

DR. KUMAR VISHWAS – A TREND SETTER

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Abstract

Dr.Kumar Vishwas – The name rose as a meteor in the sky of Hindi Poetry at a time when the sky was dark and waiting. Dr. Vishwas left a trail blaze behind him. Not only did he create a niche for himself he also made Hindi poetry a trend among the youth. It is to his credit that students of Engineering and Management Institutes have started organizing special programs for Hindi/Urdu poetry.

Dr. Vishwas writes Love Poems. He has brought back the classical tradition of writing verse that is lyrical, well balanced and easy to understand. His lyrics are very musical and have the ability to stay back with the listener long after the poet has stopped his rendition.

Key words- Meteor, Patriotism, Heroic poetry

Introduction-

Poetry in India took a down turn in the late 20th century; few writers who wrote outside the film industry got recognized. In the 1990's poetry in India and around the world had got limited to songs. Very few poets of fame came up. Although India did give Vikram Seth as an answer to the big vacuum that Indian Poetry faced yet he was read only amongst the literati he made news due to the phenomenal royalty that he claimed for his first book *The Golden Gate- a novel in verse*. The name became popular but did not create any stir in the common populace.

The theme of Indian poetry changed from devotional, to heroic poetry, to patriotic and then to love poetry. The style of the love poetry changed from the general to specific. Songs in the 1960's – 70's were dedicated to the theme of love. It was general and never individualistic. Film songs like *Aehsan tera hoga mujh par* or *Phool tujhe bheja hai khat me* tends to be the voice of any one from the audience. This trend changed with time and by 1980 songs that spoke of individuals came into vogue. Songs like *Noorie* and *Sunaina aa teri aankhon me mai dekhoon* were being introduced. These songs became extremely popular during the period of the films release but lost their charm in the race of time due to individualistic treatment. The common man could not sympathize with Sunaina or with Noorie for a long time. Around 1990 we see that lyrics of popular songs became lewd. We had songs like *Choli ke peeche* and *Jumma chumma dede* being written and made popular through TV and radio. The money that was associated with this kind of writing was far better than what decent poets received. Songs by Gulzar and Javed were still in demand but they were few and far between. The mediocrity that had crept into poetry writing and the open verse form was not able to attract the lay man. The Indian youth turned towards English literature, western music and western films. In this background Kumar Vishwas rose as a meteor on the night sky of Hindi literature. He captured the attention of the youth and spearheaded a new trend of writing for performing on social media. Social media became his mainstay, through the power of Internet Kumar connected to the Hindi speaking youth throughout the world. Not only did he make himself and his poetry popular, he also paved way for other poets to come up. He created a new platform for poetry. It is to his credit that Hindi poetry became trendy amongst the engineering and management students.

Life-

Kumar Vishwas was born on 10 of Feb 1970 in a Gour Brahmin family to Dr. Chandrapal Sharma a lecturer in RSS Degree College Pilkhwa Ghaziabad. He is the youngest in a family of three. His father wanted him to do engineering and he got admission for it too, but his heart was into poetry. The love for poetry led him to change track midway, he changed his stream and did Masters in Hindi literature. He went on to do Ph.D in the subject and joined Lala Lajpat Rai College in Rajasthan.¹ He wrote poetry and performed it on stage, his students and friends uploaded the videos of these performances on Youtube for all to see. Unbeknownst to any of

them these videos became viral in no time and Vishwas became a celebrity. It was to his credit that other poets tried imitating him and got a little success too. But Kumar was the original. He hiked his price for poetry sessions and this was happily accepted. This hike in payment was a big motivator to other poets, moreover the sessions demanded more than one poet on stage as the sessions generally ran for several hours. The parallel poets also got into demand. Kumar helped other poets establish themselves too. Soon Kumar became an International personality and was invited to many different countries for his performances. This again helped his parallel poets and the trend of having poetry sessions in and around India became fashion. Many new names like Dewal Ashish, Ashish Anal, Sampat Saral, Dr. Ruchi Chaturvedi, Albela Khatri and others became regulars on these events. Some old names like K P Saxena, Rahat Indori, Kunwar Bechain, Mohan Rana, Dr. Popular Meeruthi and others got a new lease of life through these performances. Suddenly Kumar Vishwas who was being pulled down by competition was being buoyed due to the same force. It was his contemporaries who wanted to see him become more and more popular as his success somehow percolated to their success as well. Again Vishwas began a new trend of **I win, you win, we win** in the area of Hindi, Urdu poetry and brought its music to the world.

As time flew past, Vishwas' patriotic feelings came to the surface. He is an educated person who is aware of the current affairs. He knows the power of democracy and understands what he needs to do as a dutiful citizen. He is clear about the problems that Indians face today and is concerned about corruption that has trickled down to the lowest level in India. When Kumar Vishwas saw a ray of hope in Anna Hazare's movement he did not differ for a moment and joined him in 2011 and then to support and work for anti-corruption in India he joined the Aam Aadmi Party from its inception in 2013 giving strength to Arvind Kejriwal's elbows. Vishwas could not garner the desired votes yet he did make a dent in the dynamics of politics. He still stands strong with Arvind Kejriwal and AAP party. He believes that every educated, honest, able person should come forward to bring the country ahead.

Books

Koi Deewana Kehta hai on amazon.com

Only one book of Vishwas has been found and even this book has limited circulation but he has a large body of work today. Most of his work is in audio video files in youtube, Some of his work can be read on the following website too.

<http://kavitakosh.org>ⁱⁱ

Awards

2010	Dr. Urmilesh Geet Shree Samman
2006	Sahitya Shree Award
2004	Dr. Suman Alankarna Award
1994	Dr. Kunwar Baichain Kavya Samman

Strengths as a Poet –

Kumar Vishwas has a strong hold on Hindi and Hindi speaking populace, he makes a connection with the target audience and performs his renditions from his heart. Kumar Vishwas' recitation surpasses his art of writing. He has a powerful voice and uses it to his advantage. His language is simple and themes are clear so that everyone enjoys his work. Vishwas knows his limitations and he overcomes it with his high energy and quick wit. He is a good orator, well read and excellent presenter. All this makes him a good performer. Vishwas is known for his wit as much as he is known for his poetry. He has the magic to repeat a single poem a number of times without boring the audience. He communicates with the crowd as if he is communicating with his best friend. That is one reason why halls are full when Vishwas is expected.

Another reason for Vishwas' success in performances is his melodious work. Almost all his poems are lyrical and are well bound by prosody. He uses symbols and other literary devices to pepper his poetry with magic. His song

- Koi deewana kehta hai, koi pagal samajhta hai
Magar dharti ki bechaini ko bas badal samajhta hai.ⁱⁱⁱ

Touched the core of the heart of modern youth. Here the poetry is comparable to the classical times when the poet used to write keeping everyone's feelings in mind. The individual poetry is difficult to touch one's emotions but this kind of poetry empathizes with individuals and makes it

personal for everyone. The symbol of cloud understanding the restlessness of the earth was exactly what the Indian youth was looking for.

Another example of use of symbols is in his song

- Badariyo gagariya bhar de, badariyo gagariya bhar de,
Pyase tan man jeevan ko ek baar to tu tar kar de.^{iv}

Kumar does not shy from taking old symbols in new contexts. There are very few youngsters today who would understand the symbol of a cloud filling in a pot yet the lyrics when sung sound melodious. They make sense and that is what the modern youth wants. He knew pretty well that the standard for Hindi poetry could be set and reset according to the times and during this period the youth was satisfied by songs like Jalebi Bai and Fevicol se.

His knowledge to be a writer is deep and wide. He knows the craft of poetry writing and does it with elan. He uses literary devices effectively and stirs the audience with his scintillating performances. The use of alliteration, hyperbole and symbolism is his mainstay.

Kumar Vishwas is a writer of love poems. He started with love poems where love was directed towards lover. This was his strength as he was one of the few people in Education who was prophesying his thwarted love on public platforms. He made it a common cause between him and his target audience. The audience was happy to see someone from their fold who was now standing on the other side of the fence with the professors. He made stories for every stanza of his poem, he would keep the youngsters interested if not by his poems then by his stories.

Kumar's knowledge of internet and technical advances endeared him to his audience. He had a finger on the pulse of his people. Kumar started with a very small repertoire of work yet he created as he proceeded and that is the reason why most of his poetry falls in the category of Muktak or songs where one stanza is not bound to hold the same emotion or theme as the previous one. He would increase number of stanzas in his poetry for different programs thereby keeping the interest of the crowd alive.

As Kumar matured as a poet and as a performer he realized the strength of his fan following. Soon he changed the theme of love from love towards lover to love towards country. His patriotic leanings were always evident in his programs but as he developed confidence in himself

and in his fans he started writing on patriotism with fervor. Over a period of time he came up with poetry like

-Doulat na ata karna moula, Shohrat na ata karna moula^v (Tiranga)

-Hum hain Desi^{vi} (Desi)

These songs were lapped up by the youth. They were again trend setters. Patriotism was suddenly in fashion. A whole new trend of tweets and whatsapp messages started to being traded on the social networks. Suddenly Bhagat Singh became more important than the Valentine day.

His Strengths as a Performer-

Dr. Kumar Vishwas knows the psychology of today's youth. He knows that students can be made to sit a session of poetry for an hour or two but beyond that it is difficult to keep them seated. So he devised a strategy where he gives small doses of poetry to the audience. There is a lot of laughter, a lot of jokes, a lot of anecdotes that give you something to ponder. These anecdotes became the hallmark of his performances. It is to this wit that the credit to his successful shows goes.

Kumar Vishwas has a good voice and he can sing well. He used this to his advantage. He knew that the youth today does not need perfection but it looks for entertainment. So he would sing away his songs without any vocal training, to overcome this lacuna he used to invite the audience to sing along with him. It was something like pop singers who made the audience sing along and that singing along is the real fun in going to a pop music show. Similarly when crowds joined Kumar Vishwas in singing they enjoyed his writing all the more.

This singing with the star served two major purposes. One was that the poet who had a small set of poetry with him to serve got time to kill with the crowd. He made them enjoy. Second the constant repeating of the sentences got them branded into the audience mind. The music would crawl in the mind and hum through the lips even during the coming days. This made his poetry popular.

The use of wit, sarcasm and humour is Kumar's strength. He keeps himself updated and is always on a look out to create humour for his audience. Even though he may repeat the same joke a number of times yet he makes sure that he changes the rhythm or timing of the comic ending. He may change the context or just the manner of recitation to keep the content fresh.

The use of internet and social media is again Kumar's strength. He had studied engineering for a while and has a number of friends who are into computers. He keeps himself updated and uses technology to his advantage. His earlier videos on youtube show him standing as a common youth a young replica of the common man of RK Laxman. Gradually he started dressing up for the shows, and then the quality of the recording implements kept improving. Presently he has started using a team of stage performers who help him from behind the curtains. There may be instrumentalists and vocalists in his team. The quality of recording has improved tremendously and so has Kumar's collection of poems and jokes. His style of presenting has also improved manifolds.

Kumar's entry into politics gave him a lot of mileage. Older people also came to know of this facet of his personality. He is now being hailed by all old and young alike.

Effect on Youth –

Dr. Kumar Vishwas is a positive influence on the youth of India. He has made Hindi popular. A few years ago youngsters would be shy to say that they admired Hindi/ Urdu poetry. They kept their knowledge, their love for poetry in wraps. The youth of India was happy telling others how much they liked western singers and western lyricists. Hindi was a taboo. Today young children are comfortable showing off their knowledge of Hindi/Urdu poetry. Literature has taken a positive step.

In the world of terror today we hear negative news on daily and hourly basis. Anger, frustration and violence have become a norm. Depression and anxiety are common ailments. To overcome this kind of emotions our Natyashastra by Bharatmuni recommends Lasya or romance. Kumar presents the youth with this remedy he serves them with the potion of love. It comes like a gentle caress on the troubled souls of the youth.

Conclusion - Trend should be followed

Dr. Kumar Vishwas stands as a youth icon today. He has made Hindi/Urdu poetry popular not only in India but in all the Hindi/Urdu speaking countries and other countries where people of these origins live. He has made listening to poetry a trend among the youth. He has brought love outside the closet and made pure, pious love popular. Never in his love poems has he ever crossed the limits of decency. Rather he uses symbols to express feelings and adds to the beauty

of his poetry. He has also started the trend of presenting poetry in an extraordinary manner. He adds quips of wit, sarcasm and humour into his performances thereby making them interesting even to people who may not be interested in poetry.

Kumar Vishwas has also started a trend of promoting other poets and that has only increased his own value. He has shown the world the spirit of cooperation and growth together. Any management student would like to follow his method of carrying others with them and gaining for all. Co-operation and appreciation of others led to the growth for all his contemporaries.

Dr. Vishwas also added Patriotism in his work making loving one's country a fashionable proposition. The themes that he has provided to today's youth is what they actually need. The theme of love should be promoted, love is the answer to violence and Dr. Vishwas is aware of it. The theme of love should be followed in other forms of literature not only in India but all over the world.

References-

ⁱ<http://www.elections.in/political-leaders/kumar-vishwas.html>

ⁱⁱhttp://kavitakosh.org/kk/%E0%A4%95%E0%A5%81%E0%A4%AE%E0%A4%BE%E0%A4%B0_%E0%A4%B5%E0%A4%BF%E0%A4%B6%E0%A5%8D%E0%A4%B5%E0%A4%BE%E0%A4%B8

ⁱⁱⁱ<https://www.youtube.com/watch?v=n7qLdMkxzOc>

^{iv}<https://www.youtube.com/watch?v=DBXTO6fUdAw>

^v<https://www.youtube.com/watch?v=m3nLV1csB5E>

^{vi}<https://www.youtube.com/watch?v=cXL9EaXdbWI>