

Live for you online

In March 2020, as soon as the lockdown in India took effect, Prakash RSV, a finance professional, event manager and an ardent music rasika, launched and pioneered a music channel, *Live4You* on Facebook, bringing musicians and rasikas together. Over the past five months, *Live4You* has brought music into the living rooms of music lovers cocooned at home. This platform also gives up-and-coming musicians an opportunity to get quick and honest feedback while presenting their music. With social distancing becoming pretty much the norm, the 'e-music' model format is probably here to stay.

In this short period, *Live4You*, has garnered substantial viewership across the globe. Their thematic offering, *Swara Prastaaram*, invites Carnatic musicians to present short, 45-minute programmes four days a week, and the response has been promising. *Swara Prastaaram* has featured prominent artists such as Palghat Ramprasad, M.A. Krishnaswamy, Radha Bhaskar and Mudhra Bhaskar, Veenai Sivakumar, Sathyanarayanan (keyboard), Anahita and Apoorva Ravindran, Abhilash Giriprasad, Sunil Gargyan, Bhargavi Balasubramanian, Akshay Padmanabhan, Aishwarya Vidya Raghunath, J.B. Sruthi Sagar (flute), Madurai Sivaganesh, Adarsh Venkiteswaran, Bharathi Ramasubban, J.B. Keerthana, Niranjana Srinivasan and Vanitha Suresh, amongst others.

Live4You's recent forays include an exclusive Facebook page for dance forms— *NatyAkademi*, and another page for competitions, for aspiring students of music. The theme of the first competition was *Global Contemporary Composers* featuring the creations of eminent musicians



J.B. Sruthi Sagar

Palghat Ramprasad

Madurai Sivaganesh

Aishwarya

like Lalgudi G. Jayaraman, M. Balamuralikrishna, and Chitravina N. Ravikiran. The common factors binding these three composers are that they have composed in at least four languages, and besides the traditional Carnatic repertoire, their compositions are widely performed by dancers. Incidentally, 2020 happens to be the 90th birth anniversary of the legends, Lalgudi Jayaraman and M. Balamuralikrishna.







The response for the competitions was motivating, with participants registering from India, the U.S.A. and

the U.K. The semi-finals were held on 26 July 2020, and the finals on the first weekend of August 2020, live on Zoom. The competition was judged by prominent Carnatic musicians Akkarai Subhalakshmi, Sankari Krishnan and Sikkil C. Gurucharan. The winners of the competition were Sanika Pande, Samanvi Udupi, C.A. Bhushan Toshniwal, Pranav Praveen, Bhargavi Chandrasekharan, Sanjana Harikumar and Shri Hari N.H. The winners bagged a one-year digital subscription to *Sruti* magazine.

SAMUDRI

Live4You - Contemporary Composers Competition

Finalists

 Archana Upadhyaya	 Pranav Praveen	 Shri Hari N.H.
 Sanjana H. Harikumar	 Srinidhi M.S. Srimathi M.S.	 Bhargavi Chandrasekharan
 Kavya Suravajhela	 Bhushan Toshniwal	 Shishir Kumar
 Sanjay Sivakumar	 Sakshya Acharyya	 Samanvi Udupi
 Lavanya Karthikeyan	 Sanika Pande	