



**Press Release**

## **Jindal Stainless drives gender awareness through Theatre on Bikes**

*~ A unique travelling theatre project happening for the first time ~*

**New Delhi, October 16, 2017:** In a novel initiative to *Save The Girl Child*, Jindal Stainless has collaborated with Abhinaya Rang Manch, Hisar, to create a unique travelling drama project called **JSL Theatre on Bikes**. Under this project, the team of four artists will travel to 20 cities across north India for three months to drive awareness at the grass-root level. Led by noted theater artist and Sangeet Natak Academy awardee Mr. Manish Joshi, the project started with its first performance at Handloom Haat, Janpath, New Delhi yesterday.

Jointly conceptualized by Jindal Stainless and Abhinaya Rang Manch, this project strikes at the root of discrimination in a gender-skewed north India. Artists will use popular methods like street magic, puppetry, live singing and performing arts to drive home the message in an interesting and impactful manner. In the process, the project also aims to rekindle among the youth of India, a taste for traditional arts.

Commenting on the initiative, Brig Rajiv Williams, Corporate Head- CSR, Jindal Stainless said, *"Aligned with prime minister's vision of Beti Bachao – Beti Padhao, Jindal Stainless has undertaken this initiative through performing arts, thereby also promoting art and culture."* Underlining his commitment to the project Mr. Manish Joshi said *"I am highly appreciative of Jindal Stainless' initiative that aims to protect, safeguard, support and educate girl child in India. Through performing arts like theatre, we can present this cause in front of the live audience and create a major impact."*

Actors of Theatre on Bikes will be visiting 20 cities including Delhi, Jaipur, Ajmer, Kota, Agra, Gwalior, Bhopal, Gurugram, Faridabad, Chandigarh, Ambala, Karnal, Kurukshetra, Saharanpur, Rishikesh, Haridwar, Dehradun, Srinagar, Mandi, Manali, Kullu, Hisar, Shimla and Mussoorie.

**For further information, please contact:**

Sonal Singh – [sonal.singh@jindalstainless.com](mailto:sonal.singh@jindalstainless.com)

Faizan Khan – [faizan.khan@jindalstainless.com](mailto:faizan.khan@jindalstainless.com)