

A testament to Meghalaya's rich musical talent and creative expression is embodied by the Chief Minister's - Meghalaya Grassroots Music Program (CM-MGMP) across two successful seasons. Featuring live performances, busking sessions, café gigs, and street shows, nurtures budding artists, supports livelihoods, brings national and international artists to the state, and unveils the hidden musical talent of Meghalaya's youth to a wider audience. The program continues to stand as a powerful reminder that music in Meghalaya is not merely entertainment—it is a catalyst for opportunity, community, and cultural pride.



MGMP Garo Hills Instagram Page



MGMP Khasi, Jaintia and Ri Bhoi Instagram Page



Meghalaya Tourism MGMP Section

ghalaya Grassroot Music Projec











Small, independent venues are so, so important to the music community, and I've played some of my favourite gigs of my career in these rooms.

-Ed Sheeran

Message from Leadership



Shri Conrad K Sangma

Honorable Chief Minister of Meghalaya

Dear young musicians and creative citizens, Meghalaya has long been recognised as a land deeply rooted in music, from timeless tunes of indigenous folk traditions to contemporary rock and fusion. As the musical landscape continues to change rapidly, there's a growing need to support young musicians through inclusive, grassroots platforms.

We introduced the Meghalaya Grassroots Music Project in 2022, with a simple yet ambitious goal: to turn the raw energy of our hills into a real and sustainable opportunity. MGMP has become a launchpad where talent meets livelihood, giving thousands of young people the chance to earn, learn and dream without leaving home. This book highlights how each journey helps shape the future of the state. Let us continue to practise with dedication, collaborate with purpose, and remain steadfast in the belief that music can profoundly influence and uplift the economic landscape of our hills. Let us reaffirm our commitment to support the voices that will define the sound of tomorrow.

Khublei shibun (Mitela/ Thank you) & best wishes for Season 3.



Bah Paul Lyngdoh

Honorable Tourism Minister of Meghalaya

Friends in music and tourism,
Meghalaya has always attracted travellers with its
waterfalls, living-root bridges and emerald valleys;
now, thanks to MGMP, visitors also come for the
soundtrack. From bustling cafés in Shillong to open-air
gigs along the Umngot River, music
is lengthening tourist stays, boosting local
spending and filling our evenings with fresh stories.
Looking ahead, the Department of Tourism will work to
place MGMP showcases in every major Indian metro
and select international festivals. We will streamline
permits, offer marketing support and forge
partnerships so that Meghalaya's voice is heard
wherever great music is celebrated.

To our artists: keep telling the story of these hills with honesty and flair. To our hospitality partners: keep the doors open and the lights warm. Together, we will build a tourism economy where culture is both the invitation and the reward.

See you on the next stage—near or far.

Khublei shibun & best wishes for Season 3



Dr Vijay Kumar D., IAS

Commissioner & Secretary, Tourism

The Meghalaya Grassroots Music Project (MGMP), launched in 2022, has grown into a powerful movement, transforming lives through music. From Shillong cafés to remote villages, it has created a vibrant network of artists, businesses, and cultural exchange. MGMP empowers youth, sustains local heritage, and fuels a growing creative industry. With Season 3, we're expanding artist support and going global—amplifying Meghalaya's voice like never before.

Dr. Vijay Kumar D., IAS Commissioner & Secretary, Tourism Government of Meghalaya



Shri Cyril V. Darlong Diengdoh

Director of Tourism

For visitors, Meghalaya is already a feast for the eyes—MGMP makes it a symphony for the soul. Imagine hearing an acoustic trio at Nohkalikai Falls or folk vocals echoing in Arwah Cave. Cafés now host daily shows, turning passers-by into regulars. Guests even rearrange plans to catch performances. By enriching itineraries with music, MGMP boosts local businesses and spreads tourism benefits. The Department of Tourism will keep amplifying these moments—because when tourists dance with locals, everyone leaves richer.

Shri. Cyril V. D Diengdoh, IAS Director of Tourism, Government of Meghalaya





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The Origins of MGMP

Launched in **April 2022** by the Hon'ble Chief Minister Shri Conrad K. Sangma, the Meghalaya Grassroots Music Project (MGMP) was born from a simple yet powerful idea: that music could create livelihoods. With local cafés, town squares, and scenic spots as stages, MGMP reimagined performance as both expression and employment.

From its first gig in Shillong's cafés to a packed crowd in Tura, MGMP turned everyday spaces into cultural venues—giving local artists their first paid shows and placing Meghalaya's sound on the map.

Vision:

To empower home-grown musicians through platforms that preserve tradition, spark innovation, and enable sustainable careers.

Mission

- Make performance accessible in all districts.
- Celebrate folk roots while encouraging new sounds.
- Guide artists with mentorship, studio access, and residencies.
- Connect music with tourism for shared growth.
- Strengthen the music economy with jobs across the creative chain.



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"We believe that music has the power to unite communities, celebrate diversity, and tell the stories of our land. The Meghalaya Grassroots Music Project is our commitment to nurturing and celebrating our local talent, fostering an atmosphere where musicians, songwriters, composers, and all those involved in the musical industry can thrive.

- Shri Conrad K. Sangma

Honorable Chief Minister of Meghalaya

Where it all Began



MGMP Inauguration Day





"

"MGMP has been a catalyst for showcasing our local talent, opening doors for Shillong's artists to reach wider audiences and collaborate with peers and professionals. Under this initiative, artists have grown their skills, connected with event organizers, and contributed to a thriving creative community. Today, Shillong stands as a beacon for artistic innovation and cultural exchange, reflecting the remarkable progress of both our local talent and the broader music landscape."

"

- Bah Paul Lyngdoh

Honorable Tourism Minister of Meghalaya

From Local talents to Livelihood

7750 +

Artists have performed under MGMP across its first two seasons.

5400 +

Artists supported across all 9 districts in Season 2 alone.

13,104

Shows delivered to date

at

245 %

Surge in shows from Season 1 (2,943 shows) to Season 2 (10,161 shows)

5x Times more shows in season 2

The Meghalaya Grassroots Music Project (MGMP) has significantly enriched the tourism landscape of Meghalaya by integrating live music into public spaces, festivals, and iconic travel destinations. Through its innovative model of performance-based artist engagement, MGMP has transformed ordinary tourist circuits into vibrant cultural stages, offering immersive experiences for visitors and new livelihoods for locals.



₹10,000/month

Average earnings per performance, turning passion into viable income.

175 Salaried Jobs

Salaried jobs created for crew and coordinators, with monthly incomes of ₹15,000-₹25,000.

₹38.69 Crore
of total investment made
by Government of Meghalaya

Some top acts earned ₹2.3 lakh+ in one season



Transforming the Tourism Experience

MGMP has reshaped the way travellers experience Meghalaya. No longer just a land of waterfalls and forests, the state now hums with live melodies that elevate every journey. From caves to cafés, music has become an essential part of the travel itinerary—unexpected, authentic, and unforgettable.

Iconic locations like Arwah Cave, Ward's Lake, and Khyndai Lad now host regular live music.

30-40% increase

In daily footfall during event weekends in Cafés in Shillong, Sohra, and Mawlynnong





6500+

direct and indirect livelihoods supported in three years.

30% Revenue Boast

reported by 60+ small businesses.

MGMP Timeline

Apr 2022

Oct 2023

Mar 2024

Jul 2024

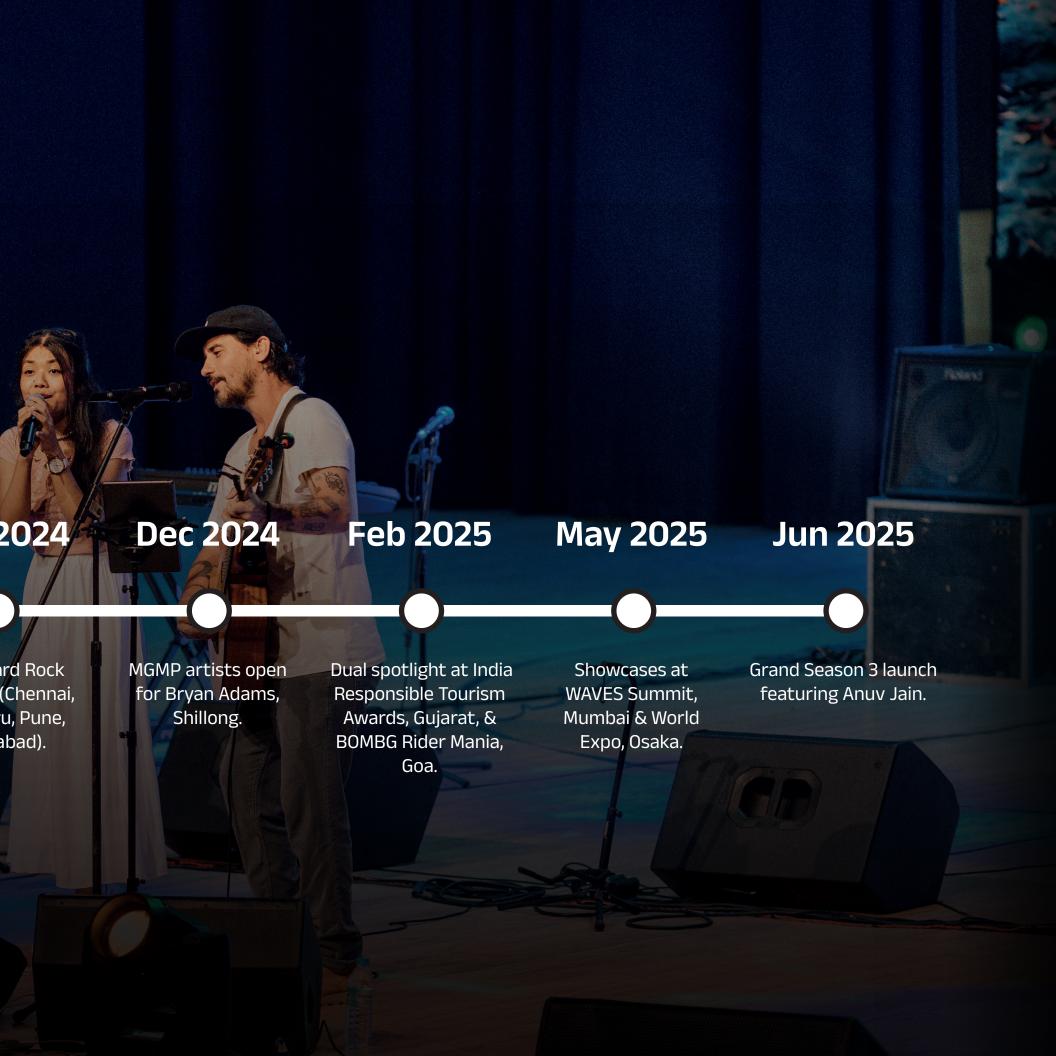
Aug 2

MGMP launch by Hon'ble CM.

Season 2 kicks off statewide.

First MGMP Artist Awards night crowns 30 inspiring acts. Pineapple Festival,
Delhi – MGMP
soundtrack to
Meghalaya's
sweetest export.

4-city Ha Café tour Bengalur Hydera



The Stage is National and Global

Artists, bands and sibling duos who once searched for a stage now headline cafés, festival lawns and even international arenas thanks to MGMP. These stories capture the difference a platform and financial support can make.



Hard Rock Café Collaboration

MGMP's partnership with Hard Rock Café catapulted Meghalaya's music onto the national stage. Three standout acts—Thunder's Cave, Ahaia, and Alive—headlined across iconic venues. Thunder's Cave opened at Hard Rock Café Bengaluru (6 Aug 2024), Ahaia wowed Hard Rock Café Pune (9 Nov 2024), and Alive closed in Hyderabad (30 Nov 2024), later earning a slot at the Lalaland Flea. The series amplified emerging voices and forged new cultural bridges.



Opus Productions



Hard Rock

CHENNAL

FROM SHILL

Marsha

Music Travel Love Concert, Shillong

On 20 Jul 2024, global duo Music Travel Love performed their first Shillong concert before **1,500+fans** at Lariti Auditorium. MGMP artists **Shanlang**, **Elena**, and **Kyntiew** joined them live, receiving on-stage mentorship and boosting their profiles—proof that MGMP connects local talent with worldclass opportunities.

1,500 +

1,500+ attendees at the Music Travel Love concert in Shillong.



Bryan Adams Opening Act

Rock icon Bryan Adams' inaugural North-East concert (10Dec 2024) saw MGMP **band LB3** fire up a **crowd of 30,000** at Shillong's Polo Grounds. Their soul-rock set earned national headlines and validated MGMP's artist-development model.



WAVES Summit 2025, Mumbai

From 1–4 May 2025, MGMP artists **Dalarity Kharnairor, Banshailang Mukhim, Cherginchi, and Chihitcho** showcased Meghalaya's sound at India's premier sustainability forum. With the Hon'ble Prime Minister in attendance, the event drew investors and media, sparking fresh collaborations and bookings.



World Expo Forum, Osaka

In May 2025, artists united under "**Ku Rang ka Ri**" at the Bharat Pavilion, World Expo Forum Osaka. Their **daily performances** and workshops on traditional instruments captivated international audiences and opened doors for future cross-continental exchanges.



Voices from Movement

MGMP's partnership with Hard Rock Café catapulted Meghalaya's music onto the national stage. Three standout acts—Thunder's Cave, Ahaia, and Alive—headlined across iconic venues. Thunder's Cave opened at Hard Rock Café Bengaluru (6 Aug 2024), Ahaia wowed Hard Rock Café Pune (9 Nov 2024), and Alive closed in Hyderabad (30 Nov 2024), later earning a slot at the Lalaland Flea. The series amplified emerging voices and forged new cultural bridges.



- Namrangsa: As local artist it is not easy to find opportunity but MGMP has been a constant source of encouragement and guidance. >>
- KRAK Gang Rap: Started our journey in 2017 (2 band members). Making music on spotify and youtube. Since hiphop is a minority in the society it is difficult to get shows. Focus only in the production side of music. MGMP has helped get more shows to grow as an artist. Been doing shows since 2023. Major show in MGMP final, MiGong Festival, share stage with Sean Kingston.
- Kilano Sumer: Standing here as one of the artist who got to perform in the state. As a singer I do not get the chance to perform to showcase my talent, through MGMP I am getting this platform to showcase my talent. With the help of this project, I can earn through my song. A special gratitude to Government of Meghalaya, Meghalaya Tourism for giving us this golden opportunity. Thanking the chief minister of Meghalaya.
- Miek Mic: Thanking the Tourism minister Paul Lingdoh and chief minister Conrad Sangma, and MGMP for creating the platform that benefited the youth and artist of different genre.
- Cafe Owners: Uni: Owner of Cafe Sola: MGMP has benefitted the cafe especially for the cafes that want live music. It is difficult to have gigs everday/week and to amke payments.

- Jareth Godwyn Lamare | Green Haven (BHOI): Having mgmp has really helped my cafe and created a good musical atmosphere for my customers I hope mgmp will continue with the shows they haven been organising.
- Mr. Shan Warbah | Meili Resort (SOHRA): MGMP has undoubtedly added a touch of vibrancy and charm to our establishment, enhancing its overall ambiance. Our guests have thoroughly enjoyed the live shows, appreciating the energy and entertainment value they bring. Thank you for bringing your talent and enthusiasm to our property.
- Micholas Wallang | La Nicholas Dei Da Kine Resort (BHOI): One of the best decision by Meghalaya Grassroot project great entertainment for the Resort Guest who came to stay in the resort as well as guest visit the restaurant it create the delight atmosphere and encourage an emerge talent of our very own young artist and talent atleast will need more often of this kind of programme and musical evening.
- Kevin Kharhunai | Golflink, Lumshyiap (SHILLONG)

 The Meghalaya Grassroot Music Project has brought vibrant energy and cultural richness to my cafe, transforming it into a lively hub for local talent and community gatherings. Its presence has not only elevated the ambience but also increased footfall, fostering a deeper connection between music, people and place...
- Namrangsa: As local artist it is not easy to find opportunity but MGMP has been a constant source of encouragement and guidance.

- Jamoi Sangma: MGMP for giving artist and opportunities to perform and making gigs available for us. Artists like Jamoi Sangma didn't have shows, but with this project a lot has change, there has been significant change in here. And thanking the people responsible for it.
- **Cliff Dkhar:** Owner Aroma Eatery: Gratitude to MGMP that helped us to collaborate with the MGMP and artist to entertain the customers and gets to listen to live music.
- Manager | Orchid Lake Resort (BHOI): Musical evening organised by MGMP create a warm and cozy atmosphere and added a good vibes to the restaurant ambiance with local artists performing and showcasing their talent which is much appreciated by all the guests visiting our resort, as a result it has enhanced the overall service and is highly recommend.



Amo Daring (Solo Artist · Tura)

Meet Amo Daring, a talented singer-songwriter hailing from Tura. Amo's musical journey began at the age of 4, with her mom encouraging her to sing at various events. Growing up, she developed a diverse taste, inspired by Taylor Swift, Justin Bieber, as well as emo bands like Bring Me The Horizon and Black Veil Brides.

At 23, Amo released her first music video, "Mairongpile ka'saa," followed by the single "Agilsak." Her genre seamlessly blends pop and soft rock, drawing inspiration from artists like Harry Moore, One Ok Rock, Adele, and Beyonce.

Before joining the Meghalaya Grassroots Music Project, Amo faced challenges lack of motivation, financial instability, and a limited network within her hometown's music scene. However, since joining the Meghalaya Grassroots Music Project, Amo's life took a positive turn.

The project provided financial support, introduced her to fellow artists, and helped her navigate the local music industry. Amo expresses gratitude to the Meghalaya Grassroots Music Project for offering invaluable opportunities and a platform that has significantly contributed to her growth as an artist.



Snam Rangsa (Multi-instrumentalist · Tura)

Snam Rangsa, a talented musician hailing from the small town of Tura, found his passion for music at an early age. Having pursued music grades at the Rhythm School of Music, he embarked on a musical career in 2022, releasing original compositions since 2012 and working as a session musician since 2018.

Despite the challenges faced by artists from smaller towns, Snam Rangsa's interest in genres like Lo-fi, Pop, RnB, and Soul kept him dedicated to his craft. The absence of local gigs made it difficult for him to showcase his talent and earn a living before the Meghalaya Grassroots Music Project (MGMP) came into play.

MGMP became a turning point in Snam Rangsa's journey, providing a platform that not only boosted his self-esteem and confidence but also offered practical support. Through MGMP, he secured opportunities to perform at various shows, including coveted slots at Live sessions by Tinder, Megong Festival, and more. Beyond the artistic growth, MGMP played a crucial role in his financial stability, propelling him from the initial stage to greater heights.

Featured in 10+ festivals and sessions since MGMP involvement.

Alive (Band · Shillong)

The Band Alive is a band of brothers from Shillong who dreamed of playing big stages but were limited to seasonal wedding gigs.

When the Meghalaya Grassroots Music Project (MGMP) came along, it became their gateway to real opportunity. Night and day they brought their tight, high-energy sound to cafés, street corners, and small local events—which eventually led to multiple bookings across the city.

In MGMP Season 2, they emerged as the project's top-performing band. Through MGMP, they performed at the Pineapple Festival in Delhi, opened for Music Travel Love in Shillong, and appeared at Hyderabad's Hard Rock Café—an engagement that led to a booking at The La La Land Flea Concert later that same week.

Their defining moment arrived at BoomVerse Festival 2025, opening for rock legends Mr Big—who personally praised their electrifying set. Thanks to MGMP's financial support and prestige, they've shed their "grassroots" label: multiple event managers are now contacting them to book shows across Northeast India, and they're investing their earnings in studio time to record their first original tracks.



Zac & Dan (Sibling Duo · Ri-Bhoi)

Quote from the Brothers "Performing at MGMP events has really helped us grow as artists in many ways. It has given us a lot more exposure, allowing us to reach a bigger audience and helping more people discover our music. Being on stage in front of different crowds has been a great experience because it lets us connect directly with listeners. The way the audience reacts gives us live feedback, so we understand what they enjoy and what we can improve. Each event challenges us to keep getting better, pushing us to work on our skills and try new things creatively. Overall, it's been a fantastic opportunity for us to grow and learn, both as performers and as musicians.

Our experience with the MGMP events has been quite positive. The event organization has been smooth, making it easy for us to focus on our performances rather than worrying about logistics. The MGMP team has been incredibly supportive, providing us with guidance and assistance whenever we needed it. They really care about the artists and ensure everything runs well, from sound checks to set times. The overall atmosphere at the events has been vibrant and encouraging. There's a strong sense of community among the performers, and it feels great to share the stage with other talented artists. The energy from the audience and the excitement in the air create an inspiring environment that motivates us to give our best. Overall, it's been a fantastic experience that we truly appreciate"

Gained over 15 live show opportunities and 300% increase in social media reach.



Needay (Jaintia)

"Performing at MGMP events has been transformative for me. It's not just about the exposure; it's about the connection I've made with my audience. I've learned to choose songs that resonate with them, and seeing their joy when they sing along is fulfilling. MGMP has boosted my confidence, helped me grow as an artist, and given me a platform to share my passion"

Gary Plain (Jaintia)

"As a solo artist, performing at MGMP events really helps my music career. I've been a singer, a songwriter and a musician since then but I've never got the chance to showcase my talent and since they launched the project "MGMP" it's been a turning point for my life. I got the chance to perform and showcase my talent and yeah it helps me reaching my dreams"

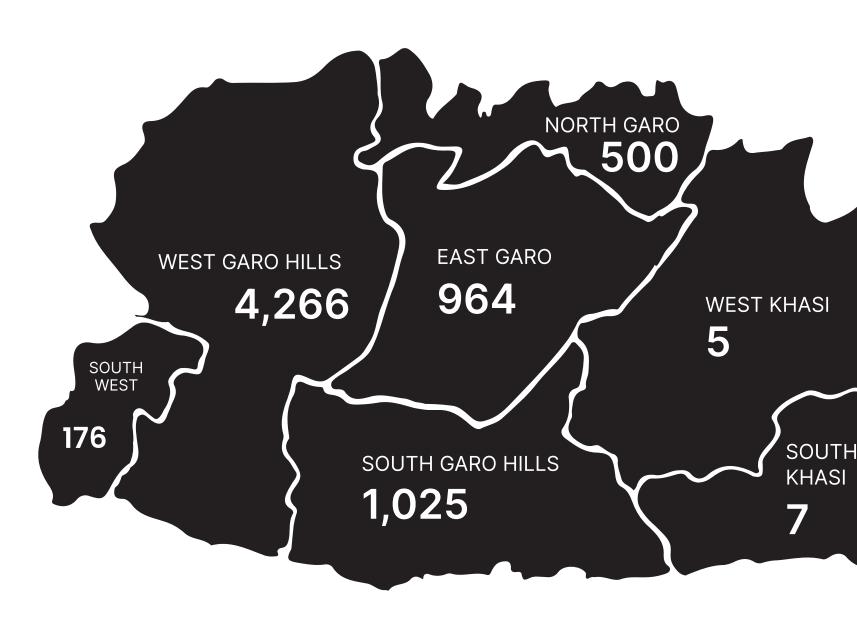


Habanjop Thiaw Tiewsoh, CEO, OPUS Productions

"As the CEO of Opus Productions, I've seen firsthand how the Meghalaya Grassroots Music Project has transformed not just the music scene, but also the employment landscape in our company. Through this project, we've been able to provide over 65 salaried roles to young people across various districts of Meghalaya, many of whom were previously unemployed. This initiative has not only helped us grow as a company, but it has also opened up so many new opportunities for collaboration and growth. I want to extend my heartfelt thanks to the Government of Meghalaya, the Honourable Chief Minister, and the Honourable Tourism Minister for their vision and support in making this possible"

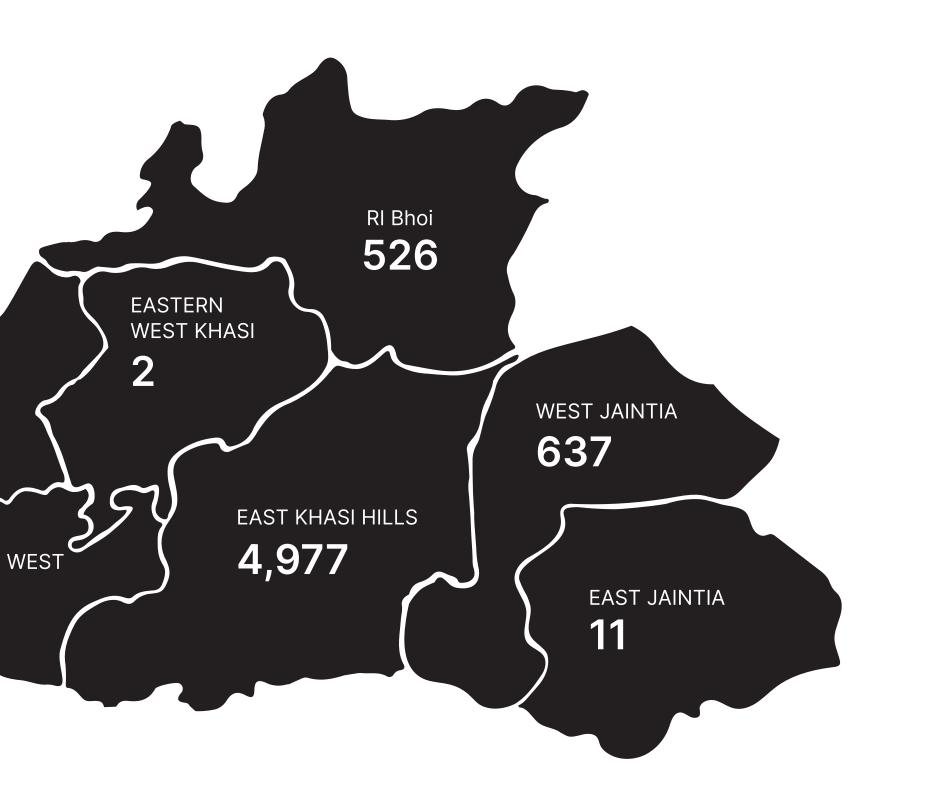


Shows Across Meghalaya



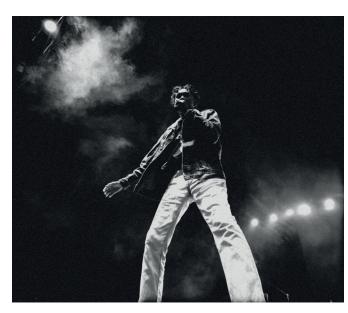


13,104 performances by **7,750+** artists from **12** districts in just two seasons.



Memory Wall

MGMP Season 2 spread its wings far beyond home. Beyond the buzz of local cafés and street corners, our artists travelled the length of India—and even as far as Japan—commanding Hard Rock Cafés, sharing stages with global icons such as Bryan Adams and Music Travel Love, and turning heads at flagship forums, summits, and world expos. The snapshots that follow celebrate those giant steps and the new collaborations they have sparked.





















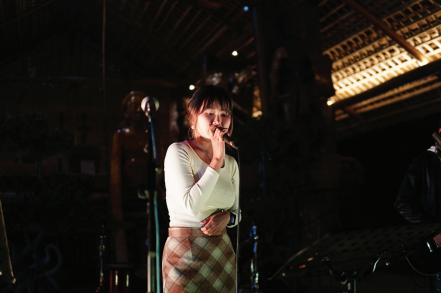










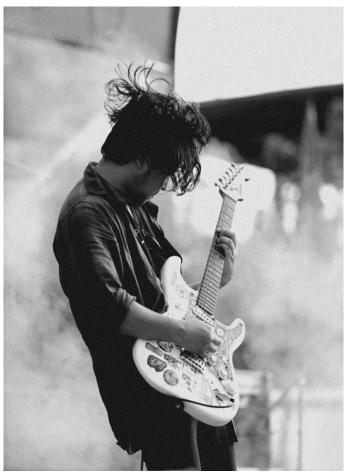


































Looking Ahead

- Season 3 Vision: extend MGMP circuits to West Khasi Hills and **debut national &** international showcases.
- Introduction of a **Tier-Based System** to ensure fairness and transparency for all participating artists.
- MGMP District Exchange Programs rotating gigs that let artists perform in neighbouring districts, fostering collaboration and cultural exchange.
- MGMP YouTube Channel Launch a dedicated digital stage for live sessions, documentaries and behind-the-scenes stories.
 petition – nurturing young talent through statewide competitive platforms.
- MGMP Studio Space establishing a hub for professionally recorded, original music and live sessions.
- Professional Workshops bringing renowned music professionals to mentor and upskill MGMP artists.
- Recording Access partnerships with MGMP-approved studios offering subsidised recording packages.
- Inter-School Singing Competition nurturing young talent through statewide competitive platforms.

Acknowledgements & Credits

Department of Tourism & Meghalayan Age Ltd. – **Project Conceptualisation** and Implementation

OPUS Productions ArtSourced · Achik Tourism Society · Nokpante ·

- Event Management Agencies

Local Cafés, Restaurants & Communities – Heartbeat of the movement.















The song never ends—it only finds new voices