



Press Release

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## Asha Chand brings new genre Sufi Folk Rock Music to Dubai

Known for her entertaining annual Sindhi events for over a decade, Asha Chand brings new genre Sufi folk rock band, 'The Sketches' to the UAE on 13<sup>th</sup> December in the Sheikh Rashid Auditorium, Oud Mehta Road in Dubai.

Says Asha, "Every year it is my endeavour to bring new artistes for my audience and earlier this year when I heard vocalist Saif Samejo of the band 'The Sketches' perform, I was transported to a new dimension. I knew at the very first instance that he is the artiste I am bringing for my annual event in Dubai this year. His melodious voice rings with divine harmony that comes from deep within his soul as he conveys messages of peace, truth and love. "

'The Sketches' were catapulted to fame after their touching rendition of "Mandh", meaning the 'wine of love' in the famed Coke Studio in Pakistan. Though their lyrics are extremely powerful as they are inspired by the uplifting poetry of Shah Abdul Latif, the most recognised Sufi Poet of Sindh, yet the band has demonstrated beyond doubt that music holds no boundaries of language, age and culture.

"Apart from 'The Sketches', the annual entertainment programme will feature foot-tapping gyrating dances choreographed by Dubai based youth, while the audience can be assured of huge dollops of rib-tickling laughter as they are entertained by jokes and humorous skits by S.P. Lalwani and Shankar Mulwani, well celebrated artistes from the film, TV and Sindhi theatre in India," added Asha.

Murij Manghnani, chairman of ITL Cosmos, a well known figure amongst the Sindhi community in the UAE stated, "Asha's untiring spirit and relentless work in the area of promoting the Sindhi language through entertainment programs is commendable. What is noteworthy is that she makes it a point to particularly involve the Sindhi youth in drama, choreography and backstage activities. It is most heartening to see the pervasive cultural team spirit amongst the youth during such activities. In fact, all diaspora need such activities to connect with their respective traditions and



culture while being expatriates."

Aside from her annual entertainment programs, Asha Chand has produced several Sindhi TV programs including interviews with well known businessmen, Sindhi telefilms and serials which are telecast on DD-Girnar in India. Known chiefly for her landmark CD-ROM 'Let's Learn Sindhi', the computer based program allows anyone to learn the language with ease. With a desire to preserve the richness embedded in the language, she created the 'Panchtantra' CD that narrates fairy tales and bedtime stories for children and another CD that explains the proverbs in Sindhi language. Her work on such edutainment projects is ongoing as she firmly believes in education through entertainment.

More recently, with the support of Shri L K Advani and Shri Ram Jethmalani, leading political leaders in India, she has been in touch with the Indian Prime Minister Manmohan Singh, requesting the Government of India to launch a dedicated Sindhi TV Channel. Asha has always stood firm in the matter of preserving one's language and culture.

Helping her community to preserve their culture and remember their roots fires up her soul each day. In her unfaltering journey to Sindhidom, she has stood as an icon of inspiration and determination, showing the youth that nothing is impossible if their eyes are set on a goal.

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#### About Asha Chand

Asha Chand is well known amongst the Sindhi community in the UAE and beyond for her passionate activities to preserve the Sindhi culture and language. Her well known anchoring skills has made her a sought after MC at major global Sindhi functions. As a member of **Sindhi Sangat**, a non profit organization dedicated to promoting and sustaining the Sindhi language, Asha has been actively producing Sindhi programs and telefilms that are aired on DD India and DD Girnar. She has recently approached the Government of India to create a separate TV channel for the Sindhi community.

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Tickets to the upcoming show are by invitation only. For invitations please call 050 – 1545095.