70% of Music Industry Comprises of Folk
Less than 2% of Revenues Go to this 70%

STORY OF
AN UNKNOWN LEGEND

Travelling around the fort in Jaisalmer, we heard a melodious sound of someone playing a musical instrument. It was that day, we met Dapu Khan, seated at the fort entrance with his musical instrument (Khamaicha) which he carries along with him everyday travelling 6 hours from his home which is 125 Kms away from Jaisalmer. Coming back to Delhi with Dapu Khan's melody in our mind, we tried searching for him on the internet but couldn't find him. It struck us, such a talented artist but with no digital identity!

CREATING SUSTAINABLE LIVELIHOOD TROUGH CULTURAL PRESERVATION OF NEGLECTED TRIBES

CAN **TECHNOLOGY** HELP IN SAVING FOLK MUSIC?

With the thought of getting Dapu Khan the recognition he deserves, we geared up with our bags packed and went on a quest to find him again. Just as any other day, he was at the fort's gate. We went down to his village with a skilled team of volunteers across the country to produce two music videos and a highly optimized website for him with all his contact details.

Anahad raises economic livelihood of tribal musicians by -

AUDIO VIDEO PRODUCTION
Converting artist's IP into a tangible form so that they can reach to a larger audience and earn through mechanical royalties.

WEBSITE CREATION
Creating an independent platform for artists where he/she can communicate directly with their customers.

COPYRIGHT & LEGAL
Protecting the IP of the artist so that it's not misused without the prior permission of the author.

STUDY & DOCUMENTATION
Promoting cultural research of the art forms and to store them in a resource library.

THE LEGEND NOW HAS AN IDENTITY
DAPUKHAN.COM

INTENDED**IMPACT**

By 2030, Anahad aims to raise economic livelihood of
1,00,00,000 dying musicians by **70%,**
achievable through modern production technologies to :-
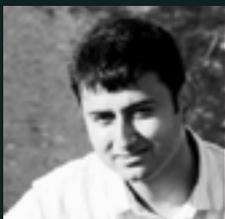
RECORD ⟶ COPYRIGHT ⟶ SELL

Anahad Foundation is a music organisation which works for the recognition, preservation and evolution of cultural, classical and folk music of India for the contemporary mass. It was registered as a 'Not for Profit' organisation in 2013, under Section 8 of Companies Act, 2013, India.

DIRECTORS BOARD

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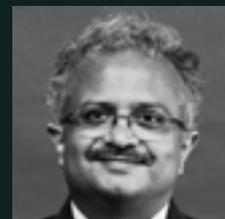DIRECTOR
BERKLEE COLLEGE OF MUSIC
MASTERS IN MUSIC BUSINESS
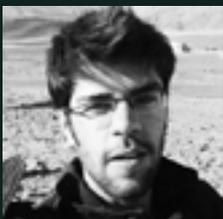
SATYAM SANGWAN
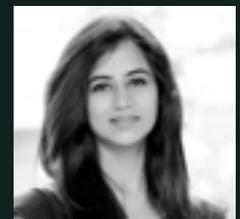DIRECTOR
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SOCIAL ACTIVIST
WRITER

CREATING SUSTAINABLE LIVELIHOOD TROUGH CULTURAL PRESERVATION OF NEGLECTED TRIBES

IS **TECHNOLOGY** ENOUGH TO PRESERVE ?

Dapu Khan gets many shows but the audience is very limited. He dreams of performing with his children someday, collaborate with new artists and make music which can be consumed by the new generation. In a country like India, where 70% of the population is youth, we needed a plan to reach out the contemporary mass and preserve our Indian musical heritage from getting fade away!

THE LEGEND NEEDS TO EVOLVE WITH THE SOCIETY

COLLABORATION

INDIAN PRODUCERS

INDIAN FOLK GROUPS

INTERNATIONAL ARTISTS
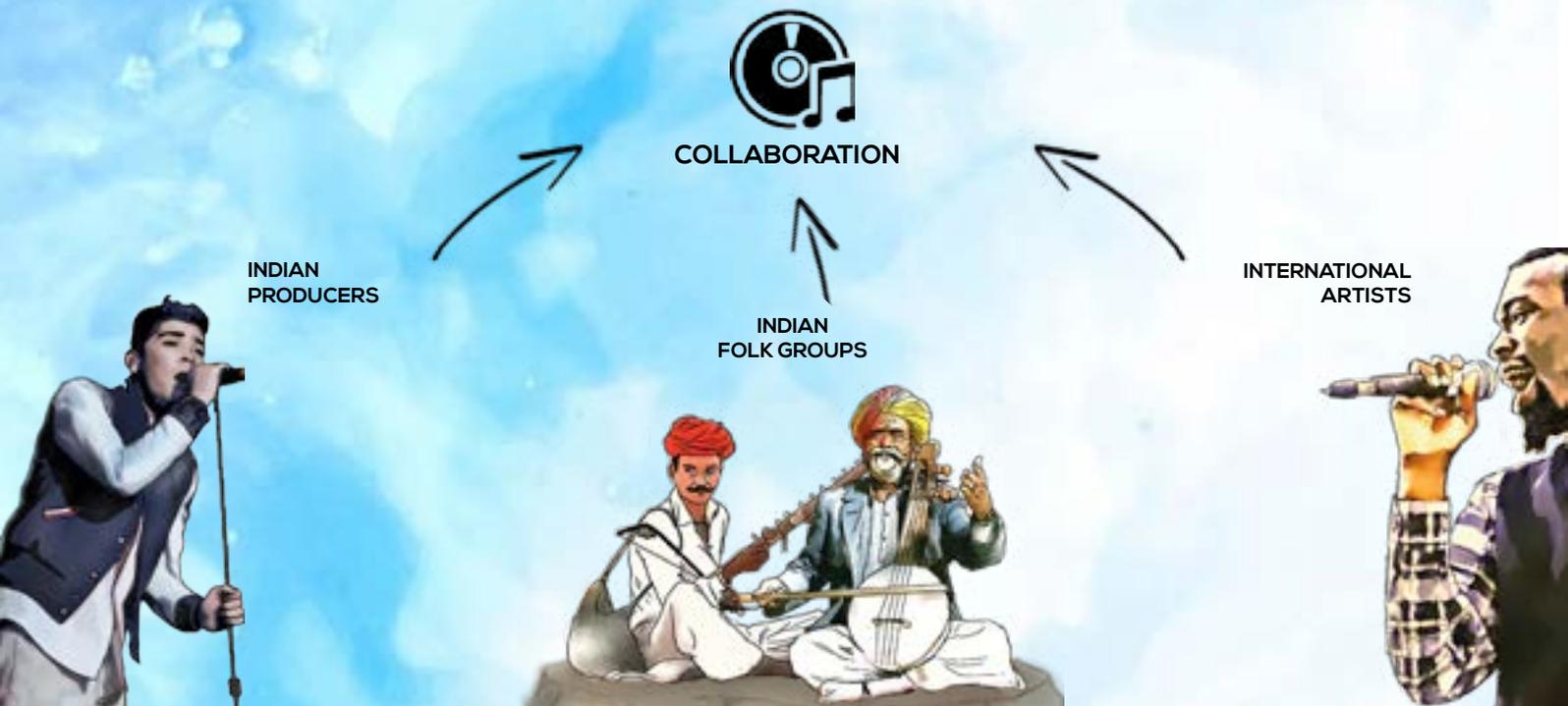
PROJECT**PROPOSAL**

Anahad seeks to raise funds for an International cultural exchange programme between Foreign, Indian & Regional artists. The project aims at creating contemporary collaborations with the folk artists for the global audience.

Why do we need Cultural Collaborations?

INCREASE YOUTH'S INTEREST TOWARDS TRADITIONAL FOLKS | **PROMOTE EVOLUTION OF ART** THROUGH COLLABORATIONS | **STRENGTHEN SELF-RELIANCE** IN TRIBAL COMMUNITIES

Why Us?

While the other projects emphasise on creating live event solutions for folk artists, we tend to make artist self-sustainable by creating digital infrastructure for them. Without a digital identity and recorded music in tangible format, it's very difficult for global producers and festivals to identify these artists.

IT'S**CSR**?

INNOVATIVE SOLUTIONS FOR POVERTY ALLEVATION

YES!

Refer to Section 135 of Companies Act 2013, Schedule VII (v)

Protection of national heritage, art and culture including restoration, promotion and development of traditional arts.

IMPACTMETRICS

INCOME FROM NEW
REVENUE STREAMS

Royalties from sell of CDs
Income from music streaming
Live Shows through Website
Opportunities from Producers
Income from Tourism

LIVELIHOOD**RATIO**

$$\frac{Earning\ through\ Music}{Earning\ from\ Other\ means}$$

>1

IMPROVEMENT IN
QUALITY OF LIFE

Change in Lifestyle
Impact on Future generations
Change in community gaps
Women empowerment
Infrastructural developments

α ANAHAD FOUNDATION

A SECTION-8 NOT FOR PROFIT ORGANIZATION

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