

## THE INDIAN MUSIC INDUSTRY

266, Kanchawala Bldg, 2nd Floor, Dr AB Road, Opp Passport Office, Above Saraswat Bank,  
Worli, Mumbai - 400030 • Email: [info@indianmi.org](mailto:info@indianmi.org) • Website: [www.indianmi.org](http://www.indianmi.org)

To

15<sup>th</sup> September 2022

Shri Rajiv Jain

Additional Director General (Public Relation)

Ministry of Railways (Railway Board), Government of India

Federation of Railway Officer's Association Office,

256-A, Rail Bhavan, Raisina Road, New Delhi – 110001

**Subject:** In reference to inclusion of performance centres as part of the initiative on modernization of railway stations

Respected Sir,

The Indian Music Industry (IMI) is the apex body that represents the business and trade interests of the recorded music industry in India. IMI is registered under the West Bengal Societies Registration Act, 1961. We are writing this representation with reference to the Indian Railways' Blueprint on Modernization of Railway Stations.

As a key enabler cum employment generator in the creative economy, we would request you to please include performance centres as part of the new scheme for upgradation and transformation of railway stations, in order to preserve our culture, encourage local talent and facilitate employment generation.<sup>1</sup>

Live performances are an important driver for growth of the music industry, and in the non-pandemic year of 2019, music live events generated Rs. 1,280 crores.<sup>2</sup> Given the diversity and cultural heritage of India, the live music industry has the potential to generate much greater

<sup>1</sup> <https://pib.gov.in/PressReleasePage.aspx?PRID=1843099>

<sup>2</sup> [https://www2.deloitte.com/content/dam/Deloitte/in/Documents/technology-media-telecommunications/IMI%20report\\_singlePage.pdf](https://www2.deloitte.com/content/dam/Deloitte/in/Documents/technology-media-telecommunications/IMI%20report_singlePage.pdf).

revenues and contribute significantly to the nation's GDP. To put things in perspective, in Europe, the estimated average revenue from live music events in 2019 was Rs. 5,587.1 crore<sup>3</sup> whereas live music contributed 40,711.5 crore to UK's Economy in 2019<sup>4</sup>. However, there is a woeful lack of infrastructure for live performances in India which stunts the growth of the music community.<sup>5</sup>

The concept of music tourism is slowly gaining traction in India and the number of music festivals in India is increasing at a steady pace, giving boost to local employment and tourist footfall as well as giving Indian towns and cities the opportunity to showcase their culture, heritage and ethos.<sup>6</sup> The Dhrupad Mela of Varanasi is one such example of a music festival where the Dhrupad genre of Hindustani classical music is celebrated to reflect the heritage of North Indian classical music.<sup>7</sup>

Despite the diverse culture and musical talent of India, there is a lack of performance centres and infrastructure that can support such creative and musical talents. Further, the Covid-19 pandemic has severely impacted the live music industry, especially singers and composers who majorly depended on live performances for their earnings as well as brand building. Therefore, there is an opportunity to promote the tourism and cultural sectors by investing in a performing arts ecosystem.

Indian Railways has previously supported the creative community by initiating a 'single window filming mechanism' to ease the process of getting permission to shoot a film on trains or railway stations.<sup>8</sup> The initiative to modernize railway stations through inclusion of amenities like lounges, recreation areas, shopping areas, restaurants/cafeterias, etc. brings forth the much-needed opportunity to facilitate and support the growth of the live events and performances industry in India. Therefore, the upgradation scheme of various railway stations should also include the building of infrastructures supporting live performances.

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<sup>3</sup> <https://indianmi.org/a-case-for-free-market-economics-in-the-indian-recorded-music-industry/>.

<sup>4</sup> UK Live Music: At A Cliff Edge, LIVE (Live Music Industry Venues and Entertainment), 2020

<sup>5</sup> <https://rollingstoneindia.com/we-need-to-address-indias-abysmal-lack-of-live-venues/>

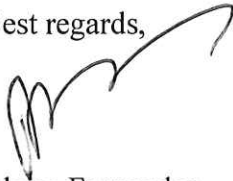
<sup>6</sup> <https://www.indiatoday.in/lifestyle/travel/story/what-is-music-tourism-why-is-it-gaining-popularity-in-india-1168445-2018-02-13>

<sup>7</sup> <https://www.firstpost.com/living/at-varanasi-dhrupad-mela-a-celebration-of-classical-music-unlike-any-other-in-india-6262091.html>

<sup>8</sup> <https://www.newindianexpress.com/nation/2021/nov/02/railway-ib-ministries-launch-one-stop-permission-website-to-ease-process-of-filming-on-trains-2378756.html>.

The establishment of performance centres could assume a public-private partnership model and attract investments from private players, including the opportunity to co-brand railway stations. Such performance centres would support the creative community, contribute to the nation's economy through the generation of licensing permits and taxation revenues, and also support cultural music which would add to the promotion of local ethos sought by the upgradation scheme. Therefore, we urge you to consider establishment of performance centres as part of the railway stations upgradation and modernization scheme.

Best regards,



Blaise Fernandes

President & CEO

The Indian Music Industry (IMI)