“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
- **95** Learning Centre students
- **40** Public programs
- **950** Google Reviews and a 4.6 rating
- **10,000** Facebook Community
- **5,000** Instagram Community
- **650** Community Lives Impacted
- **46,715** Website visitors
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, 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

- Exhibition
- Conservation
- Public Programs
- Education
- Community Outreach
Exhibitions
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
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.

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.
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
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.

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 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.
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
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.

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

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.

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.
“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
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.

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.
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.

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.
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.
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.
IME in the Press
IME in the Press

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.
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
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
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The IME Team

Manasi Prasad, *Museum Director*
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Dr. Adity Gudi, *Head of Administration*
Tejshvi Jain, *Head of Community Outreach and Partnerships*
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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.