



Press Release

Indo-British Scholars Association and JD Birla Institute put sustainable fashion in focus for charity

Funds raised to improve English language skills of underprivileged students

15th February 2019: The Indo-British Scholars' Association (IBSA), the Kolkata chapter of the Association of British Scholars in India, are organising a fashion show by students of JD Birla Institute, one of the leading colleges of Eastern India, to raise funds for charitable purposes. The show is supported by the British Council.

The JD Birla Institute will present Kaleidoscope 2019, the graduating fashion show, presented by the final year students of the department of textile science, clothing and fashion studies. The collections focus on sustainable fashion which is now an industry wide movement, and aims to create systems, processes and products that can be supported with no or minimal impact on humans and the environment. Students will present collections on Revival of the Lost Glory (The Story of the Jamdani), Metamorphosis (Recycled Denim), Wonders from Trash (Recycling), Reincarnation (Recycled T-Shirts) and In Pursuit of Nature (Bio-Cotton).

The show, to be held at Swabhumi RaasManch on Friday 15 February 2019 at 5.30 pm, is supported by Rashmi Group, who are the Platinum Sponsors and Ambuja Neotia, the Gold sponsor and venue partner. Other sponsors include Laxmi Tea, Exide, SREI, Tata Steel, KCT Coal Sales, Rupa, Patton, Tractors India, Nicco Park, Shracchi, TSPDL and PC Chandra.

The proceeds from the show will be used for scholarships and other charitable purposes by IBSA.

Dr Sandip Chatterjee, President IBSA, says: "We are delighted that the JD Birla institute has been willing to use the work of their brilliant students for such a good cause. Whether it is to support educational infrastructure for village-based schools or to stand beside the earthquake victims of Nepal or the 'Alia' hit victims of Sundarbans, IBSA has always worked with its members to support those in need. We recently created a scholarship fund for young people from disadvantaged backgrounds to study at British Council. Through the funds raised through this show we hope to create funds for at least 25 more such scholarships."

Says Dr Deepali Singhee, Principal of JD Birla Institute, "I feel that this is a splendid opportunity for our girls to showcase their talents acquired during their journey in the Institute in front of this erudite audience. This exclusive platform will provide them an opportunity to know more about further study options in the UK. It will also be a great exposure for the college."

Says Dr Debanjan Chakrabarti, Director British Council East and Northeast India: "IBSA is one of the oldest and most active chapters of Association of British Scholars (ABS) in India. British Council helped form the ABS chapters to support UK alumni on their return to India and help them maintain strong connections to the UK. IBSA in Kolkata has been extremely active – and I know that as a UK alumnus myself – but also positioned its work in the charitable domain to have larger impact on society. The generosity of IBSA has benefitted students from disadvantaged backgrounds to study with us. This initiative also supports the students from JD Birla Institute to engage with the idea of sustainable fashion, which is an area of focus for our work in arts. UK is a fantastic destination for fashion and design education and I hope some of the students take up the opportunity to study there."



About IBSA

Indo-British Scholars' Association (IBSA) is the Kolkata Chapter of Association of British Scholars (ABS) which is the alumni network of British Council for the returning British graduates. It is a purely non-profit 80G organisation actively involved in charitable causes. Inaugurated in 1997 by the then British Prime Minister Rt Hon. John Major MP, in the last 22 years IBSA has remained the nodal association to unite British graduates in Kolkata on one platform. It currently has more than 200 members who are from among the most successful professionals of Kolkata. IBSA strengthens the Indo-UK relationship through networking, sharing information and hosting social, cultural and charitable activities.

About JD Birla Institute

J.D. Birla Institute, Kolkata, is a leading educational institution that is affiliated to Jadavpur University, a university of distinction and one of the finest in the country. The Institute has also been accredited with an 'A' grade by NAAC and has been ranked high amongst its peer groups by several rating agencies. The Institute completed its Golden Jubilee in 2013 and currently has about 1,800 students. The college offers a range of graduate and post-graduate academic courses in the fields of Applied Sciences, Commerce and Management. The under-graduate B.Sc (Hons) course in Textile Science, Clothing & Fashion Studies was introduced in 2009 and the post-graduate (M.Sc) course in Textiles & Clothing in 2013.

About British Council

The British Council is the UK's international organisation for cultural relations and educational opportunities. We work with over 100 countries in the fields of arts and culture, English language, education and civil society. Last year we reached over 75 million people directly and 758 million people overall including online, broadcasts and publications. We make a positive contribution to the countries we work with – changing lives by creating opportunities, building connections and engendering trust. Founded in 1934 we are a UK charity governed by Royal Charter and a UK public body. We receive 15 per cent core funding grant from the UK government. www.britishcouncil.in

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