

## Press Release

### **Avid Learning- An Essar Group Initiative launches in Dubai**

Avid Learning, an initiative of the Essar Group has been conceptualized with a vision to provide limitless opportunities to passionate learners. AVID fosters creative learning through workshops, lectures and other programs across three key focus areas viz., Culture & Heritage; Literature; and Art (Visual, Performing & Applied Arts). AVID now aspires to make its learning platform global with an accessible presence in other cities, including Dubai, London, and New York.

AVID's mission to promote learning and development opportunities is perfectly aligned with that of Dubai's multicultural society, which seeks to learn something new, in an easy and convenient environment.

AVID's launch this month, in Dubai, is marked by a partnership with Art Dubai, specifically by supporting The Hatch: A screening room, at the heart of the fair, a center created for artists' talks. The Hatch will feature a rolling program throughout the fair with artists' talks, presentations and film and video screenings.

In continuance, in the following month, AVID will present a workshop on Art Appreciation by industry experts who will share insights on appreciating and investing in Contemporary Indian Art. To follow will be a lecture series on The Changing Face of India through the lens of photography, art, literature, cinema and humor – an exposé to highlight the changing India. In conjunction with India Talks, AVID will curate a Contemporary Indian Art exhibition and also present a series on Modern Indian Dance. India Talks is a talk show that borrows on the format of Qatar Debates and TED Talks, and is principally engaged with India: The India Story a Global Story.

In the two years since its inception, Avid Learning has successfully conceptualized, created and deployed very innovative learning programs touching the lives of over 6000 participants with 48 courses and 17 events across four cities. These programs are open to all, including professionals, businessmen, students, expatriates, homemakers, or interested learners, novices or experts in their fields, and are delivered by leading lights from within India and abroad. AVID has supported festival platforms by partnering with Lit Live: The Mumbai Literature Festival 2011 and 2012, The Kala Ghoda Arts Festival 2011 and 2012, India Art Festival 2011 (Mumbai) and India Art Fair 2012 (New Delhi). Some of the collaborations include University of Mumbai, The Times of India, National Centre of Performing Arts, British Council and Time Out India. The Essar Group is a multinational conglomerate and a leading player in the sectors of Steel, Oil & Gas, Power, BPO & Telecom Services, Shipping, Ports, and Projects. With operations in more than 25 countries across five continents, the Group employs 75,000 people, and has revenues of USD 17 billion.

For more information, please call Vinee Ajmera @ +91 9930136063 or kindly visit [www.avidedu.in](http://www.avidedu.in).

We look forward to your support and patronage.

Best Wishes  
AVID Team

Registered Office Address: Avid Learning, Essar House 11, K.K. Marg .Mahalaxmi, Mumbai-400034, India