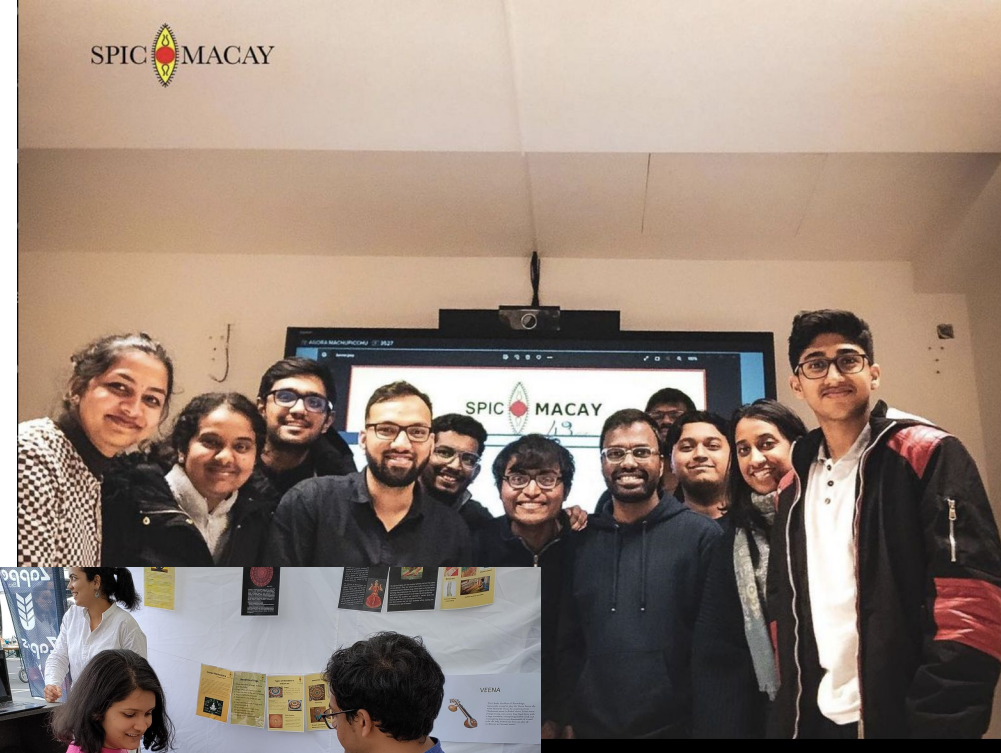


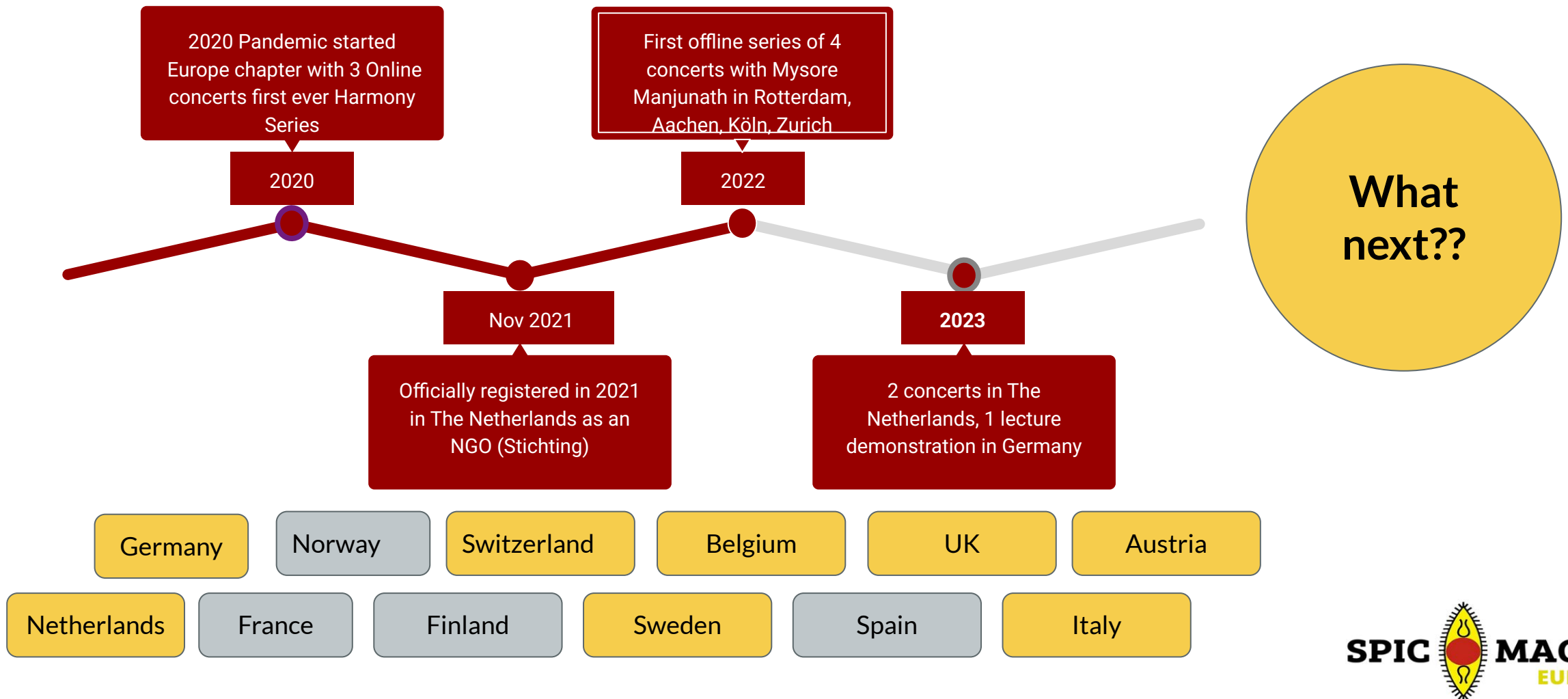
ANNUAL Meet 2023

SPIC MACAY Europe

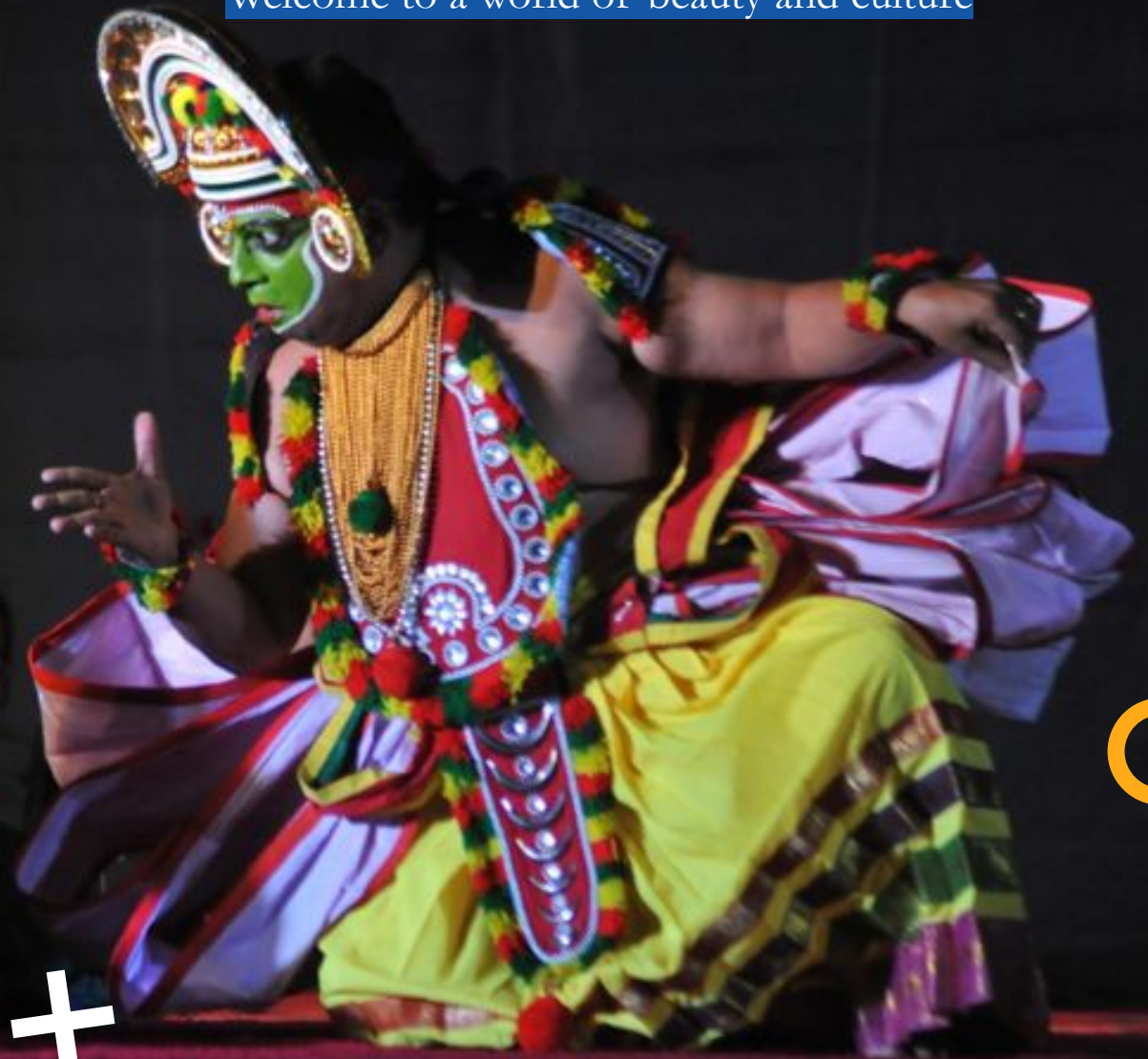
SPIC MACAY Europe turns THREE!



SPIC MACAY Europe turns Three



Welcome to a world of beauty and culture





Society for the Promotion of Indian Classical
Music And Culture Amongst Youth

Supported by the Ministry of Culture,
Ministry of Youth Affairs and Sports,
and the HRD Ministry of India.





The SPIC MACAY • Journey

Founded in 1977, in Delhi, as a non-profit,
voluntary, non-political and participatory
student movement with a worldwide
network of schools, colleges & educational
institutions





"We want to have every child experience the inspiration embodied in Indian and World Heritage"

Our Values

SPICMACAY strives to enrich the quality of formal education and go beyond the barrier of techniques and methods. We want to learn about the journey from the best.

Koodiyattam

Recognition as a Masterpiece of the Oral
and Intangible Heritage of Humanity



An organization
with a difference

We aspire to revive and preserve
the dying art forms.

Save the 'Tiger...' and maybe also
the 'Rudra Veena'

(Kiran Seth)





SPIC MACAY

Modules



We go beyond the conventional style of concerts.

“Lecture-demonstration” enables artist interaction with students

We organize ourselves to enable artists interaction even in the remotest of schools to ignite the young minds with possibilities about

Classical Music & Dance

Folk Art & Crafts

Yoga & Heritage walks

Cinema Appreciation

Artists

Eminent 2000+ artists who sustain Indian Classical Music, Culture, Heritage as the foundation

SPIC MACAY certified artists

Institutions

Student organizations in Europe for art and culture

Universities supporting Indology studies
Music Schools & conservatories etc.



SPIC MACAY Pillars



Volunteers

University students, early professionals who believe in SPIC MACAY

Students in Technical Universities
European students etc.

Supporters

Financial support from organizations that share similar values

Consulate General of India
Theaters
Music Schools & conservatories etc.



We need your support here



SPIC MACAY Europe

Netherlands

(Officially registered as
Stichting)

Germany

(Registration ongoing)

Switzerland

(Registration ongoing)

France

Luxembourg

Italy

UK

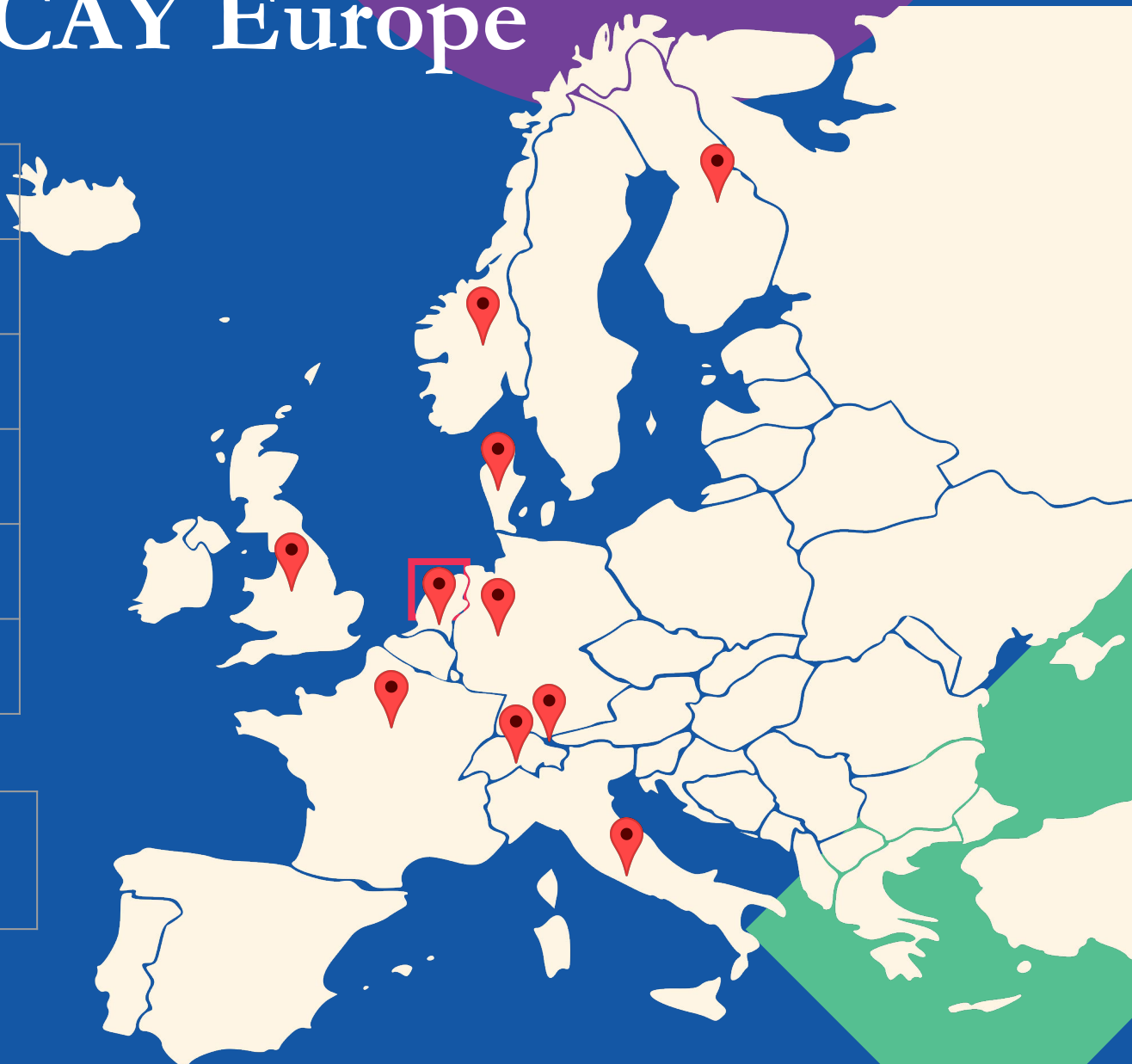
Belgium

Austria

Sweden

Spain

Nordics - Norway, Sweden, Denmark,
Finland

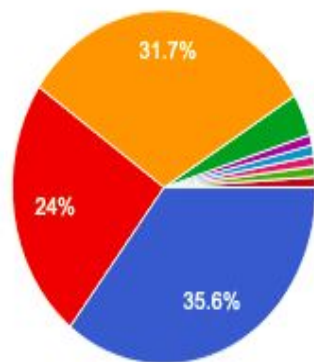




SPIC MACAY Europe

104 responses

Who we are?



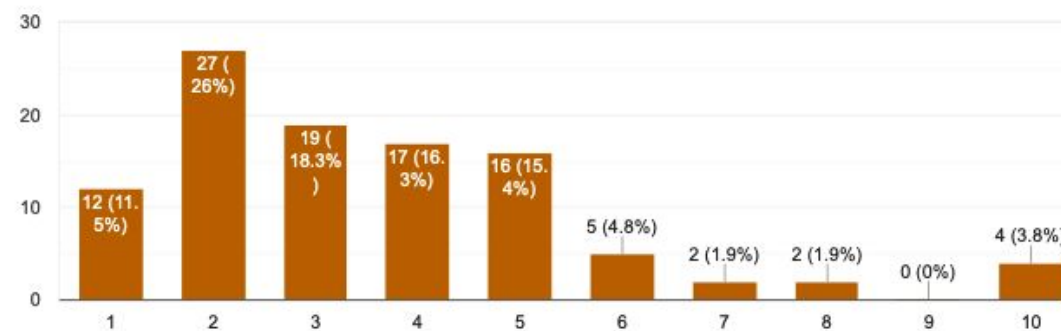
- Student - Bachelors/Masters
- Student - PhD
- Employed/Own company
- Unemployed
- Artist, but well connected with indian community
- Studying in class 11
- Also have my own indian classical da...
- I am a mother staying at home.
- Academic



How much time are you willing to set aside for SPIC MACAY Europe?



104 responses



Hours per week



SPIC MACAY Europe



The key objectives of SPIC MACAY Europe are:

- To contribute towards cultural integration in Europe and greater appreciation of cultural diversity
- To act as a cultural translator and highlight ways in which European/Indian arts have inspired each other (whether it is import of instruments/performance techniques/staging techniques)
- To give artists – from India and Europe – a platform to jointly explore the commonalities between their respective art forms and find ways to share/create/nurture art
- To give audiences (especially younger audiences) the resources to educate themselves about European and Indian art forms.
- To facilitate exchange visits for European artists to India and vice-versa for the purposes of training and knowledge sharing
- To expand the collaboration for European artistes with Indian artistes and vice versa



Veena



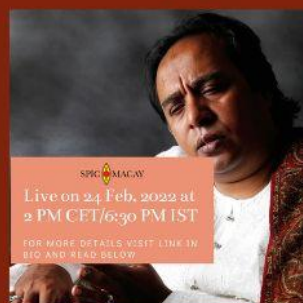
Hindustani Flute



Carnatic Flute



Naad yoga



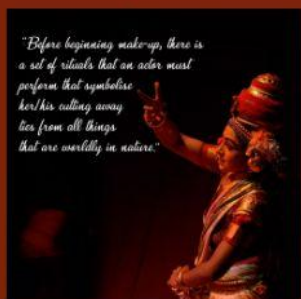
Carnatic Violin



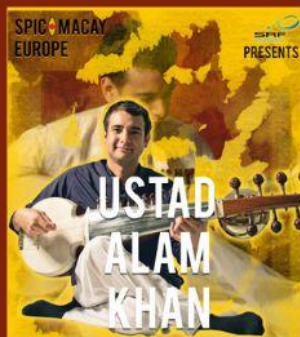
Bharatanatyam



Kutiyattam



Sarod



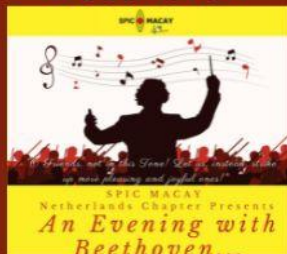
Philharmonie visit



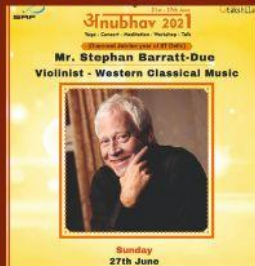
Street Festivals



Stammtisch mit Beethoven



Western Classical Violin



Heritage walk Nijmegen



Art appreciation



Join us here



SPIC MACAY
Europe
Events in
2020-2022



Volunteers Meet + Heritage walks



Maastricht, NL 2021



Aachen, DE 2022



Nijmegen, NL, 2022

SPIC MACAY Europe needs you



How can you volunteer with us?

From booking venues to backstage buzz, if event management excites you, we are looking for your help here

Account management and balance sheets- if crunching numbers sounds interesting to you, we want you here.

Run our SM Europe Media House, maintain public relations and reaching out to local media houses in your country to promote SM



From picking up the phone and sealing the deal, we are always looking for ideas to raise funds for our movement.

From website manager to hosting live online events, managing our online presence involves a sound technical team.

Promote, develop and maintain our online presence. Tasks involve creating a social media plan, creating posters, vidoes, we open to your ideas!

Meeting Structure:

- Europe wide meeting : Once every 2 months, last week Sunday (21:00 CET)
- Co-ordinator focus meetings : 1st/3rd Wednesday of the month (9pm CET)
- Country Specific meetings: 2nd/3rd Wednesday of the month or on the need basis
- Organizational team meeting: on the need basis
- Design/Social Media/Publicity meeting: weekly or bi-weekly on the need basis
- Fundraising / Grants meeting: weekly or bi-weekly on the need basis



<https://spicmacay.org/europe>

<https://spicmacay.org/about>



Contact us

europe@spicmacay.com

Instagram: [spicmacayeurope](https://www.instagram.com/spicmacayeurope)

Facebook: [SpicMacayEurope](https://www.facebook.com/SpicMacayEurope)

Contents

- 1. SM Europe Highlight Events 2023**
 - a. Flute Lecture Demonstration -Aachen
 - b. Rudra Veena – Leiden
 - c. Soulful Strings – Delft
 - d. Baithak Series
- 2. Country Chapters**
 - a. Netherlands
 - b. Germany
 - c. Switzerland
 - d. Italy
 - e. Austria
 - f. UK
 - g. Nordics – Denmark, Finland, Norway
- 3. Annual volunteers meet**
- 4. Financial Report 2022**

1. SPIC MACAY Europe

2023 Highlights

1a. Lecture Demonstration

Lecture demonstration with Shashank Subramanyam in Steel Institute in RWTH Aachen saw about 15 vibrant volunteers from Germany coming together for a Q&A Session about music.

Topics

- Rhythm (laya) in instrumental music
- Performance ethics - what should one keep in mind when on stage
- How can our generation be a better audience?



The poster is yellow with a red border. At the top, it says 'SPIC MACAY EUROPE' with a logo of a stylized flame or eye. Below that, it says 'Presents'. The main text reads 'Shashank Subramanyam' in large, bold letters. To the left of the text is a photo of Shashank Subramanyam sitting and playing a bamboo flute. To the right of the text, it says '1st May' with a calendar icon, '09:30 to 11:30 CET', and 'Location: IEHK (RWTH Steel Institute) Intzestraße 1 52072 Aachen'. Below this, it says 'Bamboo Flute' and 'Lecture-Demonstration and Q & A'. At the bottom, there is a red banner that says 'Hurry Up! We have limited place'. At the very bottom, there are social media links: 'WWW.SPICMACAY.ORG/EUROPE', '@SPICMACAYEUROPE', and 'FB.COM/SPICMACAYEUROPE'.

SPIC MACAY EUROPE
Presents
Shashank Subramanyam
1st May
09:30 to 11:30 CET
Location:
IEHK (RWTH Steel Institute)
Intzestraße 1
52072 Aachen
Bamboo Flute
Lecture-Demonstration and Q & A
Hurry Up!
We have limited place
WWW.SPICMACAY.ORG/EUROPE @SPICMACAYEUROPE FB.COM/SPICMACAYEUROPE



1b. Rudra Veena – Lecture Demonstration



1c. Soulful Strings – Leiden

SPIC MACAY Europe hosted a violin concert Dr Manjunath, a Sangeeth Natak Academy awardee, enthralled audiences with an authentic flavor of Carnatic classical music along with his son Sumanth and renowned percussionist and Konnakol artist BC Manjunath in Leiden, Netherlands.



1.e Baithak Series

- ❖ *Rhythm in Dhrupad*
- ❖ *Madhubani*
- ❖ *Urdu Poetry*
- ❖ *Forms in Indian classical music*
- ❖ *Vocals in Dhrupad*
- ❖ *Appreciation of Western Classical*

#TalimTuesday

Sunday Sambhashana

Purpose of art

Performance should be audience centric

2. Country Chapters

SM Netherlands Delft, Eindhoven, Rotterdam



netherlands@spicmacay.com

- Good base of young and enthusiastic volunteers
- Most NL volunteers are students or alumni of the same university, making it easy to judge the target audience for events
- Very diverse set of talent in the team to organize baithaks and knowledge sharing sessions (also super helpful in organizing stalls, public engagement and collecting funds)
- Possible collaboration with other organizations like ISA (Indian Student Association) through university contacts and resources
- Efforts in progress to integrate into TU Delft as a recognized organization



- More team engagement and team building by organizing offline meetups and brainstorming sessions
- Encouraging regular participation of volunteers in team meetings and improving organizational involvement
- Fundraising and creating awareness of the organization by participation in bigger events and exhibition of volunteer talent
- Expanding the team of volunteers thereby making a recognized name for the organization



SM Germany

Aachen, Köln, Stuttgart, Dresden*



germany@spicmacay.com



1. Registration process as NGO(e.V.) complete.
2. Lec-Dem and performance by Dr. Deepthi Omcherry Bhalla, at Bonn, and Eindhoven.
3. Weekly quiz - #WildvadiW€€dnesday
4. Baithak Series - (An introduction to maqam and arabic music, Importance of Lyrics in classical music, Introduction to layam and rhythm in classical music, Socio-cultural perspectives of women in art.)
5. Funding acquired for organizing concerts at Bonn in first half of 2025.



1. Expand the volunteer base in certain cities such as Bonn, where a significant international art audience exists.
2. Welcome new volunteers and channelize efforts regionally for events.
3. Conduct events at Bonn, with acquired funding.
4. Increase social media presence, and targeted marketing during events. ^

SM Switzerland Zurich



switzerland@spicmacay.com

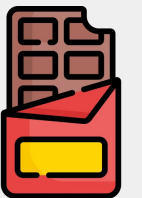
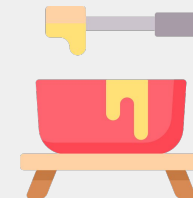
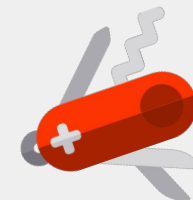
- 1. Baithak - Rhythm in Dhrupad 15.04.042023**
 - Guided by Shri Amit Sharma
 - Exploring rhythm in indian classical music
- 2. Heritage lunch: Ghazal-o-Nazm Nama 17.06.2023**
 - Led by our volunteer Zulekha
 - Discovering the essence of nazm and ghazals through an interactive picnic lunch
- 3. Three new volunteers**
 - Expanded to Lausanne, had our first volunteers networking lunch



1. Registration - work in progress
2. Expand chapter & welcome new members



POWERED BY:



Conducted first event on 10th July, 2023

Baithak - Vocals in Dhrupad

- By Dr. Sumeet Anand Pandey
- Interactive session on vocalization techniques in dhrupad

Gained two new volunteers:

- An existing volunteer is no longer in Leuven so will look to expand outside



Improvement areas:

- Need to begin the process of registering ourselves asap
- Expanding the team of volunteers
- Have more team building and brainstorm sessions (offline)



1. Good response for volunteer call from Milan, Florence and Padua
2. Built in a long term partnership from Ria Money Transfer
3. Concert Pipeline for 2024 ready - Flute, Ken Zuckerman



1. Need volunteers to work on grants

SM Europe

Our Team

Contact us:
europe@spicmacay.com



EU



Shraddha Gupta
Organization & Artists



Prashanthi Sankaran
Media & Finance



Niles Vyas
National Executive Chair



Abhinand Pusuluri
Masterplan owner



Ravi Ramesh
Volunteer Management



Varsha U
Baithak Coordinator

 NL



Abhishek



Anand

 DE



Swathi



Pranav

 BE



Sudarshan



Ketaki

 UK



Parth



Poorna

 SE



Vyshnavi K



Vishnu Priya

 CH



Harini V



Meera

 IT



Raghavi



Yash

 FR



Anwesh



SM Europe Meeting Calendar

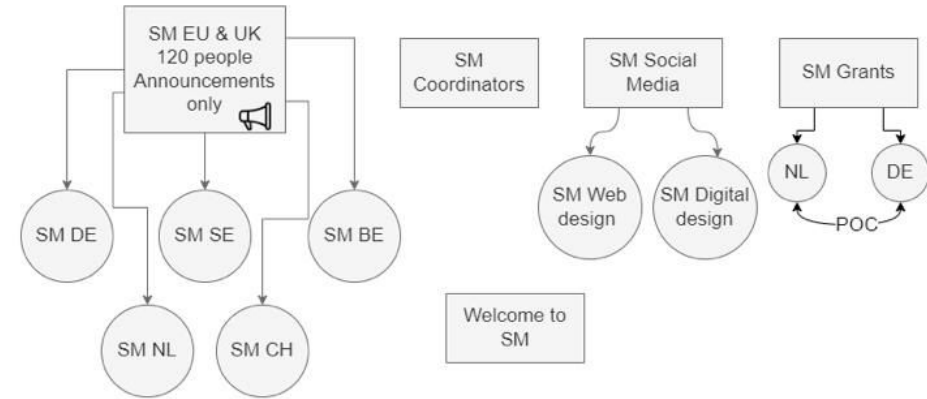
Meeting Schedules

- Week 1- All chapters will meet with their respective country specific volunteers. (Separate meets for NL, DE, BE, SWISS, SWE)
- Week 2- All coordinators meet
- Week 3 -Specific groups meet – Grants, Organisation and Design
- Week 4- We have baithak modules hosted by volunteers

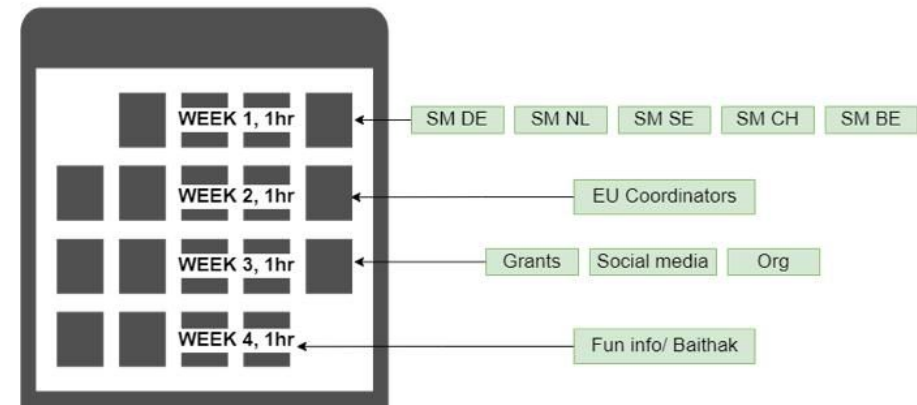
Media Presence

SPIC MACAY EU meeting summary on handling and scheduling media presence for old and new volunteers

WhatsApp Groups



Weekly meetings



BE
SPIC
MACAY