

Uneven strokes and disproportionate shapes, but a magical use of colours transport you to a 13-year-old's idea of a dream gift or a meal to crave for; reminding you that innocence still prevails every time you come across a younger sibling's or a friend's school art book, only promising you a smile.

'My Favourite Meal' and 'My Favourite Gift' were the themes of Edenred's art competition, wherein they picked out two winners for a new look of its flagship vouchers for 2012-2013. The unveiling of the new look embraced the halls of JJ Institute of Applied Arts in Mumbai on December 9, 2011. They roped in participants through SOS Children's Villages of India, calling this Corporate Social Responsibility (CSR) initiative a soulful and innocence soaked, 'Art from the Heart'.

Having launched the competition in Mumbai, Delhi and Bangalore on the 14th of November, it saw participation from more than 275 underprivileged children. The initiative contributed to colour the life canvases of these children, as it is to sponsor a one year free scholarship to 12 children, including the two winners. 12 of the paintings featuring in this competition will feature in the Edenred Calendar of 2012.

The honoured panel of judges were Sandeep Banerjee, Managing Director and CEO of Edenred India and artist, Mr. Sheil Sadwelkar, who along with the guest for the day, actress Smiley Suri, expressed their heartfelt appreciation and congratulated Vaibhav Sunil Tambat from SOS, Mumbai and Ranjit Shah from Greenfields Academy, Delhi, both aged 13. Ranjit, a class VII student whose painting is to be showcased on the face of Ticket Compliments Gift Voucher, calls this innate talent, "Just a hobby," and

A rosy picture indeed



<< Judges at Edenred's art competition

though he'd spend hours painting when free, he maintains, "I want to be an engineer". While he gleamed with a broad smile he also confessed how thoroughly he enjoyed every bit of the experience and had a great time.

Smilie couldn't help but express how overwhelmed she was and gladly said, "In today's world, art is important and children must channelise their energy, which will give them wings." Sir Sadwelkar, himself a fine arts alumnus of the JJ Institute, got back to his college after thirty years and said that he has come back on an apt

occasion. "The initiative helped these children to put forward their creative talent and express themselves freely," said the artist who is known for his signature style of not using any colours, brushes, or even canvases.

Mr. Banerjee shared how his employees learned to appreciate the rawness. He gave complete credit to the team for approaching SOS for such an initiative. SOS deals with ensuring special care to children who've lost their parents and the needy, in over 40 villages with 100 centers across the country.