

Edelgive lines up art auction to raise funds for poor children

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EDELGIVE Foundation, the philanthropic arm of Edelweiss Financial Services, is bringing together over 250 prominent artists who have contributed their art works to raise funds for the education of under-privileged children. It has already given \$2 million for the cause and expects to raise over Rs 1 crore from the art auction to be held in Alibaug, off Mumbai, on February 17.

Over 350 art works will contribute to charity at the exhibition cum auction called 'Palette 2013' which is supported by ArtWorks, an art management and consulting firm. The artists who are supporting the event by contributing their art works include eminent names like Jaideep Mehrotra, Brinda

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Miller, Sunil Padwal, Samir Mondal, Vrindavan Solanki, Ajay Dey, Yashwant Shrivadkar, Charan Sharma and Papri Bose Mehta.

Funds raised from the event would be used to support 10 NGOs working in the area of education.

Unveiling 'Palette 2013', which is being organised at Fountainhead, the leadership

training centre of Edelweiss Group at Alibaug, Vidya Shah, chief executive of Edelgive Foundation, said, "Edelgive is a five-year old initiative and we are working with 20 NGOs in the field of education and livelihood."

Over and above \$2 million in charity, Edelgive has so far invested over Rs 22 crore in 20 non-profit organisations and has impacted over 80,000 lives, Edelgive said. "We help NGOs build their own capacity and fund raising capability," Shah said.

The NGOs that will benefit from the event include Aangan Trust, which works with 1500 children; Agastya, Kuppam, which runs education programme for disadvantaged children; and Aroehan, Mokhada in Maharashtra, which provides life skills education to girls from urban slums.

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