

Role of Indian Classical Music in Industrial Management

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Abstract: *Indian Classical Music is a music that has been practiced since ancient times. Many changes took place in the stream of time, whether it was "Samved music" or today's trending "Khyalgayan" that sits at the popularity in modern time. Indian Classical Music proved its supernatural status in every period. Various experiments are seen in Indian classical music then it may be in treatment of various diseases or in the Psychological treatment etc. The purpose of classical music is not just to entertain but to use it through various experiments in human life. Various experiments in Indian Classical music have also been done through science and information technology then the industrial field cannot be any different.*

Keywords: Indian Classical Music, Industrial Management

1. Introduction

Business and Self –employment have become more important today. Creating business and self –employment is possible today. Not just music but all the Fine arts are being deployed in the field of visual, audio and mass communication. The artists associated with this sector are getting employment through various industries.

Then What is the role of Indian Classical music in Industrial Management? So the industrial means of business and employment. The Music artist needs to choose a profession or a job to meet the needs of his daily life. After studying music one can choose business based on Indian Classical Music. In fact many options are available today-

- 1) Music Journalism
- 2) Playback Singing
- 3) Music Director
- 4) Music Marketing
- 5) Music Therapy
- 6) Production and repair of Instruments
- 7) Book Publishing and Sales
- 8) Audio- Video
- 9) Website Creation
- 10) Online Lesson etc.

Music Journalism

Music Journalism comes with things like editing music, writing reviews, criticism etc. One can write on various music related articles and reviews based on vocal classical performances and dance programs in various places. This means that a student studying music can write reviews.

Playback Singing

i) For Advertisement

In today's modern business era, advertising industry has also gained importance. Music is used in various advertisements on Television, Radio there are many opportunities for playback singing.

ii) For Movie and T.V. Serials

There are many opportunities for film playback singing in the film industry. Many talent hunt events are organized for

this. The title song has been customized in a series of television broadcast in different languages. Many people have created a new identity by creating opportunities with their sweet voice.

Music Director: Music direction can also be called a unique opportunity for skill in music. The Music Director oversees all aspects of the song or album's production. These include the choice of songs, the choice of composer and the singer. Like the Director of film, the music maker has to be able to make decision.

Music Marketing: Music marketing can also be considered as a business area of music. Concerns of classical music like Khyal, Tarana, Hori etc. for the sake of study that many people or students want to here, so one can also record music CDs in their own voice. Apart from this one can share information about Rag, Tal etc. through 'Website' and 'You Tube Channel'.

Music Therapy: Indian Classical music has the potential to cure disease. It has been successfully used to treat many diseases. So the student of music can work in this field by studying paramedical technique.

Production and Repair of Instruments

Producing and repairing instruments is one of the great demands of today. Many type of instruments are used in music but the number of craftsmen who make them are very few. Indian Classical music has been widely publicized and the demand for Indian instruments has also increased widely in the country and abroad. So a new generation of students can also choose this profession as good music instrument maker if they are well educated in musical production. It can certainly give opportunity to start business of Repair of instruments.

Book writing, Publishing and sale

The reference books of Indian classical music were mostly written in Sanskrit, Hindi language so it is the great opportunity to translate it in regional language. Apart from this one can write the text book based on the syllabus of B. A. and M. A. music or one can start work as book publisher.

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Orchestra

Orchestral music has existed in India since ancient time but its appearance has changed as time goes on. Music students who have great knowledge of singing and playing instruments can work together to create orchestra of their own.

The following compositions can be performed in Orchestra

- i) Indian Ragdari music composition based on Uttar Hindustani and Karnataka music i.e. Dhrupad, Dhamar, Taran, Varnam etc.
- ii) Devotional songs, Ved Mantra Path, various compositions of saints like Meerabai, Tulsidas, Kabir Tyagraj etc.
- iii) Folk songs or compositions in different regional languages.

Program of orchestra are also organized by Television and Radio. There is a huge use of western instrument in orchestra and there is a great need for orchestra to increase the spirit of the events, especially in film making.

Website Creation

Indian Classical music education is traditionally oral education of the guru-disciple. But in today's time, new experiments in the field of information and technology, i.e. the working and theoretical knowledge of the art of music can be provided through internet. The new generation can easily create a website of their own and upload various information on it, such as music institution, about course, artist, audio, video, information about instruments, music conferences etc.

2. Online Lessons

The facility of online lessons has also been made available through computer, internet. Through this, even the best music masters can better support themselves by teaching interested students online. Many artists are giving classical music lesson to abroad students.

Music students should know that there are many things related to music such as training on Keyboard, Computer knowledge, training of instruments etc. And post the present time, it is becoming accepted that the purpose of education should be knowledge and to make money. Study should be knowledgeable and money maker, which means that with the study, the student should choose his/her related business as well as gain respect in the society.

There was a time in the field of music that selected few artists were getting the chance to learn music. At that time the number of good Gurus was even lower. But in today's time, the number of people who study music is very large. Almost all Universities in India include music subject undergraduate and postgraduate level, which signifies the advancement of music education. The research in music has also increased.

There are many opportunities for newcomers to the local radio stations. In which writing a musical composition, playing an instrument, to compose jingles for cinema series and commercials or to play the role of assistant, composer along with the band and artist are expected.

The essential required qualities of being a musician in the present day are the talented and determined and self-discipline. Contest such as talent hunt, an annual event at school, college are also good platforms for beginners. The recording company's music programme manager as well as talent seekers comes to find the music talent in the space mentioned above. For this, music students need to be always ready for auditions.

For a music artist the early days can be a daunting task, but once established as an artist it can be a lucrative business. Even in schools the salary of music teacher is similar to that of other teachers. And those who work in the studio as musical directors also get 30-40 thousand rupees a month.

When today's era is of the competition, it is important for the student to keep an eye not just on studies but also on other things. Just as keeping in touch with the media, keeping up with modern things etc. Despite being involved in business related to this topic, one can not only become popular but also gain respect and honor in the society. Most importantly, it also enhances the artist's creative ability. An artist can experiment and innovate constantly.

After learning of the art of music, the student may qualify for this profession. Today with the revolution of information and technology, the picture has made it clear that art can survive in the business that can create a business. For this, it is imperative that the music education course be employment oriented. But let's not forget that the classical music tradition is credited with dedicated artists whose music is a means of livelihood, they also promote and disseminate it. The balance of spiritual and professionalism of classical music should be maintained on the basis of quality.

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