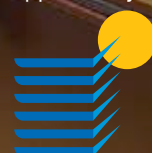


# ANNUAL REPORT

## 2021-2022



Supported by



**BRIGADE**



“Inclusion elevates all.”

– Elaine Hall

# Namaste

As I look back at the year that has gone by, I am filled with a sense of pride and optimism.

It is hard to imagine that barely a year ago, we were in the throes of a once-in-a-lifetime pandemic that completely derailed our normal ways of living. While we must not forget the deep scars it has left on our society, it is testament to our collective resolve and spirit that the world around us has bounced back with renewed enthusiasm, and this is reflected in the thousands of museum visitors we have had in the past few months.

At the IME, while Financial Year 2020-21 was a year of reflection, 2021-22 was a year of reimagination. We started the FY asking ourselves some fundamental questions: *What is the purpose of our institution? Who needs music in their lives most of all? How can we work towards making music and our space more inclusive?*

It was by asking and answering these questions, that we embarked on what we hope will be a continuous effort to live up to our motto: *Music is for Everyone*. In its first year, *Project Svaritha* provided unique music experiences and music education to hundreds of children from disadvantaged communities and those with special needs. And this is only the beginning.

We expanded our range of collaborations and partnerships across events, education and community initiatives. As an institution that is focused on young people, we wanted to put the youth in the driver's seat. Our *#YuvaInCulture* series of initiatives in partnership with the British Council resulted in a first-of-its-kind Youth Advisory Board for an arts institution in India. The energy and ideas from these initiatives will continue to influence the IME's future programs.

Our Learning Centre continues to uphold high standards of music education. Our online music education offerings continued to grow, while in-person classes resumed towards the end of the FY.

As we look ahead, the Indian Music Experience Museum is well on its way to fulfilling its destiny as the home of Indian music. None of this would be possible without the unflinching support of our Board of Trustees, Advisors, partners, donors, supporters and audience. We truly value and honor your faith and belief in our potential, and will continue to strive hard to build communities around music.

And so, we present to you our Annual Report for FY 2021-22. Please do spare some time to read through and share your suggestions.

With warm regards



**MANASI PRASAD**  
Museum Director

## SNAPSHOT



**17,739**

Visitors



**40**

Public programs



**95**

Learning Centre  
students



**950**

Google Reviews  
and a 4.6 rating



**10,000**

Facebook  
Community



**5,000**

Instagram  
Community



**650**

Community Lives  
Impacted



**46,715**

Website  
visitors

# INDIAN MUSIC EXPERIENCE



## ABOUT THE IME

The Indian Music Experience Museum (IME) is India's first interactive music museum. Located in JP Nagar, Bengaluru, the IME is a non-profit initiative supported by the Brigade Group. The vision of the IME is to introduce the youth to the diversity of Indian music and to preserve India's rich musical heritage. The IME comprises hi-tech Multimedia Exhibit Galleries, a Sound Garden, a Learning Centre for music education, and several performance spaces. Since opening in 2019, the IME has had over 45,000 visitors in-person and many thousands more online.

The IME's work spans across Exhibition, Conservation, Audience Development, Education and Community Outreach. Besides museum visits, the IME hosts a wide variety of public programs, both in-person and online. In 2020, the IME presented an important exhibition "Ravi Shankar@100:

India's Global Musician" to commemorate the centennial of the sitar maestro. The IME's online activities include regular events, online exhibits on the Google Arts and Culture platform, regular online classes in various genres of music, and the curation of [www.chowdiah.com](http://www.chowdiah.com), a digital archive on violin maestro Mysore T. Chowdiah. The IME is an institutional affiliate of the GRAMMY Museum in Los Angeles. The IME's community outreach projects include its flagship Project Svaritha, which engages children from socially disadvantaged and neurodivergent backgrounds, as well as Yuva in Culture which engages the youth in leadership, creative work, and internships at the museum.

## IME AREAS OF WORK





## CONTENTS

Exhibitions	01
Events & Public Programs	04
Education	07
Community Outreach	11
Work From Museum	17
Awards and Recognitions	18
IME in the press	20
Donations	22
Visitor Testimonials	24
Governance	26





# Exhibitions

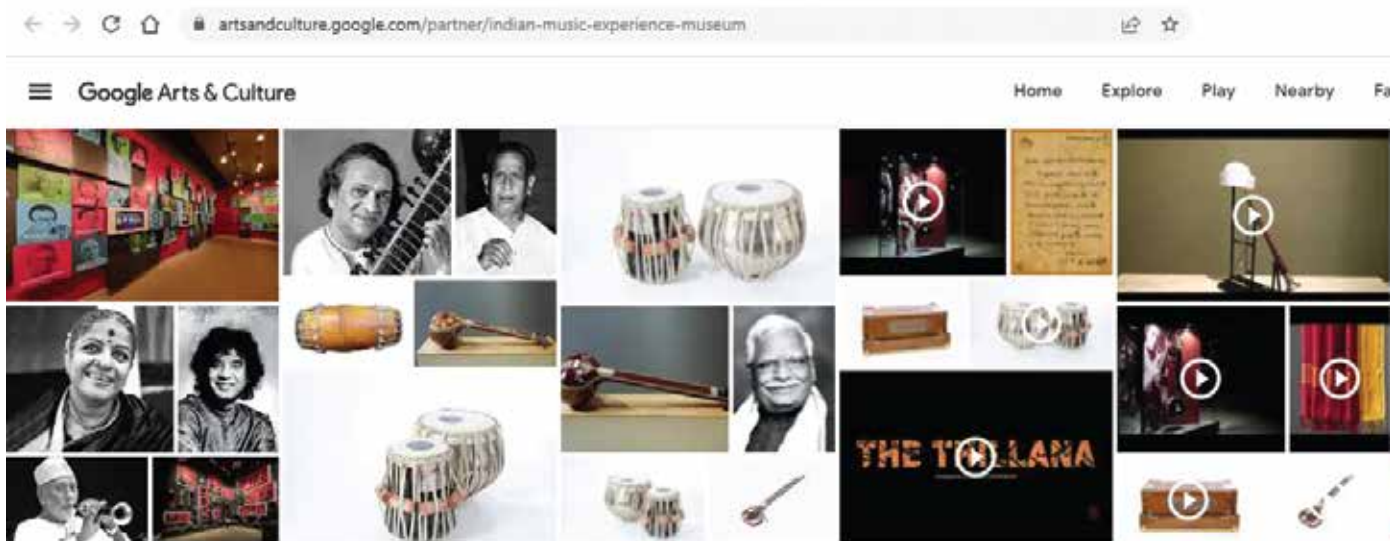
## Pt. Jasraj Exhibit



An addition to the "Hall of Fame" gallery is the swarmandal and concert attire belonging to legendary Hindustani vocalist Pt Jasraj, which was donated to the museum by Rao Rohit Singh. These were received on behalf of the IME by former CM and Union Minister, S.M. Krishna, Chairperson, IME's National Advisory Board. The museum gratefully acknowledges the support of Vs Kumar for initiating this gift.



# Online Exhibition: The World of Musical Instruments



The abundance of musical instruments in Indian music is testament to its creative diversity. The Indian Music Experience Museum has over a hundred musical instruments in its collection. A selection of these from Indian classical and folk music is now available as an exhibit on the Google Arts and Culture Platform.

## 3D Virtual Walkthrough



In a bid to reach a larger audience and utilize the power of technology, the museum can now be viewed online, through the 3D Virtual Walkthrough. This walkthrough allows users to experience the true essence of the interactive and immersive experience of the museum.





Events &  
Public Programs



## Kids Art Habba



The IME in partnership with Kathalaya and Openhouse hosted a two day event for children to celebrate the month of children. The event was filled with workshops across music, dance, storytelling & art along with games and food stalls to engage children.

## Navratri @ IME



The IME hosted an in-person event to celebrate the 9 days of Navratri at the Museum. Each day was a musical and cultural delight that highlighted one of India's diverse cultures. The event also showcased the marvellous display of folk performances and music-themed doll display.

## Sthree Thaal Tarang



Sthree Thaal Tarang was an in-person event hosted by the IME where an all-women Indian Classical percussion ensemble led by Ghata maestro Sukanya Ramgopal performed for the audience. The event was supported by the Indumati and the CNR Rao Endowment.

## Other Events and Collaborations

‘Collab Conversation’ is an online series of conversations that explores the exciting world of musical collaborations in the contemporary Indian music scene, curated and moderated by well-known music journalist Amit Gurbaxani. The series was hosted once every quarter with a variety of Indie artists joining the session.

This year, the event line up was themed around the month’s speciality. For example, in the month of August, events were focused around Independence day, the month of March focused on the women in the arts.



The IME collaborated with multiple organizations such as the Bangalore International Centre, Ranga Shankara, Museum of Art and Photography, Avid Learning, The Royal Opera House Mumbai and also took part in the Bangalore Literature Festival.

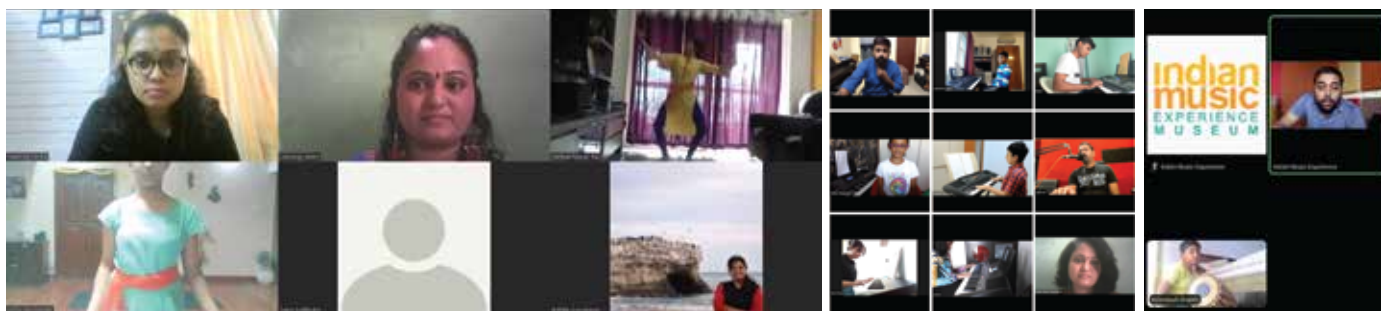




Education



## Learning Centre continues Online



Classes were held in the disciplines of Karnatic Vocal, Hindustani Vocal, Bharatanatyam, Mridangam, Keyboard and Guitar. Towards the end of the year, in-person classes were restarted.

## Learning Centre Assessment



As part of the Learning Centre's Diploma program, students are periodically assessed by an external examiner along with the Learning Centre Faculty who share feedback on the students' performances. This process enables continuous improvement of the students' skills.

# The World of Musical Instruments Workshop



The IME conducted a series of online workshops for various school groups focusing on Musical instruments. Through the workshops, students were exposed to the science of sound, evolution of musical instruments and the stories of renowned instrumental artists.

The presentation also gives insight into some of the most unique objects at the IME, including the installations from the Sound Garden, the collection at the Instruments Gallery, and the artifacts from the Hall of Fame.

## Online Summer Camp

The IME conducted its annual summer camp in an online format. The theme of the camp was 'Stories and Songs From Around the World'. The children were enriched by gaining a greater understanding of music from different cultures.



## Learning Centre Virtual Showcase - Raag Desh



Every year the IME Learning Centre conducts an Annual Showcase event, where the students share their progress in the form of performances for an audience of their family and friends, as well as the IME's community of music lovers.

This year, a video production, titled "Raag Desh" was presented online by the students of the IME, under the guidance of the Learning Centre faculty. The songs presented in the video were a medley of compositions from different genres. While some of the songs are in the classical Raag Desh, one can hear flavors of other melodies as well. You can watch the video on the IME's YouTube or social media handles.





Community  
Outreach



## Project Svaritha

The Indian Music Experience Museum embarked on its flagship community outreach project, Project Svaritha, targeting 550 children from socially disadvantaged backgrounds and 100 children with neurodiverse needs (those with autism spectrum disorder, and diagnosed intellectual disability).

Supported by Kotak Mahindra Investments Limited CSR Education and Livelihood Grant, it provided immersive music based experiences, non-medical therapeutic support and created awareness on different genres of Indian music among the children.



*Children from socially disadvantaged backgrounds partaking in an activity at the instrument gallery as part of the tour*

- 100% of children from socially disadvantaged background said they learnt something new about music.
- 99.4% of children from socially disadvantaged background said they would love to come back again.

Caregivers of children with neurodivergent needs felt safe with the customized experience their children were given.



*Children with neurodivergent needs who undertook the experience along with their parents and caretakers*

93.4% of the children have been using the music therapy kit since December 2021 signifying the effectiveness of this non-medical therapeutic intervention.



*A child on the autism spectrum trying the didgeridoo with help from his parent as part of the music therapy workshop*

Inferences from the surveys conducted, resulted in a publication with implementable best practices to build inclusive and empathetic cultural spaces. This was widely distributed amongst the museum institutions, cultural spaces and organisations working with marginalised communities.



*Project Svaritha volunteers with IME staff members after a training session*

IME strongly believes in participation of the community not just as consumers but also creators. As part of Project Svaritha, IME reached out to people around the city to volunteer as tour guides to facilitate these experiences for the children. The immersive experiences were made possible by 12 volunteer tour guides who were given a four day intensive training about the museum's collection, trauma informed approaches and sensitised to the additional needs of children belonging to both groups.

## Testimonials

“The IME experience was truly eye-opening for our children. They saw and heard instruments that they never knew about before and were totally absorbed in touching and playing them. Their exposure at home is normally limited to film songs – here they understood that music goes beyond the latest hits! And as teachers, we are able to draw from this experience in our classrooms”.

**Preethy Rao,**  
Co-founder - Gubbachi Homes

“These kinds of experiences help our children to desensitize their sensory difficulties if any. Also, children do not get many opportunities to visit such places in their daily lives. I wish more such events could be held particularly for children who have developmental disabilities. I feel this is something that our children need from society”

**Gautami,**  
Parent of a Child with Autism

“This was the first time most had ever seen art on display like this. All my tours have absolutely loved the simple things we take for granted like using the elevators or having a washroom with hand dryers. It really puts things in perspective and I am glad to have been involved.”

**Sneha Ravindran,**  
Project Svaritha Volunteer



## Yuva in Culture

The IME partnered with the British Council under their Our Shared Cultural Heritage (OSCH) project. This multilateral programme uses digital technologies to link heritage institutions, youth organisations and young people in the UK and South Asia, working with British Council's India, Pakistan and Bangladesh teams. The project aimed at improving young people's intercultural understanding, creating new engagement opportunities for young people and building social cohesion. Under IME'S Yuva in Culture initiative three programmes, were delivered.



*Participants of YAB enjoying a lighter moment*

**The Youth Advisory Board (YAB)** comprised 17 young leaders 14 - 18 years of age. They reviewed IME's digital communication and events and offered 65 implementable suggestions across both the verticals. The program encourages and cultivates leadership skills amongst the youth aspiring to work in the field of art and culture.



*YCSS program participants striking a pose with their mentors and the staff from IME during a catch-up session*

**The Young Creators Safe Space (YCSS)** program explored ways to make IME a safe and nurturing space for young artists of the age group 16 - 25 years. 8 upcoming artists across various artistic disciplines were mentored by 6 established artists across the disciplines of music, visual art, dance & movement, theatre and literature to ideate, conceptualise and collaborate to work around two community-oriented projects. These projects were based on Gender Disparity and Pandemic Related Issues.



*FMPI interns in the middle of a brainstorming session*

**The Future Museum Professionals Internship program** mentored 6 young adults, between the ages of 18 - 25 years, to create a virtual exhibition titled BirdSong. This program imparts skills in the areas of curation, interactive design along with soft skills like working in teams and time management.

## Work From Museum



The Work From Museum was a unique initiative that the IME began during the pandemic.

This initiative encouraged professionals to work in an ambient and inspiring environment at the open air and cubicle spaces at the museum, while also having access to the museum galleries . It allowed for professionals to work away from the distractions of home yet be isolated in their own space.





## **Awards and Recognitions**



*IME was awarded Best NGO in Art and Culture at the Global NGO Expo in June 2021, which witnessed participation by over 500 NGOs from around the country.*



*For its animated retelling of "The Story of Amritavarshini" (about the origin of a raga of Karnatic music), IME was awarded 2nd runner up in the DigiStory competition organized by Europeana (an organization under the European Union) and The Heritage Lab.*







The IME received positive coverage across a wide range of publications, both offline and online, in the past year. We are grateful for the support of the media in spreading the message of the museum to audiences far and wide. A glimpse of the coverage is presented here.



Move aside work-from-holiday and work-from-restaurant... here comes the option to work from a museum

## WORK, FUN SANS MONOTONY

**SANATH PRASAD**

It's a bright and sunny weekday mid-morning when we step foot into the Indian Music Experience (IME) in JP Nagar. Glued to their laptops, Sagarika and Indranil Biswas are busy at work even as they munch on sandwiches amidst greenery and some soothing music. While this may sound like a cafe or park, this is actually an interactive musical museum, which has now opened its doors for professionals to work from the space. Called WFM, many young working professionals are heading here for a different experience.

Indranil, an event manager, and Sagarika, a German language translator, found working from home to be monotonous, while working from a cafe to be filled with distractions. "So when we heard about the WFM option, I signed up for it, today is my first day here. Surrounded by good music, vibes and greenery can definitely increase productivity," says Sagarika, who plans to bring her friends along.

The IME

has allotted the open space near the cafe as the work spot. About 15-20 people can be accommodated in this area keeping in mind social distancing norms. Meanwhile, as footfall increases, there is also a setup of three rooms, consisting of cubicles which can accommodate at least five people. Taking a break from work, one can explore the museum and experience an interactive musical setup that offers therapeutic and soothing music.

"I'm able to focus on my work, and moreover, the Internet connectivity is good. Maybe after work, we will check out the museum and experience its aura. Working in a positive and refreshing environment can definitely transform

late into effective work output," adds Indranil.

Agrees Sajani Shetty, a freelance yoga instructor, who was also working out of the museum. "I wanted to finish some client calls which is why I decided to come here and give it a try. I wanted to use the space for at least three hours and explore the museum after I wrap up my work," she says.

Manasi Prasad, museum director, IME, believes that museums should be inclusive and a part of the community. With a hybrid work model still in place, many feel the need for a change in environment.

"Since our interactive museum is so vibrant and surrounded with greenery, we thought of inviting working professionals to experience a change in environment that would spark their thought process. This is an initiative where we are allowing people to work from indoor cubicles and in an open air cafe, while maintaining the sanctity of the museum," says Prasad.

Since our interactive museum is so vibrant and surrounded with greenery, we thought of inviting working professionals to experience a change in environment that would spark their thought process

**COST:** ₹250 per head  
**FEATURES:** Working space, WiFi connection, museum entry, parking, charging points  
**THINGS:** 10 am-6pm  
**REGISTRATION:** bookmyshow.com or spot registration

## 'Work from museum' a new alternative to WFH

**The Indian Music Experience Museum is throwing open its cafe and learning spaces to working professionals**

**ASRA MAWUD TEAM METROLIFE**

The Indian Music Experience Museum in JP Nagar is offering an opportunity for Bengalurians to work from its premises.

Last week, the museum launched its 'Work from Museum' initiative, allowing visitors to use parts of the museum space to set up temporary workstations.

A day pass costs Rs 250, and gets you entry into the museum, free parking and high-speed Internet from 10 am to 6 pm. The museum is open from Tuesday to Sunday. Museums need to expand their scope and become a space for the community, says Manasi Prasad, museum director.

"Of course, museums are a space for people to visit and learn about art and music, but they shouldn't just remain places of leisure. We wanted to make museum spaces a part of life for everyone, from youngsters who want to study to professionals looking for a place to work," she tells Metrolife.

With the day pass, you can work from the open-air cafe and learning centre at the museum. "We understand that many people come to enjoy the exhibitions and events, so we wanted to strike a balance for both casual museum-goers and working professionals," she says.

The government has relaxed Covid restrictions, but many companies continue to allow 'work from home'.

"Working from home can get boring after a point and can also be very draining for many. A change once in a while can help boost one's creativity," she explains.

From 20 Bengalurians have already used the museum for work. "We expect these numbers to increase over the next few weeks. It is a new concept that people are looking forward to exploring. You get to work, and also explore the museum," she adds.

**Visitors picking up**  
The museum opened in 2019, but the pandemic forced it to shut down for many months. "Despite the dip in 2020 and 2021, the numbers are picking up now. We're currently getting around 500 visitors a week, and we expect more in the next couple of months," says Manasi. The museum is currently hosting virtual and offline events and exhibitions.

She believes it is time for museums to evolve. "This is the only way for art institutions to survive. We have to think creatively and out of the box," she adds.

She hopes more museums and art institutions are inspired by the new initiative. "We have to find ways to leverage our spaces to bring in the audiences," she says.

## Svaritha advocates inclusiveness in museums

**Indian Music Experience Museum**

The museum opened in 2019, but the pandemic forced it to shut down for many months. "Despite the dip in 2020 and 2021, the numbers are picking up now. We're currently getting around 500 visitors a week, and we expect more in the next couple of months," says Manasi. The museum is currently hosting virtual and offline events and exhibitions.

She believes it is time for museums to evolve. "This is the only way for art institutions to survive. We have to think creatively and out of the box," she adds.

She hopes more museums and art institutions are inspired by the new initiative. "We have to find ways to leverage our spaces to bring in the audiences," she says.

## The tunes of inclusiveness

Indian Music Experience Museum's flagship Project Svaritha advocates for inclusiveness in museums. The museum hosted 600 children with neurodiverse needs and children from socially disadvantaged backgrounds into the museum for customised experiences



In an effort to promote inclusiveness in museums, the Indian Music Experience Museum (IME) embarked on its flagship community project, Project Svaritha, targeting

children with neurodiverse needs (those with autism spectrum disorder and diagnosed intellectual disability) and children from socially disadvantaged backgrounds. The study, supported by K

talk Mahindra Investments Limited CSR Education and Livelihood Grant, has highlighted key findings that museums can implement when engaging with both of these groups to increase inclusion and accessibility.

The findings are now being implemented at the IME, and over 500 children from socially disadvantaged backgrounds and over 50 with neurodiverse needs have been brought to the museum for experiential learning and workshops, which are designed based on the report findings.



The IME will also conduct two online panel discussions with experts to further discuss the findings, on the 21st and 22nd of January at 5:00 pm IST via Zoom.

### Key findings

For children with neurodiverse needs, the study found that many require individual assistance and frequent pause points at public places like museums. Furthermore, between spaces or activities, careful transitions using signals like ringing a bell or clapping will ensure the children feel comfortable. Many are non-verbal, and require support in expressing their needs, so museums can provide communication kits which help them to do this.

The museum environment needs to be set up for sensory sensitivity with no background music, an even temperature throughout, and warm bright lighting. Multisensory, customisable exhibits are a good way to engage children with neurodiverse needs, along with exhibits celebrating diversity and advocating for inclusion.

The study also found that children would prefer exclusive time at the museum, in guided tours with groups of 3 or 4 for no longer than 2 or 3 hours, and a break every 30-60 minutes. Before the visit, museums can send a pre-visit information pack to support preparation by the parents and caregivers, and to assess the children's needs.

The second study, which looked at children from socially disadvantaged backgrounds - a first of its kind in India - found that these children value choice and agency

during outings, preferring to explore on their own terms. To do this, museums can have fewer rules, open-ended questions and time for play. These children look for linguistic diversity and representation in museums, as they often don't feel that they belong - museums can change this by creating a multi-lingual instructions for how to use exhibits, hygiene facilities, and other things that may be new to them. Food is also an important component of any outing, and they particularly look forward to

create space for them to add to an exhibit and express themselves as this will make them feel like they belong.

Looking at how museum staff members and volunteers can support the children, the study found that they will need regular training on engaging the children with music, movement and play. For children with neurodiverse needs, training must be provided on communication toolkits and supporting parents and caregivers with meltdowns. For those from socially disadvantaged backgrounds, staff members and volun-



teering snacks and meals like biryani and noodles. To be truly inclusive and empathetic towards children from socially disadvantaged backgrounds, museums should

teers need to be trained in trauma-informed practices to understand the kinds of backgrounds they may have had, and the behaviours these might engender. -NTF





## Visitor Testimonials



The museum is an educational and interactive repository of Indian music creations from ancient to modern times. The curators and their team, through their hardwork, determination and dedicated efforts, have showcased our music in a beautiful and magnificent way, which is unparalleled. This is an inspiring space, which connects us to India musical heritage. Heartfelt felicitations to the IME team members!

**Mohan Bhagwat,**  
Sarsanghchalak, Rashtriya Swayamsevak Sangh



Landed up at this extra ordinary creation and I want to let you know that I am so touched by what you people have created. At this time, it is so important for people to have something to be proud of and this is something the city and this country is proud of. Hats off to you.

**Ashish Vidyarthi,**  
Noted Film and Theatre Actor



A world-class space that everyone must experience! Kudos

**Madhu Nataraj,**  
Prominent Contemporary Dancer and  
Founder, S.T.E.M Dance Kampni



What an amazing and exhilarating experience. Am delighted at the vision, daring and innovative lens that has captured the astonishing range of sound & music for the 21st century

**Anita R Ratnam,**  
Acclaimed Contemporary Dancer-Choreographer





Donations

## Donors

Despite the challenges and immediate needs arising out of the pandemic, several donors and benefactors supported the IME in its mission through generous donations. We gratefully acknowledge all contributions, big and small, made to the museum to further the cause of music education and preservation.

### **Key donors for the year are mentioned below:**

Gopal Iyengar

Mysore Holdings Pvt Ltd

BCV Developers Pvt Ltd

Kotak Mahindra Investments Ltd

Brigade Hospitality Services

WTC Trades & Projects Private Limited

Tandem Allied Services

Karnataka Bank Ltd

Varsha Enterprises

Pradeep Kumar Panja

Ranjeet Ranade

## Board of Trustees

### Founder

M.R. Jaishankar

### Trustees

P.Pradeep Kumar (*Chairperson*)

A Balakrishna Hegde

Irfan Razack

Kusuma Muniraju

Manjunath Prasad

Nirupama Menon Rao

Pavitra Shankar

Prof. S. Sadagopan

Dr. Suma Sudhindra

Suresh Yadwad

Vineet Verma

## The IME Team

Manasi Prasad, *Museum Director*

Sahana Mohan, *Head of Curation*

Dr. Adity Gudi, *Head of Administration*

Tejshvi Jain, *Head of Community Outreach and Partnerships*

Sridhara S, *Facility Manager*

Krithika Sreenivasan, *Education Manager*

Bhanu Atyam, *Accounts Manager*

Rakesh C, *Marketing Manager*

Lakshmi Raghu, *Community Projects Coordinator*

Sarvar Kahlon, *Events & Public Program Coordinator*

Sheela Gogate, *Learning Centre Coordinator*





# Indian music EXPERIENCE MUSEUM

## Indian Music Experience Museum

Brigade Millennium Campus, JP Nagar 7th Phase  
Bangalore 560078.



+91 96866 02366



[info@indianmusicexperience.org](mailto:info@indianmusicexperience.org)



[@indianmusicexperience](https://www.facebook.com/indianmusicexperience)



[@indianmusicexperience](https://www.instagram.com/indianmusicexperience)



[@ime\\_bangalore](https://twitter.com/ime_bangalore)

The Indian Music Experience Trust is a registered non-profit public charitable trust.  
All donations are tax exempt as per Section 80G of the Income Tax Act.