

INTRODUCTION

The spoken word community has seen a recent boom in the Indian subcontinent. Performance poetry, or slam poetry, or spoken word as it is commonly referred to, has found its place in most metropolitan areas, such as Mumbai, Bangalore, Kolkata, Hyderabad, etc. However, the rise of independent spoken word artists in the capital of the country, New Delhi, is still hinged upon a few key factors. Here, quality dominates over quantity, and the small, highly overpopulated capital is home to boundless talent. The spaces that artists need to grow, spaces that are clean, safe, accessible, and most importantly, a positive atmosphere, are of the essence.

BUSINESS PROBLEM

In one of the busiest cities in the world, where can artists find the space to grow and become better? This includes places for poetry showcases, for recitals, for practice, so on and so forth. Ideal spots include bookstores, cafes, theatres and parks. How does one find such nooks in the bustling streets of New Delhi?