

CHOLA'S GOT T★LENT

The
Carnatic
Craft With
Shreya

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Say hello to **Ms. Shreya Vasudevan**

She is a Carnatic singing sensation and a vital part of Chola's Analytics team. With a voice that seamlessly blends emotion and precision, Shreya is a true crowd-charmer, captivating audiences every time she steps onto the stage, and her exploits at the Raga Saga are legendary. Her journey from early lessons to powerful performances is a beautiful reflection of passion, dedication, and the timeless allure of music. We had the opportunity to engage in a thoughtful conversation, and here's how it unfolded.



So, how did this beautiful journey into Carnatic music begin?

Thanks to my parents, I was introduced to music in 1st grade. I think I was naturally inclined towards Carnatic music, and I enjoyed every aspect of it from the start. For the past 18 years, I've been learning under my guru, Ms. Meera Ganesan, and I'm incredibly grateful for her guidance.



You started so early. Were there moments you second-guessed yourself?

Yes, absolutely. There were times I wondered if I should focus more on academics. But my parents encouraged me to pursue both. A lot of people juggle more than this, so I think having strong family support made a huge difference.



What's the first big performance you remember fondly?

It was during a Margazhi Maha Utsavam. As kids, we were given 15-minute slots to showcase our talent before a big crowd. That experience helped me overcome my stage fear after two or three such performances. Later, I joined the school choir, which also boosted my confidence. One of my most memorable performances was during a college cultural fest—singing in front of a massive audience was truly special.



How do you find time to keep your skills sharp?

It really comes down to time management. I usually practice on weekends. Weekday sessions depend on my mood, but when I'm preparing for an event like Raga Saga, I make sure to give myself at least two weeks of dedicated practice.

Since your voice is such a crucial part of your craft, do you follow any specific habits to maintain it?

I keep it simple, I drink a lot of hot water. I don't deprive myself of any food, but if I have something cold like ice cream or a drink, I follow it up with hot water to balance things out.



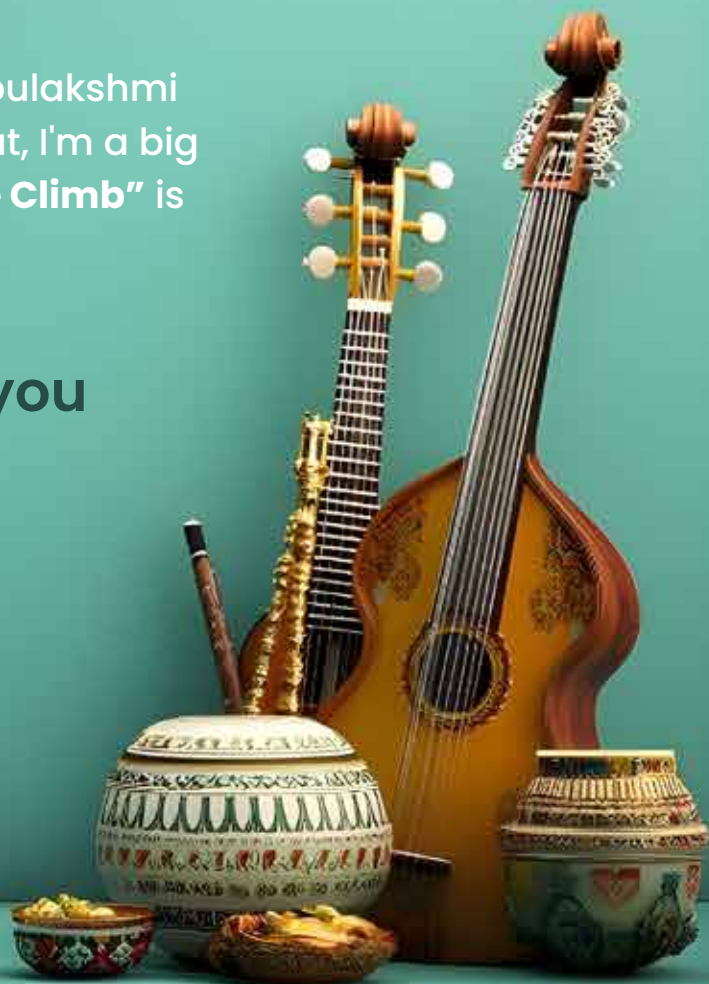


Who has influenced your musical journey the most?

In Carnatic music, definitely MS Subbulakshmi and Bombay Jayashri. Outside of that, I'm a big fan of Miley Cyrus and her song **"The Climb"** is one of my all-time favorites.

As a performer, how do you deal with criticism?

I take criticism very seriously. I'm someone who doesn't give up easily. I keep trying until I succeed. Constructive feedback helps me grow, and I pay close attention to it.



Do you have a personal motto you live by?

It might sound deep, but here it is:
"The day a blind man sees, the first thing he throws away is the stick that has helped him all his life." It's about valuing the things that shape us and remembering what helped us reach where we are.

Any future aspirations in music?

I definitely want to perform more. Social media is great, but for me, it's about the magic of performing live, in front of a large audience. I'm also open to teaching someday, but I'll wait for my guru's blessing before taking that step.



Shreya's story is a melodious reminder that with grit, grace, and the right guidance, one can balance both passion and profession.

Her journey is far from over, and as her voice continues to win hearts, we can only wait eagerly to hear what she sings into the world next.

Chola is proud of you, Shreya!