Basis of YouTube Data, 2021. Int. J. Adv. Multidiscip. Res. 9(5): 35-44.

DOI: <http://dx.doi.org/10.22192/ijamr.2022.09.05.003>