

In this week in the Indian music industry, we took a deep dive into India's proposed bill that might change the way the nation deals with cryptocurrencies. Spotify's Vasundhara Mudgil talked to us about equal representation in the music streaming world, and there was a bit of a stir-up involving Sunny Leone. All of that plus some not-so-great news from IMI and some interesting product launches.

The Pitch has it all. Read on.

Features



Will the Cryptocurrency Bill affect music NFTs?

In what is a temporary salve to the Indian crypto community, the Cryptocurrency and Regulation of Official Digital Currency **Bill**, 2021 might not be tabled in the Winter Session of the Parliament.

The proposal pertains to the banning of private cryptocurrencies and not the trading of NFTs. It would allow for 'certain exceptions to promote the underlying technology of cryptocurrency and its uses.

[Read more](#)



In conversation with: Spotify's Vasundhara Mudgil who's spearheading equal representation in music streaming.

Spotify has been promoting their **#AmplifiHER** campaign to encourage the representation of women in the Indian audio industry. As part of this initiative, the streaming giant has curated unique line-up of women talent from different spheres of the audio industry.

As Spotify pushes their content, the selected women have also come together to help others. Whether it's tips to get started on your own podcast with **Ritnika Nayan** or **Heena Kriplani** on the process of distributing music for upcoming artists and incorporating tech into music with **Nikhita Gandhi**.

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Sunny Leone stirs trouble again, this time for a music video

In consequence to Madhya Pradesh Home Minister **Narottam Mishra's** warning to actor **Sunny Leone** and the performers of the recently song '**Madhuban Mein Radhika Nache**', music label Saregama said they would change the lyrics.

The minister, who is also the Madhya Pradesh government spokesperson, said that the song hurts Hindu sentiments. He warned Leone along with singers **Shaarib and Toshi**.

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Listen To Episode 1 of Changing Tunes - The Music Plus Podcast

**changing
tunes**
The Music Plus Podcast

**Clint Valladares,
Berklee College
of Music**

Our first podcast guest for Changing Tunes is Mumbai native Clint Valladares, a

graduate of the Berklee College of Music who is also Senior Managing Director, Global Engagement, Middle East and India for the prestigious institution. In conversation with host Animesh Das, Clint talks about music education in the 21st century

Tune in [here](#).

Industry news you need



The Indian music industry hasn't grown for three full years

The Indian Music Industry (**IMI**) has released their latest report, '**Vision 2025**: The Show Must Continue'.

This year's report unlike its predecessor, focused on the diversity of regional music bringing to the spotlight, **IMI** Chairman **Vikram Mehra**'s keynote address at the 2021 **All About Music** conference. "I believe that the music industry which currently is between INR 1,300-1,500 crore should become a 10,000-crore industry in the next three to five years."

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Direct-to-fan, music-focused crowdfunding platform Sonicly launches in beta

Sonicly, a music-only project funding and fan engagement platform that puts the creator in complete control, has launched in invitation-only beta. The solution is uniquely designed for the music creator looking to build a sustainable career by creating a series of projects of varying sizes on their own schedule, thereby generating steady revenue and identifying and cultivating super fans.

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News from around the world



Fintech startup Djooky is launching a music rights marketplace

The latest is music fintech startup Djooky, which is launching a music rights marketplace called **DjookyX**. The idea: artists and labels will “auction current and future rights, be it in the song, recording, or both”. The idea being that they will “auction claims for payment arising from the use of their music, and maintain ownership of their copyrights”.

via [musically.com](#)

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Record Industry makes strides toward greener future with music climate pact

Under the agreement, signed by all three majors and several indies, music companies pledge to reduce greenhouse gas emissions by 50% by 2030.

via [billboard.com](#)

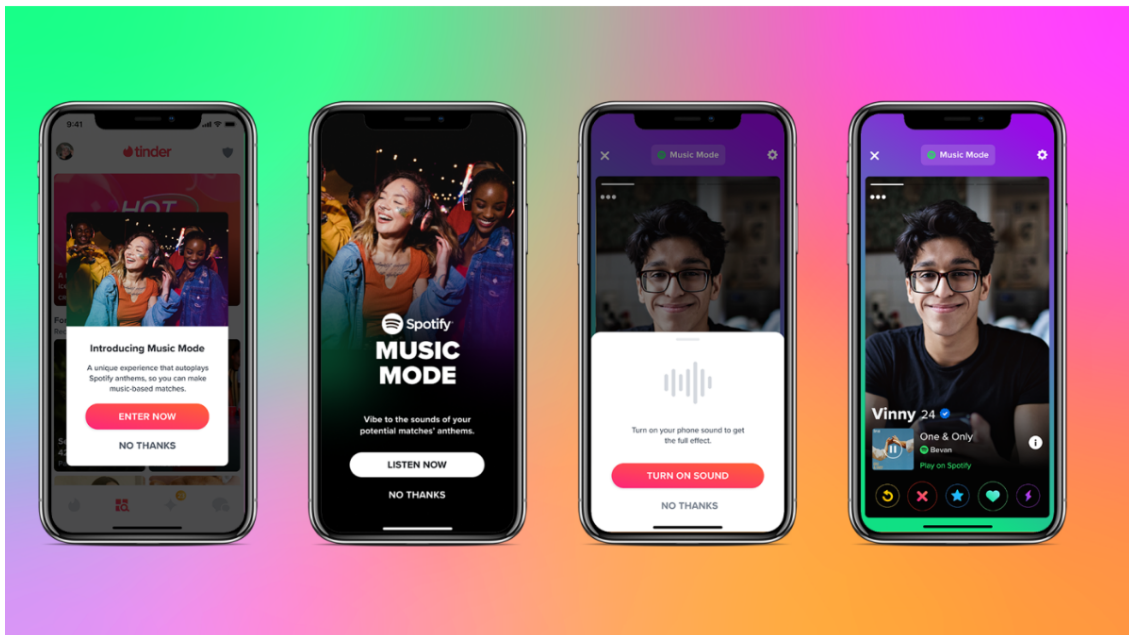
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Homegrown BeatOven makes AI generate music

The brainchild of professional Dharwad Gharana sitar exponent, **Mansoor Rahimat Khan** and audio/music researcher, **Siddharth Bhardwaj**, BeatOven is an AI-based tool that generates copyright-free music for creators. “Basically, you upload your video or podcast on the tool, so that AI can read the duration of your content,” said Khan. “Then, you specify your preferences for the content in terms of mood and genre. Our algorithm will take your user inputs and compose a new song in real time, right then and there. That track will be exclusive to you.”

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Tinder is partnering with Spotify to launch a new “Music Mode” feature

Users will hear a 30-second looped preview of a potential match’s chosen song while checking out their profile. Users who link their Spotify accounts and add a chosen song, called an “Anthem,” to their Tinder profiles will be able to enter Music Mode.

Via techcrunch.com

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