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Asian Song Contest

They are future...
 They must grow as Asians
 Song Contest is a step in this direction

U.K. 1984



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Organiser's Message

Reflecting back — when the idea of launching the Asian Song Contest first cropped up in my mind, no-one could comprehend that this ambitious "project" would gain any momentum at an unprecedented scale. In other words, the people were not very optimistic about its success. Their pessimism was not based on any such presumption on their part that they had undermined the interest and enthusiasm the Asians attach to their cultural values. They knew all along that the Asians would relish any such project, perhaps one of their reservations at the time was that in view of one's busy working life, the kind of public support required for such projects, they could not foresee forthcoming.

The events proved them wrong in their prejudgement, and thank God for that. The level of public support that has been lavished, one could not ask for more. And today the Contest has firmly established itself as a major annual cultural event, which invokes a profuse interest. My heartfelt thanks are due to all my colleagues, friends, well-wishers and above all our loyal audience, whose persistent co-operation is the basis of the Contest's enormous success.

Despite the big audience, massive media and press coverage which are the essential ingredients for the success of projects of this nature, but that was not all I had set out to acquire. I wanted through the Contest to create an interest of writing, composing, or singing songs among our new generation in this country. And I feel justified in deriving a sense of pride that our youngsters are now doing just that.

Some winners of the Finals have cut their L.P.s. Others have staged public shows attracting large audiences in the various parts of the world, and the masses look upon our winners as celebrities. Naturally it is a success story. But this is not the end of our journey on this road. We have a long way to go yet. For we have embarked upon a test of stopping our new generation from losing their cultural identity, which is a process of continued concerted efforts and struggle. Our future and destiny is in the hands of our children. We must ensure that they are brought up in accordance with the ethics of our social and cultural background. The Asian Song Contest is held with this aspiration in mind.

Organiser
Muhammad Ayyub

Production Consultants:
Krishan Gould, BBC tv
June Harben, BBC Radio WM
Sultan Mehmood J.P.
Kuldip Rai, Punjabi Post
Cover design: Syed Kifayat Shah

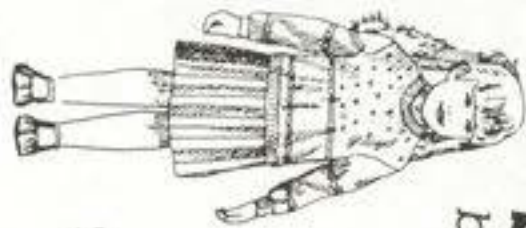


Acknowledgements

The organiser, the management committee and the reception committee of the Asian Song Contest thankfully acknowledge the valuable contribution, co-operation and assistance rendered by the following:-

1. B.B.C. Asian Unit
2. B.B.C. Local Radios
3. Asian Press
4. Our esteemed advertisers
5. Judges
6. Donators
7. Stewards & Staff of Oriental Star Agencies
8. Printers Kuldip Rai of Punjabi Post
9. S. Kafayat Shah for front cover design
10. Asian Sweet Centre, Handsworth, Birmingham 21, for providing free food to the contestants.
11. To all our friends well wishers who have helped us in any way.

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PROGRAMME
COMPERES: ANITA BHALLA, FARAH DURRANI & MUHAMMAD AYYUB
(BBC Radio WM)

Programme commences 7.25 p.m.

Name	Title of Song	Area
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2. Jassal Sisters	Pekian De Ghar Resham Paya	Wolverhampton
3. Darshan & Party	Kabhi Bahar Guz ri Hai	Bedfont, Middlesex
4. Bubbly Sohanta	Yoon Zindagi Nay Rulaya	Coventry
5. Alamgir Mir	Main Dosti Ki Tarah	London
8.20 to 8.35 INTERVAL		
6. Nadaan	O Mere Hamsafar	Birmingham
7. Sabir Mirza	Jal Bhi Chuka Parwana	Birmingham
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9. Zeeshan Ali	Ik Pal Ke Sukh Chain Ke Badle	London

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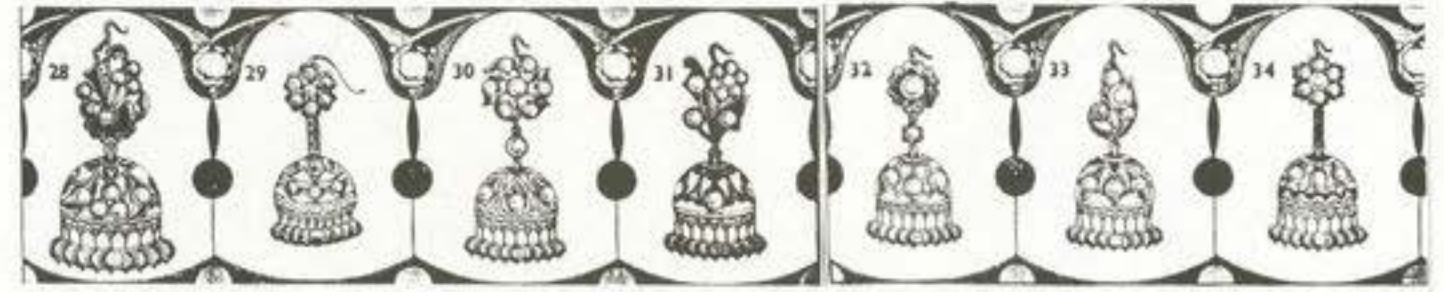
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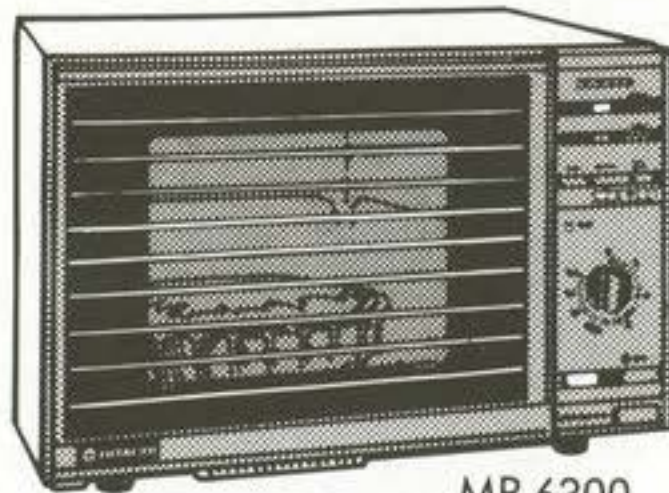
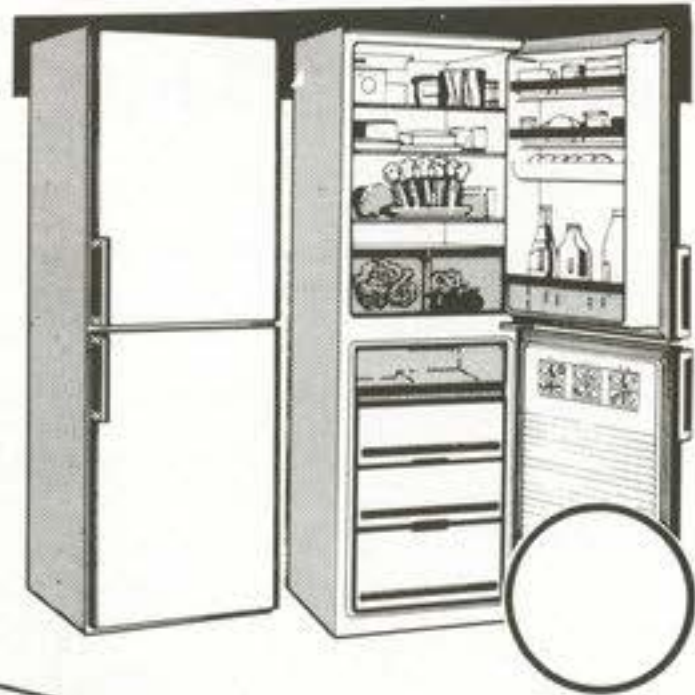
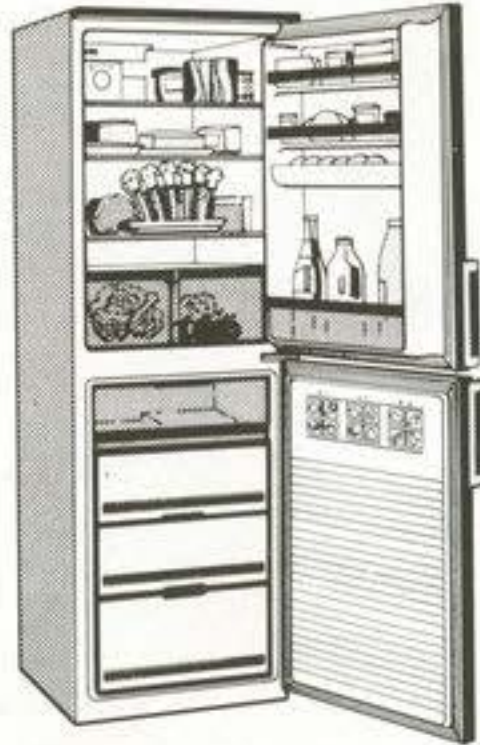
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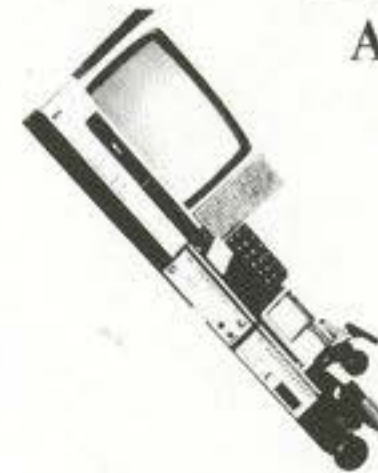
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Farah Durrani, Muhammad Ayyub and Anita Bhalla. Without these charming faces "East in West" would not be complete.



June E. Harben
Producer, 'East in West'

The Asian Song Contest has brought to the fore much new talent. It is good to see that there are several groups this year that include young people. The best in the traditions and culture are being passed on to the younger generation through platforms such as this.

All over the country BBC local radio stations regularly broadcast eastern music and encourage and nurture the artists in their areas. Many entries for the Song Contest are submitted through BBC local radio stations and we should like to acknowledge all the support the Asian programme presenters and producers from all over the country have given. The high standard of entries is witness to the talent among the community.

Next year will be the tenth anniversary of the Asian Song Contest. We hope that many stations will run their own local contests and submit the final winner to take part in next year's contest which looks to be the biggest and most exciting yet.

The Song Contest, organised by Muhammad Ayyub, is a joint venture. Radio WM records the contest each year for broadcast on its own Asian programme 'East in West' and makes the recording available to BBC local radio stations throughout the country.

I should like to thank the Manager of Radio WM, John Pickles, for enabling us to undertake this enormous recording venture each year. Particular thanks are due to Dan Cooke, Rod Fawcett and G.S. Bhambra, the engineers for their hard work. The other visible team to thank are the presenters of Radio WM's East in West programme, Muhammad Ayyub, Anita Bhalla and Farah Durrani who are compering the show tonight.

Each Thursday night you can hear these same charming presenters on EAST IN WEST on RADIO WM between 8 and 10 pm when they present the best and the latest Eastern musical favourites and news both controversial and entertaining. The Asian Song Contest will be broadcast on East in West on Thursday December 6, 1984.

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June E. Harben
Producer, 'East in West'

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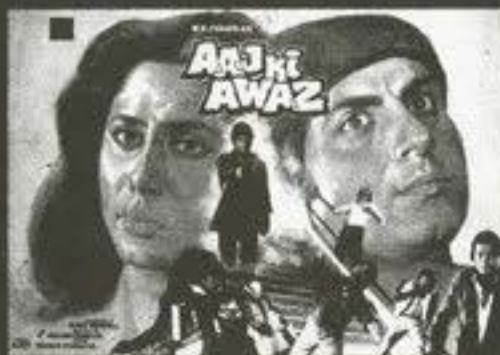
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10 DOWNING STREET

THE PRIME MINISTER

OCTOBER 1984

I am delighted to send my best wishes to the Asian Song Contest. This event keeps alive cherished traditions and culture and presents an opportunity for the wider British community to share in them. Such sharing can only lead to the close understanding which is fundamental to a successful multi-cultural society.

I wish the Contest every success, this year and in the future.

Margaret Thatcher

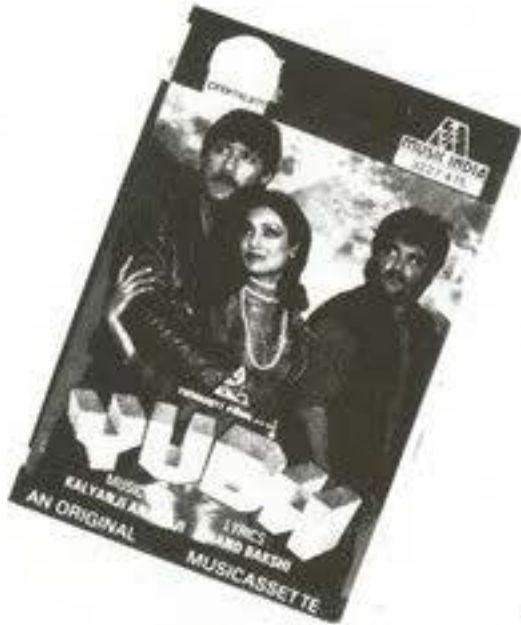
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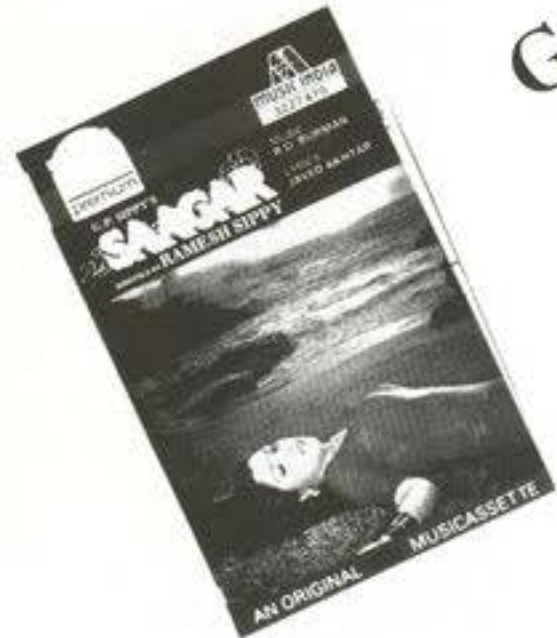
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Dear Mr Ayyub,

Please find below as promised.

During the past few years, the Asian Song Contest has given tremendous service, by providing a platform and an occasion for young Asian talent. Some really good singers have come to the fore who perhaps, might not have been able to entertain us on as large a scale as they are able to do now.

I wish Mr Ayyub all the very best in this year's contest, and I'm sure that we will see some more new talent.

Yours sincerely,

Ashok Rampal

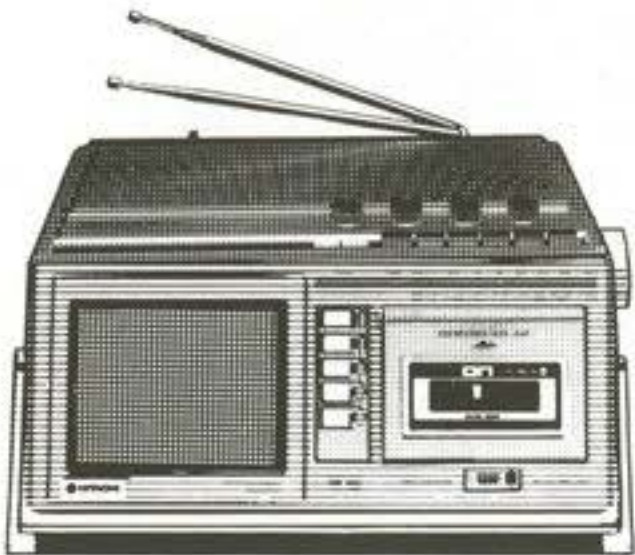
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A BRIEF PROFILE OF OUR GUEST ARTISTES
Chirag Pehchan

CHIRAG means light. Our guest artistes in this year's Contest form a singing group called, quite rightly, the 'CHIRAGS'. For after all they are the Chirag Pehchan of Asian music in the Western world.

Birmingham based, the Group is an 11-member team of musicians and singers, who are undisputedly equipped with a superb quality of musical talent. With MANGAL being the lead singer, the Group comprises of two female singers too, whose melodious voices send the audience crazy.

With a great deal of hard work, patience, dedication and vigorous practice, the Group has now managed to achieve a reputation for being leading exponents of Asian music in the West. As an experiment they are using western musical instruments for Asian songs and tunes and they seem to be getting the public's approval. They have staged public shows in almost every major city in Great Britain and wherever they perform, the audience lavish their love and appreciation on them.

The CHIRAG PEHCHAN'S credibility of being a superlative group of entertainers has engulfed the other parts of Europe too, and they are often inundated with requests for performances. But to the dismay of their fans in Europe, despite the fact that the group would very much like to entertain their fans in Europe, they cannot possibly afford to take leave from their musical commitments and hectic schedule in Britain. However having conceded to a persistent public demand, the Group had to find a brief spell of time to perform in Holland to the great delight of a packed house. They took Holland by storm, and were subjected to immense public acclaim. And more recently they went to Spain on a similar assignment which received similar rapturous welcome.

On a personal note, Mungal seems to be influenced by the late Mohammad Rafi — India's most noted legendary. He tries to sing in Rafi's fascinating style, and this is something people would always relish. The Group's LP issued by CBS "O Mere Sanam" is a strong indication that this group will go places.

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CONGRATULATIONS
to all Contestants
of the Asian Song Contest

Merry Christmas
and a very happy New Year

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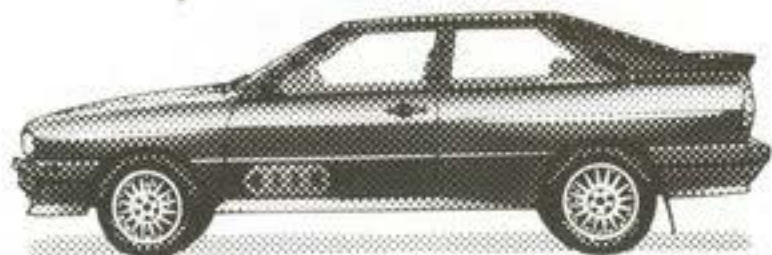
Earlier this year the callous hands of demise snatched away from us Mr. Tulsi Thukral, who was one of the strenuous supporters of the Asian Song Contest. On November 8, 1984, a condolence service was held for him in a local temple. Mr. Muhammad Ayyub — the Organiser of the Contest, paid him a tribute in his address focusing on the deceased's contribution and involvement in the Contest. In an endeavour to pay tribute to our dear friend and colleague once again, we print the full text of Mr. Ayyub's speech.

"Death is the ultimate destiny of mankind. That is the order of God. It is inevitable and unavoidable. Every person, who submits to this rule of nature, leaves behind him an endless ordeal of distress and sadness for his near and dear ones alike. But the demise of certain people becomes a tragic loss for the community as a whole. Mr. Tulsi Thukral profusely falls in a category of people whose death constitutes a national disaster. His untimely demise is not an individual loss sustained by his relatives or friends. It is a loss of the City of Birmingham. It is a loss of our cultural, social and political aspirations. The whole city is saddened for it has been deprived of one of its most outstanding and dedicated sons blessed with many values who was genuinely involved in activities designed to promote racial harmony, foster mutual respect and tolerance. He was a man of strong resolve totally unaware of any elements of national fanaticism. He always displayed a tremendous sense of responsibility towards the efforts of good race relations. I never noticed him lacking any enthusiasm in helping and co-operating for the good causes. He was always readily available to extend moral, financial and social help to anyone, who in the wider interest of the community would knock at his door.

In one particular area where I am totally committed, is the staging of ASIAN SONG CONTEST annually. I have no hesitation to bring it on record that the incredible success of this venture of cultural importance largely depends upon the relentless efforts, sincere advice and financial and moral backing of a very few friends and Mr. Thukral always stood high on this front. The Asian Song Contest has suffered a great setback by the demise of this dynamic gem. We are heartbroken. We have been robbed of our untiring supporter. God may have succeeded in removing him physically from us, but no-one is going to remove him from our thoughts and memory. We will remember him with great love. We will remember him through his message of friendship and co-operation. That is the kind of attribute he deserves and must get."

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CONGRATULATIONS
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THE RT HON DR DAVID OWEN MP



HOUSE OF COMMONS
LONDON SW1A 0AA

9 October 1984

MESSAGE FROM THE RT HON DR DAVID OWEN MP FOR THE
"ASIAN SONG CONTEST"

On behalf of the Social Democratic Party I send
my best wishes to all those participating in the
Asian Song Contest, both organisers and contestants.

The encouragement of such cultural activities
and a wider awareness of Asian traditions can
only enrich the culture of British society as a
whole.

DAVID OWEN

Message from The Rt. Hon. David Steel M.P.

The Asian Song Contest continues to grow, and now
stimulates an unprecedented level of public interest.

It is a living tribute to the contribution of the Asian
community to British cultural life that the contest has become
an established annual event.

I regret that I am unable to be with you this evening, but
it gives me great pleasure to send my best wishes for the event,
and every encouragement to the contestants.

10th October 1984.

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MINISTER FOR THE ARTS

I am delighted to send a message for this exciting occasion. It is important that the different groups living in this country should help in the development of the artistic life of a multi-racial community. It is important too that they should keep alive their own cultural heritage.

The Asian Song Contest furthers these two aims and fosters better appreciation and understanding of other cultures. This major annual musical event also gives performers the chance to demonstrate their talents. I am also very glad to see that contestants are drawn from such a wide area.

New talent like this should always be encouraged and brought out into the open. I wish all the participants a very successful evening and hope that this results in a substantial sum for the charities that will benefit.

A handwritten signature in cursive script, appearing to read 'Gowrie', with a horizontal line underneath.

THE RT HON THE EARL OF GOWRIE



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SEASON'S GREETINGS

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Dr. S.A. Khan is a very distinguished community leader in the Midlands. He is the Chairman of Pakistan Welfare Association, which has a huge membership. He is one of our great patrons. Here are his views about the Contest:-

A NATIONAL DUTY TO SUPPORT

I believe that in terms of self-realisation and self-identity, the Asian Song Contest is making an invaluable contribution in generating the awareness of our cultural background amongst our new generation. This single aspect alone makes the Contest an indispensable necessity. It provides a much needed platform to our youngsters to exhibit and develop their talent, and it is of course, a major source of entertainment for the Asians. In view of the limited space at my disposal, I could not possibly outline all the Contest's virtues. In short, I feel quite strongly that this annual venture is in the national interest of Asians, and it ought to be the duty of everyone, who believes in the preservation of cultural heritage, to come forward and support the organisers.

Since the Contest is also proving itself to be an effective element in improving race relations, it always gives me a great pleasure to be able to offer some help. And I would like to hasten to pledge that the Contest will always continue to receive my full co-operation.

November 4, 1984

*Dr. S.A. Khan,
Chairman,
Pakistan Welfare Association,
BIRMINGHAM.*

**CONGRATULATIONS
to all Contestants
of the Asian Song Contest**

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**PROCEEDS RE: 1983 Concert held at the
Town Hall, Birmingham**

One thousand pounds was raised from this concert which was distributed to various charities as follows:

- £150 BBC Radio's Children in need fund appeal.
- £100 Birmingham Mail Christmas Tree Fund.
- £150 Birmingham Lord Mayor's Appeal Fund.
- £100 Walsall School for Disabled Children.
- £ 50 Asian Stroke Club, Broadway School, Perry Barr.
- £ 50 Calthorpe School for Handicapped Children.
- £200 Longwill Deaf Children's School, Northfield.
- £200 Brays School for Disabled Children, Sheldon.
- £1000 Total**

Credit

Previous Winners

1975	Miss Rama — Nadaan Group	Birmingham
1976	Mr. Haroon Ur Rashid	Bradford
1977	Mr. Asif Bhatti	London
1981	Mr. Asif Bhatti	London
1982	Mr. Hemangshu Goswami	London
1983	Miss Dolly Jutley	London

Savera

MESSAGE

Yet again Mr. Muhammad Ayyub of Oriental Star Agencies has our warmest congratulations for all his untiring efforts in organising the Asian Song Contest 1984.

Musical contests are not only vital for the safeguard of our cultural heritage in a society such as BRITAIN where we form an ethnic minority, but they also provide a unique opportunity for our young musical talent. The Asian Song Contest is indeed a very constructive contribution to racial harmony and we offer our best wishes for the success of this venture.

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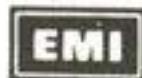


We are very pleased to learn that an Asian Song Contest has been organised by Oriental Star Agencies on Sunday 4th November 1984 in aid of charities for disabled children.

We wish the contest every success and would also like to express our great appreciation in their efforts to promote and bring forward the talents of Asian youths in this country.

All the best.

Vikram Tah
Sales Manager,
The Gramophone Co. of India Limited
(U.K. Branch)
(A member of the Thorn EMI Group).



On arrival at the Hall, the Lady Mayoress of Birmingham is being welcomed by Fatima AYYUB with a bouquet.



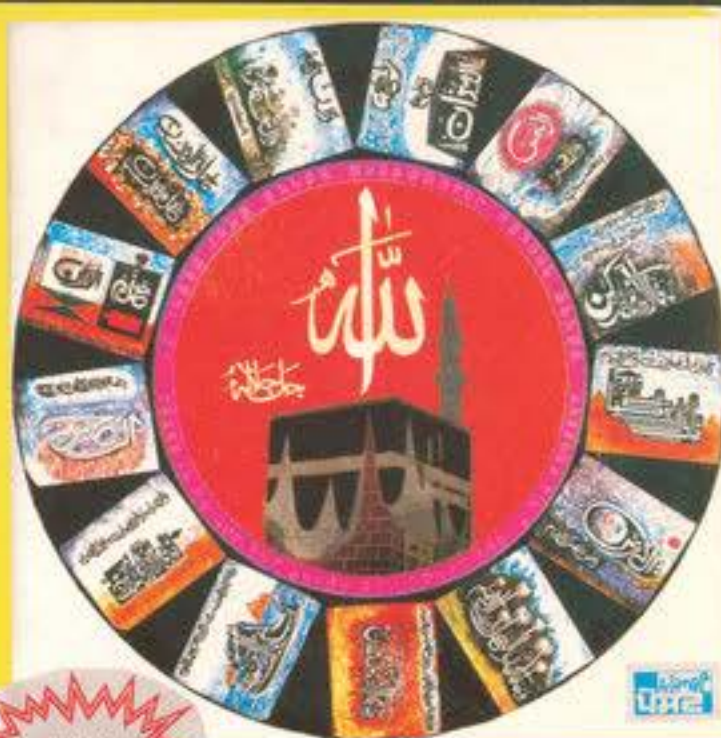
The Chief Judge of the Contest, Pakistan's renowned singer Ghulam Ali Khan is seen with the Guest of Honour, Lord Mayor of Birmingham Councillor Bill Sowton, Lady Mayoress, Pervaz Mehdi, Muhammad Ayyub and Salamat Ali Khan.



Winner of "Contest 1984" Dolly Jutley (holding her most precious winning shield) with the Lord Mayor and Anita Bhalla.



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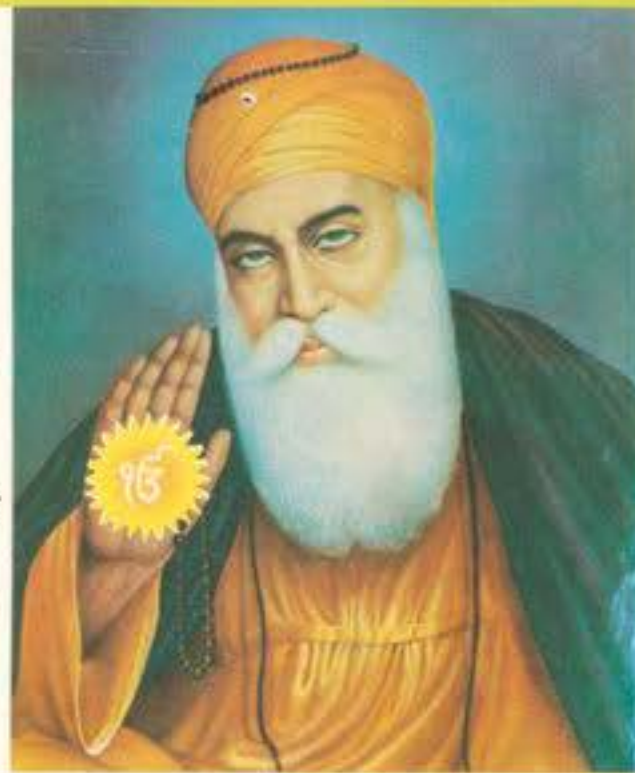


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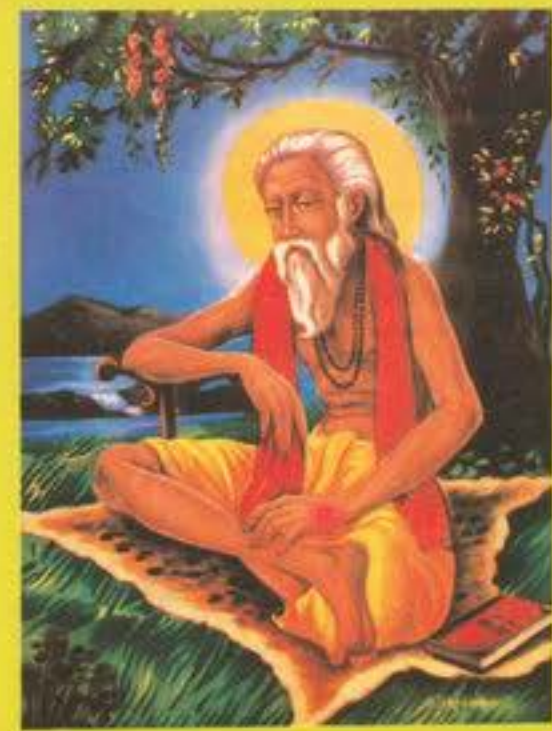


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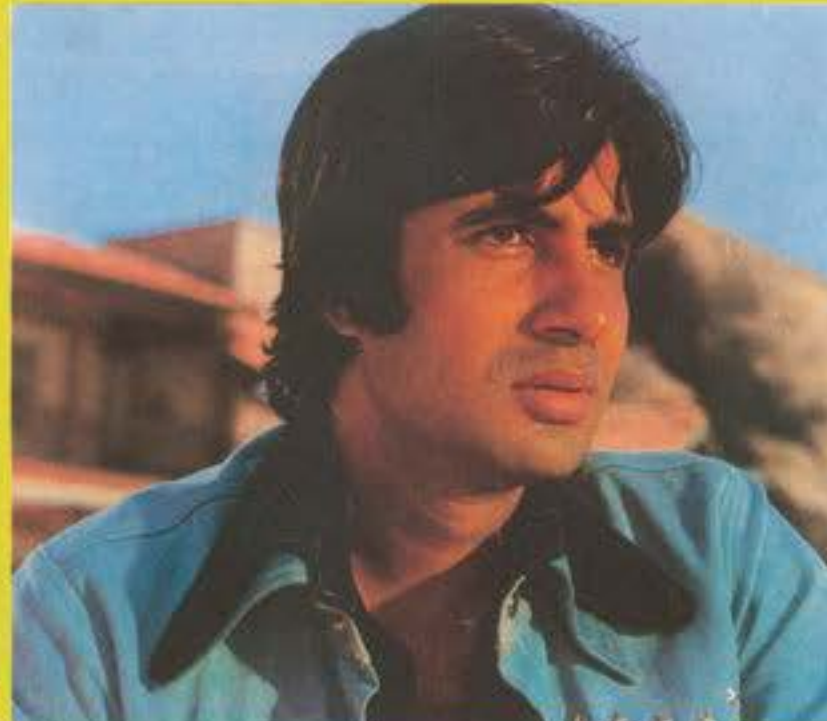
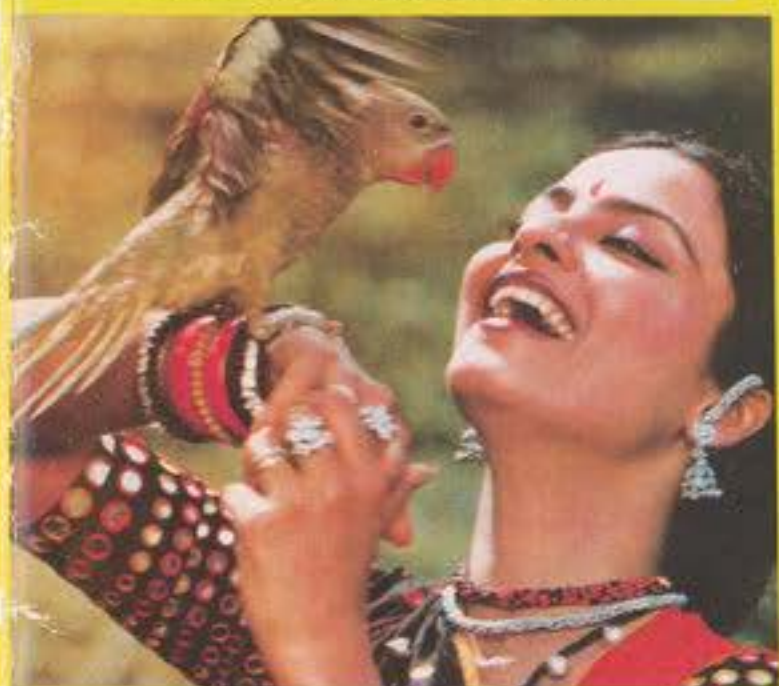


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