



A
WORLD
RECORD
JOURNEY



#SupportIndiaHeritage

#PromoteIndiaHeritage

Binding India's Heritage Musically

Amazing India World Record Guitar Journey - Promoting Heritage Tourism

Support India's Heritage - a Movement to let the world know about India's Heritage Sites

Well, leaders are nation-builders and they create milestones for the world to see. On the lines of same the guitarmonk of India, Kapil Srivastava, binding India's Heritage Sites Musically for the first Time with a never before world record guitar journey.

Amazing India Guitar Journey is the very first of its kind project that will connect heritage sites through music. Its Nation's First Cultural Tourism Music Journey (in association with Archaeological Survey of India, Art & Culture Ministry (Govt. of NCT) & various states' tourism), which promotes awareness to bind both old and modern India.

Philosophy –

Kapil says that we are all well aware about even simple streets names of western countries; they are so well marketed. But in India many people don't even know about the heritage site or unique spots located within few kilometres at their city. While the foreign people from world around traveling almost daily to see India's sites, experiencing its beauty, its space, its vibes and even staying here for weeks, months. I have seen majority of Indian families' missing what their country, city holds. And one of the reasons is that many people don't even bother to know or they are not connected properly at their childhood about what is all there to see in India or how many heritages we hold? Nobody knows that many of the sites are thousands of years old just like our ragas music heritage.

Idea & World Record

After I participated in the Guinness World Record in 2016 for Tallest Cake Pyramid and we won the award. Excited by the prestige and exposure of this cake event which was for the glory and pride of Surat, Gujarat, I kept on thinking for a concept that would also make an impact in the lives of people and if I can do something about it. And one day I was blessed with this creative idea by the nature to



create my kind of guitar music, and dedicate it to one heritage site and let people explore the beauty of it. Share it free to world and in schools, universities, countries, social media etc. and integrate our heritage & ragas. I was overwhelmed with the idea but it's also a very expensive idea both-time wise and cost wise but later we got guitarmonk to put a hand over it and also supported by government. This journey is going to be the first attempt by a single guitarist as maximum tunes at maximum locations and also heritage.

Youth & Generation

I thought and realized that we live in a country where majority of people don't prefer to travel to other Indian cities. People from Delhi won't ordinarily travel to Bastar or Bhubaneswar or Lucknow unless you have a job or it's an exceptional or religious site. I got this feeling that if I can let a school student in Kerala or Meghalaya or Udaipur see and hear in just 5 minutes about the beauty of Sunrise & Sunset of Chitrakote Falls, Chhattisgarh on the tunes of Raga Pahadi in his favourite and world's most popular instrument Guitar. It will give him a nudge. And same way Dhauli Temple Bhubaneswar and other Heritage, it is just like an amazing amalgamation of Heritage both musically & geographically. Apart from that, it's an amazing awareness and integration of our history and culture to youth.

Networking & Promotion

All videos that are being produced are also being made part of both radio and video playlist which will be made available to not only schools, universities, colleges of India but also to global community of colleges, schools, universities to access it as absolutely free. We will also be connecting this concept to more than 150+ countries tourism.

Expectation

India is a huge country of amazing wealth that needs to come forward the way we brought our cricketers and actors to limelight. Mine is a very small attempt but bigger cause to integrate heritage, ragas with my guitar that appeals youth and make it a world record journey this way.

I am composing one exclusive raga composition for one Heritage Site says Kapil Srivastava. My appeal is that people should connect to this cause more and more so that it becomes successful and a value to all of us. I am doing my part and you can support me by contributing and sharing this concept at your office, friends and social media. You can subscribe www.youtube.com/gmtunetime and connect me at www.facebook.com/kapilguitarist or can even write me at amazingIndia@guitarmonk.com



No. of Sites

I will be covering 100 sites at first phase, which are of prominence based on government guidelines. We are right now shooting at Delhi's Heritages sites (which also include UNESCO World Heritage Site/s) and the next city updates are to be updated on real-time basis based on date's approval with Government authorities.

India being one of the largest countries has so many beautiful places, far bigger, far richer, to showcase. I think we can have more to do in between as the concept evolves.

About Kapil Srivastava

Kapil Srivastava, who is the founder of Guitarmonk, which is India's largest chain of Guitar Schools with growing presence in 200 cities of India, is the master-mind behind the concept. Kapil is an Artist, Author and Entrepreneur with several accolades and awards. As a State awarded Guitarist he has performed with Ustad Sultan Khan, Grammy Winner Pt. VM Bhatt and also given music to Bollywood. https://en.wikipedia.org/wiki/Kapil_Srivastava

Reviews

"India has seen many legends in music but here is an artist moving beyond the possibilities of what history has never seen before, creating unique new world-class milestones, uncovering the heritage with such passion and integrity"

Sanjeev (Business Coach)

"Guitarmonk and their contributions in music sector are unique, creative and rewarding. I give them my love and regards and wish them a great success ahead"

Ustad Sultan Khan

"I Compliment Guitarmonk for releasing Music Salutation and Meditation Album" - **Kiran Walia (Fmr. Health Minister)**

