

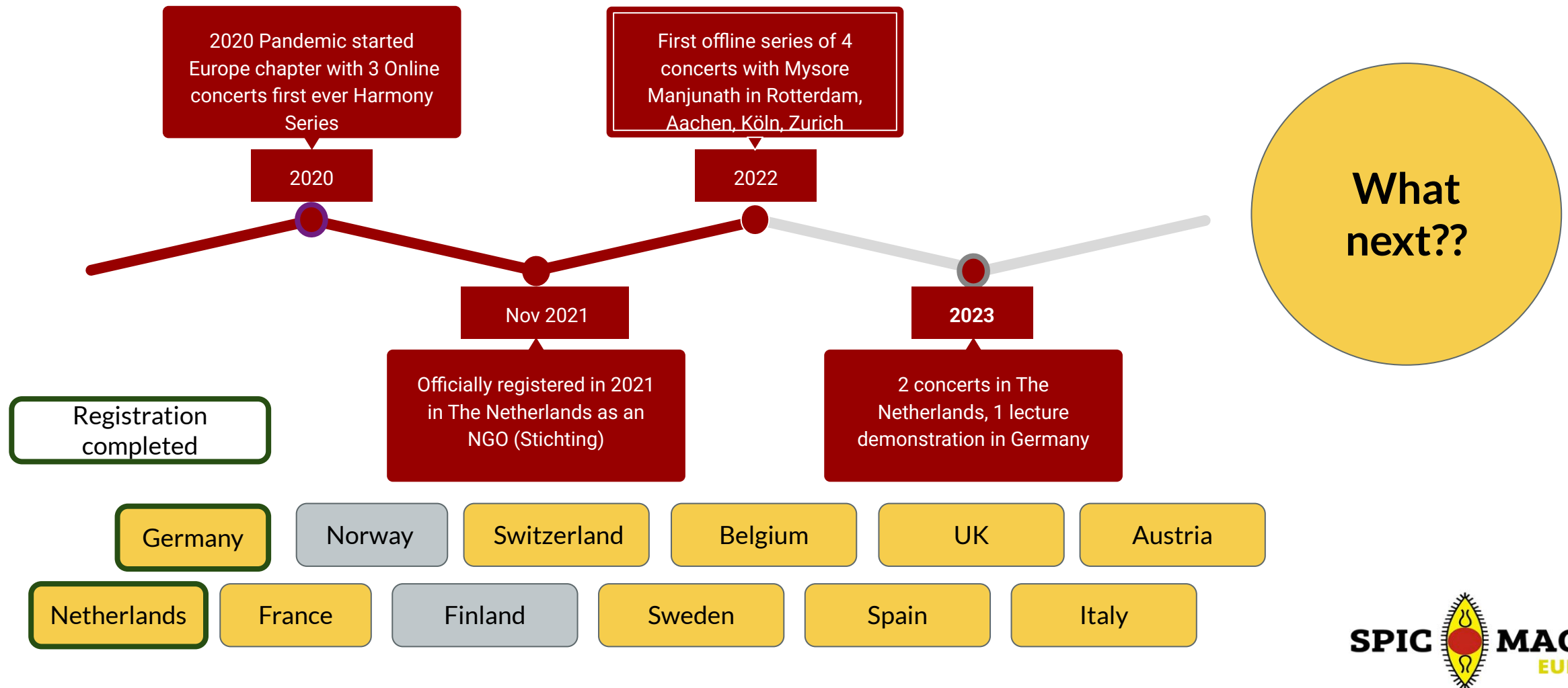
# ANNUAL Meet 2024

SPIC MACAY Europe

# SPIC MACAY Europe turns FOUR!

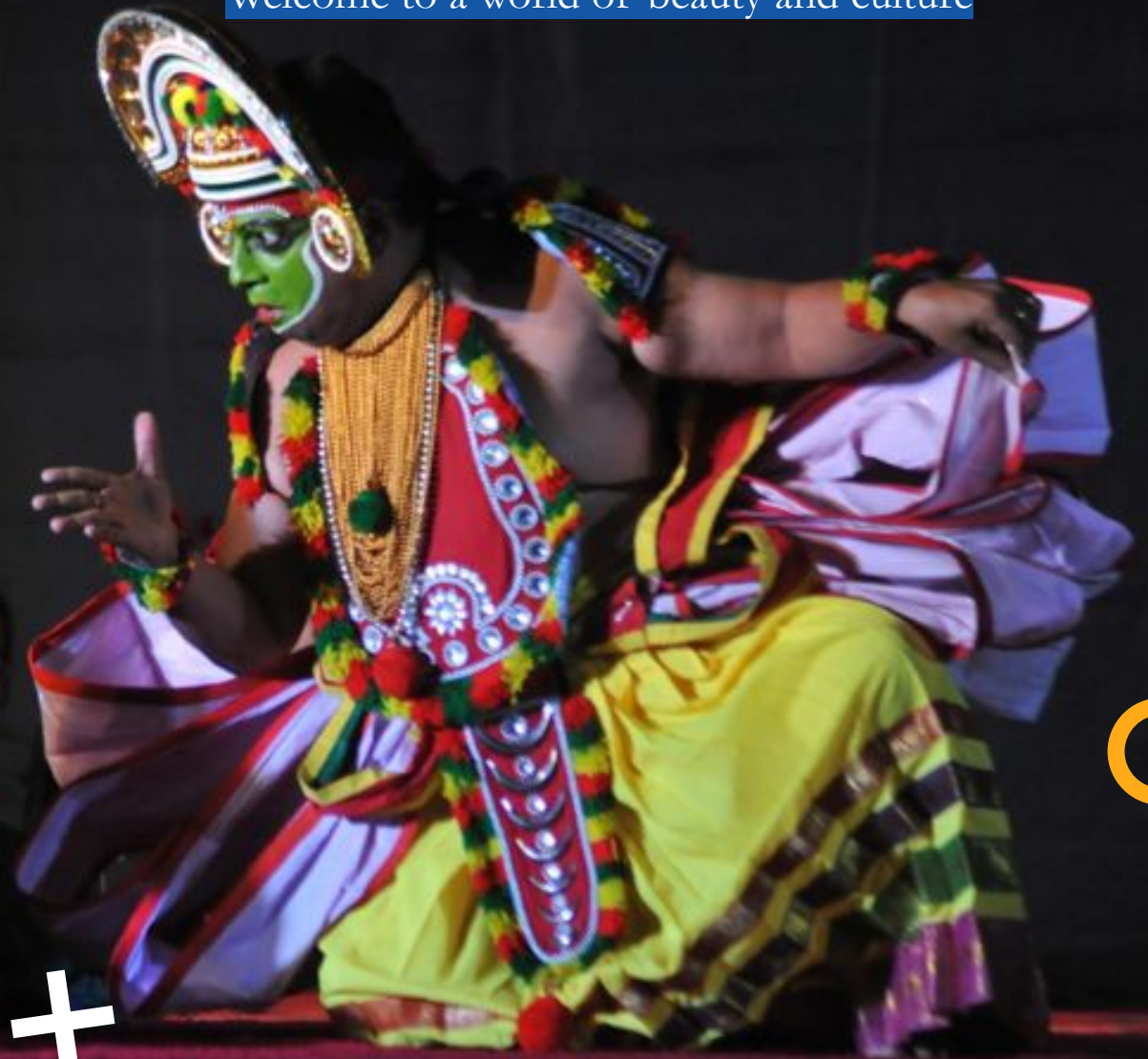


# SPIC MACAY Europe turns Four!





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

(Officially registered as e.V.)

## Switzerland

(Registration ongoing)

## France

## Luxembourg

## Italy

## UK

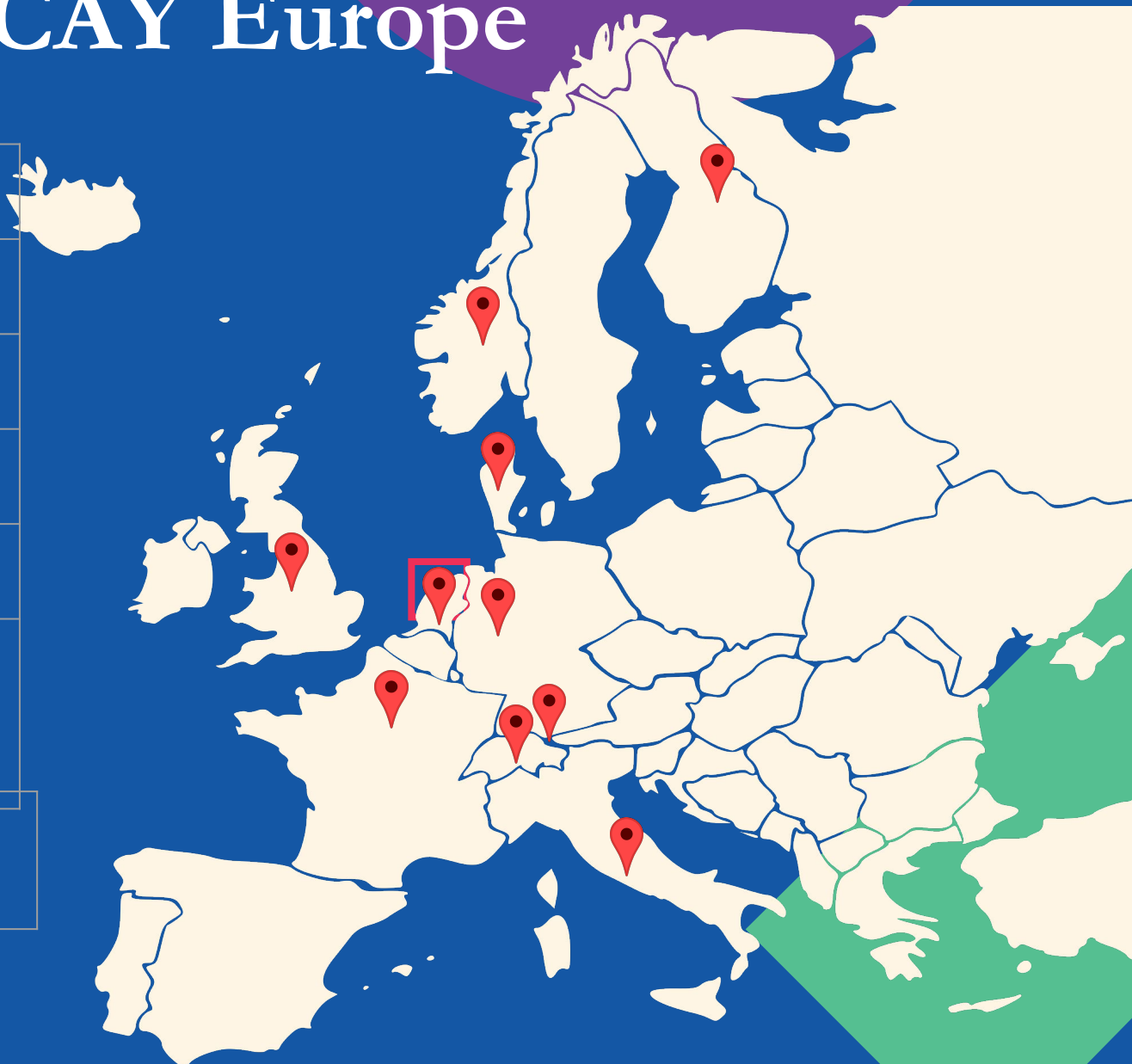
## Belgium

## Austria

## Sweden

## Spain (registration ongoing)

Nordics - Norway, Sweden, Denmark, Finland

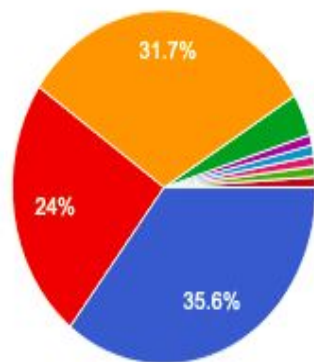




# SPIC MACAY Europe

104 responses

Who we are?



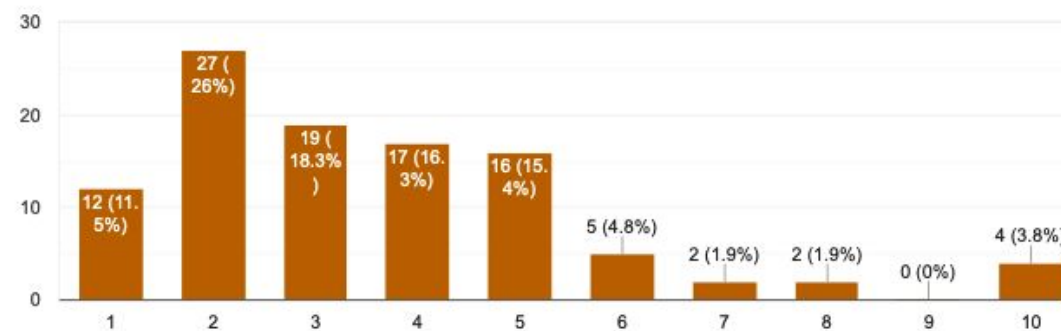
- Student - Bachelors/Masters
- Student - PhD
- Employed/Own company
- Unemployed
- Artist, but well connected with indian community
- Studying in class 11
- Also have my own indian classical da...
- I am a mother staying at home.
- Academic



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



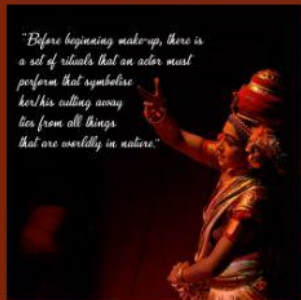
## Carnatic Violin



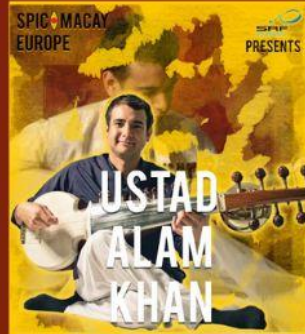
## Bharatanatyam



## Kutiyattam



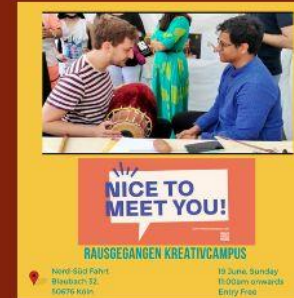
## Sarod



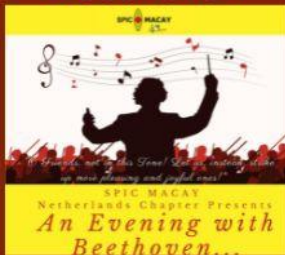
## Philharmonie visit



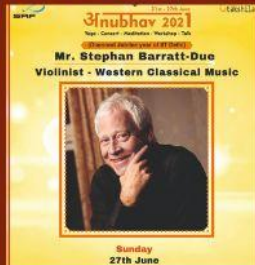
## Street Festivals



## 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](mailto: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 & Events 2024**
  - a. Netherlands
  - b. Germany
  - c. Switzerland
  - d. Italy
  - e. Austria
  - f. UK
  - g. Nordics – Denmark, Finland, Norway
- 3. Annual volunteers meet**
- 4. Financial Report 2024**

# 1. SPIC MACAY Europe

2024 Highlights

New Website  
europe.spicmacay.org



Dance Mohiniyattam

Dr. Deepti Omcherry  
Bhalla

REGISTER HERE | Bonn, Germany | 29  
September



Carnatic Flute Ensemble

Flautist J.A. Jayant with  
Kishore Ramesh on  
Mridangam

Event closed

Copenhagen, DK 14 July 2024



Carnatic Flute Ensemble

Flautist J.A. Jayant with  
Kishore Ramesh on  
Mridangam

Event closed

Lausanne, CH 12 July 2024



Hindustani Flute  
Ensemble

Hariprasad Chaurasia,  
Debopriya Chatterjee,  
Nicolò Melocchi, Sanjay  
Kansa Banik

Event closed

Milan, ITL 1 July 2024

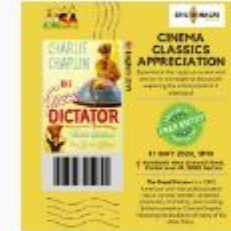


Carnatic Vocal

Vidushi Bharathi  
Ramasubban

Event closed

Amsterdam (The Netherlands),  
2 June 2024



Movie Appreciation

Cinema Appreciation –  
The Great Dictator

Event closed

Aachen (Germany), 11 May  
2024



Bharatanatyam  
Performance by

Dr. Vasundhara  
Doraswamy

Event closed

Delft (The Netherlands)

# Baithaks

## Category: *Conceptual Discussions*

### “Laya : the heartbeat of Indian classical music” – Baithak Excerpts

Aug 7, 2024 — by europe

in [Blog](#), [Conceptual Discussions](#), [Past Events](#)

An online baithak was organised by SPICMACAY Europe on 28 July 2024. The topic was “Laya : the heartbeat of Indian classical music “. It was a rich discussion on the aspects of time, time measurement and their complex relation to Indian classical music. It was attended by SPICMACAY volunteers across Europe, including a German...

### Baithak : “Decoding Classical Music – Is an Introduction Necessary?”

Jun 15, 2024 — by europe

in [Blog](#), [Conceptual Discussions](#), [Past Events](#)

An online baithak was organised by SPICMACAY Europe on June 9th 2024 on the topic of “Decoding Classical Music: Is an Introduction Necessary?” Over fifteen participants joined the intriguing discussion along with a couple of guests from Germany. The discussion started with a German guest highlighting the prevalent use of pauses while introducing Indian classical...

### Sunday Sambhashana – A New Beginning

Jun 19, 2024 — by europe

in [Blog](#), [Conceptual Discussions](#), [Past Events](#)

2023 also saw the introduction of Sunday Sambhashana, a completely open discussion on Indian Classical art forms. This gave a feel of peer to peer interaction for the audience and this series is led by Varsha Umashankar. In its first outing, the Sunday Sambhashana contemplated on both the negatives and positives of “Performance should be...

### Arabic *maqam* meets Indian *raga* music : A baithak

Apr 2, 2024 — by europe

in [Blog](#), [Conceptual Discussions](#), [Past Events](#)

INTRODUCTION TO ARABIC MAQAM An online Baithak was organised by SPICMACAY Europe on 24 March 2024 on the topic “Arabic Maqam meets Indian Raga music”. The event was attended by several volunteers and members of the SPICMACAY Europe community. The guest was Rimonda Naanaa, a Qanoon/Kanun musician from Germany. Kanun is an Arabic stringed musical...

### A Series of Baithaks

Jun 19, 2024 — by europe

in [Blog](#), [Conceptual Discussions](#), [Past Events](#)

A classic Indian way of imparting art and culture to budding individuals is through discourses where an expert discusses intricate facets of the art with their students or peers. This facilitates rich and healthy conversations on various art forms. SPIC MACAY emulates this through its baithak series that runs throughout the year. Focusing on SPIC...

### Presenting Indian Classical Arts to International Audiences : A Sambhashna

Mar 23, 2024 — by europe

in [Blog](#), [Conceptual Discussions](#), [Past Events](#)

On 4th February 2024, an online Sambhashna was organised by SPICMACAY-Europe and was attended by participants from across Europe. The topic of the discussion was “How to present Indian classical arts to the international audience”. The discussion started with setting the context for the relation between international audiences and Indian classical arts and its relation...



## 2. Country Chapters

### Event Highlights 2024

# SM Netherlands

## Delft, Eindhoven, Rotterdam, Amsterdam

- Expanded event base to outside music and (Zuid) Holland. First time events in Amsterdam and Eindhoven. First time dance events in Delft and Eindhoven.
- More team engagement and team building by organizing offline meetups, potlucks, jamming sessions
- Encouraging regular participation of volunteers in team meetings and improving organizational involvement - Reactivated few volunteers and mapped their interests and skills to our various functions
- Event planning and organization has become a habit : Volunteers are self-sufficient to know what to do on the day of the event



Green - Improved point from last Annual Meet  
Red - Not resolved from last Annual Meet



- Lot of initiatives with sponsorships, grants, Univ. collabs but no follow-up, need more focus and persistence with these
- Fundraising and creating awareness of the organization
  - a sponsorship network exists but is not being tapped
  - volunteer hiring needs to be more aggressive
- Better planning required in publicity, more focus on ground publicity, local artist collabs
- Need to organize collabs with high schools to target the Dutch youth better

# 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

TO DO 2024



switzerland@spicmacay.com

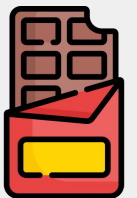
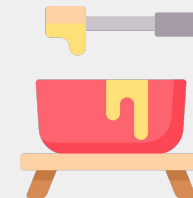
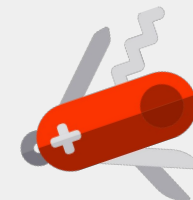
1. **Baithak - Rhythm in Dhrupad 15.04.042023**
  - Guided by Shri Amit Sharma
  - Exploring rhythm in indian classical music
2. **Heritage lunch: Ghazal-o-Nazm Nama 17.06.2023**
  - Led by our volunteer Zulekha
  - Discovering the essence of nazm and ghazals through an interactive picnic lunch
3. **Three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



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



**POWERED BY:**





# SM Italy

## Milan, Padua, Turin, Bologna



switzerland@spicmacay.com

### 1. Orientation session with ISA Polimi

- Short demonstration of Indian Classical Flute with Nicolo Melochi
- Pop quiz to engage students



### 2. Hariprasad Chaurasia & Debopriya Chatterjee Concert

- Organised with Conservatory of Milan and Palazzo Caprioli
- Secured EUR1220 funding from Ria Money Transfer, a corporate sponsor

### 3. Lots of new volunteers

- Through various events, need to engage them in the organisation.



1. Registration
2. Retain and expand volunteer base, particularly in Milan
3. Continue collaborations with partners
4. Appoint new committee with change of leadership



- Recognized by LOKO – the umbrella organization of KU Leuven (voting date tbd by LOKO to be formally affiliated and use university venues)
- Established contact with Indian Embassy, Brussels.
- 4 new volunteers :) / 1 volunteer no longer in EU :(
  - In Leuven, Brussels, Ghent, Kortenberg

## Improvement areas:

- Build team engagement (e.g. Have more meetups)
- More participants in meetings
- Applying for funding
- Expanding team further

Contact us: [france@spicmacay.com](mailto:france@spicmacay.com)

## Revived the chapter back to active state in July 2024

- The volunteer base is quite strong in Toulouse and is being looked at for a event very soon.
- Regular monthly meetings being held on the third Tuesday every month
- An event is being planned either in March or July next year with the venue being Toulouse depending on the artist circuit.

## Improvement areas:

- Expanding the team of volunteers in cities like Paris and Marseille
- Host one event atleast next year.
- Have more team building and brainstorm sessions (offline)





# SM Denmark Chapter 2024

---

- Successful conduction of J.A. Jayant Flute Concert in Copenhagen with full capacity, in attendance of Indian Ambassador to Denmark Shri Manish Prabhat
- Application submitted to LMS foundation to host Ustad Wassifudin Dagar across various schools in Denmark during 2025
- Awareness about SPIC-MACAY during the Student Welcome Meet & Greet organized by the Indian Embassy in Copenhagen by Dr. Rama Seth
- Active recruitment of volunteers to start establishment of a stronger foundation in Denmark





# SM United Kingdom

Contact: [unitedkingdom@spicmacay.com](mailto:unitedkingdom@spicmacay.com)

Tried to start/revive chapter in United Kingdom.

- There is a strong base of Indian identity in UK.
- Tried to get in touch with the existing organisations to spread Spicmacay.
- Have established relation with Cambridge university
- Have support from Oxford University.

## Areas for improvement

- Expect to expand this to Oxford Brooks, UCL and Birmingham.
- Have atleast one event next year.
- Getting more young members and coordinators from across United kingdom will be priority.



SPIC MACAY  
invites you to another

# BAITHAK

Arabic Maqam meets Indian Raga music

Sunday, 24th March 2024  
2pm CET




SPIC MACAY  
presents

# Baithak

Sahityanubhava:  
Exploring the impact of lyrics in Indian  
Classical Arts

Sunday, 21st April 2024  
9 PM CET



SPIC MACAY EUROPE  
presents

# Baithak

Tala: The heartbeat of Indian  
Classical Music

Sunday, 28th July 2024  
2pm CET




SPIC MACAY  
presents

# Baithak

Decoding Classical Music: Is an  
Introduction Necessary?

Sunday, 9th June 2024  
2 PM CET




SPIC MACAY  
invites you to

# International Women's Day BAITHAK

Breaking barriers: Evolution of gender roles in art  
through time

Sunday, 10th March 2024  
6pm to 8pm



Intellectually Stimulating

Knowledge about Arts

Respectfully Disagree

Discussions

Thought Provoking

Fun Games

Debates

Baithaks



# How do we envision SM for 2025 and Beyond?



# 2025 is the year of ?



## Let's Decide on our theme for 2025



# Functional Changes 2025: The MOU



**Why MOUs? – Protect volunteers , set scope of collaborations, aids scalability\***

\* : Expected to be enforced for events in  
2025

## Artists

Remuneration

Scope of Cost Coverage

Type and Scope of Event

Direct/Indirect Services  
and Costs

Volunteer Protection  
Clause

GDPR Clause



## Sponsorships

Tiers of Sponsorships  
(PPP/Country Specific)

Tier-based Deliverables

Scope Definition for tier  
based Sponsor Publicity and  
Marketing

Effective Period of MOU

GDPR(Attendees/Volunteer  
Data)

# SM Europe

## Our Team

Contact us:  
[europe@spicmacay.com](mailto: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

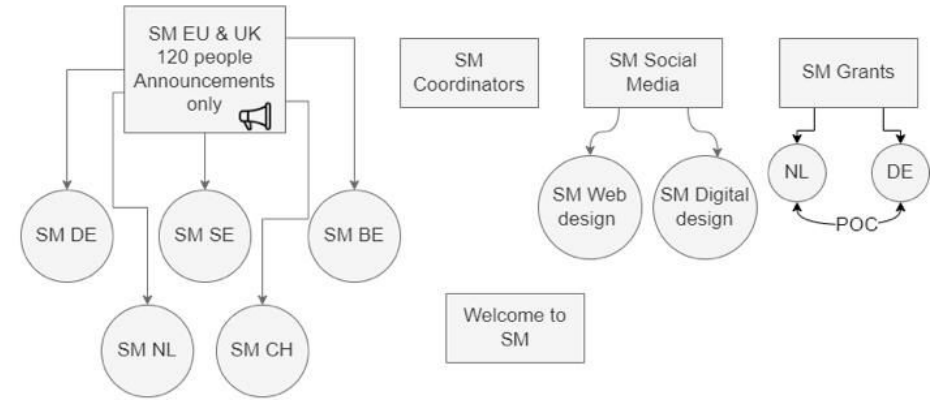
## Meeting Schedules

- 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

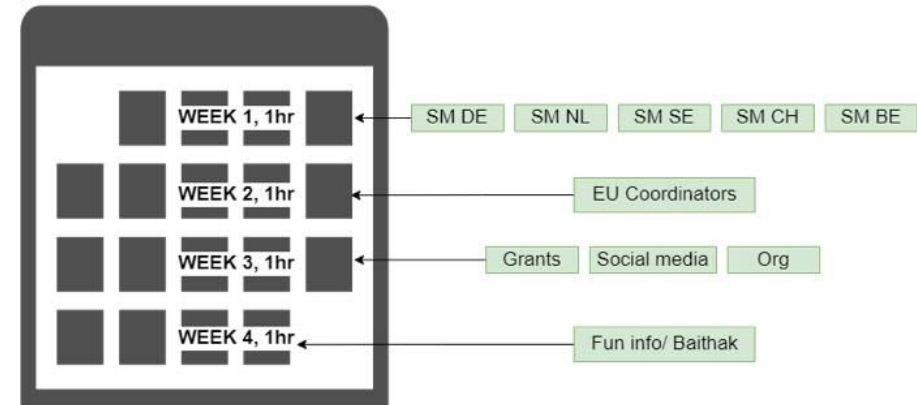
## Media Presence

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

## WhatsApp Groups



## Weekly meetings



# Financial Overview

## Costs Overview

Natya Saayam Delft 2024 Vasundhara Doraswamy at Delft	1026.3
Harmony 2024- Bharathi Ramasubban Concert	1323.83
Aachen movie screening	30.17
Harmony 2024- Pt. Hariprasad Chaurasia - Italy	219.79
Harmony 2024- Denmark and Swiss - Flute Jayant	1564.22
Harmony 2024- NL Deepti Bhalla Eindhoven and Bonn	1232.1
<b>Total</b>	<b>5396.41</b>

BE  
SPIC  
MACAY