

Celebrating success

INTERVIEW

Neha Bhasin On Her Language Of Music

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Neha Bhasin, singer

Meet Neha Bhasin, one of India's most sought-after playback singers. What began as a college audition for a band, has today evolved into a remarkable career spanning over 70 musical credits across four languages, six prestigious awards, and numerous nominations. A formidable presence in both Bollywood and Punjabi folk music, Bhasin has delivered chart-topping hits like *Jutti Meri* and *Swag se Swagat*.

A fascinating debut

Growing up, I listened to my mother sing, music was always around me. I've been singing since I was nine, and during school, my teacher, Mr Dias, played a huge role with his constant support and motivation. My band, Viva!, was formed through India's first reality television music show, Popstars. The band went on to become the country's first all-girls music group. The 1990s marked a major cultural shift, with artists like Britney Spears entering the global pop scene, and in India, singers such

as Alisha Chinai, Baba Sehgal, and Shraddha Sethi creating a new wave of pop music. Viva! soon joined that movement. Our debut concert sold over 50,000 tickets, and even today, the band enjoys a strong and loyal fan following.

A free spirit

Having worked both in Bollywood and as an independent artist, I can say that latter is far more challenging. On your own, you have complete creative freedom, but funding and marketing becomes a major responsibility. Despite these obstacles, I genuinely love working in the independent music space. To protect my peace in such a fast-paced industry, I consciously limit interactions and try to distance myself from the internet as much as possible. I believe it is important to remain humble and not celebrate every success excessively, because fame and achievement are never permanent.

The fire within

When it comes to music talent shows, I feel it's important to understand how slim the chances of long-term success are. But I do think everyone needs some form of experience as a starting point. This industry demands nerves of steel - it often becomes a test of survival rather than just talent. I have experienced both sides, as a contestant and as a judge, and there is a stark difference between the two roles. As a contestant, you

need intense fire within you. At eighteen, I carried a strong 'do or die' attitude that pushed me forward. As a judge, I realised I was in a position of responsibility, where my guidance could influence someone's entire career. A role like that must always be handled with seriousness, empathy, and compassion.

Language of music

For me, language is simply a medium of communication. Having performed in Punjabi, Tamil, Assamese, and various other languages, I believe that music speaks a language of its own. When you understand the emotion behind a song, you can feel it deeply even without fully knowing the words. One such song for me is *Jutti Meri*. When it became viral five years after its release, it reinforced my belief that good music always finds its place, no matter how long it takes. I feel incredibly proud that the song has been embraced by audiences across the world.

Message for Amitians

To make music, you cannot be driven by numbers alone. There is no guaranteed way to predict how people will connect with your art. Over my 23 years in the industry, I have learned the importance of staying grounded in reality. The only way forward is to remember who you are, where you come from, and to carry that humility with you at every stage of the journey. 🇮🇳

Memories, milestones, and connections

Alumni Reunion 2025: A Celebration Of Alumni Pride, Purpose, And Partnership

AUUP | Greater Noida

Promoting alumni engagement, Amity University, Greater Noida, successfully organised its Alumni Reunion 2025 on December 9, 2025, bringing together graduates from various batches and academic disciplines. The event provided a vibrant platform for former students to reconnect with their alma mater and fortify their bond with the institution that shaped their futures. The reunion was graced by university leadership, faculty members, and distinguished alumni achievers. A memorable highlight featured an interaction with (Dr) Ajay Rana, director general professor, Amity University,



Director General, Prof (Dr) Ajay Rana, and faculty members felicitate alumni with badges

Greater Noida, who personally presented Amity Alumni Association badges to all attendees. The campus pulsed with nostalgia as alumni immersed themselves in interactive networking sessions, sharing tidbits from their profes-

sional journeys, notable accomplishments, and entrepreneurial experiences across sectors like technology, business, and public service. They expressed their sincere gratitude for Amity's commitment to academic rigour,

innovative teaching, holistic development, and unwavering career guidance that propelled their wonderful success. The programme doubled as a collaborative think tank, where the alumni contributed insightful sug-

gestions on curriculum modernisation, research partnerships, industry internships, and campus sustainability initiatives. These exchanges underscored the alumni's role as vital stakeholders in driving the university's growth and relevance in a rapidly evolving educational landscape. The Alumni Reunion 2025 concluded on an uplifting note of camaraderie and inspiration, leaving all those present with treasured moments and revitalised networks. The occasion highlighted Amity University, Greater Noida's steadfast focus on nurturing enduring alumni relationships, positioning them as mentors, collaborators, ambassadors for institutional excellence.