

Ifa Lethu Foundation launches mobile Creative Hands Project for human rights educational and entrepreneurial development tour

TATA donates truck to take workshops to rural communities

15 April 2010, Johannesburg: Mr B Muthuraman, Chairman TATA International Limited and Mr Raman Dhawan, Managing Director TATA Africa Holdings officially launched the Ifa Lethu Foundation's Creative Hands mobile project 2010 at Constitution Hill.

The mobile creative entrepreneurial project has been a vision for Ifa Lethu for almost 3 years. As an NGO, Ifa Lethu dedicates significant resources to human rights education as well as business training, development and advocacy in the creative sector.

"To awake, hone and develop the untapped creative talents of our youth in all corners of our nation is a primary mission for Ifa Lethu. To this end Ifa Lethu is committed to empowering young creative practitioners - visual artists, sculptors and fashion designers of South Africa - and empowering them through the exchange of skills and knowledge. This enables them to take their places as successful and economically sustainable members of our society, providing a living for themselves and their families," says Ifa Lethu CEO Dr Narissa Ramdhani.

Speaking at the launch, Mr Muthuraman said; "TATA sees the need for rural communities to have access to programmes of this nature. The issue of education is very close to our hearts and the development – both creatively and in the basics of business – of entrepreneurs, who normally would never have an opportunity such as this, is highly commended. Ifa Lethu is taking these opportunities to rural communities and into their schools. We believe in a sustainable, long term approach to our community outreach projects and TATA is delighted to be associated with this project"

Over the course of the next 12 months the TATA donated Creative Hands Mobile Workshop will visit all corners of the country and hold business and creative skills training sessions that would otherwise not been possible. Even more exciting are the opportunities that will be created with business partners of Ifa Lethu who are responsible for the marketing of products created during these sessions.

Using the now priceless repatriated heritage works of the struggle artists, this mobile project will also introduce rural schools to the history, legacy and possibilities of how the visual arts can shape, influence and heal a nation.

The project is managed by Art Aid, **specifically John-Anthony Boerma who explained how the TATA truck is a multi-purpose fitted mobile workshop, exhibition and creative business training centre.**

