

**Press note on Kala Ghoda Festival Saturday, February 2, 2008**

JSW Group and REVA in association with THE KALA GHODA ASSOCIATION is revealing 4 REVA Cars ( Electrically Operated ) as a Earth Care Initiative of the JSW Foundation on Saturday, February 2, 2008 as part of the Kala Ghoda Festival starting from February 2 to February 10, 2008.

The Earth Care initiative is a unique project, specially created by JSW and the REVA Electric Car Company, in order to raise awareness about issues concerning environment protection and to raise funds for this cause.

Four eminent artists, Bose Krishnamachari, Hafeez Contractor, Pavitra Rajaram and Ratan Batliboi have come forward to lend their support to this cause. The 4 cars painted by the artists will be on display at the Kala Ghoda Festival from Saturday, February 2 to Sunday, February 10, 2008.

The Earth Care Award is aimed at highlighting action to tackle challenges posed by climate change with direct relevance to India. As a response to the recently growing consciousness about issues associated with climate change, it is important to identify and foster locally evolved options to reduce emissions, approaches to protect land and water resources and other innovations for reducing impacts emphasizing appropriate environmental action. The first Annual Earth Award will focus on three important areas, signifying action by industries and community and by individuals covering a wide range of stakeholders.

JSW is a part of USD 8 billion O.P Jindal Grup under the dynamic leadership of Mr. Sajjan Jindal and has interes across various sectors – Steel, Energy, Cement, Aluminium, Minerals, Port & Maritime Infrastructurs and is now world wide. Under the chairmanship of Mrs Sangita Jindal, The JSW Foundation believes that we must, with honesty of purpose, make a difference in the environment we operate. We reach out to nurture and respect the individual's holistic growth and expression in the artistic and socio – economic environment. The JSW Foundation is involved in many community initiatives in the areas of Health, Education, Infrastructure Development, Women's Empowerment, Mid Day Meals for children, Vocational Centres, Natural Resources,Livlihood, Arts & Culture, etc. Through our vision to cherish and care for people, we strive to make a difference to all the lives we touch.

The auction of the 4 painted cars will be held at the Kala Ghoda Festival on Sunday, February 10, 2008. It will be a silent auction and bids for this auction can be placed on email [earthcareinitiative@gmail.com](mailto:earthcareinitiative@gmail.com). The funds raised through the auction will be used to fund organizations working in the area of environment towards climate change.

The whole issue of the Earth Care Initiative at Mumbai is linked to the Earth Care Award initiated by JSW and the Times of India and the winners in 3 categories will be declared in an award function at Delhi in April 2008