

Gandhi Films Foundation launches **Nationwide initiative : 'Values'**

- *Nationwide initiative on Values of Gandhiji will start from 1st October 2014 - the eve before Gandhi Jayanti till 30th January 2015 the death anniversary of Mahatma Gandhi.*
- *Initiative aimed at giving India "One Honest Generation" by restoring and retaining the basic values of Mahatma Gandhi namely Honesty and Simplicity.*
- *300 school children across Mumbai, Navi Mumbai, Thane & Kalyan promised Gandhiji to remain honest in their life*
- *Hundreds of students across Mumbai, Navi Mumbai, Thane & Kalyan got connected with values of Gandhiji via painting pictures on theme of Honesty and Simplicity.*
- *Dr. Rajan M. Welukar Hon'ble - Vice Chancellor, University of Mumbai administered a pledge taken by 300 students to Gandhiji to remain honest all through their lives.*

October 1, 2014, Mumbai: To mark the 145th birth anniversary of Mahatma Gandhi, the Gandhi Films Foundation, Mani Bhavan, Mumbai today flagged off a nationwide campaign to inculcate Gandhiji's core values of 'Honesty' and 'Simplicity' within the younger generation of our country.

The nationwide initiative from 1st October 2014 - the eve before Gandhi Jayanti to 30th January 2015 the death anniversary of Mahatma Gandhi is rolled out to focus on what India needs today - "One Honest Generation". The Foundation aims to achieve this objective by restoring and retaining the basic values of Gandhi namely Honesty and Simplicity and facilitating a platform for the younger generation to imbibe them.

To flag off the initiative, over 300 children from standards VII-IX of various schools across the city and the state assembled in the Convocation Hall, University of Mumbai and painted pictures on Values of "Honesty and Simplicity". These paintings will be uploaded on the web to create a digital footprint of the values for the next generation.

Dr. Rajan M. Welukar Hon'ble - Vice Chancellor, University of Mumbai administered a pledge which was customised and handed over to each child taking oath favouring Gandhiji that he /she would remain honest in their life. Pledge Certificate has been given to all students as a keepsake and a daily reminder for them to never shun the path of honesty and simplicity. Gandhi Films Foundation has appealed to various schools and colleges to initiate similar activities that would engage students with the Values of Gandhiji via paintings, elocution, debates and discussions, and that GFF would provide Pledge Certificates to all such students who participate in this exercise at no cost.

Elaborating on the initiative by the Foundation, **Mr. Nitin Potdar, Chairman, Gandhi Films Foundation**, said, “While our Nation has progressed fast and has managed to leave behind many countries in terms of economic progress, somewhere on the way we have moved away from our core values of Honesty and Simplicity that our founders including Gandhiji had envisaged as cornerstones for nation building. It is important that these values be brought back in the national psyche and give India much needed one honest generation.”

The ultimate aim behind administering the Gandhian pledge to school children is to instil the essence of Satyamev Jayate as our national character, explained Mr. Potdar.

Eminent personalities present at the event also unveiled exclusive paintings of Mahatma Gandhi. These paintings were commissioned by GFF with an Idea of having uniform pictures of Mahatma Gandhi across the country. These paintings will be sent to the Prime Minister’s office, Chief Minister and Governor of every state in the first phase, and later to other important Government institutions.

About Gandhi Films Foundation, Mani Bhavan:

Gandhi Films Foundation (www.gandhifilms.org) a registered trust (Regd. No. BOM. 822/82 GBBSD) under the Bombay Public Trusts Act, 1860 created as part of Gandhi National Memorial Fund formed on the death of Mahatma Gandhi in the year 1950, by then Indian national leaders, Pt. Jawaharlal Nehru, Sardar Patel, Dr. Rajendra Prasad and others.

The main objective of the GFF which was to procure and acquire, photographs and filmic material on Gandhi from all over the world so that his teachings and values remain under one roof with a view to preserve it for the posterity.

The Mumbai-based Gandhi Films Foundation located in the Annex Building at Mani Bhavan has a rich repository of audio and celluloid tapes of Gandhiji's speeches, meetings, etc., which were gathered by the British *raj* during the pre-Independence period and was later recovered by the Government of India after independence from a government-owned library in Shimla. When the Gandhi Films Foundation was set up, the mandate given to this Foundation was to use this treasure as an educative tool and encourage the people of India to embrace the values and virtues that epitomized Mahatma Gandhi. The journey of Gandhi Films Foundation can be found on the following link -- www.gandhifilmsfoundation.org

FOR MEDIA QUERIES KINDLY CONTACT:

- 1) RSVP Manoj - 9769527722
- 2) Setu 9820391248 / setu@proseconsulting.in