



Press Release

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Navin Kundra backs Sewa Day - #IAmTheChange Campaign

16th September 2014 – Asian pop sensation Navin Kundra is backing Sewa Day 2014, which will take place on 5 October.

Sewa Day, the annual international day of 'selfless service', will see thousands of volunteers from the UK and abroad voluntary and community organisations, schools as well as companies give up their time to take part in hundreds of projects to add real value to the local economy and build thriving communities.

Navin, whose fan base reaches over 3 million and he has achieved six number one singles in the Asian Charts, believes Sewa Day will not only bring a little joy to those in the community but will also have a positive effect on those volunteering. These include: helping to make new friends, increasing social and relationship skills as well as teaching you valuable job skills and increasing self-confidence and combating depression.

The theme for Sewa Day 2014 is #IAmTheChange and it aims to encourage participants to take personal responsibility for volunteering on Sunday 5 October 2014.



Arup Ganguly, chairman of Sewa Day, said: “We all say that we want to volunteer more and young people have over past five years volunteered more than most on Sewa Day, but, to reach out to those who can’t quite organise themselves to donate their time, we say take up our #IAmTheChange challenge, make that small change, commit to doing something selfless on one day of the year.”

Navin says: “I am a really big fan of Sewa Day having taken part every year since it began and can’t wait to take part on 5 October. It is great knowing that we are all bringing some happiness into the lives of people and making a real difference where needed. There is a common misconception that charity is only about giving money, which isn’t true. Sewa Day is all about giving your time, energy and resource. The reward is instant and I love seeing the joy on the faces of the project benefactors as well as the volunteers who are all genuinely enjoying the experience.”

“I hope my fans and those in the wider community come forward to organise projects for their families, friends or community groups and then post a #IAmTheChange selfie.”

Arup Ganguly, concludes: “There are many reasons to taking part in Sewa Day but volunteers also get satisfaction from seeing the results of their efforts as well as gain considerable enjoyment and personal achievement. I am always hearing of how volunteers have developed soft skills linked to well-being, such as confidence and self-esteem, raised aspirations, enhanced social skills and networks.”

Sewa Day 2013 saw over 75,000 volunteers from 25 countries (including Australia, Bosnia, Hong Kong Kenya, Russia, UAE and USA) take part in over 250 projects (UK/ World).

Global corporate partners include BP, Canal & River Trust, Deutsche Bank, Ernst & Young, Goldman Sachs, PwC & the National Trust amongst many others.

The Sewa Day #IAmTheChange t-shirts are available through project organisers. To register a project, go to: <http://www.sewaday.org/wp-login.php>? Or Visit www.sewaday.org for further information.

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