



## MR. BHUVAN BAM

Actor and Comedian

Taken by the Editorial Board

**YT:** You have been a musician, a content creator, and even an actor. As a creative professional, which of these mediums do you have a personal preference for, and where do you believe your imagination can be showcased more effectively?

**BB:** As a creative professional, I see my imagination and thoughts as the foundation of everything I pursue. Whether it is singing, content creation, or now acting, my aim has always been to bring my creative vision to life. Each medium might be different, but the effort, passion, and dedication I pour into them remain constant. It is this consistency in creativity that defines my journey and shapes my work.

**YT:** Your content often navigates the intersection between humour and contemplation, encapsulating profound insights within seemingly light-hearted narratives. Can you recount a particular instance where a comedic piece of content took an unexpected turn, leading to a thought-provoking revelation that resonated deeply with your audience and how

does this outlook frame the stories you chose to tell?

**BB:** Many of my comic sketches originate from a simple idea I want to plant in my audience's minds. There have been moments when certain pieces have resonated far beyond my expectations—like my video 'My Duty', which explored how a shift in a man's mindset could lead to fostering a more respectful society. The positive recognition such videos receive is incredibly motivating. It encourages me to keep crafting stories in my own unique way, trusting that my audience will connect with and understand the message behind them.

**YT:** Having established a notable career as a content creator, there must have come various forms of critique and feedback your way regarding the composition of your content. What is your approach towards both the favourable as well as the adverse reactions you receive from your viewers and is there a particular experience that stands out?

**BB:** I have never shied away from criticism—in fact, I welcome it. Over time, I have learned to differentiate between constructive feedback that helps me grow and criticism that’s best left aside. There is no one-size-fits-all approach to this; it is a process that comes with dedicating time to perfecting your craft. The deeper you immerse yourself in your work, the clearer it becomes which critiques can elevate your talent and which ones you should disregard. It is all about striking the right balance for continuous improvement.

**YT:** In India's dynamic digital content landscape, you have played a pivotal role in its revolution with your notable presence on YouTube. As content formats shift towards even shorter modes such as reels, how do you perceive the future of the industry, especially in the context of increasingly stringent digital regulations and, how do you plan to maintain your popularity and influence amidst this evolving landscape while adhering to the stricter digital laws that are emerging?

**BB:** I have always believed there is no better time to be a content creator than today. While policies and regulations might evolve, I am confident that creative individuals will always find innovative ways to connect with their audience. Once you have identified your audience and built a strong bond with them through meaningful content, maintaining that connection becomes much more manageable. This approach has been the cornerstone of my journey, and it is something I truly stand by.

**YT:** With a substantial and engaged online following, your influence among the youth is undeniably significant which carries a weight of responsibility, particularly concerning the potential impact your content can wield over your audience. Could you elaborate on how you approach and manage this responsibility?

**BB:** From the very start of my journey, I have always felt a deep sense of responsibility for the stories I choose to tell. This responsibility does not feel like a burden—it is more like a guiding conscience. It is an intrinsic part of how I think and create, which makes it easier for me to navigate and align my decisions with it. For me, it is not an added factor to manage; it is an inherent part of my storytelling process.

**YT:** Within the intricate diversity prevalent in Indian society, characterized by a myriad of languages and cultural nuances, your skill in crafting content that genuinely connects with such varied backgrounds is truly praiseworthy. How do you navigate the challenge of maintaining inclusivity and ensuring that your content deeply resonates with individuals from these multifaceted backgrounds?

**BB:** Over the years, I have realized that while our language, geography, food, and clothing may differ, the core expectations and challenges of life are what unite us as humans. This shared experience makes it easier for people to connect with my stories. They are not crafted for any specific community but focus on universal situations and relatable issues, often drawn from the dynamics of a middle-class household. It is this universality that allows my work to resonate with a diverse audience.

**YT:** On YouTube, you take on various characters, each of which have a distinct personality that strongly resonates with viewers and conveys meaningful messages. Could you tell us about the real-life individuals who served as inspiration for bringing these characters to life?

**BB:** Having grown up in a middle-class household in Delhi, I have always been a keen observer of human behavior. Most of the characters I portray are inspired by the people around me—my family, friends, or even strangers I encounter in everyday

settings like metros, parks, and other public spaces. For instance, Titu Mama is based on my actual uncle, whose mannerisms I have been observing since childhood. Angry Masterji is a nod to one of my school teachers, and Doctor Sehgal draws inspiration from a real Dr. Sehgal whose clinic was next to my house. These personal connections lend authenticity to my characters and make them relatable to my audience.

**YT: Your achievements on YouTube have opened doors to ventures in music, acting, and business. You have also grown your brand by introducing merchandise and producing music albums. How do you go about selecting projects beyond your main content, and what considerations shape your choices?**

**BB:** Throughout my YouTube journey, every new path I have explored has been driven by a single core goal: telling meaningful stories. Whether it is through songs, inspiring merchandise, or

producing original content under my own production house, the purpose remains constant. I see these ventures as different channels that allow me to expand my reach while staying true to my vision of creating impactful narratives.

**YT: Your work continues to be cherished by millions around the country; the students of St. Xavier's College (Autonomous), Kolkata are no different. What message would you like to pass on to them?**

**BB:** I know this might sound like advice people hear often, but I genuinely believe in it because it works: do what you love and give it your 100 per cent. Failures are inevitable, no matter what path you choose, so why not dedicate yourself to something you are truly passionate about? When you pursue what you love, even challenges become more manageable, and the journey itself becomes fulfilling.