The BTM Cultural Academy was founded in 1992 with a vision to promote Indian Classical Music and Dance. Located in South Bangalore, the academy is one of the premier organisations in Bangalore’s cultural scene.

Starting with one music concert every month, the Academy has now evolved into a hub of cultural activities - 25 programs a year and an annual *Aradhana Saptaha* festival that runs an entire week during the month of January.

The Academy has done yeoman service in promoting music and dance; encouraged upcoming artists as well as featured programs of some of the stalwarts of Music and Dance.

The Academy has crossed the landmark of 555 concerts in July 2019. It celebrated its SILVER JUBILEE in April 2017 on a grand scale.

The Academy’s thematic concerts, Jugalbandhis, Vocal and Instrumental duets, Instrumental ensembles, ragam-thanam-pallavi concerts are well received. The Academy has also co-hosted events along with other leading cultural organisations in the field. Such programmes include music therapy, felicitation to great artists, yuva sangeethothsava, music concerts, etc.

BTM Cultural Academy is supported by Ministry of Culture, Govt of India and Dept of Kannada & Culture of Govt. of Karnataka.

This is an appeal to esteemed patrons of arts, organisations and individuals to partner with us in our endeavours in the promotion of Indian Classical Music and Dance!

*Please see overleaf for sponsorship opportunities. We earnestly look forward to your wholehearted support!*

**Office Address:**
BTM Cultural Academy, 538, 11th Cross, 2nd Main, MICO Layout, BTM II Stage, Bengaluru - 560076.

**Program Venue:**
Shree Ramana Maharshi Academy for the Blind, 3rd Cross, 3rd Phase, J. P. Nagar, Bengaluru - 560078

Phone: (+91) 92424 61492
(+91 80) 2668 0244

Email: btmca@rediffmail.com
Website: [http://www.btmculture.org](http://www.btmculture.org)
Dear Patrons:

Greetings from BTM Cultural Academy!

You are the foundation on which the Academy continues to thrive, providing monthly programs of music and dance and a week-long annual music festival in the month of January every year. The successful run of the academy in the last 28 years would not have been possible without your constant support and encouragement!

As you know, financial support from patrons is very critical for our continued success. We don’t depend upon any big commercial sponsors. We want to bring you quality programs and enhance the variety of concerts - both vocal, instrumental as well as dance. The cost of organising the same continues to rise.

Last year we launched a set of sponsorship opportunities and also the ‘Kalaposhaka’ recognition for those committing a minimum amount in support of Sabha’s activities. There are sponsorship opportunities at different levels, and the details are enclosed.

We are glad to report that the above scheme has evoked a fair amount of response, and the funds so raised have helped us tide over the immediate financial challenge. But much needs to be done to create a corpus for supporting the activities of the Academy in the longer run.

Under these circumstances, we are once again reaching out to you with a request to donate liberally.

The “Kalaposhaka” plaque and endowments options are our way of saying “thank you” for your contribution and support.

Hence, we request you to generously donate by sponsoring at the level of your choice. The details are available in this leaflet.

Thanking you,

Musically Yours,

BTM Cultural Academy.
<table>
<thead>
<tr>
<th>SPONSORSHIP OPPORTUNITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Monthly Concert Endowment</strong> - Platinum Sponsor</td>
</tr>
<tr>
<td>(One-time contribution towards a monthly concert that will be conducted every year. Sponsor will be acknowledged in the concert announcement and will felicitate the artists of the event.)</td>
</tr>
<tr>
<td><strong>Aradhana Saptaha - Main Sponsor for a Day’s Event</strong></td>
</tr>
<tr>
<td>(Banner placement, announcement during the event and a stall/table for business promotion activities if requested)</td>
</tr>
<tr>
<td><strong>Single Concert Sponsorship</strong></td>
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<tr>
<td>(Contribution for a monthly concert. Sponsor will be acknowledged in the concert announcement.)</td>
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</tbody>
</table>

*Endowment can also be in memory of a family member, or to highlight a business house, brand, etc.*

WE APPEAL TO INDIVIDUALS AND ORGANISATIONS TO DONATE LIBERALLY! WE LOOK FORWARD TO YOUR CONTINUED SUPPORT.

DONORS CONTRIBUTING Rs 50,000 AND ABOVE WILL RECEIVE A SPECIALLY DESIGNED “KALA POSHAKA” PLAQUE AND WILL BE DULY ACKNOWLEDGED DURING THE ANNUAL ARADHANA FESTIVAL.
Donate Online - NEFT / IMPS / RTGS fund transfer: State Bank of India, MICO Layout Branch, Bangalore. SB A/c No:10258122931 Branch Code: 9041; IFSC: SBIN0009041; MICR: 560002066. Please email us the transfer details, we will mail you the receipt.

BTM Cultural Academy is registered with the Registrar of Co-operative Societies, vide Regn No: 802/97-98 dated 18.2.1998. Donations are deductible from income tax under Section 80G, vide Notification: DIT(E)/80G(R)/AABTB2070J/X_179/2010-11.

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**Grand Vocal Concerts**

06.01.2020    Monday
4.30 p.m.

"Ganesha Sthuthi"
by Disciples of Vid. Bhramara Subbaramoo

5.15 p.m. - Inauguration :
Vid. Lalgudi Rajalakshmi

06.01.2020    Monday    5.30 p.m.

**SRI PURANDARA DASA KRITHIS**
Vid. Dr. Kashyap Mahesh (Trichy) Vocal
Vid. B. K. Raghu Violin
Vid. Tumkur Ravishankar Mrudanga
Vid. Vyasa Vittalal Khanjari

07.01.2020    Tuesday    5.30 p.m.

**SRI KANAKA DASARU & HARIDASAS KRITHIS**
Vid. Kalavathi Avadhoot Vocal
Vid. Vittal Rangan Violin
Vid. H. S. Sudhindra Mrudanga
Vid. B. S. Purushotham Khanjari

08.01.2020    Wednesday    5.30 p.m.

**SRI THYAGARAJASWAMY KRITHIS**
Vid. Dr. Palakkad Ramprasad (Chennai) Vocal
Vid. Ganesh Prasad Violin
Vid. Arjun Kumar Mrudanga
Vid. Ranganath Chakravarthy Ghata

09.01.2020    Thursday    5.30 p.m.

**SRI JAYACHAMARAJA WODEYAR KRITHIS**
Kanchana Sisters
Vid. Sriranjani & Vid. Sruthiranjani Vocal
Vid. Dr. K. V. Krishna Violin
Vid. Shivashankar Swamy Mrudanga
Vid. B. Rajasekhar Morsing

10.01.2020    Friday    5.30 p.m.

**SRI SHYAMA SASTRY KRITHIS**
Vid. G. Ravikiran Vocal
Vid. H. M. Smitha Violin
Vid. Jayachandra Rao Mrudanga
Vid. Giridhar Udupa Ghata
Vid. Pramath Kiran Morsing

11.01.2020    Saturday    5.30 p.m.

**SRI MUTHUSWAMY DIKSHITHAR KRITHIS**
Vid. Dr. S. Aswathy Vinu (Kerala) Vocal
Vid. Charulatha Ramanujam Violin
Vid. Ananthakrishna Sharma Mrudanga
Vid. Sukanya Ramgopal Ghata