

Because "Dosti" Is everything.....

As every true blue Mumbai-ite knows, the Hindustan Times Kala Ghoda Arts Festival is one of the most culturally rich festivals in the city. It not only brings together the different art forms of literature, art, drama and music but also encourages many NGOs, artisans and folk artists. This year the Dosti Group was the Presenting Sponsor for the Hindustan Times Kala Ghoda Arts Festival.

Friendship or 'Dosti' is what enables most of us to deal with the stresses of everyday life; just chilling out with friends on the weekend or taking a trip together can make life worth living. Emphasizing on the concept of friendship and the special place it has in our lives, the Dosti Group held a special poetry contest at the recently concluded Hindustan Times Kala Ghoda Arts Festival.

The response to the contest was immense with over 500 entries presented by the visitors to the festival. The jury shortlisted 8 winning gems from all the entries submitted. Other than the first, second and third prize winners, five consolation prizes were also awarded. The prizes were gift vouchers which ranged in value from Rs 11,000 - Rs 1,000.

Mr Rajesh Shah, Director, Dosti Group avers, "Our experience at the Hindustan Times Kala Ghoda Arts Festival has been extremely good, even in the past we have been primary sponsors of the festival. As a company we are not only interested in the business aspect but also look towards our social responsibilities and encouraging art is one of them.



Dosti Directors with the winners

As for the contest, I feel that Dosti or friendship plays a very important role in everybody's life; in fact it is the most important relationship after those that you share with your parents or family. We can share our burdens and unhappiness with our friends as well as our enjoyment. That is why we thought of this theme for the contest; What does Dosti mean to people? We were quite overwhelmed by the response to the contest and while we had initially planned to give only three prizes, we later decided to give five

more as a form of encouragement. The judges were from the advertising field, as well as from Hindustan Times and it was a very transparent process. The winners were all pleasantly surprised when we awarded them the prizes."

Echoing his sentiments on friendship the first prize winner Eleanor Pinto says, "For me friendship is very important. Everyone needs a good friend and I feel it is the most important relationship one can have. This was the first time I had visited Hindustan Times Kala Ghoda Arts

Festival and I just put in my entry in the Dosti contest, it was more a doodle with few words and I was not even expecting a response so I was really surprised when I got a call saying I won first prize."

Mr Dilip Shah who won the second prize feels, "very happy that Dosti kept its promise and actually gave prizes to the winners. The concept of Dosti or friendship as theme of the contest was very beautiful. Now-a-days you find people are only running after money but I believe that no matter how big you

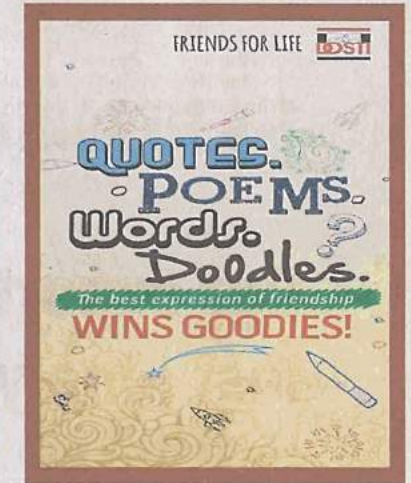


Mr Deepak Goradia with a Winner

become in life, it is important to have good friends. I visit the Kala Ghoda festival at least every alternate year and it is a culturally rich experience which I feel everyone should visit."

Ms Rozanne Vaz, one of the other prize winners says, "I basically enjoy writing and have written articles for my school and college magazines and I write poetry as well. Friendship is an integral part of my life. I didn't expect to win anything and I had visited the Hindustan Times Kala Ghoda Arts Festival with a friend, I liked the illustrations on the sign at the Dosti Stall which had been done up very nicely and just thought I'd take part. I was very happy to win of course."

The Hindustan Times Kala



Mr Rajesh Shah with a winner

Ghoda Arts Festival continues to enthrall with its amazing live performances, sculptural installations, interactive workshops and amazing stalls. With sponsors such as the Dosti Group it is sure to rise to even greater heights in the future.

~ Razvin Namdarian

RNI No. MAHENG/2005/15186

Air Surcharge : Ahmedabad, Nagpur and beyond by Rail or Road - Rs. 2/-.

Printed and published by Mr. Sharad Saxena for and on behalf of HT Media Ltd., 9th Floor, Tower 3, Indiabulls Finance Centre, Senapati Bapat Marg, Elphinstone Road (West), Mumbai-400013 at HT Media Ltd. Press at Plot No. 6, TTC Industrial Area, Thane - Belapur Road, Navi Mumbai - 400 708. Phones: Board: (022) 66134000/01, Circulation: (022) 67764242. Fax No: (022) 66134322.

Editor-in-Chief: Sanjoy Narayan Resident Editor, Mumbai: Soumya Bhattacharya*
*Editor as per provisions of Section 7 of PRB Act