

Indian Council for Cultural Relations
Azad Bhavan, I P Estate, New Delhi - 110002

Press Release

**Promotion of Indian Music in Flights
Operated by Indian air companies**

Promotion of various aspects of Indian culture in a unique and innovative way has been the priority of Dr. Vinay Sahasrabuddhe since he took over as the President of Indian Council for Cultural Relations (ICCR) in the year 2018.

The Indology Conference, Yoga Conference, Pt. Deendayal Upadhyay Memorial Oration, interaction with spiritual organizations, connect with Indian diaspora and foreign alumni in India, Kala Vishwa series of programme for artisans are the shining examples of such unique and innovative ways of promotion of Indian culture.

Indian music over the years has gained popularity all over the world. It has been observed that the level of interest of our own people, especially there in the higher society has reduced. This part of our society has been influenced by the western music. In order to renew their interest in the Indian music, President, ICCR discussed the idea of promoting Indian classical and ethnic music.

A meeting in the presence of Hon'ble Minister for Civil Aviation, Shri Jyotiraditya Scindia on the '**promotion of Indian music in flights operated by Indian air companies**' was hosted by President, ICCR, Dr. Vinay Sahasrabuddhe at ICCR on **23 December 2021**. Eminent musicians like Malini Awasthi, Anu Malik, Pt Sanjeev Abhyankar, Kaushal S. Inamdar, Pt Shaunak Abhisheki, Manjusha Patil Kulkarni, Rita Ganguly, Wasifuddin Dagar joined the meeting.

This unique initiative of ICCR to 'promote the Indian music in flights operated by Indian air companies' will further help the propagation of our multi-faceted culture, and its dissemination to the larger audience. The music played by most airlines across the globe is the quintessential of the country to which the airline belongs. For example, Jazz music plays in an American airline or Mozart in an Austrian Airline. Indian music mirrors rich heritage and culture and it is one of the many things every Indian has a reason to be truly proud of. This seemingly small change to

play Indian music in flights operated by Indian air companies shall go a long way in igniting love for the motherland in the hearts of our countrymen.

Also, in the series of innovative initiatives, ICCR has introduced two Fellowship programmes in the name of two Indian music Maestros, **Pandit Bhimsen Joshi** and **Ustad Ghulam Mustafa Khan** Fellowship for Music. Jury headed by President, ICCR comprising of renowned Indian musicians, namely **Padmashri Malini Awasthi, Ustad Wasifuddin Dagar and Pt. Vishwa Mohan Bhatt** unanimously decided to award Pt. Bhimsen Joshi Fellowship to **Ms. Gabriella Garima Toth of Hungary** to pursue research on the topic "**Spontaneous Enlightenment Experience in the light of Saraswati Devi in Indian Classical Music & Dance**" and Ustad Ghulam Mustafa Khan Fellowship for Music to **Mr. Carsten Wicke of Germany** to pursue research on "**A Instrumental Tradition in Transition from Past to Present: Structure and Manufacturing of the Rudra Veena**".

23 December 2021