

# YOUNG ARTISTE EXECUTIVE SUMMARY

This write up summarizes the milestones of the journey of Young Artiste from inception to growth. The Annual national competition combined with a comprehensive online learning platform makes Young Artiste India's most accessible and affordable Arts education venture today.

By Dhaani Singhal

## Young Artiste Milestones – from Inception to Growth

Young Artiste was born in December 2019 with the launch of a National competition for 20 different classical and contemporary forms of music and dance. Today it is India's largest online arts education platform with 2000+ tutorial videos, 60,000 learners and 4 mn views. There are 4 milestones of this growth journey are summarized below:

- I. Young Artiste 2020 – the first year of this national competition
- II. YAMP – the Young Artiste Mentorship Program for the top 100 winners of Young Artiste 2020
- III. Launch of the Online Arts education platform 2021-22
- IV. Young Artiste Festival 2023 – the second edit of the National competition with the festival held physically at the Bangalore International Centre.

## The Inception of Young Artiste

*The story of Young Artiste started with a simple question and an idea, brewing in my mind.*

I started learning Hindustani classical music at the age of four with my guru and soon after, Sa Re Ga Ma became a fond nursery rhyme. I was old enough to follow the notes and repeat after, but too young to truly comprehend the meaning and weightiness of them. I sang on stage at Guru Purnima events to small audiences on annual days and with peers for festivals. All of these opportunities fostered my love for music.

As I grew up, developing my own liking and preference for certain genres, I moved on to learning western pop music. Very quickly, I found my ground there and continued pursuing it. It is something I am learning up to this day. Over the years, I have taken Trinity exams, participated in competitions, sung with acapella groups on stage and much more - and I have loved every bit of it. However, something I kept pondering on as a learner was, "what should I do next? Where should I go next? What is the next step? How can I take my art to the next level?"

I found that music was an undefined path. One had to traverse it without knowing if they were moving forward or trailing the same path again and again. This is where the idea of Young Artiste came into being. Young Artiste was created to fill this lack of structure in each arts student's learning journey. The purpose was to create a national standard and platform that a student of any of these classical and contemporary art forms could participate in. <sup>1</sup>

# How a Teen Built the Platform to Bring Together Young Artists

January 7, 2022

Dhaani Singhal, Co-creator, SIFF Young Artiste



*Dhaani is a Grade 11 student at The International School Bangalore and has been a student of music all her childhood. She is the co-creator of SIFF Young Artiste – a National-level competition and academy for classical and contemporary music and dance.*

## I. Launch of the Competition – Young Artiste 2020

*Once the basic idea of the project was in place, it was formalised with a brand name and visual identity, and taken forward by collaborating with the best in the industry to move towards achieving this mission.*

The contest was instituted to inspire school children across India to pursue different genres and manifestations of classical and contemporary arts. Participants would get an opportunity to be mentored by industry maestros such as Amjad Ali Khan, Shovana Narayan, Aruna Sairam, Terence Lewis and Shalmali Kholgade along with other legendary artists. The platform aimed to celebrate young talent by conferring 100 scholarships to the top 100 finalists across 20 different categories to support their learning and growth.

The 20 categories were divided into; the Indian classical category which includes Carnatic and Hindustani vocals, Tabla, Mridangam, Flute, Sitar & Sarod, Violin, Bharatanatyam, Odissi and Kathak and the contemporary category which includes Indian and Western vocals, piano & keyboard, guitar, drums, western violin, ballet, hip-hop and Bollywood & contemporary dance.

The format of Young Artiste 2020 included a preliminary online audition where participants can register and upload their videos on the platform, followed by an advanced interview-based round and finally The Grand Young Artiste Festival. <sup>2</sup>

# Young Artiste 2020: Registration open

Aditi R. / TNN / Dec 31, 2019, 18:18 IST

11 PTS

SHARE



AA

FOLLOW US

Registration is open for Young Artiste 2020, a national-level talent competition in music and dance.



CHENNAI: Registration is open for [Young Artiste 2020](#), a national-level talent competition in [music](#) and [dance](#).

Applicants should send their video entries on WhatsApp to +91 9513044491 or log in to: [www.youngartiste.com](http://www.youngartiste.com).

The contest has been instituted to inspire school children across India to pursue different genres and manifestations of classical and contemporary arts. Participants will get an opportunity to be mentored by industry maestros such as Amjad Ali Khan, Shovana Narayan, Aruna Sairam, Terence Lewis and Shalmali Kholgade along with other legendary artists.

The platform will celebrate young talent by conferring 100 scholarships to the finalists across 20 different categories to support their learning and growth. It also aims at building a community of like-minded artists to revive the art culture in India among students of the arts.

## Maestro Mentors:



**Shovana Narayan**  
Leading Kathak



**Shalmali Kholgade**  
Leading Singer



**Amjad Ali Khan**  
Leading Sarod artist



**Terrence Lewis**  
Leading choreographer



**Aruna Sairam**  
Leading Carnatic Vocalist

## II. The Young Artiste Advanced Mentorship Programme (YAMP)

*After a successful launch of the competition and an overwhelming response (over 15,000 participants) from all corners of India, we were faced with a new challenge as we wound up the Advanced Rounds of the competition - the COVID-19 Pandemic. We acted quickly and designed an online mentorship program for our Top 100 students, to maintain the momentum of the event throughout the lockdown.*

Music and dance virtuosos such as Dr. L Subramaniam, Kavita Krishnamurthy and Madhavi Mudgal consented to mentor the participants. Additionally, experts in the field such as Rukmini Vijayakumar (Bharatanatyam), Anupama Bhagwat (Sitar/Sarod), Nikhita Gandhi (Indian & Western Vocal), Sagar Bora (Hip-Hop), among others, conducted category specific sessions. The finale, which was a showcase of the exceptional talent recognized, was hosted in accordance with the evolving COVID-19 situation and government guidelines issued at the time.

Young Artiste Season 1 received a tremendous response, with entries pouring in from various parts of the country. There were participants all the way from Ujjain to Imphal, from the capital of Delhi to the culturally rich Dimapur, from North 24 Parganas to Udupi and Kozhikode! As the nation went into lockdown and art became a luxury for most, the competition continued to be conducted with multiple rounds and announcements using online auditions and interviews and communication on Zoom and WhatsApp.

### **How This Teenager Changed Her Love For Music Into An Entrepreneurial Venture**



<https://www.shethepeople.tv/personal-stories/music-entrepreneur-dhaani-singhal/>

YAMP involved a combination of masterclasses, workshops, and collaborations among fellow Young Artistes in preparation for the finale performance. Young Artiste had an esteemed panel of jury involved in the judging process since the inception of the program and these experts and a few other renowned maestros conducted the workshops for YAMP for each of the 20 categories.

"I applaud SIFF - Young Artiste for doing a wonderful job of discovering and nurturing our nation's talented youth", said Dr. L. Subramaniam, Young Artiste Mentor and one of India's legendary violin artists.

# New National Competition Selects 100 Dancers and Musicians for Mentorship and Financial Aid

SIFF Young Artiste was launched in early 2020 and promises to offer Rs 25 lakhs in scholarships

Rolling Stone India • Jan 04, 2021



A few of the musicians selected for SIFF's Young Artiste top 100 - drummer Anagh Nayak, violinist Sahapedmavati Maden, Carnatic violinist Hrishitha Kedage, guitarist-composer Tamish Pulappadi and singer-songwriter Mia Aliyah Makhija (clockwise from top left). Photos: Courtesy of SIFF

The country's adolescent and teenaged talent in music and dance are being offered mentorship and a scholarship pool of ₹25 lakh as part of a nationwide competition called Young Artiste 2020.

Receiving video auditions and online interviews with candidates between 11 to 18 years of age across India, Young Artiste — created by Bengaluru-based philanthropic organization Singhal Iyer Family Foundation (SIFF) — had senior musicians, choreographers and dancers to sift through over 12,000 entries to pick their **top 100 in November last year**. The jury included everyone from violinist-composer **Dr. L. Subramaniam**, Carnatic vocalist Aruna Sairam and sarod veteran **Ustad Amjad Ali Khan** to pop singer-songwriters like **Nikhita Gandhi** and Shalmali Kholgade, guitarist Tony Das (from rock bands **Peepal Tree** and **Thermal And A Quarter**) and more.

## Meeting the Winners 2020-21

*A couple of months after the conclusion of the YAMP, the COVID situation did not let up enough to permit a full-fledged on-ground event. So we did what needed to be done - improvise, adapt & overcome; to design a one of a kind Virtual Event, with a lobby, a stage, separate breakout areas and many other features to really bring the flavour of the artistes alive through a screen.*

Following a start in January 2020, the Young Artiste Festival was concluded in September 2021, crowning three main winners in instrumental, vocal and dance brackets while also awarding a total of 20 artists in other categories.

Chosen among 15,000 applications received from across India, Bengaluru-based guitarist and composer Tamish Pulappadi won in the instrumental category, while Udupi-based dancer Janki D.V. won in the dance format and Ujjain-bred vocalist Akshita Singh Chouhan won in the vocal field. They were each awarded ₹ 1 lakh, part of a larger scholarship pool of ₹ 25 lakhs disbursed to 100 finalists under the Young Artiste Advanced Mentorship Programme.

Each of the winners were also given ₹25,000 each, for showing prowess in categories ranging from Bollywood dance (won by Mansi Dhruv) to Sarod (won by Aronya Nandan), drums and several more. The judges for the virtually held Young Artiste Festival were music's seasoned and stalwart names alike – violinist-composer Dr. L Subramaniam, guitarist-composer Ehsaan Noorani, vocalist-composers Nikhita Gandhi and Shalmali Kholgade, amongst others.

### SIFF Young Artiste Festival Announces National Winners After Virtual Competition

Bengaluru guitarist Tamish Pulappadi, Ujjain-based vocalist Akshita Singh Chouhan and Udupi dancer Janki D.V. took home a cash prize of ₹ 1 lakh each

EatingSpoonIndia.com | Oct 22, 2021



(Clockwise from top left) SIFF Young Artiste Festival winners - Shreya V Murthy, Akshita Singh Chouhan, Dakshin R. Bharadwaj, Aronjay Nandan, Tamish Pulappadi and P.S. Harishdatta.

Following a start in January 2020, the Singhal Iyer Family Foundation (SIFF) wrapped up its SIFF Young Artiste Festival in September, crowning three main winners in instrumental, vocal and dance brackets while also awarding a total of 20 artists in other categories.

### III. Launch of the Online Arts Education Platform

Young Artiste launched its online Arts education platform in August 2021, seeing the glaring lack of opportunities amongst the tier 2 and 3 sections of students in India. Comprehensive music and dance learning was created across classical and contemporary artforms in Vocals, Dance and Instrumental. We currently have 7 YouTube channels- [Bollywood dance](#), [Kathak](#), [Hindustani Vocals](#), [Indian Vocals](#), [Western Vocals](#), [Keyboard](#), [Guitar](#) where we have over 2000 video lessons and 60000 learners. These video lessons help an absolute beginner in learning an artform right from scratch.

We also offer weekly live classes in Hindi/English that are streamed on YouTube. In addition, we provide practice video lessons to students after every session and give them opportunities to showcase their performance. We offer high quality online learning in these live classes, free of cost, to NGOs, communities and Govt. schools. Furthermore, a minimum of 2 tutorials per week per artform get added on our YouTube channel in Hindi/English based on artform. With this plethora of courses, we aspire to make quality arts education accessible to students and empower learners across the country.



#### **Our Offering:**

- 1) One YouTube live class and two practice video classes per week, per artform. There will also be a monthly, quarterly and half yearly review of progress. The YouTube Live class is recorded and available on the channel to be played at a convenient time of the learner's choice.
- 2) The curriculum is a 24 week plan spread over the year. In addition, there will be one doubt clearing session on zoom every month
- 3) Learning would be online via the YouTube Channel or Mobile App or a browser responsive website.

Attendance and progress can be tracked using the online browser or app version logins

- 4) The facilitators and students will be part of a dedicated WhatsApp/Telegram for the artform; where updates are shared on a regular basis.

#### **Minimal internet Infrastructure required**

- 1) Every student can pick an artform of their choice among the 7 artforms and a dedicated time to be scheduled every week to conduct these classes
- 2) At the minimum, access to YouTube on a tab/ phone/laptop/TV
- 3) One facilitator/teacher/fellow per student group to help with the learning. The training to the facilitators to conduct these classes will be provided by SIFF Young Artiste
- 4) Internet facility to play videos online or an option to download locally





Currently we have live classes running across 6 YouTube channels. These video lessons can be played for the students at a time that suits the teacher/facilitator. The asynchronous classes i.e. the practice classes can be taught based on the weekly schedule of these live classes.

Artform	Live Class
Bolly-fitness	Monday 5-6pm
Western Vocals	Monday 4-5pm
Hindustani Vocals	Tue 3-4pm
Keyboard	Friday 5-6pm
Kathak	Wednesday 6-7 pm
Guitar	Wednesday 5-6 pm



**Organizations associated with:**



- Learning Initiatives for India
- Pratham-Creativity Club
- Manzil Mystics
- Yuva Unstoppable
- Teach For India Schools
- Rotary- Bangalore Schools
- Vidya Poshak
- KK English High School, Bangalore



## IV. Young Artiste Festival 2023 – Second Edit

The Young Artiste Festival 2023 took the competition to a new level with the first ever physically conducted festival at the prestigious venue, the Bangalore International Centre. This festival was the culmination of national level competitions conducted across music, instrumental and dance both classical and contemporary. In the spotlight was celebrating the cultural vibrancy of India and showcasing the best emerging young talent. Under the patronage of esteemed industry veterans, this festival was committed to supporting the cultural interests of every aspiring young artiste, while nurturing both classical and contemporary artistic expressions. The programme witnessed spectacular performances by some of the contemporary hyperlocal young artistes with large YouTube audiences including Chandrani Sarma (Hindustani classical vocalist and earlier Zee TV SaReGaMaPa performer), Kamlesh Sharma (song-cover expert), and Deepak Devrani (choreographer) along with other talents from across the nation.

The ethos behind the event was aptly captured in the motto #HeartforArt, where passion for art forms paints the canvas of life with vivid strokes of inspiration!



Sanjay Bhatt a folk cum contemporary singer from Rajasthan received the award for the #VoiceofYoungArtiste



Tejas Ghate, a differently abled contemporary dancer from Maharashtra received the - #SpiritofYoungArtiste award



Dhaani Singhal, Founder speaking about the journey of Young Artiste at the festival at BIC on Aug 20, 2023



Prashant Bhalerao, a Bollywood dancer from Maharashtra - #DancerofYoungArtiste



6 year old Vihaan Bamugade from Thane - #KeyboardistofYoungArtiste

## Media References

<https://www.shethepeople.tv/personal-stories/music-entrepreneur-dhaani-singhal/>

<https://www.cxooutlook.com/how-a-teen-built-the-platform-to-bring-together-young-artists/>

[http://timesofindia.indiatimes.com/articleshow/73047947.cms?utm\\_source=contentofinterest&utm\\_medium=text&utm\\_campaign=cppst](http://timesofindia.indiatimes.com/articleshow/73047947.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst)

<https://www.oneindia.com/india/to-be-mentored-by-maestros-young-artiste-announces-top-100-finalists-for-its-scholarship-programme-3170117.html>

<https://rollingstoneindia.com/siff-young-artiste-festival-announces-national-winners-after-virtual-competition/>

<https://www.deccanherald.com/india/karnataka/bengaluru/100-kids-complete-a-year-of-arts-training-1038822.html>

<https://www.freepressjournal.in/amp/education/talent-from-across-india-makes-a-beeline-for-bengalurus-young-artistes-festival-2023>