



More than a security failure, a social failure  
Ashutosh Bhardwaj

# The Indian EXPRESS

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## Classically Yours

Suanshu Khurana : Mon May 27 2013, 03:45 hrs



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*Violinist Ratish Tagde is all set to introduce India's first classical music channel in June*

Almost three years ago, while organising Hindustani classical music concerts, violinist Ratish Tagde was bombarded with requests for the DVDs and audio recordings of those beautiful evenings. "There were thousands who wanted to take the intimacy of the concerts home through recordings. But only audio recordings would not have helped," says Tagde. He decided to give the audience a complete concert experience while sitting in their living rooms. Tagde has created 'In Sync' — India's first classical music channel — that begins in June.

"Every music channel I came across in India, I had to listen to Bollywood songs. So I thought why not create a channel that airs music other than Bollywood," says Tagde, who apart from hiring researchers to look at the market also interacted with students in Indian colleges to find out if they would be interested in classical content. "They were scared of classical music and most of them asked for simplification of the genre through interactive shows," says Tagde.

Soon the violinist found out that the carriage fee was high and that niche channels were not viable in India. "Though a large number of Indians listen to Bollywood music, I do believe that there is a market for classical and semi-classical genres," says Tagde, who admits one of

his major challenges was that he did not have much video content available. "Many recordings, even in the Doordarshan archives are audio files. Whatever few video concerts are available, are in old formats and can't be supported by today's digital systems," says Tagde.

To overcome this, Tagde, apart from collecting the already recorded concerts, has roped in a series of musicians including Ustad Rashid Khan, percussionist Taufiq Qureshi Vijay Ghate and Suresh Talwalkar, flautist Rajesh Prasanna to record shows inside studios. He is also looking at relaying content from private music albums, Bollywood songs based on classical ragas and concerts featuring semi-classical forms including thumris, ghazals, and tappas. Tagde has also created

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