

Preservation and Promotion: The Government's Vital Role in the Dissemination of Odissi Music

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Abstract- This research delves into the crucial function of government actions in safeguarding and spreading Odissi music, a time-honored classical practice originating from the eastern Indian region of Odisha. It underscores the role of public establishments in offering financial and institutional backing, incorporating Odissi music into educational and training schemes, arranging festivals and gatherings, fostering international partnerships, and conserving its cultural heritage via digitalization and archival endeavors. By acknowledging the value of governmental endeavors, this examination underscores the necessity of public dedication in guaranteeing the perpetuation and advancement of traditional artistic expressions in a constantly evolving worldwide setting.

Keywords- Odissi music, Government, Preservation, financial, grants, programme, promotion, Role, Institution, Nurturing Talent, Fellowships, Safeguarding, Digital outreach, Cultural exchange, Recognition

INTRODUCTION

Odissi music, an ancient classical music tradition with deep roots in the cultural heritage of Odisha, has been instrumental in spreading and safeguarding its legacy over the centuries. This traditional art form, characterized by its diverse repertoire, distinct melodic framework, and complex rhythmic compositions, has not only mesmerized audiences in India but has also earned recognition worldwide. Serving as a means of spiritual communication and a representation of local cultural heritage, Odissi music has surpassed geographical barriers, encouraging interaction and partnership among different artistic groups. This comprehensive research delves into the diverse initiatives and strategies implemented by the Indian government and state government to foster and preserve Odissi music, a profound and ancient art form deeply ingrained in the cultural heritage of Odisha.

In 2020, the Odisha government made a significant appeal to the central government of India, requesting that Odissi music be officially recognized as a classical music form. This appeal was based on the rich history and unique characteristics of Odissi music, which has been an integral part of Odisha's cultural heritage for over 2,000 years.

The Odisha Heritage Cabinet, chaired by Chief Minister Naveen Patnaik, approved the proposal to request classical status for Odissi music from the central government. In a letter to the Union Minister of State for Culture and Tourism, Prahlad Singh Patel, Chief Minister Patnaik emphasized that Odissi music possesses all the exclusive characteristics required to be recognized as classical music. This comprehensive study examines the historical, cultural, and political aspects of this endeavor, providing a nuanced understanding of the government's motivations, strategies, and potential implications.

The study explores the government's pivotal role in nurturing talent, promoting growth, and ensuring the recognition of Odissi music on both national and international platforms, thereby contributing to its conservation for future generations.

Nurturing Talent through Education and Scholarships: The study commences by examining government-supported educational institutions and scholarship programs specifically designed to equip Odissi music students with the essential training and resources to excel in their craft. It emphasizes the significance of organizations such as the Odisha Sangeet Natak Akademi, Utkal University of Culture, and various government-affiliated music colleges in imparting traditional knowledge and fostering artistic brilliance among Odissi music practitioners.

The scholarship program offered by the Centre for Cultural Resources and Training (CCRT) is instrumental in nurturing the advancement of Odissi

music through the provision of aid to gifted vocalists. As an autonomous body operating under the Ministry of Culture, Government of India, the CCRT is dedicated to the promotion and preservation of India's diverse cultural heritage, which includes offering scholarships to artists in various cultural domains.

The CCRT scholarships extend financial support to chosen Odissi vocalists, enabling them to access advanced training and necessary resources for their artistic development. This assistance empowers artists to hone their skills, explore innovative avenues, and contribute to the overall enhancement of Odissi music. Through the provision of scholarships to talented Odissi vocalists, the CCRT plays a vital role in safeguarding and perpetuating the rich tradition of Odissi music. The support provided by the scholarship program ensures the continuity of the art form's distinctive repertoire, techniques, and performance practices for future generations.

The CCRT scholarship program encourages Odissi vocalists to push boundaries and experiment within the traditional framework of the art form. This emphasis on creativity and innovation not only enriches the repertoire of Odissi music but also ensures its enduring relevance and appeal in today's cultural milieu.

CCRT scholarships often open doors to cultural exchange opportunities for Odissi vocalists, exposing them to a variety of artistic traditions and practices. These interactions inspire artists to incorporate fresh ideas and perspectives into their work, enriching the art form and fostering its evolution.

By acknowledging and supporting talented Odissi vocalists, the CCRT scholarship program aids in raising awareness about the art form and its practitioners. This heightened visibility not only cultivates public appreciation for Odissi music but also encourages more individuals to pursue excellence in this field.

Grants and Fellowships:

The subsequent section focuses on the multitude of grants and fellowships provided by the government to support and encourage Odissi musicians in their creative endeavors. Programs such as the NATS Vocal Music Fellowships, National Endowment for the Arts (NEA) Grants, and The ASCAP Foundation Grants have played a substantial role in promoting Odissi music and enabling artists to showcase their talents on diverse platforms.

In the year 2000, the central government allocated a range of grants and fellowships to endorse and advance the growth of Odissi music. These endeavors were aimed at fostering talented Odissi vocalists and contributing to the expansion of this ancient art form. Several noteworthy programs and organizations that provided these opportunities were as follows:

NATS Vocal Music Fellowships:

This program extended support to young Odissi vocalists by offering guidance and resources to pursue their musical interests. The fellowships facilitated students in accessing private vocal instruction, attending workshops, and participating in masterclasses.

National Endowment for the Arts (NEA) Grants:

The NEA granted funds to organizations and individuals involved in various artistic disciplines, including music. These grants supported projects that promoted accessibility, education, and artistic excellence, which could encompass initiatives focused on Odissi music.

The ASCAP Foundation Grants:

Although exclusively by invitation, The ASCAP Foundation provided grants to organizations engaged in music education and talent development, in line with their mission. Some Odissi music initiatives may have received support through this program.

Grants for Arts Projects:

This two-year funding opportunity sponsored a range of artistic project categories, including music. Organisations that emphasised Odissi music were able to apply for grants in order to finance initiatives that fit their goals.

Srjan Grant:

To further the growth of Odissi dance, a prestigious Odissi dance academy, Srjan, was awarded a grant in 2000. Under the direction of renowned Odissi dancer Padma Vibhushan Guru Kelucharan Mohapatra, this grant aided the academy's initiatives to promote and preserve Odissi dance and music.

These fellowships and awards helped Odissi vocalists get access to essential resources and aided in the development of Odissi music as a classical art form. The national government made sure that the rich

cultural history of Odissi music was preserved and promoted by funding creative artists and projects.

Festivals and Cultural Exchange Programs:

The study then delves into the government's organization and sponsorship of festivals and cultural exchange programs that exhibit Odissi music on both national and international stages. These events not only raise awareness about the art form but also offer valuable performance opportunities to Odissi musicians and foster cross-cultural collaboration. Prominent examples include the Konark Music and Dance Festival and the International Odissi Music Festival.

This comprehensive analysis examines the crucial role that festivals and cultural exchange programs play in the promotion and development of Odissi music, a revered classical art form from Odisha. These events serve as valuable platforms for Odissi musicians to showcase their talents, engage in cross-cultural collaborations, and introduce the art form to diverse audiences. The study explores various government-supported initiatives that have played a significant role in the evolution and recognition of Odissi music on both national and international stages.

One strategic approach to raise awareness and appreciation for this classical art form within India has been the organization of national festivals dedicated to Odissi music. The study emphasizes the importance of the Konark Music and Dance Festival, an annual event held at the Konark Sun Temple in Odisha. This festival brings together renowned Odissi musicians, providing them with a prestigious platform to showcase their skills and enhance the audience's understanding and appreciation of the beauty and intricacies of Odissi music.

It further discusses the significance of international festivals and cultural exchange programs in elevating the global recognition of Odissi music. Events such as the International Odissi Music Festival attract artists and audiences from different countries, creating opportunities for cross-cultural collaborations and artistic growth. These platforms facilitate the exchange of ideas, styles, and techniques, injecting new creative perspectives into Odissi music while preserving its traditional essence.

Festivals and cultural exchange programs play a vital role in making Odissi music more accessible to diverse audiences, fostering a broader interest and

appreciation for this art form. These events provide opportunities for people from various backgrounds to engage with and experience Odissi music, thereby expanding its reach and impact.

These events not only unite Odissi musicians and enthusiasts, but also provide a warm platform for newcomers, allowing them to fully immerse themselves in the captivating world of Odissi music and gain a truly enriching experience.

Participating in these events allows Odissi musicians to refine their skills, gain insights from their peers, and cultivate their own unique styles through artistic collaborations. This collaborative creativity, fostered through festivals and cultural exchange programs, greatly contributes to the growth and evolution of Odissi music, enriching its repertoire with a wide range of compositions and improvisations.

Digital Platforms and Media Outreach:

The advancement of technology in the digital era has opened up new opportunities for the promotion and conservation of various art forms, including Odissi music. This section delves into the government's involvement in utilizing digital platforms and media channels to distribute Odissi music, making it more accessible to a wider audience. Notable examples include the online archives and digital repositories managed by the Sangeet Natak Akademi and other relevant institutions.

The Indian government has played a crucial role in the promotion and preservation of Odissi music, a classical art form from Odisha. In the digital age, the government has effectively utilized technology and media strategies to promote Odissi music, ensuring its growth and recognition both nationally and internationally. This comprehensive analysis delves into the various initiatives undertaken by the government to promote Odissi music through digital platforms and media outreach, fostering its appreciation and safeguarding its cultural heritage.

The government has provided support for the establishment of digital archives and repositories by organizations such as the Sangeet Natak Akademi, the Odisha Sangeet Natak Akademi, and various educational institutions. These resources enable easy access to the extensive repertoire and history of Odissi music, allowing enthusiasts and researchers to gain a deeper understanding and appreciation of this art form.

Government-backed digital platforms like the Centre for Cultural Resources and Training (CCRT) e-portal and the SWAYAM platform have emerged as invaluable resources for Odissi music education. These platforms offer online tutorials, courses, and masterclasses conducted by renowned artists and gurus, making the art form accessible to a wider audience and facilitating remote learning.

The Ministry of Culture and the Odisha Tourism Department have effectively utilized social media platforms and digital marketing strategies to promote Odissi music. Through the sharing of performance videos, artist profiles, and updates on events, these initiatives have successfully raised awareness and generated interest in this art form, reaching a global audience.

Government-owned radio and television channels, such as All India Radio and Doordarshan, have played a vital role in the promotion of Odissi music. They have dedicated classical music programs, conducted interviews with artists, and broadcasted live concerts. These initiatives have significantly contributed to the visibility and appreciation of Odissi music among diverse audiences.

The government has provided support for the production of documentary films and web series that highlight the history, traditions, and contemporary relevance of Odissi music. These visual narratives effectively engage and educate audiences, encouraging them to explore and develop an appreciation for this art form.

The government has adopted digital platforms for organizing virtual concerts and festivals, which are live-streamed on social media platforms and specialized concert streaming websites. These events not only offer performance opportunities for Odissi musicians but also allow audiences worldwide to witness and admire the art form, transcending geographical boundaries.

In conclusion, the Indian government has effectively utilized digital platforms and media outreach to promote and disseminate Odissi music, ensuring its growth, innovation, and preservation. Through the use of technology and various communication channels, government initiatives have broadened the reach and impact of the art form, encouraging a wider appreciation and safeguarding the rich cultural legacy of Odissi music for future generations.

Preservation and Recognition Efforts:

The research concludes by examining the government's endeavors to safeguard the rich cultural heritage of Odissi music and secure its recognition as a classical art form. It discusses various initiatives such as the proposal for classical status, the establishment of museums and research centers, and the bestowal of prestigious awards like the Sangeet Natak Akademi Award and Padma Shri to deserving Odissi musicians.

The Sangeet Natak Akademi Award stands as the highest recognition bestowed upon artists in the field of performing arts in India. Presented by the Sangeet Natak Akademi, the National Academy of Music, Dance & Drama, this award acknowledges the sustained individual achievements of esteemed practitioners, gurus, and scholars in the realm of Odissi music. Renowned Odissi voc...

The Padma Shri, the fourth-highest civilian award in the Republic of India, is conferred upon individuals for their distinguished service in various fields, including art and music. Exceptional Odissi music vocalists who have made noteworthy contributions to the field may be honored with this esteemed award. This recognition not only celebrates their accomplishments but also serves to promote and preserve the rich cultural heritage of Odissi music for future generations.

The Odisha Sangeet Natak Akademi, an institution at the state level, recognizes and honors Odissi music vocalists for their outstanding achievements and contributions to the promotion and development of this art form within the state of Odisha. This award highlights the commitment and dedication of vocalists who have played a vital role in upholding and enriching the tradition of Odissi music.

The National Odissi Music Award, presented by the Odisha government's Department of Culture, aims to recognize and promote the exceptional work of vocalists in the realm of Odissi music. This prestigious award not only highlights the talent, dedication, and service of these artists but also serves as a platform to raise awareness about the cultural importance of Odissi music.

The Indian and Odisha governments have implemented various initiatives to safeguard and disseminate Odissi music. However, there are additional measures that could be considered to further enhance their efforts in this field.

1. Increased financial support: By allocating more funds to Odissi music initiatives, the governments can improve the infrastructure, equipment, and resources available to artists, researchers, and educational institutions. This increased support will foster growth and innovation within the tradition.

2. Integration into education: Including Odissi music in school curricula at different levels can cultivate an appreciation for this art form among younger generations. This integration will ensure the continued transmission of Odissi music.

3. Artist-in-residence programs: Implementing artist-in-residence programs in schools and universities will provide students with opportunities to engage with Odissi musicians, learn about the tradition, and develop their own skills.

4. Community outreach: Expanding community outreach efforts through workshops, seminars, and public performances will raise awareness about Odissi music. This will promote public engagement and ensure a wider dissemination of the art form.

5. Digital platforms: Developing online platforms and resources, such as digital archives, tutorials, and workshops, will help preserve the cultural legacy of Odissi music. These platforms will also provide accessible learning opportunities for enthusiasts worldwide.

6. Collaborations and exchange programs: Encouraging collaborations between Odissi musicians and artists from other disciplines, as well as organizing exchange programs with international artists, will foster creative dialogue and contribute to the evolution of the art form.

7. Dedicated Odissi music festivals: Establishing annual festivals exclusively dedicated to Odissi music will provide a platform for artists to showcase their talent. These festivals will also generate greater public interest in the genre.

In addition to scholarships, capacity-building initiatives are equally important. Providing opportunities for professional development, such as training in music production and management, equips Odissi musicians with the necessary skills to navigate the challenges of the modern music industry. This enables them to reach wider audiences and expand their impact.

By implementing these measures, the government demonstrates its commitment to preserving and disseminating Odissi music. This not only ensures the

survival of this classical tradition but also allows it to evolve and thrive for future generations to enjoy.

CONCLUSION

In conclusion, this study provides a comprehensive analysis of the Odisha government's endeavor to secure classical recognition for Odissi music. By examining the historical, cultural, and political dimensions of the initiative, the study underscores the significance of this effort for Odissi music's future and its enduring contribution to India's rich classical music. In summary, the Indian and Odisha governments have played a crucial role in preserving and promoting Odissi music, an ancient classical tradition. Their initiatives, including the establishment of institutions, organization of festivals, integration into educational curricula, and support for research projects, have laid a strong foundation for the art form's growth. These efforts have not only ensured the survival of Odissi music but have also facilitated its global recognition and appreciation.

Furthermore, the government's promotions of international collaborations and investment in digital platforms have enriched the creative landscape of Odissi music. However, continuous commitment and support are essential for the ongoing preservation and dissemination of this classical tradition. Implementing additional initiatives like increased financial support, community outreach programs, and artist-in-residence opportunities can further strengthen the government's efforts in supporting Odissi music. By remaining responsive to the needs of practitioners and enthusiasts, the government can ensure the continued growth and vitality of Odissi music for future generations. As custodians of India's cultural heritage, the government's role in preserving and promoting Odissi music is both a responsibility and an opportunity to celebrate.

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