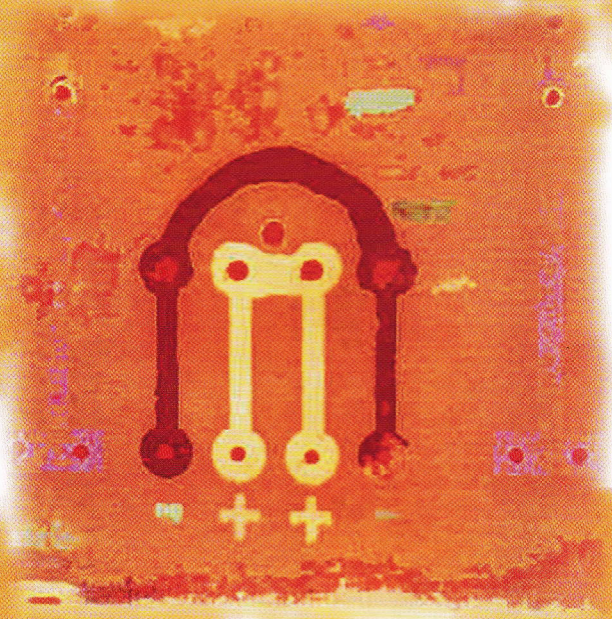
Music **Unbound**

INDIAN CROSSOVER MUSIC IS NOT JUST AN AMALGAMATION OF EASTERN AND WESTERN MUSIC. IT IS ABOUT BRINGING IDEAS AND IDEOLOGIES OF LOVE. IT SETS ONE FREE FROM THE CLUTCHES OF SOCIETY, FROM THE AGONISING FACETS OF THE DAILY RIGMAROLE OF LIFE, SAYS MAHESVARI AUTAR WHILE TALKING ABOUT ***DESIYUP*** HER ONLINE MUSICAL PORTAL.



DesiYup is an online portal of Indian fusion, which gives the music lovers an opportunity to listen to their own country music with nostalgia. This is an initiative by Mahesvari Autar who is (has worked as) a journalist. She graduated in journalism and works (for media agencies) across the country. While pursuing her career in the visual media she decided to follow her passion for Indian fusion music. Through DesiYup one gets to read and watch interviews of popular artists and musicians well known in the Indian crossover music scene and gets to listen to some great music. It's all about information and entertainment. It's about loving music, reconnecting to one's own self through rhythms, chant and tunes.

She has designed this web portal keeping in mind mainly her targeted audience, which is the Young Urban Professionals (YUP). The portal aims to educate its listeners with a different significance of music in our everyday life. Music is not only entertainment. It's a way of realisation. A way through which one can transcend from the everyday travails of life and takes his plight on to a different world of melody.

"Through the concerts of DesiYup one can rejuvenate. It's mainly through the social media that I spread this musical consciousness. Hundreds of music lovers sign up for the concert of DesiYup. I am overwhelmed to see the huge amount of people interested in this form of music," said Mahesvari. "While Shivani Bhammer performed this year the entire audience seemed to have rejoiced. I could feel the music infiltrating into the crowd and beyond", she added. I strongly believe that (Indian classical and crossover) music is one of the many remedies to bring back peace in our society.

I have seen similar reactions when Prem Joshua performed together with his band. It was a great success. I was quite happy to see the rhythm suffusing in the crowd. It was a different feeling altogether. A feeling of satisfaction mixed with happiness. Music really has no boundaries and it has no race, no colour, no creed. I just hope everyone joins DesiYup to bring together world music on to one musical platform.