



Communicating the Joy of Musical Instrument Performance to Children in India through Instrumental Music Education

- Initiatives for Introducing Instrumental Music Education into India -

India boasted an estimated population of approximately 1.3 billion in 2020 and is projected to surpass China as the world population leader in 2030. This country is garnering a great deal of attention for its seemingly limitless potential, as indicated by factors such as its GDP growth rate, and a number of Japanese companies are expanding into this market accordingly. The Yamaha Group's presence in the Indian market can be traced back to the 2008 establishment of local subsidiary Yamaha Music India Pvt. Ltd. With the start of operation of our first production site in Chennai, India in 2019, we are now developing operations that integrate manufacturing and sales in which we produce and sell entry-level portable keyboards, acoustic guitars, and professional audio equipment to the growing Indian market as well as to other emerging markets.

We also launched the School Project in India in 2018 to support the provision of unique musical performance experiences. Through this project, we aim to communicate to Indian children the joy of musical instrument performance and to help them grow in a more fulfilling manner.



School Project Advanced in Five Countries

Yamaha develops Yamaha Music Schools and other music education programs on a global basis to provide opportunities for people of all ages to experience the joy of musical instrument performance and to learn about music. We have been advancing the School Project primarily in emerging countries since 2015. This project is an initiative for supporting children lacking opportunities to play musical instruments by helping them experience the joy of musical instrument performance. Together with local subsidiaries in target countries, Yamaha is creating opportunities for children to play musical instruments in various settings throughout society.

One characteristic of the School Project is the Music Time Program, a unique program that provides musical instruments, teaching materials, and instructional know-how in a packaged format in regions where music education primarily consists of classroom learning lacking opportunities to actual play instruments. It is not uncommon for music teachers in such regions to have almost no experience playing instruments. To address this issue, we supply educational content that enables students to have fun learning how to play

instruments like recorders and portable keyboards. As of March 31, 2020, the School Project was being instituted in five countries. In these countries, this program is adapted through means such as the incorporation of local music traditions and the holding of events allowing participants to present what they have learned. Through this approach, we are delivering more energizing musical instrument experiences matched to the local culture of the respective countries.

The ultimate goal of the School Project is to provide children all over the world with equal access to high-quality musical instrument performance experiences. One success with this regard is expected to be seen in Vietnam, where we have been engaged in efforts to introduce and entrench instrumental music education into elementary and junior high school education in collaboration with Vietnam's Ministry of Education and Training. As a result of these efforts, recorder instrumental music education is scheduled to be introduced into the educational curriculum guidelines of this country in September 2020, providing children with equal access to musical instrument performance experiences.



Music class in Indonesia



Recorder class in Vietnam



