



Prabha Khaitan Foundation Journal

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Prabha

Presenting, the first edition of *Prabha*

Hello,



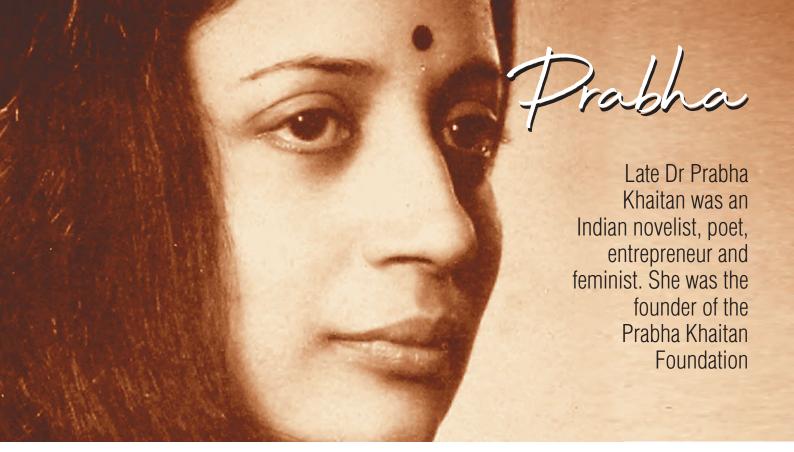
MANISHA JAIN
Communications & Branding chief,
Prabha Khaitan Foundation

am delighted to introduce this first edition of Prabha Khaitan Foundation's newsletter - Prabha. Even though we have a distinguished media and social media presence, yet we've made an effort to bring most activities under one roof through this publication. In order to keep you updated, we have continued with the traditions of communicating about significant events and activities of the Foundation that run their course throughout a month. I would like to take this opportunity to, again, invite the timely reports and submissions from our associates for our future editions. This will help put together this endeavour in reaching out to our stakeholders who are tirelessly engaged in propagating the ideals of the Foundation for humanitarian cause and learn from each other's shared efforts.

Apart from our initiatives, the newsletter will also talk about our associates, Ehsaas Women, our Hospitality Partners without unflinching support, engagements wouldn't have been possible. As you will notice we have featured articles in this edition from our associates on topical issues of interest or of their activities. We take this opportunity to invite you to send in your articles so your work can exemplify what the Foundation has been attempting to pull off. Feel free to share any ideas which you deem can come out as a feature in the newsletter and can articulate our work. You may write to us at newsletter@pkfoundation.org.

Once again, a huge thank you to all who contributed to these wonderful articles without which there wouldn't have been this newsletter's Pilot issue. Last but not least, I would like to thank the creative and the content teams for their everlasting support in helping us bring out this edition.

Presenting the first edition of the newsletter! Hope you enjoy reading it.



Driving development through promotion of cultural legacies

OUR GUIDING LIGHT: DR PRABHA KHAITAN

ate Dr Prabha Khaitan was an eminent Indian litterateur, philanthropist, social worker entrepreneur and feminist. She was the founder of the Prabha Khaitan Foundation and was actively involved in initiatives that further the cause of women empowerment. Her vision of working for a better tomorrow drives the machinery of the organisation and is embodied in her famous words: *Karma hi jeevan hai* (Work is life)

ABOUT PRABHA KHAITAN FOUNDATION

Prabha Khaitan Foundation is dedicated to the socio-cultural welfare and humanitarian cause in Indian society. It is a non-profit trust founded by Late Dr Prabha Khaitan. Based in Kolkata, the Foundation promotes art, culture and literature, and collaborates with caregivers, committed individuals and like-minded institutions to implement cultural, educational, literary and social welfare projects in India.

Prabha Khaitan Foundation supports the UNESCO view that cultural development has the potential to be an alternative way of promoting sustainable development in poor rural communities, especially in the third-world countries. For us, culture stands for language, music, literature, visual arts, dance, drama, oral traditions, and traditional practices. The objective of the foundation is to create an enabling structure and promote networking so that communities engage with each other to work towards building positive self-esteem, inspire creativity and promote culture and knowledge.

OUR INITIATIVES

To promote and recognize talent in literature, art, folk music and dance, films, the Foundation organizes events throughout the country and beyond its shores. These campaigns are held to motivate and inspire the listeners and spread awareness about our cultural capital. Here are some of our initiatives:

Kalam: providing a platform for Hindi literature

- The Write Circle/An Author's Afternoon: providing platform for English literature
- Aakhar: providing platform for regional literature
- Lafz: Providing platform for Urdu, Arabic and Farsi literature
- Ek Mulakat: providing platform to eminent personalities from various segments of society
- Sur aur Saaz: providing platform to traditional musicians and performing folk artists
- Kitaabein: providing platform for book launches
- Chalchitra: providing platform to screen films/documentaries

One of the prime initiatives of Prabha Khaitan Foundation is – Ehsaas – Women of India.

The Foundation believes that the women of today are the catalyst for change in the times to come and it brings together minds who think of a better future and pledge to make a difference. Ehsaas is a conglomeration of women from all walks of life who are graceful in their own ways and inspire others for betterment of the society and promote Indian culture.



'Indian politics is SURREALISTIC'

A few excerpts from Ashutosh's interaction where the former politician spoke about his book, *Hindu Rashtra* and the present state of Indian politics





s the country voted — and waited — to elect the new Lok Sabha, audience got to hear about politics from the perspective of an author who has been a journalist and was also actively involved in politics.

Attendees at the 67th Author's Afternoon got a high dose of politics and ideological narrative from their journalist-turned-politician guest, author Ashutosh at the peak of the election season. The discussion was on expected lines, since his book, *Hindu Rashtra* is a telling account of changes sweeping across India, as seen from the eyes of a journalist with political leanings. Ashutosh took all of 48 hours to quit his

23-year-old job as a journalist to join the Aam Aadmi Party in 2013. He eventually quit his party — and politics — in 2016, as he said 'it lacked moral capital'.

Through his book, *Hindu Rashtra*, Ashutosh narrates his views about RSS that he describes as a 'civilizational project' rather than a political project. He was vocal about his criticism of 'saffronization' of the Indian society, which has ushered in a psyche of fear. He also called Indian politics surrealistic. During his in-

teraction with the audience, Ashutosh touched upon some much-talked about topics like Hindu-











ism, Islam, triple t*alaq*, *tukde tukde* gang, EVM manipulation, and IT Act, among others.

The author was in conversation with Manoj Mohanka, who raised persistent questions, alluding to the fact that Ashutosh was biased against Hindus. The author took it in his stride and put forth his arguments for the same. Responding to a question from a student, "What is the difference between Hindutva and Hinduism?" Ashutosh said, "Hindutva is a political idiocracy which has nothing to do with the ideology of Hinduism."

The guest author concluded the session with the though that a resilient religion like Hinduism cannot be ruled by a single party, ideology or leader, because of its diversity. The session mostly revolved around Indian politics and society, which the author has dealt at length in his book.

An Author's Afternoon is presented by Shree Cement Ltd in association with Taj Bengal, Kolkata.





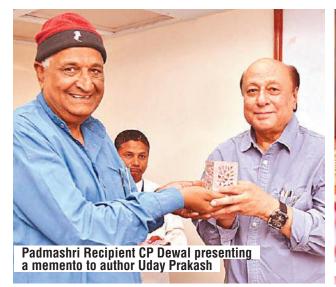
I think it was a very enlightening session. It is rare for an author to interact with a crowd which really understands and appreciates. The most important thing was that the audience was willing to listen, and I think it is wonderful in that sense. I really appreciate the initiative of the Foundation

Ashutosh, on his experience at An Author's Afternoon





Uday Prakash, who has been an academic, administrator and journalist, was in conversation with Anant Bhatnagar in Ajmer





NO CRITICISM? CREATIVITY



enowned writer and poet, Uday Prakash shared anecdotes from his journey as an author, while in conversation with Anant Bhatnagar in Ajmer. During the session, the writer discussed his book, *Ishwar Ki Aankh* (God's Eye).

The author, who was born in Madhya Pradesh and writes in Hindi, introduced himself as a native of his language and as a poet whose poems later evolved into stories.

Sharing his experiences with the audience, Prakash said, "Without criticism there can be no creativity." He added that a writer/author can never be discriminatory.

Besides Hindi, Uday Prakash's books are also available in English, German, Japanese and other foreign languages. Some of his stories have been converted into feature films and TV serials.

Kalam Ajmer is presented by Shree Cement Ltd in association with WeCare Jaipur and Ehsaas Women of Ajmer.





I'm a native of my language and a poet whose poetry itself evolves into stories... Without criticism, there can be no creativity and a writer/author can never be discriminatory.



Kalam_Rajasthan

Uday Prakash also spoke at a session of Jaipur Kalam. He was in conversation with LP Pant

Writers are rare birdsong







ne cannot be courageous in the absence of fear", in the words of renowned poet and short-story writer Uday Prakash, who was speaking at the Kalam Jaipur session. The author was in conversation with LP Pant, Dainik Bhaskar's state editor for Rajasthan.

Prakash made an interesting observation during the session — that the current generation has forgotten how to maintain a healthy balance between work and relaxation. "Whoever came up with the idiom, aaraam haraam hai was completely wrong because relaxation is essential to rejuvenate the mind. Today, most people have no time for relationships, friendships, family or creative pursuits," he added.

On being asked about turning down an award after the murder of writer MM Kulbergi, Prakash responded that some decisions come straight from the heart. He also clarified that the same was not an attempt to attain publicity, create controversy or make any kind of political statement.

The accomplished poet-writer was also asked to differentiate between an author and a writer. "Before the advent of science, the storyteller was considered the author of any story; like Krishna with the Bhagvad Gita. But after the advancement of science and technology, politicians and scientists have also evolved into writers," he explained. Prakash added that literary writers like himself were like rare birdsong. "Nature and creativity will survive if we survive," he concluded.

Kalam Jaipur is presented by Shree Cement Ltd in association with Dainik Bhaskar, Jaipur Marriott and WeCare Jaipur.





STEADFAST INTHE **FACE OF PROTESTS**

Bhagwandas Morwal

Bhagwandas Morwal, who has highlighted the issues of Mewat, spoke about his life in Ahmedabad

hagwandas Morwal, author of Babal Tera Des Mein, Kala Pahar and Narak Masiha, among others, holds a Masters' degree from Rajasthan University and also has a diploma in journalism. Apart from his novels, Morwal has also written a collection of books, four collections of stories, and has edited many books.

Characters in his works epito-

mise the Ganga-Jamuni nature of the Hindu-Muslim civilization. He is the recipient of many awards, including that from the Delhi Hindi Academy. He had to face strong protests for his account of life in Mewat. Keeping the conversation going was Naresh Gulati.

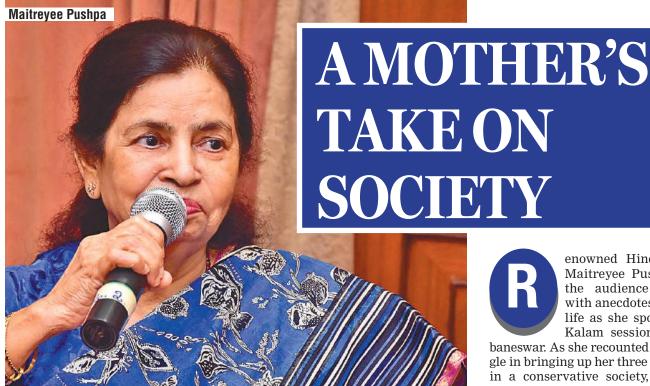
Kalam Ahmedabad is held in association with The House of MG, Karma Foundation and Ehsaas Women of Ahmedabad - Priyanshi Patel.







Maitreyee Pushpa, who has penned ten novels and seven short-story collections, speaks about her portrayal of village life and struggle as a woman writer



Ehsaas Woman of Bhubaneswar

Vedula Ramalaxmi

The author signing copies of her book



Narrating anecdotes from her second autobiography, Maitreyee Pushpa recounted her struggle in bringing up her three daughters in a conservative society

enowned Hindi writer. Maitreyee Pushpa kept the audience engaged with anecdotes from her life as she spoke at the Kalam session in Bhubaneswar. As she recounted her struggle in bringing up her three daughters in a conservative society, the awestruck audience responded with a thunderous applause.

Shagufta Zabeen, who moderated the event, spoke about Pushpa's second autobiography. The author was introduced to the guests by Dr. Vedula Ramalakshmi, Ehsaas Women of Bhubaneswar. Kishan Khandelwal felicitated the author. Snehlata Das presented a memento to the moderator. With Nidhi Garg at its helm, the event was flawless in execution.

Kalam Bhubaneswar is presented by Shree Cement Ltd in association with Mayfair Hotels Resort & Spa and Ehsaas Women of Bhubaneswar - Nidhi Garg and Dr. Vedula Ramalakshmi.



JODHPUR











nder the aegis of Kalam sessions, nowned author Pratyaksha Sinha shared her literary journey and spoke to the Jodhpur audience about her new book - Barishgar. The author, who has eight published works to her credit, shared during the session, "You interact with the external world at home and work, but to stay in touch with the internal world, writing is a must."

She also answered questions from the audience. In response to Preeti Mehta's query on writing in Hindi, in spite of being an award-winning writer in the English language, she said, "The freedom of expression I experience while writing in Hindi is missing when I write in English."

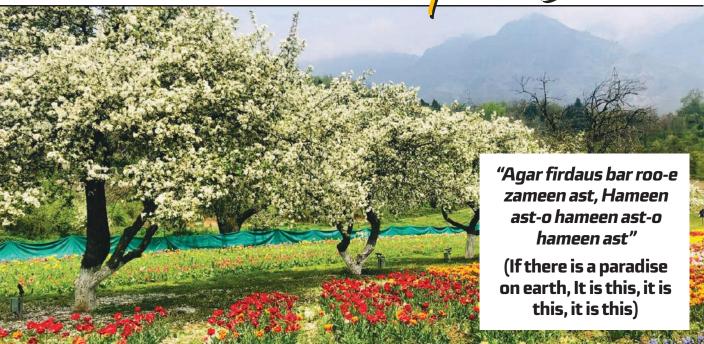
Speaking about her new novel, *Barishgar*, she revealed that the book is about the relationship between a mother and her two daughters whose hearts are out of sync and who are searching for a way to bond again. Their search reminded her of the feeling of waiting for rain in a drought.

Kalam Jodhpur is presented by Shree Cement Ltd in association with Taj Hari Mahal, Ehsaas Women of Jodhpur-Preeti Mehta, Shelja Singh and Sushma Niraj Sethia.



GUEST COLUMN

Prabha 11



This section of the newsletter is dedicated to publishing articles by our associates and *Ehsaas Women*

Kashmir: A glimpse of paradise on earth



Asia's largest Tulip Garden is located in Kashmir, which is home to millions of flowers ver wondered what made Amir Khusrau Sahab to say those beautiful lines about Kashmir? Was it for its people, or the nature? I think it's both, or more.

Kashmir has a lot to offer in every season. Home to majestic gardens, it is alive with breathtaking beauty of colours in spring with a sweet aroma and tender love pervading the air. Flowers and love go hand in hand here. Spring in Kashmir is dedicated to gorgeous tulip blooms. The land is carpeted with flowers of 45 varieties, located at the foothills of the Zabarwan Range that adds colour to the landscape at 5,600 feet altitude.

The Tulip Garden, close to the Dal Lake and encircled by Nishat Bagh and Chashma Shahi Garden from three sides in Siraj Bagh area of Srinagar, is Asia's largest tulip garden. The flowers bestow antiquity and an ambience of timeless regality to the landscape.

Entering the Indira Gandhi Memorial Tulip Garden garden is akin to savouring paradise, just as God intended it to be. The eye gets enchanted by the numerous parallel running rows of more than a million multi-coloured tulip flowers — red, orange, yellow, white, deep purple and mauve, to name a few. Flowers too have their own distinctly-varied shapes. Some are hemispherical like turbans, while others are elongated; many have scattered petals or simply loose and upward flowing petals and sepals that look like erupting flames. It is also home to numerous multi-coloured hybrid flowers like Hyacinths, Narcissus, Muscaria, Iris and Daffodils.

It is one of the most popular tourist attractions in Srinagar with a nominal entry fee. The flowers bloom only for about 15-30 days in a year. Depending on the temperature, the blooms may be delayed or arrive early, between the end of March and early or mid April. If you are planning a trip to Kashmir, spring is one of the best seasons to witness this breathtaking beauty.

(This article is being reproduced from First India Express' supplement, City First, where it was published on 21st April 2019)

he Write Circle Patna with Professor Madhavi Menon witnessed a stimulating discussion on her book, Infinite Variety, The History of Desire in India. During her

engaging conversation with Smita Chaudhary, the writer talked about topics ranging from Ayyappan to celibacy, from sambandhams to dargahs, parks and sexology, among others. The author stressed on the fact that there is an infinite variety of desires and it is important to understand one's needs. Menon pointed out to the quality of assimilation and inclusion by taking different pages out of India's history to stress that desires were never curtailed in this country. She cited examples of Krishna's Rasleela and Shiv and Vishnu's son Ayyappan. While talking about her book, Menon said that the book is related to daily life. She said that we are now succumbing to the British Raj, even though our traditions and culture is far better.

The Write Circle Patna is presented by Shree Cement Ltd in association with Dainik Jagran, Chanakya Hotels and Navras School of Perform-

There is an infinite

variety of desires and it is important to understand one's needs... if you look at India's history, you'd realise that desires were never

ing Arts.



A brief history of DESIRE













Of war and racism

Daman Singh speaks on her book, Kitty's War, class lines and oppression

ormer Prime Minister Manmohan Singh's daughter. Daman Singh, discussed her novel 'Kitty's War' at the Write Circle session in Ranchi. In conversation with Meena Sinha, Daman outlined the plot of her novel revealing the four protagonists, all of whom find their lives intertwined at the quaint Pipli railway colony. The novel is set in the backdrop of World War II and the advancement of Japanese forces towards India. It took the author a period of three years to complete the novel. She also talks about how the novel makes a statement on racism and offers perspective into its continued existence. The tribals in India are treated the same way as the British used to treat Anglo Indians and the Anglo Indians in turn used to treat Indians. The author also answered questions related to her parents Manmohan Singh and Gursharan Singh.

The Write Circle Ranchi is presented by Shree Cement Ltd in association with Dainik Jagran, Chanakya Hotel BNR and Navras School of Performing Arts.



The tribals in India are treated the same way as the British used to treat Anglo Indians and the Anglo Indians in turn used to treat Indians









IT WAS NOT EASY BEING RESHMA

Barely 17 when her life was scarred, she lived to tell an extraordinary tale

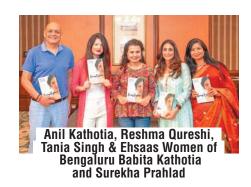


engaluru hosted a session of The Write Circle featuring acid-attack survivor Reshma Qureshi whose extraordinary tale is beautifully narrated in Being Reshma, by Tania Singh. Tania is the CEO of the NGO, Make Love Not Scars, and Reshma is the face of the campaign.

Since the 2014 acid attack that cost her an eye and scalded her face and limbs, Reshma has taken control of her life and is now an international anti-acid sale activist, vlogger and model.

Reshma campaigns ceaselessly against the way acid is sold freely in India, and tries to empower other survivors like herself.

The Write Circle Bengaluru in association with Taj WestEnd and Ehsaas Women of Bengaluru - Babita Kathotia, Shruti Mittal and Surekha Prahlad.







I have been campaigning ceaselessly against the way acid is sold freely in India and trying to empower other survivors like myself so they can live their life without fear or prejudice

RAIPUR THEWRITE (ircle

Author-Dr Swati Lodha







versation with Nidhi Daga. The Write Circle Raipur in association with Hyatt Raipur and Ehsaas Women of Raipur - Aanchal Garcha, Kalpana Chaudhary, Kirti Kirdatt and Shrishti Trivedi.



The star of the Aakhar event in Patna was Mrityunjay Kumar Singh, who's not only a poet, columnist, lyricist and folk musician, but also a police officer



Narrating a tale in its OWN LANGUAGE

ven though writers across the world weave stories about distant or foreign lands in a language of their own preference, senior cop and Bhojpuri writer, Mrityunjay Kumar Singh feels that one should always write in the language of the land that one is talking about. He was speaking at the monthly pro-

gramme Aakhar by Prabha
Khaitan Foundation
held at the BIA Auditorium in Patna.

In conversation with Prithviraj Singh, professor of English from Raja Singh College, Sivan, the speaker shared that it was after



reading work by the Hindi novelist and scholar, Hazari Prasad Dwivedi that he decided to write in Bhojpuri and came up with the idea of Ganga Ratan Bidesi.

An interesting Q&A Session was also held about the book. The author narrated some interesting anecdotes from the text as well. "Even though the main character of the work is imaginary, but he is still connected with today's reality," shared the Bhojpuri writer.

During the programme, renowned poet Arun Kamal said that it is easy to write and speak in Bhojpuri but it is difficult to critique Bhojpuri works. There is as such no significant literary work in Bhojpuri. An audio book of the text has also been released for those who can speak and understand Bhojpuri but cannot write or read it.

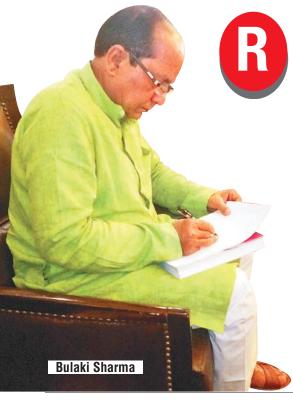
Aakhar Patna is presented by Shree Cement in association with Massi Inc.



A satirist's prayerFOR RAJASTHANI

At the Jaipur event was **Bulaki Sharma**, an author of more than 25 books and a prominent writer of satires, stories, one-act plays, et al





ajasthani culture, literature and art series 'Aakhar' featured an interactive discussion with celebrated Rajasthani litterateur, Bulaki Sharma, on his creative literature journey. The discussion featured intellectual conversations on satire, significance of Hindi and Ra-

jasthani language. Bulaki Sharma was in conversation with Dr Meghna Sharma. Born in Bikaner, Bulaki Sharma read excerpts from 'Asli and Mukhota Diary'.

In his inimitable satirical style, he explained that writers and artistes need to be independent. He also touched upon the idea that engaging in mere verbal satire is not enough. A sati-

rist should use his work to showcase satire like the well-known satirist, Harishankar Parsai. Reading excerpts from the weekly column of 'Ulatbansi', he said that anonymous articles garner more appreciation than articles by well-known names, which end up attracting criticism.

On the occasion, Bulaki Sharma read out satirical pieces from his own works like – 'Jabro Chhal Karyo Bemata', Pungi', 'Ulatbansi', 'Saab Aur

Saap Ki Raashi' and left the audience mesmerised. In the penultimate moments of the session, the satirist threw light on the recognition of Rajasthani language or the lack of it. For getting Hindi language recognition, Rajasthani language was sacrificed, he mused. Now, to restore Rajasthani language to its former glory there is a need to get it across to the

general public so they can connect with it, he added.

Aakhar Jaipur is presented by Shree Cement in association with ITC Rajputana and Grassroot Media Foundation.



Pramod Sharma





Aakhar's Women's Day Special

An ode to women of words

special event was organised by Aakhar on the occasion of International Women's Day. The initiative took place on March 9 at ITC Rajputana in Jaipur, to celebrate the beauty of women who are attempting to change the world with their words. Eminent poetess Dr Sharda Kishor, Ms Anushree Rathod and art personalities participated in the initiative. The event was held in association with Prashar Bharti Akashvani, Jaipur.

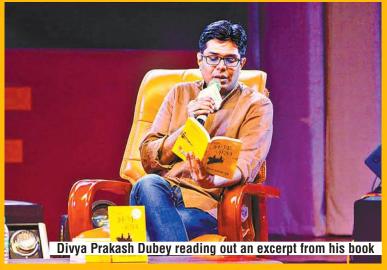


Kalam Special GIFLIF session



An author's sojourn

n March 30, the Great Indian Film and Literature Festival (GIFLIF) Raipur hosted a special Kalam session with author Divya Prakash Dubey, who presented his latest book, October Junction and shared his journey as an author with Gaurav Girija Shukla.









Prabha 19

A mesmerising . MUSICAL

evening in Patna

avras School of Performing Arts, in association with Patna Golf Club, organised a concert, "Folk

Songs from across the World", featuring Anna Tanvir and Maninder Singh on March 9. Anna Tanvir, a world renowned singer of Indian-Irish origin and daughter of legendary Habib Tanvir, accompanies herself with the Celtic harp performing all over the world in different languages, combining a classical technique with traditional sound.

Her repertoire included a mix of traditional melodies and her own compositions reflecting her mixed cultural heritage and transcending the barriers of nation and language by recounting universal stories of life, love and loss. At the Patna Golf Club, she sang "Folk Songs from the World" playing the Celtic harp along with Maninder Singh, who is a talented bass guitar player.

She started the evening with *The Water is Wide*, a traditional Irish song, followed by a song from Madagascar *Fa Naan Kaiza*, which had the audience spellbound. What followed was a song in French *Complainte de Ruteboeuf*. Anna and Maninder sang Spanish *Quizas* which was mesmerising, and a song which Anna had written called the *Dublin Girl*.

Later in the evening, there was a surprise rendition of

the classic Chaudavin ka Chand. After that the duo was accompanied by Dr Ajit Pradhan, who sang Tum Jo Aao To Pyaar Aa Jaaye. They improvised upon a version of this much-loved Hindi song which thrilled the audience. The programme finished with Fatou Yo from Senegal, but the audience's enthusiasm was overwhelming and they insisted on the artistes performing a few of the universal favourites. So. Anna and Maninder went on to sing Bob Dylan's Forever Young and Kris Kristofferson's Help Me Make It Through The Night.

The Patna Golf Club was decked like a bride. The ambience was simply outstanding. Earlier, the 300 people who attended the event were welcomed by Dr Ajit Pradhan, Secretary of the Navras School of Performing Arts. It was indeed one of the most moving and delightful events Patna has witnessed in recent times. This was the 82nd event organised by Navras School of Performing Arts, one of the leading NGOs in Bihar:

An attempt to salute the commendable work of our associates, this month's section features events of Navras School of Performing Arts











Kalam Book Rack Launch

Many writers, one book rack

alam Book Rack, which features books by all the authors that have been part of the Kalam initiative in a city in the past, was unveiled at Hyatt Raipur on March 29. The event had a special performance by the dynamic Irshad Kamil and his Ink Band. Eminent personalities, authors, book lovers and people of Raipur attended the event.

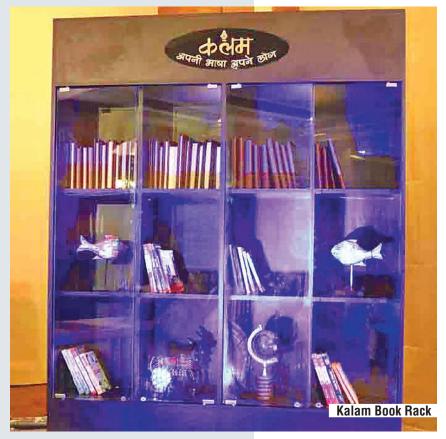






Prabha 121











JAIPUR विदे

Problem | 22

How shayari can help overcome

DEPRESSION

Salim Saleem shares with poetry lovers how shayari helped change his perspective towards life







overs of Urdu poetry experienced a hearty dose of the same in a session with the well-known Urdu poet, Salim Saleem. In conversation with Dr Bhavya Soni, Salim recited some shayaris (Urdu poems) from his book, Sabhi Rang Tumare Nikle. Salim's poetry is nuanced and outlines the pain of the journey of life, which can give a lot to an individual and also take from them. This he talks from personal experience, with his poetry subtly reflecting his sojourn through life. His recitation of poems also appropriately reflects the innocence of love. "There is a very fine divide between shayari (poems) and na-shayari (nonpoems)", he says. Reflecting the relationships of the poet with others, the genres of ghazals and shayari also have the power to erase strong feelings of depression and negativity. Giving his own example, the poet shared that when he was going through a phase of depression, it was the shayaris and ghazals of Bashir Badr and Sahir that helped him overcome negativity and gain a positive outlook towards life. His love for shayari picked up when he saw people receiving shayari books by post. That's how he started reading books and the rest is history.

Lafz Jaipur is held in association with Rekhta, Hilton Hotel, Sudhir Mathur Sansthaan and Ehsaas Women of Jaipur- Apra Kuchhal, Kulsum Malik and Suni-

ta Shekhawat.



There is a very fine divide between shayari (poems) and nashayari (other than poetry). It was the shayaris and ghazals of Bashir Badr and Sahir that helped me overcome negativity during depression









This section of our newsletter will be dedicated to an Ehsaas Woman of the Month. Priyanshi Patel is in focus this month

Inspiring with change

he women of today are the brigade of change for the times to come. Prabha Khaitan Foundation brings together minds who think of a better future and pledge to make a difference. Ehsaas is a conglomeration of women from all walks of life who are graceful in their own ways and inspire others for betterment of the society.

WOMAN OF THE MONTH: PRIYANSHI PATEL

Priyanshi Patel is a budding young entrepreneur who seamlessly blends her business acumen with a passion for community service and development. She's the Managing Trustee of Karma Foundation, an umbrella organization that has diverse initiatives focused on literature, art, culture and youth development, apart from addressing complex social causes related to women empowerment, education, sustainability and sanitation. Priyanshi has also launched 'Olixir', her own brand of exclusive, cold-pressed gourmet oils. She has been in leadership roles at prestigious industry associations like Gujarat Chamber of Commerce & Industry (GCCI) and Entrepreneurs' Organization (EO).

PRABHA WISHES EHSAAS WOMEN BORN IN MAY A VERY HAPPY B'DAY!



Apra Kuchhal



Neelima D Adhar



Preeti Gill



Shraddhaa Murdia



Shubh Singhvi

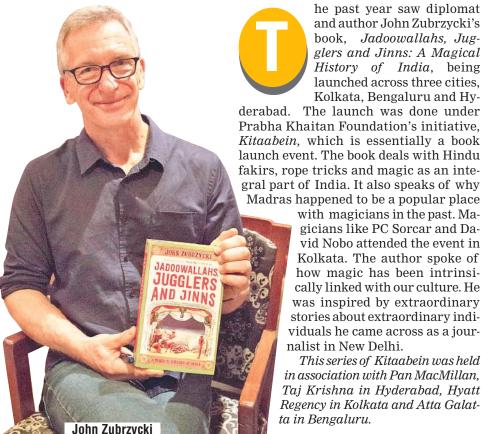


Vinti Kathuria



The history of magic, unveiled

Author John Zubrzycki brings the house down with his enchanting narration of magic, its cultural and socio-economic significance in India



he past year saw diplomat and author John Zubrzycki's book, Jadoowallahs, Jugglers and Jinns: A Magical History of India, being launched across three cities, Kolkata, Bengaluru and Hvderabad. The launch was done under

Kitaabein, which is essentially a book launch event. The book deals with Hindu fakirs, rope tricks and magic as an integral part of India. It also speaks of why Madras happened to be a popular place

with magicians in the past. Magicians like PC Sorcar and David Nobo attended the event in Kolkata. The author spoke of how magic has been intrinsically linked with our culture. He was inspired by extraordinary stories about extraordinary individuals he came across as a journalist in New Delhi.

This series of Kitaabein was held in association with Pan MacMillan, Taj Krishna in Hyderabad, Hyatt Regency in Kolkata and Atta Galat-







THROWBACK SESSION

Malini Awasthi performing at the event



his is a recent initiative to celebrate the heritage

folk art of India and support the many cultural legacies and the diversity in our nation. The second session took place at Hyatt Regency, Kolkata, on March 23, with Padma Shri recipient Malini Awasthi. It turned out to be a grand celebration of folk music and the artiste's scintillating performance was lapped up by the discerning audience present at the venue.

The event was in association with Hyatt Regency Ehsaas Women of Kolkata – Dona Ganguly, Esha Dutta, Gauri Basu, Malika Varma and Nilisha Agarwal.















Every month, Prabha Khaitan Foundation dedicates itself to a cause. This month, we join hands to fight against child labour



ost privileged urban dwellers equate child labour with *chotu*, the young help at the neighbourhood *chaiwallah* or *dhaba*. But these cases of children being used as labour are just the proverbial tip of the iceberg. India accounts for the dubious distinction of being home to the largest number of child labourers in the world with millions of them being forced to work in hazardous industries such as mining, cotton seed production, and cutting and polishing of precious stones.

The Census of India 2011 revealed there are more than 10.2 million "economically active" children in the age group of five to 14 years. Of these, 5.6 million are boys and the remaining 4.5 million are girls. A study of their demographics showed eight million children were working in rural areas and two million in the urban areas.

Most of these children toil for 14-16 hours a day for a pittance,

without any workplace or occupational safety. The biggest tragedy, however, is they miss out on education and begin the journey of their life with this huge handicap. The Prabha Khaitan Foundation helps various organisations in the frontline of the battle against Child Labour,

which happens to be the cause of the month.

With poverty the main driver of child labour, the fight to get children out of workplaces and into schools will be a long and arduous one. But all of us can chip in to help, in whatever way we can.



TAJ BENGAL

making every event memorable



This section brings to our readers the foundation's hospitality partners. Prabha's first issue features one of our oldest partners



landmark five-star hotel in downtown Kolkata, Taj Bengal is located in the exclusive neighbourhood of Alipore and lies at the heart of

its cultural heritage. One of the oldest associates of Prabha Khaitan Foundation — a valued relationship — the hotel has prominent landmarks in the vicinity, including the Victoria Memorial, Royal Calcutta Race Course, Eden Gardens and the Alipore Zoological Gardens. It also routinely hosts our initiative, An Author's Afternoon.

It is the luxury hotel closest to government offices and most consulates. The city's commercial centre is just 3km away, a 45-minute drive from the airport. But for the twinkling views of the stunning Kolkata skyline, you could forget the hotel's location in the bustling metropolis. Nestled in the



city's greenest precinct, you are in paradise, with lush flora teeming with bird life and clear views of the Alipore Zoological Gardens. Designed by legendary architect Bob Fox, the architecture and interiors of the hotel are deeply inspired by the city's art, culture and heritage. Grandeur meets understated elegance, with lavish fivestoried stone and marble atrium, bathed in glorious gold light each afternoon inspiring awe. Genuine

antiques, priceless art, and traditional accents and colours are woven together with contemporary style and modern amenities.

Here, one can experience luxury staying in the grand luxury rooms and suites, or at the Grand Presidential Suite. One can indulge in a day at the spa, or shop for finelycurated Indian artefacts at Taj Khazana. The wide array of finedining restaurants at Taj Bengal is the best in Kolkata. Enjoy robust North-West frontier, Punjabi and Bengali cuisines at the ambient Sonargaon, authentic Chinese at Chinoiserie, and Lebanese and Mediterranean at Souk. The awardwinning 24-hour dining, Cal 27 serves an assortment of world cuisines; for an on-the-go craving, there is La Patisserie and Deli. The Junction Bar and Promenade Lounge are perennial favourites; and during winters, the Grill by the Pool is a special treat.



IN OUR NEXT ISSUE





Neelima Dalmia Adhar

Mamta Kalia

GUEST	EVENT
Neelima Dalmia Adhar	Kalam: Faridabad
Mamta Kalia	Kalam: Raipur, Bilaspur, Lucknow
Shubhangi Swarup	The Write Circle: Udaipur
Dr. Pravin Kumar	Kalam: Patna
Seema Goswami	An Author's Afternoon: Kolkata
Irshad Kamil	Kalam: Bengaluru
Deepak Ramola	Kalam: Pune
Manoj Muntashir	Kalam: Delhi, Chandigarh, Mumbai
Paddy Upton	The Write Circle: Jaipur
Daman Singh	The Write Circle: Jodhpur
Naveen Choudhary	Kalam: Agra
Arpit Vageria	Kalam: Bhubaneswar
Bhaavna Arora	An Author's Afternoon: Kolkata



Shubhangi Swarup



Dr. Pravin Kumar



Seema Goswami



Irshad Kamil



Deepak Ramola



Manoj Muntashir



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Arpit Vageria



Bhaavna Arora