

# playback

## ▶▶ AND FAST FORWARD

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THE MUSIC INDUSTRY JOURNAL OF INDIA ▶▶ VOL. 1 JUNE 1986 Rs.10

### Excise Band-roll around Audio Cassettes Proposed

Piracy, the bane of the music industry, could be a thing of the past, if a revolutionary new proposal is accepted by the Government. The brain-child of Mr. S.L. Saha, of INRECO, this proposal, would make it obligatory for all pre-recorded cassette manufacturers to put an excise band-roll around each cassette released. This is the way excise is levied on the sale of match-boxes.

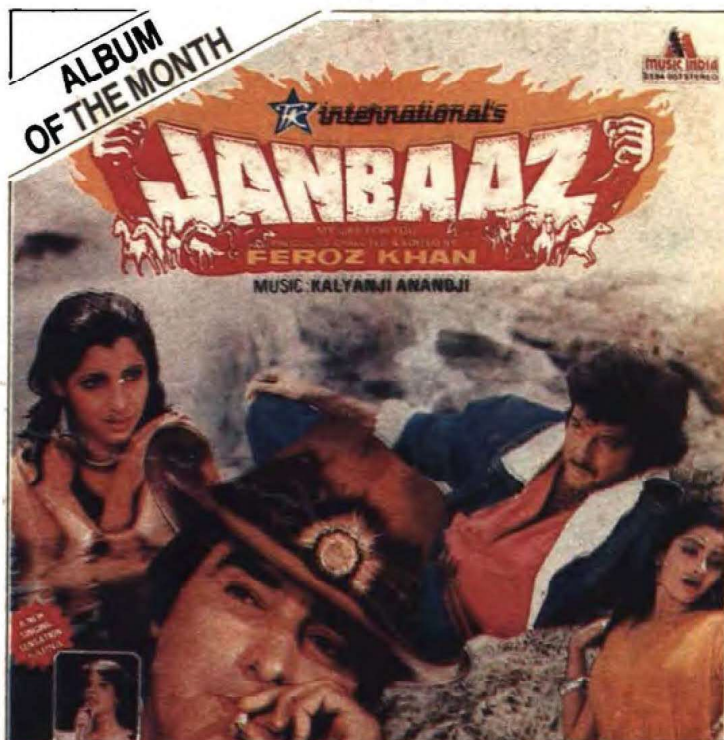
It is suggested that instead of 15 per cent *ad valorem*, a specific levy of Re. 1/- per cassette be imposed. Sales of cassettes without the excise band-roll should be totally banned. As a result, shop-keepers, who often, plead ignorance about the legality of cassettes they stock, will no longer be able to store or display pirated products. They would be as liable as the pirates themselves.

Not underestimating the 'enterprise' of the 'parallel music industry', Mr. Saha has even con-

sidered the possibility of pirates duplicating the band-rolls themselves and has come up with a pre-emptive measure. Manufacturers will have to get themselves registered with the government. Excise band-rolls will then be sold to them with running serial numbers on each roll. From the number itself, it will be possible to identify the manufacturer. Should a pirated product appear with an excise band-roll, the party that purchased it will have to face the legal consequences. Besides eradicating piracy,

the levy of Re. 1/- on each cassette sold will augment government revenues to the extent of Rs. 15 crores annually, assuming that 15 crore pre-recorded cassettes (genuine and pirated together) are sold every year. Mr. Saha is very optimistic about his proposals being accepted, as the Union Finance Ministry and the Prime Minister's Secretariat have shown keen interest in his recommendations.

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7 Hit Songs. Includes 'Pyar do, pyar lo' by the new singing sensation, SAPNA.

Released by MUSIC INDIA LTD. (MIL)

Available on LP records and musicassettes.

### AIR Music Talent Contest

All India Radio has organised a music competition for discovering and encouraging new talent among young artistes. The preliminaries will be held at each station of AIR from June 30 to July 12, and the finals at Delhi and Madras, for Hindustani and Camatic music, respectively.

The competition is open to those between 16 and 24 years of age, as on June 30, 1986.

The following categories would be covered :

Vocal music (classical, light classical & light), Instrumental music (classical and light classical) and *Vrindagan* (chorus).

Application forms can be had from the station director or the assistant station director of the nearest AIR station.

### Music India records Amjad Ali Khan on Compact disc

Music India Limited has become the first Indian music company to record in *digital*. On April 14, at the Abbeydale recording studio in London, MIL recorded their 'exclusive' *sarod* artiste Ustad Amjad Ali Khan. He was accompanied on *tabla* by Ghulam Sarwar Sabri and on *santoor* by Andrew Nelson.

This will be the first *compact disc* to be released by an Indian company, featuring an Indian artiste. The *compact disc*, will be manufactured at Polygram's sophisticated plant in Hamburg. Music India will be marketing the *compact disc* featuring the *sarod* maestro worldwide through international distribution channels.