

Sindhyaat jo saddu

(Sindhi Culture beckons you)

(A grand evening of Sindhi Music, dance and Drama)

Language is key to your culture says telefilm producer

Asha Chand launches new telefilms for the Sindhi Community

In the face of increasing globalization, Dubai resident Asha Chand urges communities to speak their mother tongue

Dubai, 21st November Packed with an audience of over 1500 this weekend, the Sheikh Rashid Hall in Dubai was awash with heartfelt merriment, high decibel applause and overwhelming love for one's mother tongue. "Sindhyaat Jo Saddu" meaning 'the call of Sindhi culture' was a compelling programme that saluted a language which research has shown to be almost 1000 years old! The wake-up call to reconnect with one's roots by speaking one's mother tongue was the key message conveyed through drama, passionate songs and graceful dance performances put on by the local youth.

As singers Shehla Gul and father-son duo Raj and Kishin Juriani belted out melodious love songs expressing their adoration for their mother tongue, the audience swayed and clapped thunderously while some spilled out onto the aisles and danced in a hypnotic mood. The hallmark of the programme however was an one act play put on by *The Vision Sindhu Children Academy* of Ahmedabad, India. Based on famed writer Satish Rohra's book, "The autobiography of the Sindhi language", the talented young actress Hanee Tindwani, portraying an old woman, who has both strength of character and a fairly robust physique, articulated the history of age old Sindhi language in a powerful performance that engaged the entire audience for the entire half hour. The emotion packed monologue had the

audience dumbstruck even as tears welled in their eyes as they woke up to the beauty of their language that was born before the onset of historical records.

At the event, Asha Chand, organizer and anchor lady of the programme released six new DVDs along with Murij Manghnani, chairman of ITL Group. These DVDs show her newly produced telefilms including *Double Standard*, *Talaash*, *Jeevan Sathi*, *Pyaar jo Ahsaas* amongst others. Chand's telefilms are telecast twice a week on DD India and have a footprint across 170 countries with viewership across countries including UAE, Pakistan, Japan, Hong Kong, Mauritius etc.

Said Chand, the organiser: "Language is the key to maintaining one's culture and heritage. I realised long ago that homilies do not generate the desired results. For the past 15 years I have adopted the medium of entertainment to convey my message in a subtle and fun filled manner. TV is particularly the most effective medium as it reaches the homes of people. Hearing your mother tongue through teleserials keeps you in touch with the language and culture. On the other hand, entertainment events enable me to reach out to the youth and envelop them in a happy ambience of dance and drama so that they are inspired to speak their language with pride."

Heavyweight socialites from the community including Vashu Shroff, and Mohan Jashanmal amongst others, applauded Asha Chand's relentless efforts to revive the Sindhi language. Said Kamlesh Moorjani, a stalwart literary figure, "Asha Chand is an icon for people to emulate. Despite hardships and setbacks, nothing has stopped her from working assiduously for the cause of culture. She believes that globalisation and one's culture can go hand in hand enhancing the beauty of this world and its multifarious cultures."

RAKBANK was the Main Sponsor of the Event

Written and Issued by Reshma Tahiliani, Dubai