After a successful first year, Mahindra Group announces the Second Annual Mahindra Excellence

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Author : mahindraadmin Category : Brand Published : 9/6/2006

New Delhi: To recognize and reward the best in Indian theatre, The Mahindra and Mahindra group is proud to present the META (Mahindra Excellence in Theatre Awards) for the second consecutive year. The only award of its kind, META was designed to showcase the best in theatre being produced in India. The objective is to encourage all aspects of theatre craft such as playwriting, set, costume and light design, direction and performance. This year's award function will take place at The Taj Mahal hotel, New Delhi on 10th March 2007.

Applications are currently being invited from different parts of India of productions in regional languages, as well as in English and Hindi. A selection committee will review these productions, and select the finalists in January 2007. The applications are open till 31st December 2006. The criteria for application and associated terms and conditions are enclosed in this press kit. DVD recordings of every production will be reviewed by the selection committee.

Selected finalists will stage their productions at Kamani Hall, Copernicus Marg and Sri Ram Center, Mandi House, New Delhi commencing on 5th March.

META is divided into 2 categories - Established and Emerging Theatre. Emerging theatre awards are for groups that have not done more than two productions and Established theatre awards are for theatre practitioners who have had an ongoing involvement in theatre. These plays maybe adapted or original works by Indian or International play rights. Theatre productions may be verbal or non-verbal; it may include physical theatre, puppetry, multi-media and dance. The plays can be in English, Hindi or any Indian regional language thus giving small regional theatre groups and individuals an opportunity to showcase their talent to larger audiences.

This year, the META Secretariat invites entries from across the country for Emerging & Established Theatre in the following categories:

Best Play

Best Director

Best Stage Design

Best Lighting Director

Best Innovative Sound Design

Best Costume Design

Best Actor (Male) in a leading role

Best Actor (Female) in a leading role

Best Supporting Actor (Male)

Best Supporting Actor (Female)

Best Original Script

An eminent jury comprising of experienced and respected people from the world of performing arts will view these productions from 5th March - 9th March, to select the award winners in the different categories.

In the inaugural year, which was held in Delhi, META featured a list of well-known personalities as part of the jury – Shabana Azmi, Ila Arun, Shyamanand Jalan, M.S. Sathyu, Zafar Hai and M. K. Raina.

Mr. Ravi Dubey, Creative Director, META said, *'From my teenage years it has been my dream to get corporate financial support for theatre. All these years we have struggled to finance and produce plays. We have gone from pillar to post to keep theatre alive. At long last, we have got a patron in the form of the Mahindra & Mahindra Ltd. and in particular it's Vice Chairman, Mr. Anand Mahindra. The objective is not just to have the META awards every year but to ultimately set-up an academy for excellence in theatre which could provide classes, training, studio & rehearsal places and auditoriums to promote and encourage this art form. The intention is to promote plays in all Indian languages, including tribal theatre. We also hope to have exchange programs with International Theatre Institutions elsewhere in the world'.*

Mr. Rajeev Dubey, President, HR and Corporate Services, Member of Group Management Board, Mahindra & Mahindra Ltd. said, *'The Mahindra Excellence in Theatre Awards is yet another way for the Mahindra*

Group to support upcoming talent in fields that do not normally enjoy corporate support. It has been a tradition in the company to encourage innovation and creativity. We have been supporting regional theatre for many years in Mumbai and Delhi. META, being a national event, will endeavour to provide a platform to talented individuals from big cities as well as smaller ones to compete with their counterparts from across the country.'

The entire process of selection, nomination and judging of the final winners will be professionally audited by KPMG who have been retained to be the official Auditors for META.

About Mahindra Group

The US $3 billion Mahindra Group is among the top 10 industrial houses in India. Mahindra & Mahindra is the only Indian company among the top five tractor manufacturers in the world and is the market leader in multi-utility vehicles in India. It has a leading presence in key sectors of the Indian economy, including trade and financial services (Mahindra Intertrade, Mahindra & Mahindra Financial Services Ltd.), automotive components, information technology & telecom (Tech Mahindra, Bristlecone), and infrastructure development (Mahindra GESCO, Mahindra Holidays & Resorts India Ltd., Mahindra World City). With around 60 years of manufacturing experience, the Mahindra Group has built a strong base in technology, engineering, marketing and distribution. The Group employs around 30,000 people and has eight state-of-the-art manufacturing facilities in India spread

over 500,000 square meters. The Mahindra Group has ambitious global aspirations and has a presence in 20 countries spread across four continents. Mahindra products are today available in every continent except Antarctica. M&M has made strategic acquisitions of plants in China and the United Kingdom, and has 2 assembly plants in the USA. Its global subsidiaries include Mahindra Europe Srl. based in Italy, Mahindra USA Inc. and Mahindra South Africa. M&M has entered into partnerships with international companies like Renault, France, and International trucks, USA. The Group is celebrating its 60th anniversary in 2005-06.

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Mahindra Excellence Awards