



## Art to help, art to heal

### Sourav and Dona Ganguly inaugurate benefit exhibition for Uttarakhand flood relief

**Kolkata, 19<sup>th</sup> August, 2013:** Emami Chisel Art hosted the opening of Sahanubhuti, an exhibition of artworks by 67 acclaimed artists to raise funds for the rehabilitation of Uttarakhand flash flood victims and their families. Inaugurated by Sourav Ganguly and his wife, danseuse Dona Ganguly, the opening day attracted a large number of enthusiasts from across the city.

“Art cannot remain aloof from what is happening around. The helplessness of the victims of Uttarakhand came as a clarion call for us at Emami Chisel Art to chip in and do something for their rehabilitation. Within days of posting a call for artists to help raise funds, we were overwhelmed with the spontaneous response of the art fraternity. All of them stepped forward to sell their artworks at less than market prices. With 100 percent of the proceeds going to the victims, we hope to contribute in a meaningful way” said **Mrs. Richa Agarwal of Emami Chisel Art.**

The participating artists include veterans like Jogen Chowdhury, Suvapasanna, Shipra Bhattacharya, Sanatan Dinda, Samir Aich, Sunil Das, Sanjay Bhattacharyya among others. The art enthusiasts will have wide-ranging options all under one roof—acrylic on canvas, watercolour and charcoal on paper, sculptures in bronze and wood.

Affordably priced within INR 1 lakh, the artworks will be put on display from 19-31st August from 11 am till 7pm.

Besides this, Emami Group through their charitable Trust - Emami Foundation created a relief fund corpus of INR 1 crore initially to carry out the immediate relief operations. The spontaneous contributions by employees, various group companies, associates, friends and family members have considerably added to the corpus fund, which today stands at INR 3 crores. The Foundation is also contemplating adoption of a few villages in the area to carry out the entire rebuilding process. As a more sustainable assistance, temporary jobs for a period of 2-3 years will be offered to members of some of the affected families at the nearby manufacturing units of Emami to help them rebuild their lives and support themselves.

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**About Emami Chisel Art:** Emami Chisel Art (ECA) is a part of the reputed Emami Group. It idealised as a full-fledged art organization from 2008 onwards, encompassing within its infrastructure two large gallery spaces, a library, archive, an art-shop (named Kanopy) and a publication section engaged in producing some of the most versatile literary and visual productions. It organizes Art & Craft Fairs where craftsmen share space with contemporary



**emamichisel art**

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artists under one roof. These fairs give a unique opportunity to the mass as well as art connoisseurs to collect artworks at reasonable prices. The ECA auctions which include authenticated artworks, genuine masterpieces and rare collections from the artists themselves or from reputed art galleries and private collectors have been put through a stringent selection process before being put under the hammer. Besides the auctions, it has also organized significant curated shows reflecting the contributions made by eminent masters and upcoming talents.

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