

# IRAA strikes an energetic progress path with new chief

## *16th IRAA focus on Indie music recording and Indian Top Pop Song 2021*

**K.J. Singh** recording engineer of brave new-gen albums is a spirited veteran deeply involved with Indian recording arts and professionals. The entire jury of IRAA after years is now entirely fresh, newly appointed by KJ. The Jury is a healthy mix from Mumbai based and Bollywood centric sound recording engineers and from Delhi and Chandigarh and other parts of the country. Recording is an art and it is important to have jury assessment with a variety of perspective. IRAA is happy to be invested with a new and fresh Jury that will give IRAA nominations new energy and guidance for the future.

**IRAA IS TAKING A BOLD NEW STEP WITH THE NEW JURY.** The 16th IRAA will have India's first professional assessment of BEST POP SONG 2021. With this selection, and with the creative composition, Indian music will have a first definitive stamp of the BEST or TOP POP song evaluating both the recording art and well the creative composition and lyrics, the songwriters artistry. This selection and winner will define Indian music trend.

**KJ's drive and energy is geared to take IRAA to new heights with sponsorship and preparation for a dramatic award ceremony featuring music artistes and recording artistes. Cheers!**



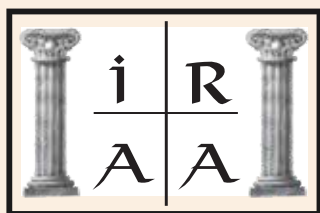
### **K.J. Singh sends a personal message to PALM + AV-ICN magazine**

It gives me great pleasure to reconnect with IRAA, this time as its Vice Chairperson. I would like to start by extending a heartfelt thanks to **Anil Chopra** for trusting me with this task.

As IRAA enters its 16th year, I wanted to take a step back to try and understand it in context to the music created and consumed in India. The nation has a rich legacy of aural tradi-



KJ with the Nightingale of India, late Lata Mangeshkar ji



## INDIAN RECORDING ARTS ACADEMY AWARDS

tion that begins with folk and classical traditions. Filtered through the lens of cinema to become their own sound, they gave us film music. Aside from these another major presence has been in the devotional space. Right now we have genres and sub genres of every sort pouring out of every corner of the nation, in multiple languages. In short, music in some shape or form is an inescapable part of the Indian experience.

The question I want to ask is, with such a storied history and involvement of music in our lives, why do we have so few international artists among us? Is my question too early or too late?

By no means do I mean to disregard the great efforts of our classical

stalwarts who have taken India across borders and culture. The same for Grammy winning Composers like AR Rahman and Ricky Kej. They have all done exemplary work. My question is - why aren't there more of them by now? Why isn't there a contemporary Indian artist that can command a fan following across nations and sell out stadiums? Because if they aren't there yet, I feel like this is the time to create or find one and promote them.

We possess the same tools used by the greatest in the music game. Technology has, at least, levelled that playing field. Now the recent successes outside of the English language of K-Pop groups and Latin artists is



**KJ with late H. Sridhar (L) and Aditya Modi and S Sivakumar**

another added proof that language has become less of a barrier. Today it's possible to collaborate with any artist/musician, in the world, all without leaving the comfort of your easy-chair and company of your favourite cat.

That is why at IRAA, we plan to now be looking into aspects of education and mentorship. It puts the onus onto

us as lyricist, composer, singer, musician, producer and engineer to bring forward the best that we can. IRAA will be here to recognize, support and encourage you to do better than the best.

I look forward to the day the music we create and appreciate here with the support of IRAA becomes an international sound.

[Click here for list of IRAA Jury 2022](#)