

Atharva Sangeet Research Forum

A Knowledge Movement for the Future of Indian Music

About the Forum

The **Atharva Sangeet Research Forum** is a pioneering initiative of CRPIM dedicated to academic inquiry, industry knowledge, and future-ready skill building for the Indian music ecosystem. The Forum aims to become India's premier platform for national and international seminars, webinars, panel discussions, and research dialogues focused on the evolving landscape of traditional, classical, folk, and contemporary music.

With the rapid transformation of the global music industry—streaming, digital platforms, AI-powered tools, rights management, and social media—the need for structured knowledge dissemination has never been greater. Atharva Sangeet Research Forum bridges this gap by bringing together musicians, scholars, technologists, policymakers, managers, and industry experts under one unified knowledge umbrella.

Key Objectives

- To promote research-based understanding of India's music traditions and their modern relevance.
 - To help musicians gain knowledge about real-world challenges—royalties, monetization, streaming, rights, and career development.
 - To build an international academic dialogue around music innovation, music technology, and cultural preservation.
 - To equip musicians and students with essential industry, digital, and professional skills.
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Core Areas of Engagement

1. National & International Seminars

- Annual flagship seminar on Indian classical, folk, and contemporary music.
- International conferences involving universities, cultural bodies, embassies, and global music scholars.
- Cross-continental dialogues on music technology, cultural exchange, and heritage preservation.

2. Webinars & Online Knowledge Series

- Topic-wise master webinars for students, musicians, and researchers.
- Monthly expert talks with industry leaders from India and abroad.
- Online certificate webinars in professional music practice and music business.

Research & Knowledge Themes

A. Music Industry & Rights

- Music royalties (performance, mechanical, streaming).
- Copyrights, contracts, licensing, and musician protection.
- Collective management & income transparency for musicians.

B. Digital Streaming & Monetization

- How streaming platforms work.
- Algorithms, playlists, metadata, and discoverability.
- Digital distribution strategy for traditional musicians.
- Understanding streaming analytics and audience data.

C. Artificial Intelligence in Music

- AI-assisted composition, sound design, and mixing.
- AI challenges & opportunities for classical and folk musicians.
- Ethical considerations & future of human-AI collaboration in music.

D. Grooming the Professional Musician

- Artist branding & self-presentation.
- Voice culture / riyaz science / performance psychology.
- Career-building roadmap for emerging musicians.
- Understanding global music expectations.

E. Concert Management & Industry Skills

- Stagecraft, production, lighting, and sound understanding.
- Concert curation and thematic programming.
- Tour management, budgeting & negotiations.
- Working with agencies, managers, and event producers.

F. Social Media & Digital Identity

- Building a musician's personal brand online.
- Content strategy for Instagram, YouTube, Facebook, LinkedIn.
- Reels, short-form storytelling, and audience engagement.
- Monetization through online presence.

G. Heritage & Cultural Studies

- Preservation of rare instruments and dying traditions.
 - Documentation methods.
 - Research publications and archiving.
 - Role of government and NGOs in cultural conservation.
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Process of Implementation

1. Creation of Research & Advisory Council

- Comprising maestros, scholars, legal experts, digital specialists, and industry leaders.
- To guide topics, speakers, and research directions.

2. Annual Academic Calendar

- Publish a yearly seminar + webinar schedule.
- Invite global experts 6–12 months in advance.

3. Collaboration with Institutions

- Partnerships with universities, music academies, embassies, and cultural bodies.
- Tie-ups with international research centres for joint papers and conferences.

4. Speaker & Maestro Engagement

- Identify experts in rights, streaming, AI, marketing, and performance arts.
- Invite senior musicians for sessions on Gayaki, repertoire, performance psychology, and artistic development.

5. Certificate Courses & Knowledge Tracks

- Launch short-term certification programs:
 - Music Business Certification
 - Streaming & Digital Strategy
 - Social Media Certification for Musicians
 - Concert Management Certificate
 - Music Research & Documentation Certificate
- Assessment through assignments and online evaluations.

6. Documentation & Publication

- Record all sessions for archival purposes.
- Publish research papers, seminar summaries, and knowledge booklets.
- Create a digital library accessible to students and musicians.

7. Global Outreach

- Host international online festivals of research.
- Encourage foreign scholars and Indian diaspora musicians to participate.
- Build an annual “Atharva Global Music Knowledge Summit”.

8. Continuous Learning Community

- Subscription-based access to the knowledge library.
- Member-only discussion groups.
- Regular newsletters, updates, and knowledge notes.

Impact & Vision

The Atharva Sangeet Research Forum will become India’s most respected intellectual space for music knowledge—bridging the traditional and the modern, the classical and the technological, the artistic and the professional. It will empower musicians with knowledge, protect their rights, enhance their global opportunities, and preserve India’s music heritage for future generations.