














PR Coverage Report













Press Release: India unites to win #71for71challenge; Shayan Italia's Jana Gana Mana crosses 71 million YouTube views



















Circuit – India







Report Type – Updated Report

Media	Links	Unique Visitors/ Newspaper Readership
News Agency		
 <p>ANI South Asia's Leading Multimedia News Agency</p>	https://www.aninews.in/news/business/business/71for71challenge-unites-india-shayan-italias-jana-gana-mana-set-for-71mn-youtube-views201808131741320002/	4,98,600
	http://www.ptinews.com/pressrelease/30988_press-sub-71for71challenge-unites-India--Shayan-Italia-s-Jana-Gana-Mana-crosses-71-million-YouTube-views	3,19,700
 <p>United News of India India's Multi Lingual News Agency</p>	http://www.uniindia.com/~71for71challenge-shayan-italia-s-jana-gana-mana-crosses-71-million-youtube-views/Entertainment/news/1319602.html	3,33,000
Print Clips		
	Mumbai- Afternoon DC,	1,95,000
	Pune- Sakal Times,	11,43,000
	Pune- Punya Nagri	4,03,143
	Delhi NCR	190000
	Delhi	75715
	Orissa	18962
	Rajasthan Patrika	429153
	Free Press Gujarat	55000
	Indore Samachar	42950
	Raj Express	29983

	The Himalayan Mirror	57591
	The Hitavada - Nagpur	78862
	The Hitavada - Bhopal	25310
	Patrika	258367
Online Broadcast Media		
	https://www.timesnownews.com/the-buzz/article/independence-day-jana-gana-mana-15-august-2018-shayan-italia-national-anthem-record-71-million-views-youtube-video/269476	27,50,700
	https://www.indiatvnews.com/internet/news-72nd-independence-day-piano-rendition-of-jana-gana-mana-becomes-the-most-viewed-national-anthem-on-youtube-458097	20,68,600
	https://www.ndtv.com/offbeat/this-beautiful-piano-rendition-of-jana-gana-mana-has-set-a-youtube-record-1900395	3,08,24,600
	https://khabar.ndtv.com/news/jashn-e-azaadi/indian-national-anthem-jana-gana-mana-by-pianist-shayan-italia-breaks-record-on-youtube-1900358	2,93,48,000
	http://www.btv.in/national/piano-rendition-of-jana-gana-mana-becomes-the-most-viewed-national-anthem-on-youtube/93156	29,63,010
	http://zeenews.india.com/hindi/india/video-jan-gan-man-on-piano-is-most-watched-in-youtube/433502	94,54,900
National Newspapers- Online		
	https://www.mid-day.com/articles/mumbai-pianists-version-of-jana-gana-mana-makes-history-with-72-million-youtube-views/19702191	10,80,700
	https://www.business-standard.com/article/pti-stories/piano-rendition-of-jana-gana-mana-becomes-the-most-viewed-national-anthem-on-youtube-118081400780_1.html	25,25,300

	https://www.business-standard.com/article/news-ani/71for71challenge-unites-india-shayan-italia-s-jana-gana-mana-set-for-71mn-youtube-views-118081301039_1.html	25,25,300
	http://www.dnaindia.com/india/report-independence-day-shayan-italia-s-piano-rendition-of-jana-gana-mana-becomes-most-viewed-national-anthem-on-youtube-2649804	2680900
	https://www.thehindubusinessline.com/news/variety/piano-rendition-of-jana-gana-mana-is-the-most-viewed-anthem-on-youtube/article24691623.ece	13,90,700
	https://www.thehindu.com/entertainment/music/article24689544.ece	1,04,67,000
	http://www.freepressjournal.in/india/piano-rendition-of-jana-gana-mana-becomes-the-most-viewed-national-anthem-on-youtube/1335360	10,42,200
	https://indianexpress.com/article/trending/viral-videos-trending/pianist-playing-the-national-anthem-viral-video-5306715/	1,49,56,000
	http://thehitavada.com//Encyc/2018/8/15/Piano-rendition-of-%E2%80%98Jana-Gana-Mana--becomes-most-viewed-on-YouTube.aspx	11,25,693
Regional Newspaper and Websites		
	https://www.maalaimalar.com/News/National/2018/08/14162449/1183876/Piano-rendition-of-Jana-Gana-Mana-becomes-the-most.vpf	49,89,033
	https://www.livehindustan.com/national/story-national-anthem-jana-gana-mana-video-recorded-by-pianist-shayan-italia-creats-record-on-youtube-2124374.html	37,40,200
	https://telugu.samayam.com/independence-day/news/shayan-italias-heartfelt-version-of-jana-gana-mana-breaks-national-anthem-records/articleshow/65407607.cms	9,77,700
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	https://hindi.sakshi.com/national/2018/08/14/shayan-italia-jana-gana-mana-set-a-youtube-record	99,68,900
	https://www.vikatan.com/news/india/134026-indian-national-anthem-jana-gana-mana-by-pianist-shayan-italia.html	31,06,900
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	https://tamil.news18.com/news/national/piano-rendition-of-jana-gana-mana-has-set-a-youtube-record-43949.html	1,12,85,000
	https://www.darpanmagazine.com/news/india/watch-this-beautiful-piano-rendition-of-jana-gana-mana-has-set-a-youtube-record/?page=2	1,24,900
	https://www.dainikprabhat.com/indian-national-anthem-jana-gana-mana-by-shayan-italia-created-record/	67,100
	https://www.ntnews.com/international-news-telugu/this-piano-rendition-of-out-national-anthem-is-the-most-viewed-national-anthem-in-the-world-1-1-574420.html	18,24,800
	https://www.khabaronline.com/independence-day/news-independence-day/indias-national-anthem-jana-gana-mana-created-record-in-youtube/	76,800
	http://www.dinamalar.com/news_detail.asp?id=2080866	5124100
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	https://www.amarujala.com/india-news/video-national-anthem-played-on-piano-7-3-million-times-viewed	52,12,400
	https://www.majhapaper.com/2018/08/14/shayan-italias-jana-gana-mana-set-for-71mn-youtube-views/	95,800
	http://www.mycitypaper.com/2018/08/15/piano-rendition-of-jana-gana-mana-has-set-a-youtube-record/	NA
	https://telugu.samayam.com/independence-day/news/shayan-italias-heartfelt-version-of-jana-gana-mana-breaks-national-anthem-records/articleshow/65407607.cms	981,300
	https://www.prabhatkhabar.com/news/celebrity/pianist-shayan-italia-s-jana-gana-mana-creates-world-record-on-youtube/1194060.html	899300
Online General News Websites		
	https://www.aajtakindia.co.in/national-anthem-video-viral-on-independence-day-recorded-footage-on-youtube/	NA
	https://in.news.yahoo.com/71for71challenge-unites-india-shayan-italias-jana-gana-mana-121154392.html	1,03,83,75,000
	https://www.outlookindia.com/newscroll/piano-rendition-of-jana-gana-mana-becomes-the-most-viewed-national-anthem-on-youtube/1366250	7,00,500

	https://www.indiatoday.in/pti-feed/story/piano-rendition-of-jana-gana-mana-becomes-the-most-viewed-national-anthem-on-youtube-1314208-2018-08-14	43,45,100
	http://www.india.com/news/agencies/piano-rendition-of-jana-gana-mana-becomes-the-most-viewed-national-anthem-on-youtube-3222887/	1,04,60,000
	http://www.sify.com/finance/71for71challenge-unites-india-shayan-italia-s-jana-gana-mana-set-for-71mn-youtube-views-news-news-sinsphhiiggfg.html	7,27,400
	http://www.india.com/news/agencies/71for71challenge-unites-india-shayan-italias-jana-gana-mana-set-for-71mn-youtube-views-3221172/	1,04,60,000
	http://www.india-press-release.com/press/press_featured/featured/586/71for71challenge-unites-india-shayan-italias-jana-gana-mana-set-for-71-million-youtube-views	35,400
	https://www.instaapr.com/news/news-details/india-unites-win-71for71challenge-shayan-italia-jana-gana-mana-crosses-71-million-youtube-views/196	12,800
	https://news11.com/2018/08/13/71for71challenge-unites-india-shayan-italias-jana-gana-mana-set-for-71mn-youtube-views/	8,250
	http://in.shafaqna.com/EN/07266975	18,85,900
	http://ashokanews.com/2018/08/13/71for71challenge-unites-india-shayan-italias-jana-gana-mana-set-for-71mn-youtube-views/	54,300
	https://www.newkerala.com/news/read/33569/71for71challenge-unites-india-shayan-italias-jana-gana-mana-set-for-71mn-youtube-views.html	3,28,200
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	http://www.technewspoint.com/story/169911/71for71challenge-unites-india-shayan-italias-jana-gana-mana-set-for-71-million-youtube-views.html	6,500
	https://news.webindia123.com/news/articles/India/20180814/3411926.html	17,29,000
	http://indiafastnews.ultimatefreehost.in/this-beautiful-piano-rendition-of-jana-gana-mana-has-set-a-youtube-record/?i=1	2,28,700
	http://www.himachalpradeshnewspaper.com/story/47159/71for71challenge-unites-india-shayan-italias-jana-gana-mana-set-for-71-million-youtube-views.html	6,800
	http://www.goaheadlines.org/story/45493/71for71challenge-unites-india-shayan-italias-jana-gana-mana-set-for-71-million-youtube-views.html	10,100

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	http://www.meerutreporter.com/story/47108/71for71challenge-unites-india-shayan-italias-jana-gana-mana-set-for-71-million-youtube-views.html	7,300
	http://www.dimapurnewsdesk.in/story/39441/71for71challenge-unites-india-shayan-italias-jana-gana-mana-set-for-71-million-youtube-views.html	7,300
	http://www.raipurdaily.net/story/47487/71for71challenge-unites-india-shayan-italias-jana-gana-mana-set-for-71-million-youtube-views.html	9,600
	http://www.saurashtranews.com/story/48278/71for71challenge-unites-india-shayan-italias-jana-gana-mana-set-for-71-million-youtube-views.html	8,200
	http://www.ncronlinejournal.in/story/43853/71for71challenge-unites-india-shayan-italias-jana-gana-mana-set-for-71-million-youtube-views.html	5,600
	http://www.amritsar-online.com/story/11046/71for71challenge-unites-india-shayan-italias-jana-gana-mana-set-for-71-million-youtube-views.html	7,900
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	https://news.raftaar.in/viral-video-jana-gana-mana-independence-national-anthem-india-%E0%A4%A6%E0%A5%81%E0%A4%A8%E0%A4%BF%E0%A4%AF%E0%A4%BE-%E0%A4%AD%E0%A4%BE%E0%A4%AF%E0%A4%BE-%E0%A4%AD%E0%A4%BE%E0%A4%B0%E0%A4%A-%E0%A4%B0%E0%A4%BE%E0%A4%B7%E0%A5%8D%E0%A4%9F%E0%A5%8D%E0%A4%B0%E0%A4%97%E0%A4%BE%E0%A4%A8-%E0%A4%95%E0%A4%B0%E0%A5%8B%E0%A4%A1%E0%A4%BC-%E0%A4%B2%E0%A5%8B%E0%A4%97/detail/6e25035fc03e6acf44c0683af13b9f87	1,531,000
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	https://womeniaworld.com/shayan-italia-most-viewed-indian-national-anthem-jana-gana-mana/	NA
	https://www.firstpost.com/entertainment/piano-rendition-of-jana-gana-mana-crosses-77-mn-views-on-youtube-becomes-most-viewed-national-anthem-4969751.html	99,61,900
	https://www.newsdogapp.com/hi/article/5b72dfb312313a2ac95f3f9d/?d=false	259,100

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NewsBytes	https://www.newsbytesapp.com/timeline/India/29601/132474/indi a-s-national-anthem-jana-gana-mana-storms-youtube	287,400
	https://newsd5.in/piano-rendition-of-jana-gana-mana-becomes- the-most-viewed-national-anthem-on-youtube/	NA
release SOON	https://www.releasesoon.com/piano-rendition-of-jana-gana-mana- crosses-77-mn-views-on-youtube-turns-into-most-seen-nationwide- anthem/	32,900
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	https://www.newstm.in/news/national/general/43151-piano- rendition-of-jana-gana-mana-has-set-a-youtube-record.html	73,700
	http://hindi.apnlive.com/india-news/one-of-the-national-anthem- jan-gan-mana-is-being-liked-in-the-world-many-breaking-records- 47929	84,600
Scroll.in Thursday, August 16th 2018	https://scroll.in/video/889331/watch-the-piano-and-the-sarod-and- virtuoso-performers-make-a-little-magic-with-jana-gana-mana	6,733,500
DAILY EXCELSIOR	http://www.dailyexcelsior.com/piano-rendition-of-jana-gana-mana- becomes-the-most-viewed-national-anthem-on-youtube-2/	271,100
	https://indianmoney.com/news/-jana-gana-mana--becomes--most- viewed-national-anthem--on-youtube-1534265525	358600
Darjeeling Bulletin DARJEELING BULLETIN	https://darjeelingbulletin.com/2018/08/15/piano-rendition-of-jana- gana-mana-crosses-77-mn-views-on-youtube-becomes-most- viewed-national-anthem/	NA
URDU BUSINESS NEWS URDU BUSINESS NEWS	http://urdubusinessnews.com/2018/08/15/piano-rendition-of-jana- gana-mana-crosses-77-mn-views-on-youtube-becomes-most- viewed-national-anthem/	NA
Jai Bhim News	http://jaibhimnews.com/2018/08/15/piano-rendition-of-jana-gana- mana-crosses-77-mn-views-on-youtube-becomes-most-viewed- national-anthem/	NA
	http://bhajjaanews.com/indian-national-anthem-jana-gana-mana- by-pianist-shayan-italia-breaks-record-on-youtube1629-2/	

News Agency Coverage

<https://www.aninews.in/news/business/business/71for71challenge-unites-india-shayan-italias-jana-gana-mana-set-for-71mn-youtube-views201808131741320002/>



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ShayanItalia

#71for71challenge unites India; Shayan Italia's Jana Gana Mana set for 71Mn YouTube views

http://www.ptinews.com/pressrelease/30988_press-sub-71for71challenge-unites-India--Shayan-Italia-s-Jana-Gana-Mana-crosses-71-million-YouTube-views



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Press Release

Source:#71for71challenge **Category:General**

#71for71challenge unites India; Shayan Italia's Jana Gana Mana crosses 71 million YouTube views

14/08/2018

#71for71challenge unites India; Shayan Italia's *Jana Gana Mana* crosses 71 million YouTube views

Initiative succeeded without corporate sponsors, political support or celebrity endorsements.

*Mumbai, 14 August 2018:*After smashing all records for national anthems since it went live 29 July 2018 on Youtube, the **#71for71challenge** set by Shayan Italia for 71 million views of his piano rendition of the *Jana Gana Mana* to celebrate India's 71 years of Independence has received an overwhelming response.

<http://www.uniindia.com/~71for71challenge-shayan-italia-s-jana-gana-mana-crosses-71-million-youtube-views/Entertainment/news/1319602.html>



United News of India
India's Multi Lingual News Agency

Tuesday, Aug 14 2018 | Time 16:59 Hrs(IST)



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Posted at: Aug 14 2018 4:16PM

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71for71challenge; Shayan Italia's Jana Gana Mana crosses 71 million YouTube views



Thane, Aug 14 (UNI) Smashing all records for national anthems since it went live on July 29 on Youtube, the #71for71challenge set by Shayan Italia for 71 million views of his piano rendition of the Jana Gana Mana celebrating

Print Coverage

Newspaper	City	Page no	language	Format
Afternoon DC	Mumbai	6	English	Tabloid

Circulation- 1,95,000

#71for71challenge unites India; Shayan Italia's Jana Gana Mana set for 71 million YouTube views

Entire campaign self-funded; succeeded without advertisements, political support, celebrity endorsements, or mainstream campaigns After smashing all records for national anthems en route to 70 million YouTube views (as of 4:00 pm, 13 August 2018) within 15 days of being uploaded, Jana Gana Mana's #71for71challenge has become the all-new trending rage on social media. The video top-trended on Twitter as India chose it over politics, Bollywood and cricket.

Within days of uploading the video on 29 July, the creators of the video, pianist Shayan Italia and director Farhad Vijay Arora, set up the #71for71challenge to unite India as one for Independence Day. "On the first day of the upload, we received more than 5 million views and quickly realised that we now had a once-in-a lifetime opportunity to connect all of India with its most emotional chord—the Jana Gana Mana," said Shayan Italia. "We decided that our heartfelt rendition of Rabindranth Nath Tagore's divine ode should get, by 15 August, 71 million views—1 million views to celebrate each year of India's 71 years of Independence." "India deserves the very best. This is the first time that any video from India has been shot entirely in 8K Ultra HD in VFX," said Farhad Vijay Arora. "India has shown that it has both the emotion and aspiration for bleeding edge media production."

Newspaper	City	Page no	language	Format
Sakal Times	Pune	4	English	Broadsheet

Epaper- http://epaper.sakaaltimes.com/flashclient/client_panel.aspx#currPage=4

Circulation- 11,43,000

India unites for #71for71 challenge

Pianist and songwriter Shayan Italia's 'Jana Gana Mana' video crosses 71 million YouTube views

ST CORRESPONDENT
reporters@sakaaltimes.com

Pune: The video of the Indian national anthem on YouTube has smashed all records for any national anthem and has become the all-new trending rage on social and even traditional new media since it went live on July 29.

The #71for71 challenge set by Shayan Italia for 71 million views of his piano rendition of the 'Jana Gana Mana' to celebrate India's 71 years of Independence has received an overwhelming response.

It is now the most viewed single video of any national anthem of the world on



PROUD MOMENT: 'Jana Gana Mana' video by Shayan Italia has crossed over 71 million views on YouTube.

YouTube, overtaking the French national anthem video, which has 36 million views. Until now, the record for the Indian anthem was under 9 million views.

On August 14, the video crossed 71 million YouTube views as patriotic Indians across the country embraced the #71for71 challenge.

Within days of uploading the video on July 29, the creators of the video, pianist Shayan Italia and director Farhad Vijay Arora, set up the #71for71challenge to unite India as one for Independence Day.

Italia is born in Hyderabad and a resident of Mumbai. He is a pianist, songwriter and entrepreneur. His latest creation is in remembrance of his mother for the gift of music she left him before she succumbed to cancer when he

was a child.

Italia said, "On the first day of the upload, we received more than 5 million views and quickly realised that we now had a once-in-a-lifetime opportunity to connect all of India with its most emotional chord, the 'Jana Gana Mana'.

"This is the first time that any video from India has been shot entirely in 8K Ultra HD in VFX," Arora said.

This contemporary version of the timeless classic has been arranged and rendered on the world's grandest concert piano, the flagship Steinway Model D to befit the Jana Gana Mana's majesty and stature.

Newspaper	City	Page no	language	Format
Punyanagri	Pune	6	English	Broadsheet

Epaper link- http://www.epunyanagri.com/imageview_6149_9576_4_84_15-08-2018_4_i_1_sf.html

Circulation- 403143

जगातील सर्वाधिक पाहिलेल्या व्हिडीओचा मान भारतीय राष्ट्रगीताला!

७१ फॉर ७१ चॅलेंज : ७१ दशलक्ष लोकांनी पाहिल्याची नोंद

॥ पुणे : स्वातंत्र्य दिनानिमित्त शायन इटालिया या कलाकाराने पियानोवर भारतीय राष्ट्रगीताचे वादन केले, त्याचा व्हिडीओ खूपच लोकप्रिय झाला आहे. १४ ऑगस्टपर्यंत यू ट्यूबवर ७१ दशलक्ष लोकांनी हा व्हिडीओ पाहिल्याची नोंद झाली आहे. यू ट्यूबवर जगातील कोणत्याही राष्ट्रगीतापेक्षा सर्वाधिक पाहिलेला व्हिडीओ म्हणून याची नोंद झाली आहे. या आधी फ्रेंच राष्ट्रगीताच्या व्हिडीओला ३६ दशलक्ष लोकांनी पाहिले आहे. या वादनाला ७१ फॉर ७१ चॅलेंज हे नाव देण्यात आले होते. या यशाबद्दल शायन इटालिया म्हणाले की, आम्ही २९ जुलै रोजी व्हिडीओ अपलोड केला. अपलोडच्या पहिल्या दिवशी या व्हिडीओला ५ दशलक्षापेक्षा जास्त लोकांनी पाहिले. या व्हिडीओस कोणताही राजकीय पाठिंबा, सेलिब्रिटी नसताना यश मिळाले आहे.

Newspaper	City	Page no	language	Format
Hindustan	Delhi /NCR	24	Hindi	Broadsheet

Epaper link- <http://mepaper.livehindustan.com/epaper/Delhi-NCR/Delhi-NCR/2018-08-15/1/Page-24.html>

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हिन्दुस्तान

तरक्की को चाहिए नया नजरिया

चलते-चलते

मुंबई के युवा ने पियानो पर जन-गण-मन बजाया

यू-ट्यूब पर छाई राष्ट्रगान की धुन

सोशल मीडिया से

जई दिल्ली | हिटी

स्वतंत्रता दिवस के मौके पर यू-ट्यूब पर देश के राष्ट्रगान ने अन्तुटा रिकॉर्ड बना दिया है। मुंबई में रहने वाले श्वान इटालिया ने पियानो पर जन, मन, गण बजाया, जिसे पूरे दुनिया में पसंद किया जा रहा है। इस वीडियो को अब तक 7.2 करोड़ से ज्यादा लोग देख चुके हैं और यह किसी भी देश का सबसे ज्यादा देखे जाने वाला राष्ट्रगान बन गया है।

आजादी के 71 साल पूरे होने पर श्वान ने इस वीडियो के लिए 71 मिलियन (7.1 करोड़) व्यूज का लक्ष्य रखा था, जो कि पार हो चुका है। श्वान ने इस वीडियो को 29 जुलाई को अपलोड किया था और महज कुछ ही दिनों में इस वीडियो ने धूम मचा दी। हैदराबाद में जन्मे, मुंबई के रहने वाले श्वान पियानो बजाने के साथ गीतकार



यू-ट्यूब पर वायरल हो रहा वीडियो।

कीर्तिमान

- 7.2 करोड़ से ज्यादा बार देखा जा चुका है श्वान इटालिया का वीडियो
- यह किसी भी देश का सबसे ज्यादा देखा जाने वाला राष्ट्रगान बन गया है

और ध्वजनेसमेन भी हैं। इसका निर्देशन फरहद विजय अरोड़ा ने किया है।

उनका कहना है, "भारत का ये पहला वीडियो है जो 8के अल्ट्रा एचडी इन वीएफएक्स में बनाया गया है। श्वान ने कहा, "पहले दिन इस वीडियो को 50 लाख व्यू मिले। हमें लग रहा है, वीडियो के जरिए हम पूरे भारत से जुड़ सकते हैं।"

Newspaper	City	Page no	language	Format
Navodaya	Delhi	3	Hindi	Broadsheet



पियानो पर जन गण मन

You Tube अब तक 7.2 करोड़ ने देखा

नई दिल्ली, 14 अगस्त (एजेंसी): पियानो पर देश के राष्ट्रगान जन गण मन की प्रस्तुति ने वीडियो शेयरिंग वेबसाइट यूट्यूब



पर सारा रिकार्ड तोड़ दिया है। यूट्यूब पर 7.2 करोड़ बार देखे जाने के साथ यह सबसे ज्यादा देखा गया राष्ट्रीय गान बन गया है। मुंबई के पियानो वादक शायन इटालिया ने

इसे तैयार किया और फरहाद विजय अरोड़ा ने इसका निर्देशन किया है। इस वीडियो को 29 जुलाई को वेबसाइट पर अपलोड किया गया

था। इटालिया ने कहा कि यूट्यूब पर डाले जाने के पहले ही दिन इस वीडियो को 50 लाख से ज्यादा बार देखा गया और हमें तुरंत अहसास हो गया कि देश को उसके भावनात्मक तार, जन गण मन से जोड़ने का शानदार अवसर मिला है। उन्होंने कहा कि हमने तय किया कि रवींद्रनाथ

टैगोर की इस रचना का 15 अगस्त तक 71 मिलियन (7.1 करोड़) व्यूज होना चाहिए। प्रत्येक मिलियन देश की आजादी के 71 साल होने के मौके की याद में समर्पित है।



Newspaper	City	Page no	language	Format
Orrisa Post	Orrisa	11	English	Broadsheet

OrissaPOST

HERE . NOW

'Jana Gana Mana' becomes instant hit on YouTube

PRESS TRUST OF INDIA

New Delhi, August 14: A piano rendition of the Indian national anthem, 'Jana Gana Mana', has broken all records to become the most viewed national anthem with 72 million views on the video sharing website YouTube.

Created by Mumbai-based pianist Shayan Italia and directed by Farhad Vijay Arora, the video was uploaded to the website July 29.

"On the first day of the upload, we received more than 5 million views and quickly realised that we now had a once-in-a-lifetime opportunity to connect all of India with its most emotional chord—the Jana Gana Mana," Italia said.

One rendition of the French national anthem is the second most viewed national anthem with around 36 million views.

"We decided that our heart-



felt rendition of Rabindranth Nath Tagore's divine ode should get, by 15 August, 71 million views—1 million views to celebrate each year of India's 71 years of Independence."

The contemporary version of the timeless classic has been arranged and rendered on the world's grandest concert piano, the flagship Steinway Model D, to befit Jana Gana Mana's stature.

"The singular aim was to bring all of India together in the next two weeks to celebrate our great country's most celebrated treasure—the Jana Gana Mana," Italia said.

Newspaper	City	Page no	language	Format
Rajasthan Patrika	Jaipur	26	Hindi	Broadsheet

eLink - <http://epaper.patrika.com/1777634/Rajasthan-Patrika-Jaipur/Rajasthan-Patrika-Jaipur#page/26/2>

स्वतंत्रता दिवस की शुभकामनाएं

राजस्थान पत्रिका

पृष्ठ 54 | ₹ 5.00 | जयपुर, बुधवार, 15 अगस्त, 2018 | श्रावण शुक्ल पक्ष पंचमी, संवत् 2075

7.1 करोड़ से ज्यादा लोगों ने पसंद किया यू-ट्यूब पर सबसे ज्यादा सुना गया 'जन-गण-मन'

पत्रिका न्यूज नेटवर्क
patrika.com

नई दिल्ली. देश की स्वतंत्रता के 71 वर्ष पूरे होने पर एक और खुशी जुड़ गई है। 'जन-गण-मन' यूट्यूब पर सबसे ज्यादा बार देखा गया राष्ट्रगान बन गया है। शायन इटालिया के पिपानो पर बजाई गई इस धुन को 7.1 करोड़ से अधिक लोगों ने देखा है। दूसरे नंबर पर फ्रांस का राष्ट्रगान है। इसे 3.6 करोड़ लोग देख चुके हैं।

हैदराबाद में जन्मे और मुंबई निवासी शायन पेरो से व्यवसायी हैं। फरहद विजय अरोरा ने इस वीडियो का निर्देशन किया है। वीडियो 29 जुलाई को यूट्यूब पर अपलोड किया



गया था। पहले दिन इस वीडियो को 50 लाख लोगों ने देखा।

वीडियो की सफलता से खुरा शायन कहते हैं कि उन्हें ऐसा लग रहा है कि इस वीडियो के जरिए वह पूरे भारत को जोड़ सकते हैं। भारत की आजादी को 71 साल देखते हुए इन्होंने 71 मिलियन (7.1 करोड़) व्यूज का लक्ष्य रखा था जो 15 अगस्त से पहले ही पूरा हो चुका है।

Newspaper	City	Page no	language	Format
Patrika	Khandwa - MP	01	Hindi	Broadsheet

71 फॉर 71 चैलेंज ने भारत को किया एकजुट

नई दिल्ली. यू ट्यूब पर जन-गण-मन 71 फॉर 71 चैलेंज सभी रिकार्ड ध्वस्त कर कीर्तिमान बना चुका है। यह सोशल मीडिया पर नया ट्रेंड बन चुका है। इसने राजनीति, बॉलीवुड और क्रिकेट को दरकिनार कर दिया है। यह वीडियो 29 जुलाई को अपलोड किया गया था। यह वीडियो ट्विटर पर सर्वाधिक लोकप्रिय

रहा क्योंकि भारत ने राजनीति, बॉलिवुड और रि केट के मुकाबले इसे ज्यादा पसंद किया। फरहद विजय अरोड़ा ने कहा "भारत सर्वश्रेष्ठ में भी सबसे अच्छे का हकदार है। यह पहली बार है कि भारत में पहली बार किसी वीडियो को पूरी तरह 8के अल्ट्रा एचडी वीएफएक्स पर शूट किया गया है।

Newspaper	City	Page no	language	Format
Free Press Gujarat		3	English	Broadsheet

Shayan Italia's Jana Gana Mana set for 71 million YouTube views



After smashing all records for national anthems en route to 70 million YouTube views (as of 4:00 pm, 13 August 2018) within 15 days of being uploaded, Jana Gana Mana's #71for71 challenge has become the all-new trending rage on social media. The video top-trended on Twitter as India chose it over politics, Bollywood and cricket.

Within days of uploading the video on 29 July, the creators of the video, pianist Shayan Italia and director Farhad Vijay Arora, set up the #71for71 challenge to unite

India as one for Independence Day.

"On the first day of the upload, we received more than 5 million views and quickly realised that we now had a once-in-a-lifetime opportunity to connect all of India with its most emotional chord—the Jana Gana Mana," said Shayan Italia. "We decided that our heartfelt rendition of Rabindranath Nath Tagore's divine ode should get, by 15 August, 71 million views—1 million views to celebrate each year of India's 71 years of Independence." (1-7)

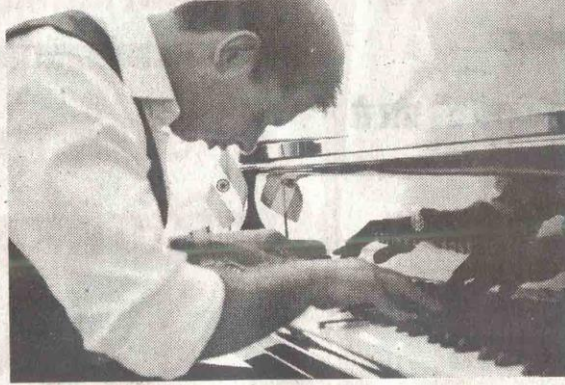
Newspaper	City	Page no	language	Format
Indore Samachar	Indore	9	Hindi	Broadsheet

71 फॉर 71 चैलेंज ने भारत को किया एकजुट

मुंबई, - यू ट्यूब पर जन-गण-मन 71 फॉर 71 चैलेंज सभी रिकार्ड ध्वस्त कर कीर्तिमान बना चुका है। यू ट्यूब पर 13 अगस्त, शाम 4:00 तक 15 दिनों में 70 मिलियन लोग इसे देख चुके हैं। यह सोशल मीडिया पर नया ट्रेंड बन चुका है। इसने राजनीति, बॉलीवुड और क्रिकेट को दरकिनार कर दिया है।

यह वीडियो 29 जुलाई को अपलोड किया गया था। यह वीडियो टि्वटर पर सर्वाधिक लोकप्रिय रहा क्योंकि भारत ने राजनीति, बॉलीवुड और क्रिकेट के मुकाबले इसे ज्यादा पसंद किया।

29 जुलाई को वीडियो अपलोड करने के कुछ ही दिनों में वीडियो के निर्माता, पियानो वादक शयन इटैलिया



स्थापित किया।

शयन इटैलिया ने कहा, -इसे पहले दिन ही अपलोड किए जाने पर 5 मिलियन से अधिक लोगों ने देखा। इससे हमें आभास हुआ कि हमें ज़िंदगी में एक बार सभी भारतीयों तक पहुंचने का अवसर मिला है। यह अवसर हमें दिल को छू जाने वाले जन-गण-मन की बदौलत मिला है। हमने तय किया कि 15 अगस्त तक रवींद्र नाथ टैगोर के दिल को छूने वाली दैवीय रचना को 71 मिलियन से अधिक लोग देखें। भारत अपना 71 वां स्वतंत्रता दिवस मना रहा है। इस लिहाज से देखा जाए तो हर साल के हिसाब

से एक मिलियन दर्शकों को जोड़ा जाए तो 71 मिलियन दर्शक होते हैं।- और डायरेक्टर फरहद विजय अरोड़ा ने स्वतंत्रता दिवस पर भारत को एकजुट करने के लिए 71 फॉर चैलेंज

Newspaper	City	Page no	language	Format
Raj Express	Indore	3	Hindi	Broadsheet

71 फॉर 71 चैलेंज ने भारत को किया एकजुट

मुंबई। यू ट्यूब पर जन-गण-मन 71 फॉर 71 चैलेंज सभी रिकार्ड ध्वस्त कर कीर्तिमान बना चुका है। यू ट्यूब पर 13 अगस्त तक 15 दिनों में 70 मिलियन लोग इसे देख चुके हैं। यह सोशल मीडिया पर नया ट्रेंड बन चुका है। यह वीडियो 29 जुलाई को अपलोड किया गया था। यह वीडियो टि्वटर पर सर्वाधिक लोकप्रिय रहा क्योंकि भारत ने राजनीति, बॉलीवुड और क्रिकेट के मुकाबले इसे ज्यादा पसंद किया। कुछ ही दिनों में वीडियो के निर्माता, पियानो वादक शयन इटैलिया और डायरेक्टर फरहद विजय अरोड़ा ने स्वतंत्रता दिवस पर भारत को एकजुट करने के लिए 71 फॉर चैलेंज स्थापित किया। शयन इटैलिया ने कहा, इसे पहले दिन ही अपलोड किए जाने पर 5 मिलियन से अधिक लोगों ने देखा। फरहद विजय अरोड़ा ने कहा, 'भारत सर्वश्रेष्ठ में भी सबसे अच्छे का हकदार है। यह पहली बार है कि भारत में पहली बार किसी वीडियो को पूरी तरह 8क अल्ट्रा एचडी वीएफएक्स पर शूट किया गया है।

Newspaper	City	Page no	language	Format
Rajasthan Patrika	Indore	14	Hindi	Broadsheet

71 फॉर 71 चैलेंज ने भारत को किया एकजुट

नई दिल्ली. यू ट्यूब पर जन-गण-मन 71 फॉर 71 चैलेंज सभी रिकार्ड ध्वस्त कर कीर्तिमान बना चुका है। यह सोशल मीडिया पर नया ट्रेंड बन चुका है। इसने राजनीति, बॉलीवुड और क्रिकेट को दरकिनार कर दिया है। यह वीडियो 29 जुलाई को अपलोड किया गया था। यह वीडियो ट्विटर पर सर्वाधिक लोकप्रिय

रहा क्योंकि भारत ने राजनीति, बॉलिवुड और क्रिकेट के मुकाबले इसे ज्यादा पसंद किया। फरहद विजय अरोड़ा ने कहा "भारत सर्वश्रेष्ठ में भी सबसे अच्छे का हकदार है। यह पहली बार है कि भारत में पहली बार किसी वीडियो को पूरी तरह 8के अल्ट्रा एचडी वीएफएक्स पर शूट किया गया है।

Newspaper	City	Page no	language	Format
The Himalayan Mirror	Gangtok	2	English	Broadsheet

Shayan Italia's Jana Gana Mana set for 71 million YouTube views

Siliguri, Aug 14 : After smashing all records for national anthems en route to 70 million YouTube views (as of 4:00 pm, 13 August 2018) within 15 days of being uploaded, Jana Gana Mana's #71for71 challenge has become the all-new trending rage on social media. The video top-trended on Twitter as India chose it over politics, Bollywood and cricket.

Within days of uploading the video on 29 July, the creators of the video, pianist Shayan Italia and director Farhad Vijay Arora, set up the #71for71 challenge to unite India as one for Independence Day.

"On the first day of the upload, we received more than 5 million views and quickly realised that we now had a once-in-a-lifetime opportunity to connect all of India with its most emotional chord—the Jana Gana Mana," said Shayan Italia. "We decided that our heartfelt rendition of Rabindranth Nath Tagore's divine ode should get, by 15 August, 71 million views—1 million views to celebrate each year of India's 71 years of Independence."

"India deserves the very best. This is the first time that any video from India has been shot entirely in 8K Ultra HD in VFX," said Farhad Vijay Arora. "India has shown that it has both the emotion and aspiration for bleeding edge media production."

A powerful testimony to the power of the common Indian, Shayan Italia's rendition has succeeded without advertisements, political support, celebrity endorsements, or campaigns in the social or traditional media.

It is now the most viewed single



video of any national anthem of the world on YouTube, overtaking the French national anthem video which has 36 million views. Until now, the record for the Indian anthem was under 9 million views.

This contemporary version of the timeless classic has been arranged and rendered on the world's grandest concert piano, the flagship Steinway Model D, to befit the Jana Gana Mana's majesty and stature.

Shot in 8K Ultra HD and directed by Farhad Vijay Arora, the global cross-cultural project involves the Who's Who of audio and video world across the globe. Exceeding all expectations, within less than 24 hours of going live on YouTube, the video had crossed 5 million views. No other national anthem has seen such rapid success on YouTube or online—ever.

Hyderabad born and Mumbai res-

ident, Shayan Italia is a pianist, songwriter, and entrepreneur. His latest creation is in remembrance of his mother for the gift of music she left him before she succumbed to cancer when he was a child.

"India is going through trying, divisive times as never before. The singular aim was to bring all of India together in the next two weeks to celebrate our great country's most celebrated treasure—the Jana Gana Mana," says Shayan Italia. "We are overwhelmed by the support we have received from the real India that's outside the metros and outside politics or Bollywood or cricket."

"With this video, we have proved that no matter how big the challenge, common Indian can take on the world and have the support of common Indians," said Farhad Vijay Arora.

Newspaper	City	Page no	language	Format
The Hitavada	Nagpur	14	English	Broadsheet

Elink- http://www.ehitavada.com/hitavadanew.aspx?lang=6&NB=2018-08-15&spage=Mpage&SB=2018-08-15#Mpage_14

Online Broadcast News Coverage

<https://www.timesnownews.com/the-buzz/article/independence-day-jana-gana-mana-15-august-2018-shayan-italia-national-anthem-record-71-million-views-youtube-video/269476>



The screenshot shows the Times Now News website interface. At the top, the logo "TIMESNOWNEWS.COM" is displayed in blue and red. Below the logo is a navigation menu with icons for home, videos, India, World, Business, Entertainment, Sports, and Tech & Gadgets. The article title is "Shayan Italia's heartfelt version of 'Jana Gana Mana' breaks national anthem records, crosses 71 million views". The update date is "Updated Aug 14, 2018 | 16:16 IST | Times Now Digital". The article text states: "This heartfelt piano version of Rabindranath Tagore's 'Jana Gana Mana' has gone viral for all the right reasons as it crosses 71 million views on YouTube." Below the text is a blurred image of a piano keyboard.

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Shayan Italia's heartfelt version of 'Jana Gana Mana' breaks national anthem records, crosses 71 million views

Updated Aug 14, 2018 | 16:16 IST | Times Now Digital A - A +

This heartfelt piano version of Rabindranath Tagore's 'Jana Gana Mana' has gone viral for all the right reasons as it crosses 71 million views on YouTube.

<https://www.indiatvnews.com/internet/news-72nd-independence-day-piano-rendition-of-jana-gana-mana-becomes-the-most-viewed-national-anthem-on-youtube-458097>

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Piano rendition of 'Jana Gana Mana' becomes the most viewed national anthem on YouTube

Created by Mumbai-based pianist Shayan Italia and directed by Farhad Vijay Arora, the video was uploaded to the website on July 29.

Reported by: PTI, New Delhi [Updated: August 14, 2018 17:36 IST]

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<https://www.ndtv.com/offbeat/this-beautiful-piano-rendition-of-jana-gana-mana-has-set-a-youtube-record-1900395>

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This Beautiful Piano Rendition Of Jana Gana Mana Has Set A YouTube Record

Mumbai-based pianist Shayan Italia's rendition of India's national anthem has been viewed over 72 million times on YouTube

Offbeat | Press Trust of India | Updated: August 14, 2018 16:07 IST

TRENDING

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होम | जश्न-ए-आज़ादी |

जश्न-ए-आज़ादी

Jana Gana Mana से इस शख्स ने बनाया Youtube पर अनोखा रिकॉर्ड, 7 करोड़ बार देखा गया Video

भारत में 15th August 2018 को स्वतंत्रता दिवस (Independence Day) मनाया जाएगा. इसी बीच एक वीडियो वायरल हो रहा है. जिसको सुनकर आप भी मजा आ जाएगा. एक शख्स ने पियानों पर जन गण मण (Jana Gana Mana) बजाया. जिसको पूरी दुनिया में पसंद किया गया.

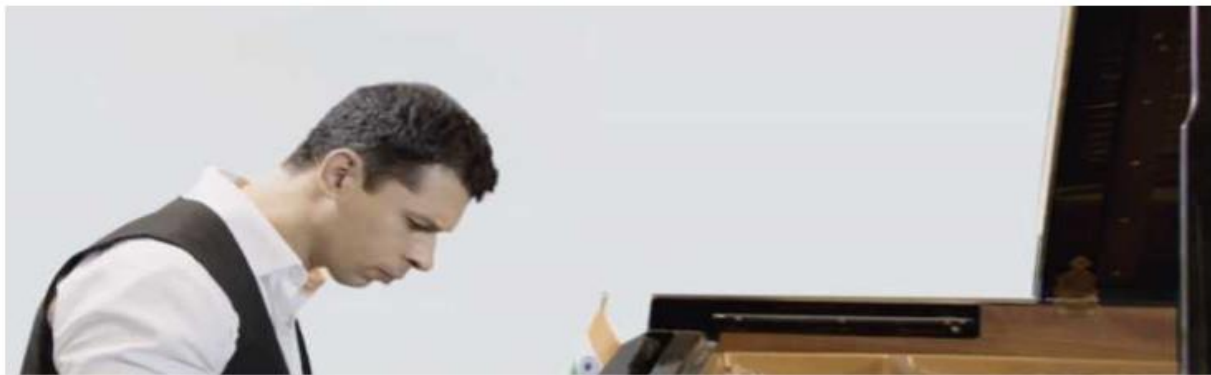
मोहित चतुर्वेदी, Updated: 14 अगस्त, 2018 3:24 PM

<http://www.btv.in/national/piano-rendition-of-jana-gana-mana-becomes-the-most-viewed-national-anthem-on-youtube/93156>

Home > National > Piano Rendition Of Jana Gana Mana Becomes The Most Viewed National Anthem On YouTube

Piano Rendition Of Jana Gana Mana Becomes The Most Viewed National Anthem On YouTube

PTI | Aug 14 2018



<http://zeenews.india.com/hindi/india/video-jan-gan-man-on-piano-is-most-watched-in-youtube/433502>

Hindi News > देश

स्वतंत्रता दिवस

VIDEO: यूट्यूब पर सबसे ज्यादा देखा गया पियानो पर 'जन गण मन', आप भी देखें

इस वीडियो को 29 जुलाई को वेबसाइट पर अपलोड किया गया था. अब तक इसे 7 करोड़ से ज्यादा बार देखा जा चुका है.

नई दिल्ली: पियानो पर देश के राष्ट्रगान जन गण मन की प्रस्तुति ने वीडियो शेयरिंग वेबसाइट यूट्यूब पर सारा रिकार्ड तोड़ दिया है. यूट्यूब पर 7.3 करोड़ बार देखे जाने के साथ यह सबसे ज्यादा देखा गया राष्ट्रीय गान बन गया है. मुंबई के पियानो वादक शायन इटालिया ने इसे तैयार किया और फरहाद विजय अरोड़ा ने इसका निर्देशन किया है. इस वीडियो को 29 जुलाई को वेबसाइट पर अपलोड किया गया था.

National Newspapers

Online Coverage

<https://www.mid-day.com/articles/mumbai-pianists-version-of-jana-gana-mana-makes-history-with-72-million-youtube-views/19702191>

Home / News / National News

Mumbai Pianist's Version Of 'Jana Gana Mana' Makes History With 72 Million YouTube Views!



Aug 14, 2018, 15:38 IST | mid-day online desk

The piano rendition of "Jana Gana Mana" by Mumbai-based pianist Shayan Italia has united all Indians and has garnered over 72 million views until now



https://www.business-standard.com/article/pti-stories/piano-rendition-of-jana-gana-mana-becomes-the-most-viewed-national-anthem-on-youtube-118081400780_1.html

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Business Standard

#71for71challenge unites India; Shayan Italia's Jana Gana Mana set for 71Mn YouTube views

ANI | New Delhi [India]
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This piano rendition of 'Jana Gana Mana' is the most viewed national anthem on YouTube



<https://www.thehindubusinessline.com/news/variety/piano-rendition-of-jana-gana-mana-is-the-most-viewed-anthem-on-youtube/article24691623.ece>

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Piano rendition of Jana Gana Mana is the most viewed anthem on YouTube

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Mumbai-based pianist Shayan Italia's youtube video on "Jana Gana Mana" became the most viewed national anthem. FILE PHOTO - THE HINDU

<https://www.thehindu.com/entertainment/music/article24689544.ece>

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Shayan Italia

AUGUST 14, 2018 17:23 IST
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— By PTI | Aug 14, 2018 05:49 pm

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<https://indianexpress.com/article/trending/viral-videos-trending/pianist-playing-the-national-anthem-viral-video-5306715/>

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Independence Day 2018: This pianist playing the National Anthem has gone viral with over 72 million views

The video, which was posted on July 29, has managed to garner quite some attention online and at present has over 72 million views. The video features Italia playing the piano that was gifted to him by his mother as a goodbye gift back in 1998.

Regional Newspaper and Websites Online Coverage

<https://www.livehindustan.com/national/story-national-anthem-jana-gana-mana-video-recorded-by-pianist-shayan-italia-creats-record-on-youtube-2124374.html>

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लाइव हिन्दुस्तान टीम, नई दिल्ली

Last updated: Tue, 14 Aug 2018 07:09 PM IST



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<https://www.maalaimalar.com/News/National/2018/08/14162449/1183876/Piano-rendition-of-Jana-Gana-Mana-becomes-the-most.vpf>

മാலை മലർ

தலைப்புச்செய்திகள் | தேசியச் செய்திகள் | உலகச் செய்திகள் | மாநிலச் செய்திகள் | மாவட்டச் செய்திகள்

யூடியூபில் சாதனை படைத்த இந்திய தேசிய கீதப் பாடலின் பியானோ இசை

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இந்திய தேசிய கீதமான 'ஜன கண மன அதிநாயக ஜெய கே!' என்னும் நாட்டுப்பற்றுப் பாடலின் 'பியானோ இசை' யூடியூபில் 15 நாட்களில் 7 கோடி பார்வையாளர்களை ஈர்த்து சாதனை படைத்துள்ளது. #Pianorendition #JanaGanaMana



<https://telugu.samayam.com/independence-day/news/shayan-italias-heartfelt-version-of-jana-gana-mana-breaks-national-anthem-records/articleshow/65407607.cms>

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Samayam Telugu | Updated: Aug 15, 2018, 07:36AM IST













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Video : देशाभिमानाची साद घालणाऱ्या राष्ट्रगीताने सोशल मीडियावर रचला विक्रम...

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राष्ट्रीय | Yesterday, 6:30 pm



<https://www.vikatan.com/news/india/134026-indian-national-anthem-jana-gana-mana-by-pianist-shayan-italia.html>

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मेनु செய்திகள் இதழ்கள் ஆல்பம் பிக் பாஸ் கருணாநிதி

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कैच न्यूज़ | Updated on: 14 August 2018, 17:10 IST

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<https://punjabi.hindustantimes.com/india/story-national-anthem-jana-gana-mana-video-recorded-by-pianist-shayan-italia-creats-record-on-youtube-1803244.html>

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<https://tamil.news18.com/news/national/piano-rendition-of-jana-gana-mana-has-set-a-youtube-record-43949.html>





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news18
Updated: August 15, 2018, 10:47 AM IST

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<https://www.darpanmagazine.com/news/india/watch-this-beautiful-piano-rendition-of-jana-gana-mana-has-set-a-youtube-record/?page=2>

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IANS, 14 Aug, 2018



<https://www.dainikprabhat.com/indian-national-anthem-jana-gana-mana-by-shayan-italia-created-record/>

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‘जन गण मन’ गीत वाजवून ‘या’ व्यक्तीने बनविला अनोखा विक्रम

By प्रभात वृत्तसेवा - August 14, 2018 | 6:39 pm



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<https://www.ntnews.com/international-news-telugu/this-piano-rendition-of-out-national-anthem-is-the-most-viewed-national-anthem-in-the-world-1-1-574420.html>

nt news.com MEMBER OF WAN IFRA

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Tue, August 14, 2018 05:12 PM

<https://www.khabaronline.com/independence-day/news-independence-day/indias-national-anthem-jana-gana-mana-created-record-in-youtube/>

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<http://kannadadunia.com/live-news/india-news/this-jana-gana-mana-video-crosses-over-7-crore-views-on-youtube/>



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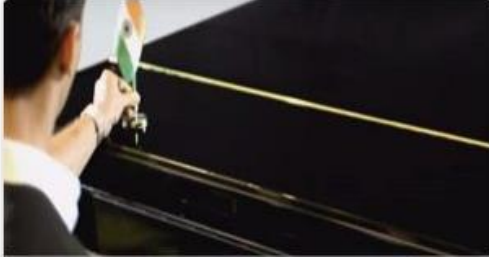


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ಯುಟ್ಯೂಬ್ ನಲ್ಲಿ ದಾಖಲೆ ಬರೆದಿದೆ ಈ ಜನ ಗಣ ಮನ ವಿಡಿಯೋ

15-08-2018 6:09AM IST / No Comments / Posted In: INDEPENDENCE DAY SPECIAL, Independence Day News, Latest News, India



ಭಾರತ 72ನೇ ಸ್ವಾತಂತ್ರ್ಯ ದಿನವನ್ನು ಬುಧವಾರ ಆಚರಿಸಲಿದೆ. ದೇಶದ ಜನತೆ ಇದಕ್ಕೆ ಸಿದ್ಧತೆ ನಡೆಸಿದ್ದಾರೆ. ಈ ಮಧ್ಯೆ ಯುಟ್ಯೂಬ್ ನಲ್ಲಿ ರಾಷ್ಟ್ರಗೀತೆಯ ವಿಡಿಯೋ ಒಂದು ವೈರಲ್ ಆಗಿದೆ. ಇದನ್ನು ದೇಶವಾಸಿಗಳು ಇಷ್ಟಪಟ್ಟಿದ್ದಾರೆ. ಈವರೆಗೆ ಈ ವಿಡಿಯೋವನ್ನು 7 ಕೋಟಿಗೂ ಹೆಚ್ಚು ಬಾರಿ ವೀಕ್ಷಣೆ ಮಾಡಲಾಗಿದೆ.

<https://www.amarujala.com/india-news/video-national-anthem-played-on-piano-7-3-million-times-viewed>



होम देश शहर और राज्य चुनाव मनोरंजन ज्योतिष खुशखबर फोटो

Hindi News > India News > Video: National Anthem Played On Piano, 7.3 Million Times Viewed

वीडियो : राष्ट्रगान 'जन गण मन' ने यूट्यूब पर बनाया बड़ा कीर्तिमान, 7.3 करोड़ बार देखा गया

न्यूज टेस्क, अमर उजाला, नई दिल्ली Updated Tue, 14 Aug 2018 10:52 PM IST



<https://www.majhapaper.com/2018/08/14/shayan-italias-jana-gana-mana-set-for-71mn-youtube-views/>

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August 14, 2018 , 5:16 pm by माझापेपर



<http://www.mycityepaper.com/2018/08/15/piano-rendition-of-jana-gana-mana-has-set-a-youtube-record/>

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<https://www.prabhatkhabar.com/news/celebrity/pianist-shayan-italia-s-jana-gana-mana-creates-world-record-on-toutube/1194060.html>

Happy Independence Day: यूट्यूब पर इनके बनाये 'जन गण मन' ने बना डाला वर्ल्ड रिकॉर्ड, VIDEO

By [Digital Entertainment Desk](#) | Updated Date: Aug 15 2018 11:19PM



<http://thehitavada.com//Encyc/2018/8/15/Piano-rendition-of-%E2%80%98Jana-Gana-Mana--becomes-most-viewed-on-YouTube.aspx>

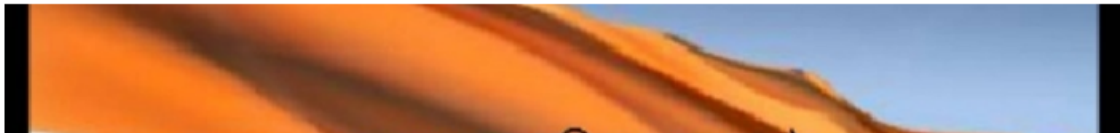
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Piano rendition of 'Jana Gana Mana' becomes most viewed on YouTube

Source: The Hitavada Date: 15 Aug 2018 08:57:25



General News Websites Coverage

<https://www.aajtakindia.co.in/national-anthem-video-viral-on-independence-day-recorded-footage-on-youtube/>

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वायरल

Independence Day पर वायरल हुआ नेशनल एंथम का वीडियो, यूट्यूब पर मिले रिकॉर्डतोड़ व्यूज़

भारत में 15 अगस्त 2018 को अपना वां स्वतंत्रता दिवस मना रहा है. इस दिन पूरा देश तिरंगे के रंग में नजर आएगा. प्रधानमंत्री नरेंद्र मोदी का लाल किले से भाषण होगा.

Om Giri · 2 days ago

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#71for71challenge unites India; Shayan Italia's Jana Gana Mana set for 71Mn YouTube views



ANI
13 August 2018

New Delhi [India], Aug 13 (ANI): After smashing all records for national anthems en route to 70 million YouTube views within 15 days of being uploaded, Jana Gana Mana's #71for71challenge has become the all-new trending rage on social media. The video top-trended on Twitter as India chose it over politics, Bollywood and cricket.

Within days of uploading the video on 29 July, the creators of the video, pianist Shayan Italia and director Farhad Vijay Arora set up the #71for71challenge to unite India as one for Independence Day.

"On the first day of the upload, we received more than 5 million views and quickly realised that we now had a once-in-a lifetime opportunity to connect all of India with its most emotional chord-the Jana Gana Mana," said Shayan Italia.

"We decided that our heartfelt rendition of Rabindranth Nath Tagore's divine ode should

<https://www.outlookindia.com/newscroll/piano-rendition-of-jana-gana-mana-becomes-the-most-viewed-national-anthem-on-youtube/1366250>

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THE NEWS SCROLL

14 AUGUST 2018 Last Updated at 3:26 PM

Piano rendition of Jana Gana Mana becomes the most viewed national anthem on YouTube



New Delhi, Aug 14 A piano rendition of the Indian national anthem, "Jana Gana Mana", has broken all records to become the most viewed national anthem with 72 million views on the video sharing website YouTube.

Created by Mumbai-based pianist Shayan Italia and directed by Farhad Vijay Arora, the video was uploaded to the website on July 29.

"On the first day of the upload, we received more than 5 million views and quickly realised that we now had a once-in-a-lifetime opportunity to connect all of India with its most emotional chord—the Jana Gana Mana," Italia said.

One rendition of the French national anthem is the second most viewed national anthem with around 36 million views.

<https://www.indiatoday.in/pti-feed/story/piano-rendition-of-jana-gana-mana-becomes-the-most-viewed-national-anthem-on-youtube-1314208-2018-08-14>

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Piano rendition of Jana Gana Mana becomes the most viewed national anthem on YouTube



PTI

August 14, 2018

UPDATED: August 14, 2018 15:23 IST

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<http://www.india.com/news/agencies/piano-rendition-of-jana-gana-mana-becomes-the-most-viewed-national-anthem-on-youtube-3222887/>

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<https://www.devdiscourse.com/Article/112608-piano-rendition-of-jana-gana-mana-becomes-the-most-viewed-national-anthem-on-youtube>

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<http://www.sify.com/finance/71for71challenge-unites-india-shayan-italia-s-jana-gana-mana-set-for-71mn-youtube-views-news-news-sinsphhiiggfg.html>



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Source : ANI
Last Updated: Mon, Aug 13, 2018 18:15 hrs

[India], Aug 13 (ANI): After smashing all records for national anthems en route to 70 million YouTube views within 15 days of being uploaded, Jana Gana Mana's

<http://www.india.com/news/agencies/71for71challenge-unites-india-shayan-italias-jana-gana-mana-set-for-71mn-youtube-views-3221172/>



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http://www.india-press-release.com/press/press_featured/featured/586/71for71challenge-unites-india-shayan-italias-jana-gana-mana-set-for-71-million-youtube-views

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Mumbai, 13 August 2018: After smashing all records for national anthems en route to 70 million YouTube views (as of 4:00 pm, 13 August 2018) within 15 days of being uploaded, *Jana Gana Mana's #71for71challenge* has become the all-new trending rage on social media. The video top-trended on Twitter as India chose it over politics, Bollywood and cricket.

Within days of uploading the video on 29 July, the creators of the video, pianist 

<https://www.instaapr.com/news/news-details/india-unites-win-71for71challenge-shayan-italia-jana-gana-mana-crosses-71-million-youtube-views/196>

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Initiative succeeded without corporate sponsors, political support or celebrity endorsements

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After smashing all records for national anthems since it went live 29 July 2018 on Youtube, the **#71for71challenge** set by Shayan Italia for 71 million views of his piano rendition of the *Jana Gana Mana* to celebrate India's 71 years of Independence has received an overwhelming response. Despite the absence of corporate sponsors, political support for celebrity endorsements, the video has become the all-new trending rage on social and even traditional new media. It top-trended on

<https://newselleven.com/2018/08/13/71for71challenge-unites-india-shayan-italias-jana-gana-mana-set-for-71mn-youtube-views/>

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by News Eleven Staff — August 13, 2018 in Business

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<http://ashokanews.com/2018/08/13/71for71challenge-unites-india-shayan-italias-jana-gana-mana-set-for-71mn-youtube-views/>



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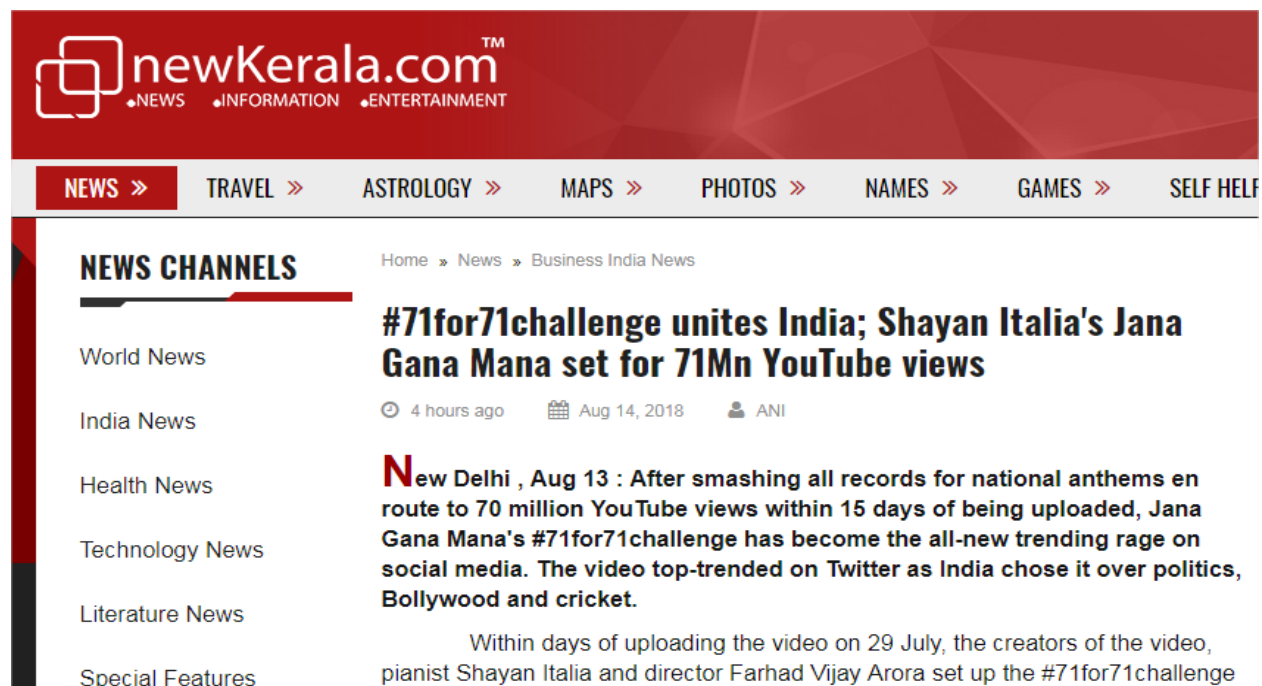
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#71for71challenge unites India; Shayan Italia's Jana Gana Mana set for 71Mn YouTube views

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Within days of uploading the video on 29 July, the creators of the video, pianist Shayan Italia and director Farhad Vijay Arora set up the #71for71challenge

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<http://indiafastnews.ultimatefreehost.in/this-beautiful-piano-rendition-of-jana-gana-mana-has-set-a-youtube-record/?i=1>

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Created pianist Shayan Italia, the Jana Gana Mana video was uploaded to YouTube on July 29.

<http://www.himachalpradeshnewspaper.com/story/47159/71for71challenge-unites-india-shayan-italias-jana-gana-mana-set-for-71-million-youtube-views.html>

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<http://www.darjeelingmagazine.in/story/33958/71for71challenge-unites-india-shayan-italias-jana-gana-mana-set-for-71-million-youtube-views.html>

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<http://www.jammujournal.com/story/45816/71for71challenge-unites-india-shayan-italias-jana-gana-mana-set-for-71-million-youtube-views.html>

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दुनिया को भाया भारत के राष्ट्रगान का यह Video, 7 करोड़ से ज्यादा लोगों ने देखा

15 अगस्त के मौके पर भारत के राष्ट्रगान जन गण का वीडियो वायरल हो रहा है। इस वीडियो को दुनिया के लोगों ने इतना ज्यादा प्यार किया कि दो सप्ताह से कम समय में ही इसे 7 करोड़ से ज्यादा लोग देख चुके हैं। बताया जा रहा है कि यह वीडियो किसी भी देश के राष्ट्रगान का सबसे ज्यादा देखा गया वीडियो बन गया है। राष्ट्रगान यह एक ऐसा वीडियो है जिसे सुनकर देशभक्ति लोग मंत्रमुग्ध हो रहे हैं। इस वीडियो को तैयार किया है पियानिस्ट शयन इटालिया ने। शयन का जन्म हैदाराबाद में हुआ था और वह अब मुंबई में रहते हैं। भारत की आजादी के 71वाँ वर्षगांठ के मौके पर उन्होंने यह वीडियो रिकॉर्ड किया और 15 अगस्त तक 71 मिलियन

<https://www.yuvasaisagar.com/this-piano-rendition-of-jana-gana-mana-is-the-most-viewed-national-anthem-on-youtube.html>

Yuva Sai Sagar

An online news channel

August 14, 2018

This piano rendition of 'Jana Gana Mana' is the most viewed national anthem on YouTube

<http://quicknews.in/entertainment/this-piano-rendition-of-jana-gana-mana-is-the-most-viewed-national-anthem-on-youtube/>

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<https://womeniaworld.com/shayan-italia-most-viewed-indian-national-anthem-jana-gana-mana/>



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<https://www.in.com/india/independence-day-2018-this-piano-rendition-of-jana-gana-mana-is-bound-to-give-you-goosebumps-183017.htm>



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<https://www.newsbytesapp.com/timeline/India/29601/132474/india-s-national-anthem-jana-gana-mana-storms-youtube>

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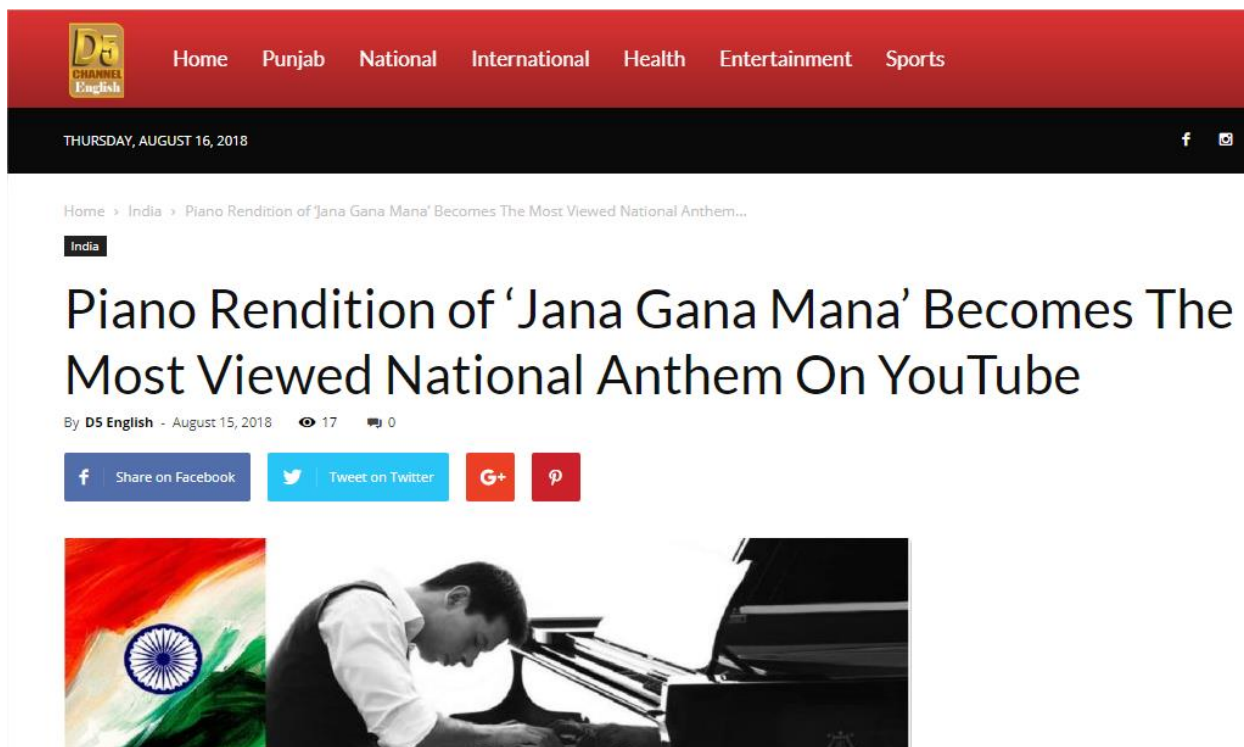
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'Jana Gana Mana' becomes 'most viewed national anthem' on YouTube

14 Aug 2018 | By Manoj Panchal



<https://newsd5.in/piano-rendition-of-jana-gana-mana-becomes-the-most-viewed-national-anthem-on-youtube/>



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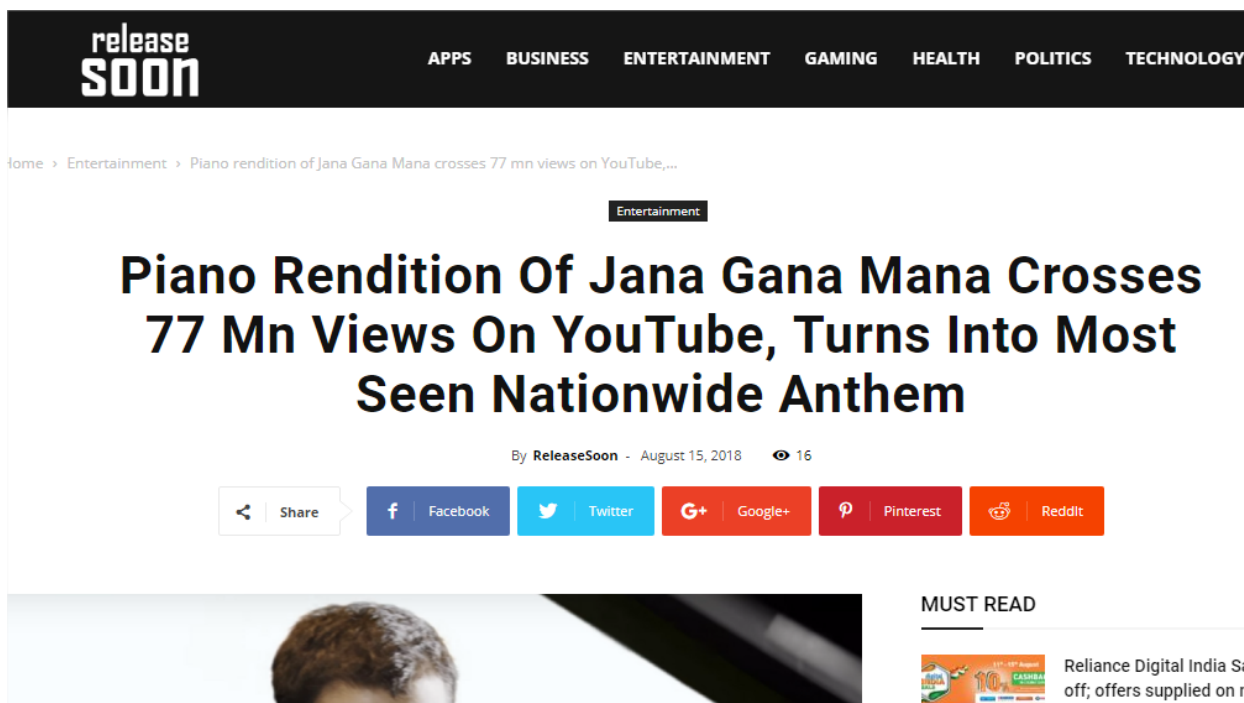
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Padmapriya | Last Modified: 15 Aug, 2018 02:55 pm

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Shayan Italia | 2018 Indian National Anthem (Jana Gana... SHAYAN ITALIA

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<http://hindi.apnlive.com/india-news/one-of-the-national-anthem-jan-gan-mana-is-being-liked-in-the-world-many-breaking-records-47929>



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भारत

राष्ट्रगान 'जन-गण-मन' का एक वीडियो पूरी दुनिया में किया जा रहा बेहद पसंद, तोड़े कई रिकॉर्ड

By APN Live हिंदी - August 15, 2018 11 0

<https://www.informalnewz.com/2018/08/16/amjad-ali-khan-releases-new-rendition-of-national-anthem/>



Piano rendition is most viewed national anthem on YouTube

Meanwhile, a piano rendition of the national anthem has broken all records to become the most viewed national anthem with 72 million views on the video sharing website YouTube. Created by Mumbai-based pianist Shayan Italia and directed by Farhad Vijay Arora, the video was uploaded to the website on July 29.

“On the first day of the upload, we received more than 5 million views and quickly realised that we now had a once-in-a-lifetime opportunity to connect all of India with its most emotional chord—the Jana Gana Mana,” Italia said.



<https://scroll.in/video/889331/watch-the-piano-and-the-sarod-and-virtuoso-performers-make-a-little-magic-with-jana-gana-mana>

AROUND THE WEB

Watch: The piano and the sarod (and virtuoso performers) make a little magic with 'Jana Gana Mana'

The national anthem is a convenient way to get people to watch your videos, but it still needs a special performance or two.



<http://www.dailyexcelsior.com/piano-rendition-of-jana-gana-mana-becomes-the-most-viewed-national-anthem-on-youtube-2/>

Breaking News:
Piano rendition of Jana Gana Mana becomes the most viewed National Anthem on YouTube

Posted on 15/08/2018 by Dailyexcelsior

NEW DELHI, Aug 14: A piano rendition of the Indian national anthem, "Jana Gana Mana", has broken all records to become the most viewed national anthem with 72 million views on the video sharing website YouTube.

Created by Mumbai-based pianist Shayan Italia and directed by Farhad Vijay Arora, the video was uploaded to the website on July 29.

"On the first day of the upload, we received more than 5 million views and quickly realised that we now had a once-in-a-lifetime opportunity to connect all of India with its most emotional chord—the Jana Gana Mana," Italia said.

One rendition of the French national anthem is the second most viewed national anthem with around 36 million views.

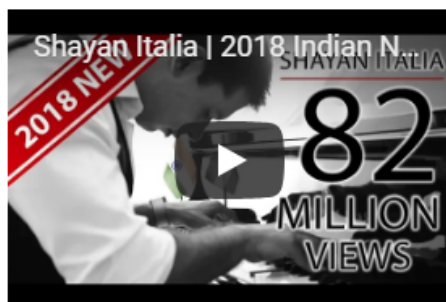
"We decided that our heartfelt rendition of Rabindranath Nath Tagore's divine ode should get, by 15 August, 71 million views and 1 million views to celebrate each year of India's 71 years of Independence.

The contemporary version of the timeless classic has been arranged and rendered on the world's grandest concert piano, t

<https://indianmoney.com/news/-jana-gana-mana--becomes--most-viewed-national-anthem--on-youtube-1534265525>



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'Jana Gana Mana' becomes 'most viewed national anthem' on YouTube

Tuesday, August 14, 2018, 10:22 PM

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<https://darjelingbulletin.com/2018/08/15/piano-rendition-of-jana-gana-mana-crosses-77-mn-views-on-youtube-becomes-most-viewed-national-anthem/>

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Piano rendition of Jana Gana Mana crosses 77 mn views on YouTube, becomes most viewed national anthem

📅 August 15, 2018

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<http://urdubusinessnews.com/2018/08/15/piano-rendition-of-jana-gana-mana-crosses-77-mn-views-on-youtube-becomes-most-viewed-national-anthem/>

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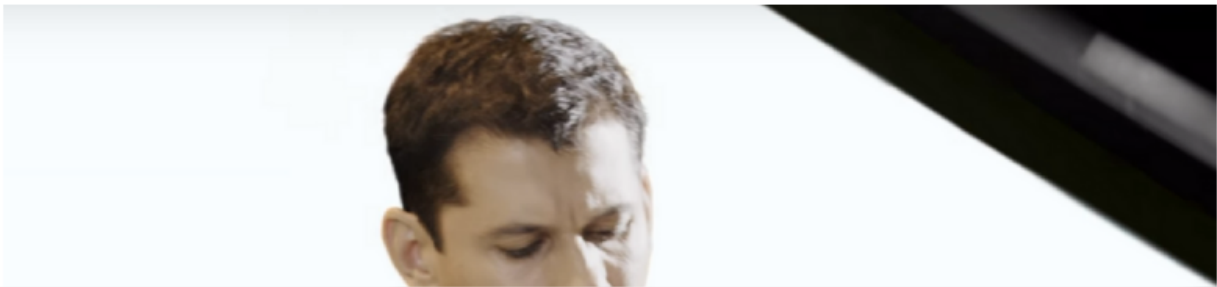
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POSTED BY: ADMIN AUGUST 15, 2018

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<http://jaibhimnews.com/2018/08/15/piano-rendition-of-jana-gana-mana-crosses-77-mn-views-on-youtube-becomes-most-viewed-national-anthem/>

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<http://bhaijaannews.com/indian-national-anthem-jana-gana-mana-by-pianist-shayan-italia-breaks-record-on-youtube1629-2/>



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August 14, 2018 4:09 pm



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