

JSPL FOUNDATION LAUNCHES 'SWAYAMSHILP' - AN INITIATIVE TO PROMOTE TRIBAL ART AND CRAFTS OF INDIA

- ∞ *To provide artists from the tribal hinterland of the country to promote, preserve and propagate their art forms.*
- ∞ *The first initiative as part of SwayamShilp is a workshop in the famous Dokra art of Chhattisgarh being jointly organised with the National Crafts Museum.*
- ∞ *The workshop is being conducted by award winning artisan, Mr. Purnachanda Pradhan, who was awarded the Best Artisan by the Ministry of Rural Development, GOI in 2009.*

New Delhi, August 03, 2015: JSPL Foundation, which spearheads the Corporate Social Responsibility (CSR) initiatives of Jindal Steel and Power Limited (JSPL), has launched an initiative to promote, preserve and propagate tribal art and crafts of India. Christened SwayamShilp (*My Art*), the initiative will see a series of workshops being organized in the National Capital on different forms of tribal arts and crafts from across the country. The initiative will bring the art and the artists of these varied genres onto the national platform.

The workshops will give the artisans an opportunity to showcase their craft nationally and a bigger market for their products.

The first step as part of SwayamShilp is a workshop in the famous Dokra art (bell-metal craft) of Chhattisgarh being held from August 03-09, 2015. Being jointly organized with the National Crafts Museum and the College of Arts, Delhi University, the workshop will be conducted by noted Dokra artist from Ektaal village in Raigarh district of Chhattisgarh, Mr. Purnachanda Pradhan. Mr. Pradhan has been engaged in the craft since childhood and was felicitated by the Ministry of Rural Development, Government of India as Best Artisan in 2009.

Participation in the week-long workshop is free to the public and entries were solicited through the social media. With limited seats available, a total of 15 students are participating in the workshop.

Says Ms. Shallu Jindal, Co-Chairperson, JSPL Foundation, *"Most art forms in the tribal hinterland of India are facing tough times and are near extinction. SwayamShilp is an effort by the JSPL Foundation to revive, promote and preserve these art forms. We are commencing SwayamShilp with a series of workshops wherein keen art lovers in Delhi can learn the age old art and craft of tribal India. We chose Dokra as it is the most visible and famous craft from Chhattisgarh."*

Workshops will be held once in three months and next in line are art forms from Odisha and Jharkhand, states that have a sizeable tribal population. Other activities that SwayamShilp will undertake in the future are conducting symposiums on tribal art as well as finding ways to promote artists and provide them with a level playing field on the national stage.

About JSPL Foundation

Jindal Steel & Power Ltd has always strived to be a globally admired organization that enhances the quality of life of people in and around the areas of its operations through sustainable industrial development. The cornerstone of its business strategy is to achieve sustainable and profitable growth, creating in its wake prospering eco-systems around all its businesses. CSR initiatives of JSPL are carried out by the organization in order to give an impetus and align the existing programme with those of government and other

development agencies. JSPL Foundation is an expression of the company's vision towards sustainable growth in India.

JSPL Foundation works with some of the most vulnerable and marginalized communities around the operational areas of the company, with the objective of bringing about a radical transformation in their lives and integrating them into the mainstream development process of the country through positive intervention in social upliftment programs. The Foundation focuses its efforts in key areas of Health, Education, Vocational Training, Women Empowerment, Livelihood, Livestock Care, Drinking Water and Sanitation, Youth and Sports and Infrastructure Development among others.