

Telegraph

Bangali's chokhe jol keno

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Mir in conversation with Rituparna Sengupta, Bratati Bandyopadhyay and Sunil Gangopadhyay.

Picture by Rashbehari Das

If you've seen billboards across town featuring four teary-eyed celebrities — Rituparna Sengupta, Mamata Shankar, Bratati Bandyopadhyay and Sunil Gangopadhyay — you must be wondering what's with the waterworks. A panel discussion on a rather unconventional topic took place at Fortune Select Loudon on Loudon Street last week. “*Bangali'r chokhe jol keno*”, that was the question anchor and t2 columnist Mir put to three panelists.

“I think Bengalis are very emotional. It's not too hard to make us cry. I end up crying a lot while watching a film because I get lost in them,” said Rituparna. Sunil Gangopadhyay admitted to breaking into “*nirob kanna* (silent tears)” whenever he had to kill off characters in his novels. But what makes the average Bengali cry? “How

about the state of Eden Gardens?” quipped Mir.

The panel discussion was part of the launch of a campaign for Emami Healthy and Tasty Mustard Oil. It features four commercials revolving around the four celebs, who share their memories of Bengali dishes made with the oil. If Tolly's star actress felt like a true-blue Bengali with her *jhalmuri* and mustard oil mix, Bengal's celebrated author sensed the return of “*Bangali jhaanj*” with an authentic Shorshe Ilish.

The stars also showed off their culinary skills by trying their hand at *jhalmuri* and fried fish. But perhaps not too successfully. “*Eesh, maachh-ta bhenge gelo re,*” winced an eager onlooker after they finished cooking. Perhaps another reason for the Bengali to cry.

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