

Press Release

28th November, 2013

“Folklore comes to the fore with Sindhyat Ja Rang”

Asha Chand says culture gives meaning and colour to our lives

Dubai: In the spotlight every year with an extravaganza brimming with folkloric music, dance and comedy sprinkled with subtle cultural instruction, Asha Chand is well poised to stage her show, “Sindhyat Ja Rang” on 6th December at the Sheikh Rashid Auditorium in Dubai.

“Sindhyat Ja Rang” meaning “The Colours of Sindhi” will feature the powerful, stirring voice of Shahnila Ali from Pakistan alternating with the dulcet soul-touching voice of Saral Roshan from India. Assures Asha, “their voices and renditions will reverberate in the hearts of the audience long after the show.” While Shahnila Ali has numerous music videos to her credit and is a common artiste featured on TV channels in Pakistan, Saral Roshan has shared the stage with music stalwarts from the Indian Cinema such as Kumar Sanu, Vinod Rathod and Alka Yagnik.

Adding humour and hilarity to the show will be the comedy couple Niroom and Jaya Asrani who have regaled audiences for several years with their witty jokes and banter. The show will also feature foot tapping dances showcasing folkloric culture music adapted to modern beats. Asha’s shows have the remarkable quality of creating spontaneous unity amongst people who share the same cultural identity despite national borders. States Asha, “Culture is what adds colour, life and meaning to the world. It is our responsibility to preserve age old traditions, otherwise a great wealth will be buried never to be retrieved,” she admonishes.

With her characteristic ‘I am unstoppable’ smile she explains, “Being the fourteenth year of the ‘Sindhi Sangat’ show, we wanted to pack the best of entertainment for our audience.” Sindhi Sangat is a growing online community dedicated to the promotion of the age old language Sindhi that hails from the Indus Valley Civilisation. The online portal features scores of resources including Sindhi Radio. Sindhi Sangat has produced several entertainment and instruction oriented CDs and teleserials on DVDs that have been aired on Doordarshan TV channel.

زندھ سا قوم رهندي ، جنهنجي زبان زندھ

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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. In 2012, she approached the Government of India to host a separate TV channel for the Sindhi community.

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Tickets to the upcoming show are by invitation only. For tickets please call .