

Report of the Impact Assessment of “Junoon” Program, Gurugram

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Project Overview

Junoon project, an initiative of **DLF Foundation** started in July 2017 and continued till March 2018 with an objective to promote art and culture. The project started off with a realisation that there is large number of untapped pool of talented artists across Delhi NCR and outside, who are not able to get a platform to showcase their talents regularly and are unable to get recognition in the long run. Junoon partnered with DLF Cyber Hub and to help the budding artists across all age groups and economic statuses perform at their Amphitheatre area. The artists were given opportunity to showcase their multiple talents in the area of music, dance, poetry recitation, etc. Total **28 events** have been organised since beginning of the project. The event took place initially on Saturdays then later on every Sunday for one and half hours.

Artists from all parts of India and global regions showed their flair in music and dance in the Junoon project. Some of the artists were individual performers who had no linkage with any dance or music academy, group, etc. While others were from different academies, institutions, etc. A total of **724 artists** (individuals and through academies) received the opportunity to give on-stage performances through Junoon. The total strength is divided and given below in **Table 1**. The artists who performed through Junoon were children starting from age 7 years and above, adolescents, youth, adults and senior citizens belonging to both sexes.

Table 1: Total number of artists who performed through Junoon platform

Number of Artists	
Category	Total
Individual Artists	63
Artists from Academies, Institutions, etc.	661
Total	724

Impact Assessment Overview

The impact assessment was conducted on 10th of May and comprised stakeholder interviews with the following:

- The project staff
- Individual Artists
- Academy members

The findings from the impact assessment have been discussed in the forthcoming sections.

Effectiveness of the Project

Areas of Strength

- ***Creating a platform for promoting art and culture and creating opportunities for talented artists who otherwise do not get opportunities for showcasing their talents:*** The project understands the fact that art and culture are a rich, vast continuum and evolving everyday. The project envisions the **need of raising awareness about the importance of art & culture** in diversity which can be cherished, preserved and passed down from generation to generation by showcasing the skills of artists. In this arena, DLFF endeavours to **identify talented artists** from different walks of life and **assist them in showcasing their talent** through their **open and free platform** of Junoon. Diverse dance forms like ballet, contemporary, street dance hip hop, crumping, locking, popping, etc., and in music solo, group, with instruments like keyboard, guitar, etc., have been performed at Junoon event, as shared by the artists and academy members.
- The project **encourages the exchange of ideas and engagement between 25 music and dance academies, institutions, foundations and individual artists/bands**, providing them a recognition enabled platform to perform. Junoon offers a free of cost online registration/nomination form on DLFF website for the artists (individuals as well as from academies) to register themselves for performing at amphitheatre precinct at DLF Cyber Hub. A preliminary web

research was also conducted to identify academies, artists who could be linked with the project. ***Till date, it has been able to reach to 25 such Academies from different parts of the country:***

Table 2: List of participating academies in Junoon project

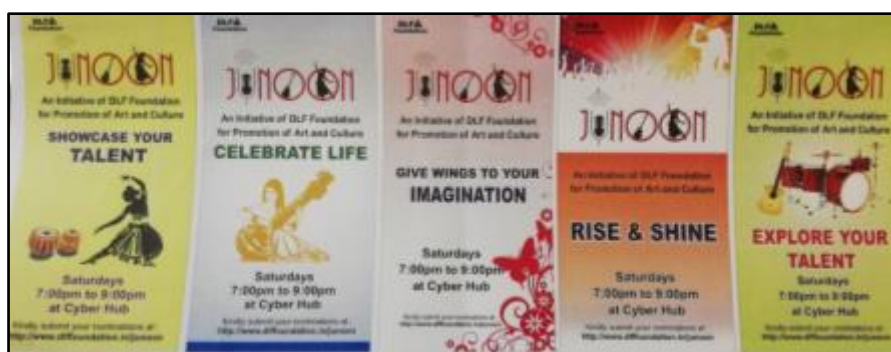
List of participating academies, institutes and organisations	
1. IIT Kharagpur Spring Fest Prelims	2. Kal Aakaar Collective
3. MAC Foundation	4. Rhapsody
5. Surela Sangeet Sansthan	6. Mahabodhi International Meditation Centre
7. Swaranjali Music and Dance Academy	8. My Dance and Fitness Centre
9. Global Cultural Foundation	10. Dignity Foundation
11. Yaman Music and Dance Academy	12. Teach by Media / GCF
13. Bridge Music Academy	14. Songdew Media Pvt. Ltd.
15. 4G Global Performers	16. Music Binds Hearts
17. Z Stars, GCF	18. Crescendo World of Music and Dance
19. Wildfire Rock Band Competition by IIT Kharagpur	20. Rapper cum Hip Hop Artist from Canada - Webster
21. Central Contemporary Ballet	22. Music Passion Society
23. 4G Global Performers	24. Gaaner Guto
25. Bhangra Crew Entertainers	

- The Foundation has been able to **mobilise 724 artists from varied age groups and from different economic backgrounds, helping them receive the much-deserved recognition.** The participant artists belonged to talented age group of 7 years and above with Senior Citizens also getting a chance and encouragement to showcase their forte through solo and group performances. All the participant artists were provided 'Certificate of Participation' as an acknowledgement at the end of the event. Promotional activities on the day of event were organised like **audio-visuals displays, presentations** shown at the backdrop comprising details of academies and artists to promote and increase visibility of the artists. **Standees, flex boards** of Junoon project depicting inspiring and enthusiastic lines - "Celebrate Life", "Give wings to your imagination", "Explore your talent", "Showcase your talent", "Rise and Shine", etc. were also displayed during the event to invite more nominations for the upcoming events.

Figure 1: Certificates for participants at Junoon events



Figure 2: Range of promotional messages designed for the event



- **The project has also encouraged and ensured participation of large number of audience with footfall varying between 400 to 500 viewers on the day of event.** The project has collaborated with **Rapid Metro** to provide free downloadable travel passes to those are interested in watching performances. Other innovative ways of creating more participation was adopted through **distribution of pamphlets** having details of Junoon project amongst the audience, present on the day of event. An **invitation mailer** was also circulated to DLF employees to encourage them to participate in the event.
- Junoon project has shown **commitment in maintaining quality for the viewers and participants.** It has partnered with **Magick Boxx** for setting up quality sound and light system on the day of event. The whole set-up of sound box, lights, etc., helped the artists get a performance-friendly environment for stage performance. Maintaining a '**quality entertainment**' for the viewers was also assured with the help of the project staff and coordinator who managed and looked over the complete setup for event, ensuring that the stage is well set up, anchors are present and performance goes successful and are appreciated by all the viewers. *Out of 5 artists and 5 academies, all of them rated the sound and light system as 'excellent'.*

Quality of performances was also ensured during the project at the time of 'selection process' of participant artists and academies who wanted to perform at the Junoon event. Any artist registering online on the DLF Junoon platform was followed up by the coordinator through a call and then a face-to-face interaction. Other ways of screening the quality of artists was done through visiting their academies (if any artist belonged to any dance or music academy) or watching their past performance videos.

Artists from diverse backgrounds have performed in the Junoon event. Some of their details and achievements have been shared as below in **Table 3**.

Table 3: Details of artists who performed at Junoon event

Some of the artists who have performed in Junoon event and their achievements	
Canadian Rapper / Hip Hop Artist	Founding member of the Limoilou Starz collective. A veteran and one of the pioneers of the Quebec hip-hop movement. Travels around the world promoting the art, conducts workshops with young students on music, arts, and culture as well as French language. Is known for the quality of lyrics and compositions.
Sanjay Khatri	One of the finest Indian male ballet dancer in the country, his classical repertoire includes Sleeping Beauty, Swan Lake, Don Quixote, La Bayadere, Paquita, Giselle, Romeo & Juliet, Raymonda and Le Corsair. Has mastered and performed a broad array of Contemporary, Jazz, Salsa and Tango choreographies. He has appeared as India's only male ballet dancer in Elle Magazine (June 2011), The Pioneer of ballet in India (Carvan Magazine) and The first Indian male ballet dancer in Times Network (Dec. 2010).
Swarsiddhi Sharma	Swarsiddhi is the youngest singer of crescendo world, at the age of 6 years she composes her own music with her own lyrics instantly on any given topic.

Sadhna Sharma	Owner of Crescendo World and Mentor of Indian Vocals, worked for top schools of Gurgaon as music teacher, she did her MA in Indian music she topped the collage and she was in the top three positions at university level, senior Diploma in Kathak dance, did voice covers and recordings for music albums, advertisements, documentary movies, news channels, won best singer award from Kiran Bedi.
Sanjay Verma	He is Chief Engineer at Indian Railways. Started singing at school level and participated in various musical programmes at school level. Performed in several cultural events at all the places served and now decided that rest of the life will be only for music. Won Best Singer award in annual officers cultural competition held in Mumbai Western Railways Headquarters. Adjudged Best Singer in Inter Railways cultural competition held at Kolkata in 2015.
Rohini Chaudhary	Wife of Shri Shiv Kumar Chowdhri IRTS (Retd.).Has been performing on the stage for last 20 years. Held key positions in Railways Women Welfare Associations in Allahabad Gorakhpur and Delhi. Promoted musical and artistic talent of the wives and children of Railway employees. Active member and performer of Global Cultural Foundation, SARGAM and Swaranjali. She has performed in National Rail Museum, Epicentre and cultural centres in Allahabad and Gorakhpur. Popular singer in music circles in Gurgaon and Delhi NCR.

- The project has **followed a systematic method of developing and maintaining weekly monitoring sheet** in the form of **'Events Schedule'** where detail of academies, artists, type of performance, duration of the performance and 5-6 bullet points about the achievement of the participant is mentioned. The schedule has been seen useful for tracking repetitions in performances, planning for further events so that all performers and academies are given equal chances to perform. The schedule of event is made in accordance with the dates and timings of the varied participants and academies.

• Areas of Improvement

- While the project has enhanced its reach to many budding and established pool of artists, academies, there is need to preserve this relationship for a longer association. Individual artists from different economic backgrounds have expressed concerns for their travel expenses while coming to perform from distant places in Delhi NCR. The academies also expressed the same concern while sending their students in a group where they are unable to cover up their transportation costs and students end up paying from their own pockets. However, the project provides only refreshments to the participants, it has found it challenging to reimburse for the conveyance. A band group who have performed once at Junoon suggested that a financial remuneration in the form of cash prize, by organising inter-group competitions would give an impetus to the interest levels of the artists for performing ahead at Junoon event.
- The project has been able to plan and execute the events. However, there is scope to develop and maintain a more formal, long term association with the all the academies and performing artists through continuous engagement, organising more meetings and improvising their suggestions right from the event planning stage till execution.

Impact/ Result of the Project

• Areas of Strength

- The major impact of the Junoon project has been seen in providing an **'exposure-full platform'** to wide range of aspiring as well as established artists across all performing age groups and economic backgrounds. *Out of 5 artists interviewed all 5 stated that the selection of event venue and day was 'excellent'* as it provided them an increase in exposure and visibility amongst the viewers. They also agreed that Cyber Hub is a renowned, posh area where there are lot of

people visiting on weekends for shopping and spending time with their friends and family members. A 13 years old artist stated that during his performance on a fusion dance mash-up, the visitors at Cyber Hub stopped by to watch his performance. Another artist stated that he wants to gain fame through his dance talent and come on television programmes. One female and male senior citizen (60-65 years age group), participated in a group singing performance at the Junoon event shared that they enjoyed the event immensely. They also shared, that in future they would like to form a singing group adding more senior citizens who are passionate about music and willing to perform.

- The impact assessment brought forth that there is **great enthusiasm and passion for learning and performing** amongst the artists for dance and music. One of the artists from a music and dance academy stated that he left his banking job to take up dancing as his career. He has enrolled himself in Kings United Dance Training Group in Mumbai for a dancing course. Other individual artist who has performed through Junoon stated that she too wanted to take up her career in dancing and learn new freestyle dance form 'waacking'. One of the trainers of the artists from a dance academy stated that he aspires his group to reach in the finals of 'Hip Hop International' one of the world's largest dance championship competition.
- Junoon project has provided an opportunity for all artists belonging to any strata of the society **to perform and improve their quality of performance**. Two of the interviewed artists both boys and aged 13 years, mentioned that they belonged from under-privileged families and could not afford to pay and learn from any renowned dance academy. They study in a government school where also they do not get much support to learn and perform on stage. Soon later, they joined a dance group called "The Yogi Virus Crew" run by 3 young trainers who teach them free of cost in the park, near Delhi Saket Metro Station, Gate No. 7 and came in touch with Junoon. One of the performers said, that he has been able to hone his dancing talent by getting the chance to perform on stage. Earlier he could not perform perfectly on some dance forms like -popping and breaking but now after receiving opportunities to perform on stage like Junoon, he has been successful in performing well.
- The participant performers mentioned that after getting a chance to perform through Junoon at DLF Cyber Hub, they all feel very **happy to receive acknowledgement and appreciation** amongst their friends, family members and others. The children interviewed mentioned that they get positively recognised by their family, peers, audience at the event, during and after the performance. One of the artists stated they post their videos and pictures of performances on social media platforms like- Youtube, Facebook and Whatsapp which is highly appreciated and liked by all. This gives a boost to their confidence level to perform better every time.

Other artist happily stated that after his performance at Junoon event got over an uncle and aunt approached him saying that they liked his performance very much. He also stated that he has become famous in his school and dance class after giving on stage performances on platforms like Junoon.

Other artist mentioned that on the day of his performance at Junoon event there was a footfall of over 500 audiences. They applauded and appreciated the performance and many amongst them came forward and took selfie pictures. He also stated that one gets the benefit of building contacts with other artists, dance groups and academy persons, eminent persons from the audience, etc. He stated that while performing at Junoon event, a media person from Times of India group came forward and asked for his contact details.

- An **increase in motivation and confidence level** was observed amongst the artists who performed through Junoon platform. One of the artists stated that it is extremely important to perform well on-stage in front of the huge, decent audience present at a well-known place like Cyber Hub. He said, earlier he used to make some mistakes while performing dance but now corrects them without bringing it to the notice of the audience. By giving regular on stage performances he has learnt the art of developing self-confidence and makes fewer mistakes while performing.

Another artist interviewed stated, that his stage phobia has reduced gradually while performing through platforms like Junoon.

- Through the platform of Junoon, the artists are getting an opportunity to interact with other artists and learn about the multiple forms of art during their performances.

- **Areas of Improvement**

- Artists have raised concerns over the duration of performance (minimum 1 minute also) and number of performances within the stipulated time of one and a half hours for the complete event. Sometimes it becomes difficult for them to plan, prepare a dance or music number within the decided duration.
- One of the artists from a dance academy shared that opportunities must be provided to single artists' group to perform on a thematic, positive, message sharing performance for complete duration of one and a half hours.
- On a note of suggestion, artists expressed that though the project has given them an excellent visibility amongst the public at Cyber Hub, the project certainly has more potential to provide a diverse and rigorous visibility through collaborations with the print and electronic media for coverage of the event.

Alignment with SDG

Culture plays a crucial role in SDG 11. The project Junoon sees a partial alignment with the **SDG 11** where it promotes culture as directly contributing towards strengthening the efforts to protecting and safeguarding the intangible creative resources (in the form of skills and talent possessed by many of the society members who are inclined towards art and cultural activities). The project is helping students, young artists and learners to enhance their skills while giving performances that would later help them grow career wise. This would help create a demand, recognition for art forms, and job market for artists in the long-run thereby promoting holistic development for the future generations.