

ASIAN

VOL VIII ISSUE VI JULY 14 - JULY 20 2014

asianlite.com

£2 ^{Where Sold}

LITE



PRITI-THE CHAMP



BRICS BANK TO FUEL GLOBAL GROWTH



VISIT CEMENTS TIES



WE SUPPORTS SEWA DAY



GREAT CHANCE TO

WIN

SAMSUNG GALAXY TAB 3

Every day for 60 days



BADSHAH

بادشاہ



WIN



Simply text the word "BADSHAH" followed by your unique code to 60777 to enter the daily draw.
Find your unique code in the promotional bag.

134 08 5 - mobile only. Retail website only. Promotion ends on 31st Aug. 1st/20kg promotional bags of Badshah Flavoured Rice 2kg's 900pcs. © 2014. Open 9-5pm. 31/07/2014. The Samsung Galaxi Tab 3 is a winners prize for 60 days. Text for participation required. Read terms for full terms & conditions visit www.badshahpromotions.co.uk

Buy any promotional bag of 5kg, 10kg and 20kg

WE Supports Sewa Day

BY ASIAN LITE NEWS

Some people talk; the talk and others walk the walk. Vivek Oberoi, described as a Bollywood actor, social worker, adventure sports enthusiast, poet, pilot and dreamer, inspired over 120 guests to walk the walk as he does so gallantly at the Women Empowered event in support of Sewa Day.

The event sponsored by Sun Mark Ltd, was sold out and those present were almost transfixed by the depth of Vivek's thoughts and left wanting to hear more. The event was to raise awareness for Sewa Day, an initiative to remind

us that charitable giving is not always about donating money, it was, many a times about donating time - the concept of selfless service that generations of Indians (and many others under a variety of names) have known as 'sewa' was being revived to a mass audience.

Each year since, on one day in the year people come together to "do sewa" for others. Last year, four years from inception Sewa Day projects were being held in 25 countries with over 250 projects and a staggering 75000 people taking part.

Reena Ranger, Chairwoman & Founder of Women Empowered (WE) welcomed the guests to the event ex-

plaining that WE is a wholly social initiative which aims to empower women (and men) to make the best of their individual skills and talents aimed at Engaging, Encouraging, Empowering and Enabling women (and men) to do whatever that special thing is that makes a difference to their lives as they see it.

Manoj Ladwa, Founder and CEO of the MLS Chase Group and Sewa Day trustee addressed the audience and said: "Sewa is that special thing that will never come back to us once given. Vivek Oberoi, by pledging to be an ambassador further enforced his mission to support the cause. Sewa Day does not choose social activities, it is your choice

and could be as simple as speaking for a little time with someone who was lonely."

Arup Ganguly, Chairman of Sewa Day said: "We are honoured and delighted to announce that Vivek Oberoi is going to serve as an Ambassador to Sewa Day. Through his public profile and activism, we hope that many others join hands with us on Sewa Day this year on 5th October, all over the world. On behalf of Sewa Day, I would also like to add my thanks to Reena Ranger & Women Empowered for their continued championing of our cause."

Vivek Oberoi touched the audience with heartfelt stories of his mother who he described as the epitome of Sewa, as she selflessly dedicated her efforts to caring for cancer patients and terminally ill patients daily. He reflected and endorsed the notion of women empowerment, attributing his own empowerment to his mother. Speaking of his own experiences and what awakened him to selflessly engage in sewa, he said: "I was going through a difficult point in my life, then one day my mum said I should come with her to the memorial hospital and I saw children dealing with cancer and my problems seemed ridiculous and so small in comparison. That kick-started my journey and I realised there was so much to do in life."

An integral part of the event involved

a question-and-answer session hosted by the celebrated film-maker Gurinder Chadha OBE. She posed questions such as whether he felt his fame hindered or helped his charity work and his thoughts on how the inequalities in India would be addressed by the newly elected Indian Government.

Sponsor of the event Harmeet Ahuja, CEO of Sun Mark Ltd said "At the core of our philanthropic values is the belief that we should do all that we can to help those who are less privileged in order to change lives and lift communities out of poverty. This is something we are constantly striving to achieve, and so as a result of this we are honoured to have partnered with the organisers of today's event."

This was echoed by Natasha Mudhar, CEO & MD of Sterling Media who commented, "It was very moving to hear first-hand how Mr Oberoi's efforts have helped to rebuild lives. His unfettered commitment to 'selfless giving' coupled with his superstar appeal is testament to the fact that high profile individuals can influence for the betterment of society. We were delighted to support Women Empowered and Sewa Day for this momentous occasion. The work of these two organisations is inspiration for all."



Vivek Oberoi



Reena Ranger, Manoj Ladwa, Arup Ganguly, Vivek Oberoi, Gurinder Chadha OBE, Vikas Pota



Reena Ranger, Vivek Oberoi, Gurinder Chadha OBE



Yalda Hakim, Monty Panesar, Manoj Ladwa, Reena Ranger, Vivek Oberoi, Muttiiahiah Muralitharan, Natasha Mudhar, Arup Ganguly, Harmeet Ahuja



D Joshi, Reena Ranger, Vivek Oberoi, Ganguly, Manoj Ladwa