



Spruha's Corner

By Spruha Srivastava

Let's make the common extraordinary

He is witty, he is creative and he can make you laugh and dance at the same time. He is India's latest Youtube sensation – Wilbur Sargunraj. For all those of you who still haven't heard of him, it's high time you familiarise yourself with the growing fever of Wilbur Sargunraj. And it's not tough. All you need to do is search for him in Youtube and you will see his unique videos by the name of "Supercall Solutions" and his hit songs like Love Marriage, Chicken 65 and the latest addition to the list is Simple Superstar.

His motto is to "Make the common extraordinary" and thus in most of his videos you will find that the people are from one of the destitute centres in Tamil Nadu. This centre has been supported by Wilbur's family ever since he was a little boy. In a recent conversation he said that he always wanted a platform to do something for the people of this centre. Originally from Tamil Nadu, this multi-talented individual started with his first ever video titled the "Blog Song" urging netizens to visit his website.

"Blog Song", uploaded on YouTube in July 2007, was Sargunraj's first music video. It was composed while he was on a field trip in Tokyo in 2005. "At that time, blogs were very popular and the standard statement on the internet was, 'Please check my blog!' So I decided to write a song on it," he says.

Recently he was in London for the launch of his CD at the RichMix centre in Shoreditch and performed for a diverse crowd full of not only Indians but English, Scottish, Irish, Italians and Germans. It is miraculous how with

just his sense of humour and creativity he has come such a long way and has become India's first and biggest Youtube star. An extremely humble and down to earth person, Wilbur's miracle can touch your lives and you will see yourself humming his songs non-stop.

Everything about him is different, starting from his style, his jokes and his songs. The best part is he makes you feel comfortable immediately. When I went for his show in London, I hadn't



been introduced to the Wilbur fever that much. But from the time he came on the stage till the wee hours of the night when the show ended, he was on fire. His never ending energy is admirable and he takes you along on this amazing journey of cultural diversity.

We have all heard the concept of Intelligence Quotient (IQ) and Emotional Quotient (EQ), but how many of us have heard the concept of Cultural Quotient (CQ)? Well, Wilbur is trying to spread it as he travels across the globe making people laugh and dance at the same time. Wilbur says, its one thing to love others but it's another thing to move your desire to ability. The ability to love and be loved is the deepest purpose of humanity. Cultural Intelligence helps increase our ability to love others in this world and embrace love ourselves.

Dressed in black

pants, white shirt tucked in, slim tie and 'Gelf' glares throughout his videos, Wilbur has already carved a niche for himself as a multi-talented comedian. He can do stand up comedy, just as good as he can sing. His songs and his Supercall solution videos have made him extremely popular not just among the South Indian community but across different cultures.

During a recent conversation, he said that "when people see only one or two songs about me, they think I am making fun of them. But madam, if you go through the other videos, I am talking about things that are considered taboo, like how to use the eastern latrine. Now people are saying I am disgracing the country. How am I doing this? It is important for Westerners to know this."

Wilbur's idea in life is to make the common extraordinary and thus all his songs revolve around this idea. His latest song on Simple Superstar is a classic example of that. The song suggests that just because you have a Phd or a MBA or a MSC or any other big degree, doesn't make you successful. You can be a simple superstar without having any of these degrees.

Post his performance in London, he had another rocking performance in Melbourne. The man is slowly taking over the world of creative comedy. His show is such that one can leave behind all their worries and enjoy to the fullest. And it doesn't matter where you come from, since he believes everyone is a simple superstar. So you don't need a Phd or a MBA or any other degree. Just be yourself and you will have fun.

Let us know what you think.

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