

# Atharva Baithak series (House Concerts)

“Where Music Breathes, and Heritage Lives.”

## Para 1 — The Revival

CRPIM, under its baithak concert brand “**Sangitika**,” proudly revives the timeless tradition of intimate house concerts. Sangitika brings back the soulful era when music flourished in royal courts and private mehfiles, offering audiences an experience rooted deeply in India’s classical heritage.

## Para 2 — The Experience

A Sangitika baithak is an immersive musical space where listeners sit close to the artistes, witnessing every nuance of the raga—its subtle movements, delicate ornamentations, and emotional depth. This intimate setting preserves the purity of Indian classical music and allows audiences to experience it exactly as it was meant to be heard.

## Para 3 — The Connection

More than a performance, Sangitika creates a living dialogue between musicians and rasikas. The exchange of emotion and artistry builds a unique bond, transforming every baithak into a shared memory. Through Sangitika, CRPIM aims to reconnect today’s audiences with the original essence of Indian classical music—personal, soulful, and timeless.

## Sangitika Baithak – Implementation Process

1. **Invitation for Expression of Interest (EOI)**
  - CRPIM will announce an open call for Expressions of Interest from prospective hosts across India.
  - Individuals, families, organisations, music lovers, and cultural patrons can apply to host a Sangitika Baithak.
2. **Assessment of Host Preferences**
  - Based on the submitted EOI, CRPIM will understand the host’s preferred **genre of music** (Hindustani, Carnatic, Ghazal, Folk, Instrumental, etc.).
  - Venue suitability, seating style, ambience, and capacity will also be reviewed.
3. **Artist Selection & Recommendation**
  - Depending on the genre and availability, CRPIM will **curate a list of suitable artists** from its network of classical and traditional musicians.
  - The final artist lineup will be recommended to the host for confirmation.
4. **Event Planning & Coordination**
  - CRPIM will coordinate with the selected artists, manage schedules, and finalise performance format.
  - Guidance on baithak aesthetics, seating layout, and traditional presentation will be provided to the host.

5. **Promotion & Communication**

- Each Sangitika Baithak will be **featured and promoted on the CRPIM website**, social media channels, and community mailing list.
- Promotional creatives and event details will be made available for the host to share within their circles.

6. **Financial Participation**

- CRPIM will **contribute towards the expenses** of the baithak as per predefined norms.
- The host may also support additional arrangements such as venue setup, hospitality, or logistics, wherever applicable.

7. **Execution of the Baithak**

- On the event day, CRPIM will ensure smooth coordination between artists and hosts.
- The focus will remain on maintaining the purity, intimacy, and traditional aesthetics of the baithak experience.

8. **Post-Event Documentation**

- Photos, videos, and audience feedback may be collected to document the baithak.
- Key highlights will be showcased on CRPIM platforms to build the Sangitika community across India.

9. **Special Feature of *Sangitika***

- A select group of participating artists from the Sangitika Baithak Series will receive distinguished opportunities beyond the baithaks.
- Exceptional performers may be invited to feature at the prestigious grand **Atharva Music Festival** as well as in an upcoming **international concert series**, giving them a global platform to showcase their talent.