

District 3141
Rotaract
Club ID : 7465



Club of
Bombay West
Rotary Club of Bombay West



Rotaract



Achievers Lanka
Business School

Rise Above Yourself...

Joint Bulletin

By

*Rotaract Club of Bombay West and the Rotaract Club
of Achievers Lanka Business School*



RID 3141

RID 3220

Rotaract Club of Bombay West

Rotaract Club Of Bombay West, today, is one of the most successful clubs in Mumbai having ranked towards the top in District 3141 repeatedly due to its innovative projects and work ethic of its members. Currently holding the tag of the Best Community Club in Mumbai District. However, every big achievement has its small beginning. Ours began on 19th April 1969 as the youth wing of the prestigious Rotary Club of Bombay West, the first baby club of Rotary Club of Bombay itself! Having been dormant for several years, the club was revived in 2017. With the new generation taking over and with fresh ideas and perspectives, Rotaract Club of Bombay West delivered quality in terms of their projects. Today, Our Signature Projects are known in the district and we strive to maintain the quality at the same standard.



Rotaract Club of Achievers Lanka Business School

The Rotaract Club of Achievers Lanka Business School was chartered on the 10th of March, 2010 under our parent club, The Rotary Club of Colombo Mid Town. The club is based in one of the leading ACCA & CIMA tuition providers in Sri Lanka and is the first and only CIMA institute with its own Rotaract Club. The club is now in its 12th year, with many successful projects to its name. Within just 11 years from inception, Rotaract club of Achievers Lanka Business School now stands toe-to-toe with several clubs that have been in existence for approximately 30 years. Despite the relative inexperience, the club, guided by able hands of distinguished past presidents has built up a reputation of carrying out one successful project after the other. The club is specially known for implementing unique projects based on different concepts



President Speaks

Warm Rotaract Greetings!

Rotaract is a worldwide organization which encourages not just social service, but heavily emphasizes on networking, fellowship and growth. And owing to the large scale of this organization, it is not limited to one's club or locality, but the sky's the limit.

Twin Club Agreements provide wonderful opportunities for two Rotaract Clubs to join hands and come together and amplify their Rotaraction but widening the reach to another part of the World. I am delighted to be instrumental in this process of associating the Rotaract Club of Bombay West with the Rotaract Club of Achievers Lanka Business School.

With this we take one step closer to exchanging ideas, sharing cultures, promoting diversity and discovering new possibilities. Cultural Exchange is a core component of the Rotaract movement, and is of paramount importance in fostering a sense of global leadership and service throughout our community. It helps one widen their horizon and cultivates global intimacy.

India is famous for its strong history and an amalgamation of rich heritage and religions with its various forms of Dance, food and architecture as well. The people of this nation strongly abide by "Atithi Devo Bhava", translating to Guests are like God – and thereby treat everyone with utmost grace and warmth.

It is extremely essential for the youth of today to have a grip on everything possible. Knowing about another country is a part of this process of learning. We, as Rotaractors, strive to spread love and fellowship beyond our country's boundaries.

It's a pleasure to have my note as a part of this bulletin which consists of so many emotions put together to collectively describe our countries and their heritages in addition to knowledge on our respective clubs and projects. I hope this helps you and your team in getting a better understanding about our country's rich heritage and culture just the way your bulletin will help us.

Lastly, I'd like to acknowledge and convey my sincere gratitude to everyone who has been a part of this twin club agreement and worked diligently to make this happen!

Regards,

Rtr. Mahima Gupta

President 2020-21

Rotaract Club of Bombay West,

Rotaract District 3141

President Speaks

ආයුබෝවන්!
வணக்கம்!
Welcome!

It is my privilege to share a few words for the joint bulletin between the Rotaract Club of Achievers Lanka Business School and the Rotaract Club of Bombay West. Rotaract is a prominent youth movement that is based on many factors like social service, fellowship and professional development. Another important factor that Rotaract offers to its members is International Services and Understanding. It allows clubs and their members to build strong bonds all over the world while exposing them to different cultures and people.

Twin Club Agreements is a great opportunity for two clubs in different Rotaract districts to partner with each other and to come together to find solutions for a common issue while strengthening and making new bonds and also exchanging cultures. It is our absolute pleasure to share a special bond like this with the Rotaract Club of Bombay West.

Cultural exchange is a core component of Rotary, Rotaract and Interact. It is of paramount importance in fostering a sense of global leadership and service throughout our community. Cultural exchange is sharing different ideas, traditions, and knowledge with someone who may be coming from a completely different background than your own. Sri Lanka was long famous for its rich social diversity and the harmonious co-existence of various communities. Therefore, I am a firm believer that as Sri Lankans, we always try to enhance our cross-cultural understanding. It's important to be aware of the differences between cultures, particularly if you are volunteering, working, or living in a new country or interacting with people from a different country than your own and as Rotaractors we are constantly looking for better ways to transform the youth of our country into global citizens.

I'm extremely excited about this joint bulletin and believe that it will give a better understanding of our cultures and traditions and our projects as well. I sincerely hope that it will show a glimpse of the beauty of Sri Lanka and paint a picture of its wonders just how this bulletin will help us do the same about your country and club.

As a final note, I would like to convey my sincere gratitude to everyone involved, who worked tirelessly with dedication and commitment to make this joint bulletin a phenomenal success!

Regards,
Rtr. Thisura Ramanayake,
President 2020-21,
Rotaract Club of Achievers Lanka Business School,
RID 3220,
Sri Lanka and Maldives.

Music Industry In India

The Indian Music Industry (IMI) is a trust that represents the recording industry distributors in India. It was founded on February 28, 1936 as Indian Phonographic Industry (IPI). It is the 2nd oldest music industry organization in the world that was involved in protecting copyrights of music producers and supporting growth of the music entertainment industry. In 1994, it was renamed as Indian Music Industry (IMI) and represented India at the International Federation of the Phonographic Industry (IFPI). All major music labels in India are part of this association. Record companies like Saregama India Ltd. (HMV), Universal Music (India), Tips Industries Limited, Sony Music Entertainment (India), Virgin Records, Magnasound, Aditya Music, Times Music, Zee Music Company and T-Series several other prominent national and regional labels are part of the IMI. The IMI represents over 75% of all legal music sales in India.

IMI has its registered office in Kolkata and Administrative office in Mumbai. It has also been instrumental in launching the IMMIES music awards in collaboration with MTV.

The Indian music industry is largely dominated by Indian film soundtracks, which account for nearly 80% of the country's music revenue, followed by Indi-pop. As of 2014, the largest Indian music record label is T-Series with up to 35% share of the Indian market, followed by Sony Music India (the largest foreign-owned label) with up to 25% share, and then Zee Music (which has a partnership with Sony). As of 2017, 216 million Indians use music streaming services such as YouTube, Hungama, Gaana and Saavn. T-Series has the world's most-subscribed and most-viewed YouTube channel.

The logo for the Indian Music Industry (IMI) consists of the letters 'IMI' in a bold, blue, sans-serif font. The letters are closely spaced and have a slight shadow effect.

THE INDIAN MUSIC INDUSTRY

द इंडियन म्यूजिक इंडस्ट्री

Estd. 1936



Music Industry In Sri Lanka

The music of Sri Lanka has its roots in four primary influences: ancient folk rituals, Buddhist religious traditions, the legacy of European colonization, and the commercial and historical influence of nearby Indian culture specifically, Bollywood cinema.

The Portuguese were the first Europeans to arrive in Sri Lanka, landing in the mid-15th century. They brought with them traditional cantiga ballads, ukuleles and guitars, as well as conscripted Africans, who spread their own style of music known as baila. The influence of both European and African traditions served to further diversify the musical roots of contemporary Sri Lankan music. The art, music and dances of Sri Lanka were derived from ritualistic responses to natural phenomena. Sri Lanka's earliest folk music was later influenced by the influx of Buddhist traditions. These songs were performed by commoners, and not merely recited by the priestly castes.

Western classical music has been studied and performed in Sri Lanka since its introduction during the Portuguese colonial period of the 15th century. The upper middle-class and upper-class citizens of the country traditionally formed the pedagogues, students, and audience of the Western classical tradition in the country, although western music is also offered as a subject at secondary schools and at tertiary level. The Symphony Orchestra of Sri Lanka is one of the oldest western orchestras in South Asia.

Rock Music in Sri Lanka dates back to the early 1970s when Kumar Navaratnam and friends staged the first Rock Festival at Havelock Park in Colombo Sri Lanka. Kumara Navaratnam could be hailed as the Main strength behind the evolving rock music scene then along with others like Prins Jayaratnam and the Unwanted Generation, Prasanna Abeysekara's Coffin Nail, Neville of Acid, Gobbledegook and Sweetie Pie, which was led by pianist Nimal Goonawardane, Mary was the only Rock band to play all original music at that time and was led by Ravi Balasooriya of "Bugs" fame.



History of the Music Industry

India

The industry was dominated by cassette tapes in the 1980s and 1990s.

The Compact Cassette or Musicassette (MC), also commonly called the tape cassette, cassette tape, audio cassette, or simply tape or cassette, is an analog magnetic tape recording format for audio recording and playback. It was introduced in September 1963.

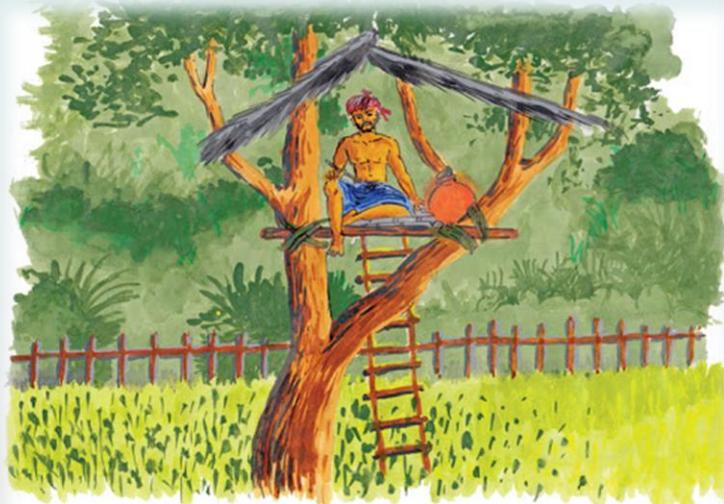
In 1990, India had annual cassette sales of 180 million units including both legitimate and pirate sales. This made it the world's second largest cassette market, after the United States. By 1998, the industry had annual earnings of ₹12 billion (\$291 million).



Sri Lanka

Caste-based folk poems, Jana Kavi, originated as communal songs shared within individual groups as they engaged in daily work. Folk poems were sung by ancient people of Sri Lanka to minimise their loneliness, sadness, tiredness etc. There isn't a known author for the folk poems. Kavi was also sung to accompany annual rituals. These ancient rites are rarely performed in contemporary Sri Lanka, but the preserved songs are still performed by folk musicians.

The earliest stars of Sri Lankan recorded music came from the theater at a time when the traditional open-air drama (referred to in Sinhala as kolam, sokari or nadagam) remained the most popular form of entertainment. A 1903 album, entitled Nurthi, is the first recorded album to come out of Sri Lanka via Radio Ceylon. The station, which had long held a monopoly over Sri Lanka's airwaves, had been established in 1925, and one of Sri Lanka's pioneering broadcasters, Vernon Corea, almost immediately grasped the opportunity to introduce Sri Lankan Music on the English Services of Radio Ceylon.



Popular Music Artists- India

Golden Era

1.) M. S. Subbulakshmi

Birth name - Madurai Shanmukhavadiyu Subbulakshmi

Born - 16 September 1916

Madurai, Madras Presidency, India

Origin - India

Died - 11 December 2004 (aged 88)

Chennai, Tamil Nadu, India

Genres - Indian classical music

Occupation(s) - Classical vocalist

Years active - 1930–2004



2.) Ravi Shankar

Birth name - Ravindra Shankar Chowdhury

Born - 7 April 1920

Born Place - Benares, Benares State, British India
(now Varanasi, Uttar Pradesh, Republic of India)

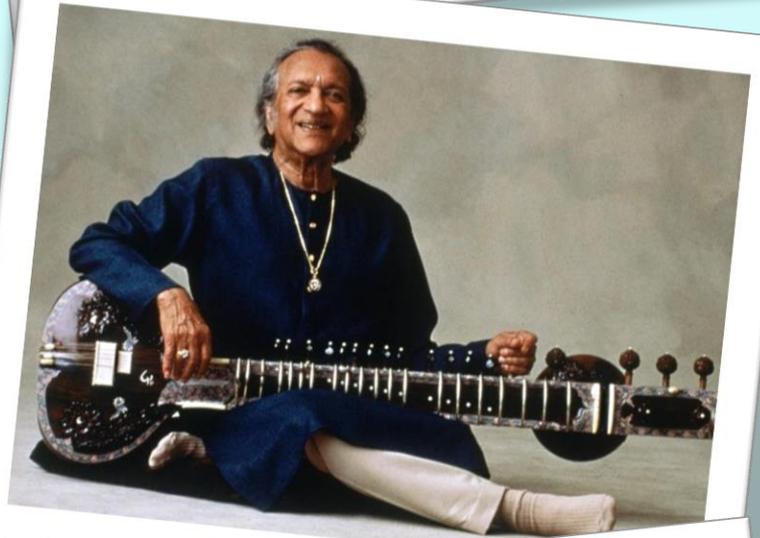
Died - 11 December 2012 (aged 92) San Diego,
California, U.S.

Genres - Indian classical music

Occupation(s) - Musician composer

Instruments - Sitar

Years active - 1930–2012



Trending Today

1.) Arijit Singh

Born - 25 April 1987 (age 33) Jiaganj, Murshidabad
district, West Bengal, India

Occupation - Singer composer music producer

Years active - 2007–present

Musical career - Genres

Filmi pop EDM Ghazal Indian classical

Labels - Zee Music Company T-Series Sony Music

India YRF Music Tips



2.) Neha Kakkar

Born - 6 June 1988 (age 32)

Rishikesh, Uttar Pradesh (now in Uttarakhand), India

Occupation - Singer

Years active - 2006–present

Musical career - Genres Pop Filmi

Instrument Vocals

Labels - T-Series Zee Music Company Sony Music

India Desi Music Factory Tips Industries



Popular Music Artists-Sri Lanka

Golden Era

1. W.D. Amaradewa

Birth name - Wannakuwattawaduge Don Albert Perera

Date Of Birth - 5 December 1927

Place Of Birth- Koralawalla, Moratuwa, Sri Lanka

Died - 3 November 2016 (aged 88) Sri Jayawardenapura Kotte, Sri Lanka

Years active - 1947-2016

Occupation(s)- Musician, Singer, Composer, Chancellor of the University of the Visual and Performing Arts

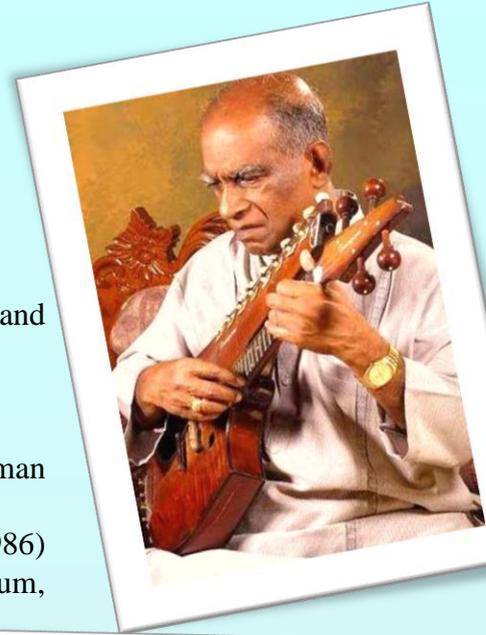
Instrument - Violin, Sithar

Genre(s) - Folk, Classical

Songs - Peenamuko Kalu gange, Sasara Vasana Thuru, Aradana, Thanha Asha, Giman Harina, Adawan Wu Denethin

Awards - India Padma Sri award (2002), President's award of "Kala Keerthi" (1986)

International Contributions - SL representative in UNESCO 1967 Manila Symposium, composer of the melody for the Maldives national anthem (Gaumii salaam)



2. Nanda Malini

Birth name- Mirihana Arachchige Nanda Malini Perera

Date of birth- 23 August 1943 (age 77)

Place of birth- Aluthgama, Sri Lanka

Years Active- 1984- present

Occupation(s) - Singer, Music Director

Genres- Pop, soul, rhythm and blues, classical

Labels - Nilwala, MEntertainment , Ransilu

Songs- Buddhanubhavana , Sari Podiththak, Danno Budunge , Ruk aththana mala mudune, Ranmuthu Duwa

Awards- First ever sarasaviya award for female playback singing (1961),eleven sarasavi awards, eight Presidential awards



Trending Today

1. Bathiya and Santhush (BNS)

Birth Name(s) - Bathiya Jayakody

Santhush Weeraman

Date(s) of birth - Bathiya-December 22,1976(45)

Santhush- September 5,1977(44)

Years Active - 1998- present

Occupation(s) - Singer, composer

Genres- Hip hop, folkhop, electrohop,crunk

Labels- Torana Music, M-Entertainment , SGM Tune, SonyBMG, Universal Music

Songs - Sri Lanka Matha, Roo sara, Oya mage Nam, Pathu Pem Pathum, Hoiya Hoiya

Awards - Ada Derana " Sri Lankan" of the year in Entertainment and arts(2016), Voice of Asia Kazakhstan Silver Award (2001), Shanghai Music Festival China Bronze Award (2001), most popular artist if the year at Sirasa Music Awards (2007)



2. Umaria Sinhawansa

Birth Name- Umaria Sinhawansa

Date of birth - Januray 5, 1991 (30)

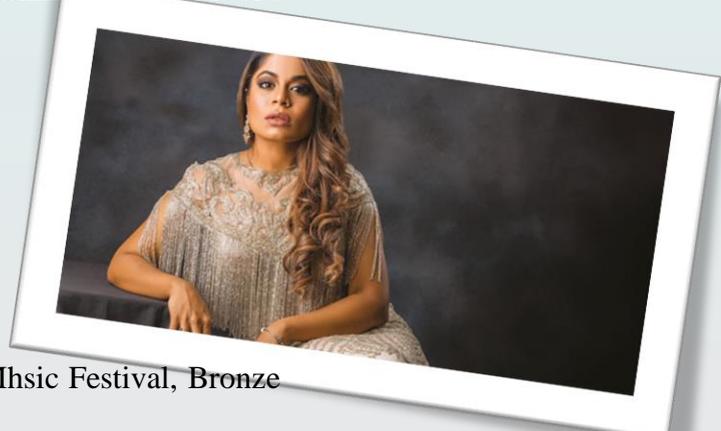
Place of Birth- Colombo, Srilanka

Occupation- Singer

Genres - Pop, Rhythm and Blues

Songs - Manda Pama, Rangume, Rathu Eli

Awards- only Srilankan Silver Award Winner ay the 11th Pan Asia Mhsic Festival, Bronze award winner at the " Best Original Song Contest" in Izmir, Turkey



Awards and Achievements

India

Grammy awards - The Grammy Award (stylized as GRAMMY, originally called Gramophone Award), or just Grammy, is an award presented by the Recording Academy to recognize achievement in the music industry. The trophy depicts a gilded gramophone.

Few Indian Musician's who has won Grammy awards

- Sandeep Das
- Late Pandit Ravi Shankar
- Ustad Zakir Hussain
- Vishwa Mohan Bhatt
- T H Vinayakram
- A R Rahman
- Late H. Sridhar
- P A Deepak
- Ricky Kej

The National Film Award for Best Music Direction (the Silver Lotus Award) is an honour presented annually at the National Film Awards by the Directorate of Film Festivals to a musician who has composed the best score for films produced within the Indian film industry.

Few highlights

- The first recipient of the award was K. V. Mahadevan who was honoured for his composition in the Tamil film *Kandan Karunai* (1967).
- A. R. Rahman has been the most frequent winner having won 6 awards
- Most recent winner
Sanjay Leela Bhansali (Songs)
Shashwat Sachdev (Background Score)

Sri Lanka

Pradeep Ratnayake won the first ever international music award, awarded to a Sri Lankan

The first ever international award for music was given to Sri Lanka at the Buddhist International Film Festival organized by the United Nations in Vietnam in 2014. Pradeep Ratnayake, Head, Department of Languages, Cultural Studies and Performing Arts was awarded the Best Music Director award for his music from the film *Siddhartha Gouthama*.

Kavichandran Alexander (Kavi) is the first Sri Lankan to engineer and produce multiple Grammy award winning recordings.

Kavi has recorded many top international artists including Padmabushan Pandit Vishwa Mohan Bhat, V.G. Jog (Guru of Pandit Amaradeva) and Ustad Ali Akbar Khan (son of the guru of Pandit Ravi Shankar) and the first Asian to both produce and record major symphony orchestras, such as the Philadelphia Orchestra, The Saint Petersburg Philharmonic, The Saint Petersburg Symphony and the Hungarian National Philharmonic

Jayasri Music

- 2002 – Goldsen Award (Sri Lanka)
- 2003 – Austrian World Music Award (Österreichische Weltmusik preis gewinner) Winner (AUSTRIA)
- 2003 – Austrian Grammy Amadeus Award – Best Dancefloor single (Get High-Ravers on Dope project) Winner (AUSTRIA)
- 2005 – SLO Awards Reggae Category-SLBC (Sri Lanka)
- 2010 – Derana Music Video Awards-Best International Collaboration (Get High-ROD & Global Deeja's) Winner (Sri Lanka)



Thank you