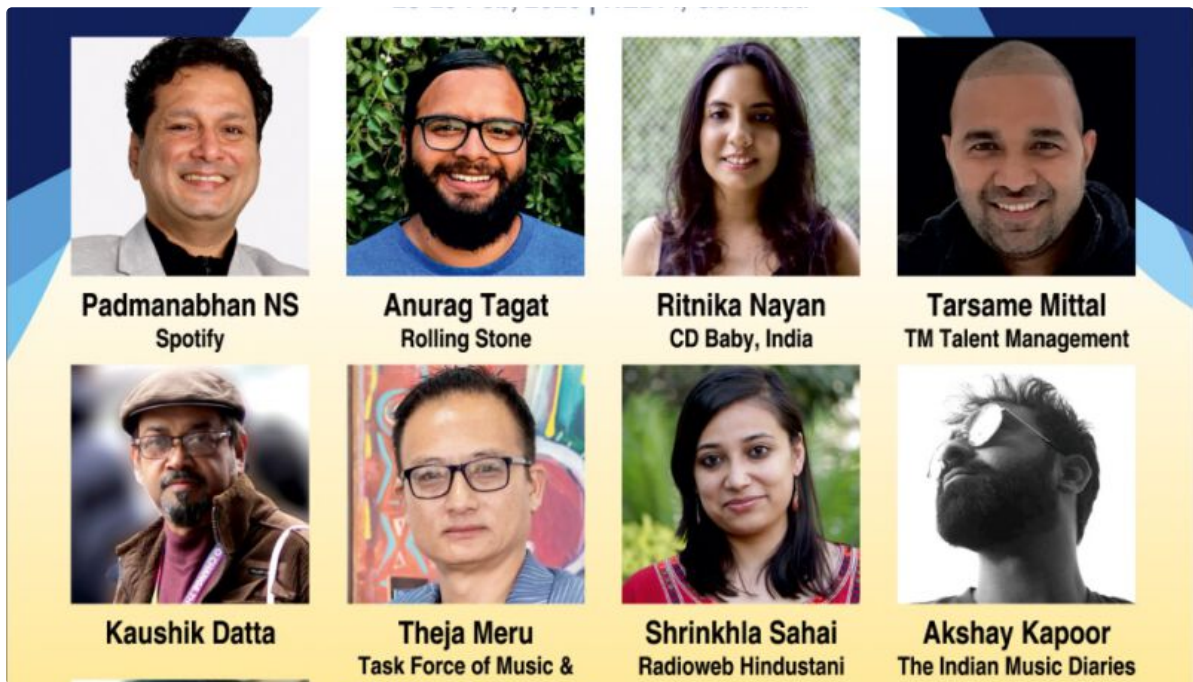


Northeast India Music Conference at Guwahati to witness participation of top stakeholders of music industry



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Eastern Beats Music Society, a prominent socio-cultural organization working for promotion of Northeast culture and establishment of new vistas with other countries – especially Asia, is organizing a first-of-its kind “Northeast India Music Conference” on February 28-29 as part of the 4th Guwahati International Music Festival.

The Northeast India Music Conference will witness participation of some of the biggest stakeholders of the global music industry who will provide mentorship to the musicians from the region who were selected through auditions at Dimapur, Shillong, Ukhrul and Aizawl in the last two months. State-level music auditions were held across the Northeast in a unique Pan-Asia music project, Rhythms and Aromas of Northeast India, which was held in collaboration with North Eastern Council, Government of India.

The Northeast India Music Conference, which is open for all musicians and those interested in understanding the music business, is expected to be a catalyst in developing the music ecosystem of the region. It is also expected to help musicians of the region understand the business part of music and the latest developments in the fields associated with the same.

Boasting of an impressive line-up, the speakers for the music conference include Tarsamme Mittal (Artist & talent management expert), Akshay Kapoor and Aditya Ghosh from Indian Music Diaries (digital music promotion channels), Anurag Tagat from RollingStone India (Music journalist), Roy Dipankar (Music Programmer and Filmmaker), Ritnika Nayan from CD Baby (Music Aggregator), Padmanabhan NS (Head of Artist and Label Marketing at Spotify), Vijay Basrur (Founder of OK Listen), Shrinkhla Sahai (Music Journalist), Theja Meru (Adviser, Task Force for Music and Arts, Government of Nagaland), Koushik Datta (Musician and music promoter at Muzikconnect Asia), etc.

Eastern Beats Music Society will also be signing a few agreements with the participating organizations for speedy development of the region's music industry. "We will be signing more than 6 MoUs with global giants of the music industry, like RollingStone India, Spotify, CD Baby, Indian Music Diaries, etc, which will greatly benefits the musicians and stakeholders of the music industry of Assam and Northeast India," said Eastern Beats Music Society Founder Secretary Aiyushman Dutta.

The unique music conference will be a prelude to the 4th Guwahati International Music Festival which will be held at Silpgram in Guwahati on February 29 and March 1.

The musicians taking part in the music conference were selected through auditions held across the 8 northeast states. Bands from Nagaland and Assam took part at the auditions in Dimapur in the end of December, 2019 as part of the Pan-Asian music project 'Rhythms and Aromas of Northeast India', which was supported by the North Eastern Council, Shillong. Likewise, the bands from Meghalaya, Arunachal Pradesh and Tripura took part in the Shillong auditions. Later, auditions were also held at Ukhrul – for Manipur and Sikkim and at Aizawl for Mizoram.

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