

Celebrate the timeless glory of Urdu with the most distinguished names in 'Jashn-e-Rekhta'

- *More than 60 renowned personalities to speak and perform in the capital on 14th & 15th March 2015*
- *Distinguished names from Pakistan to be a part of this most diverse Urdu festival*
- *26 sessions showcasing various facets of Urdu by connoisseurs of the language*

New Delhi, February 25, 2015: The Rekhta foundation, which has curated the largest online anthology of Urdu poetry in the world, presents Jashn-e-Rekhta: Celebrating Urdu, a two-day festival in Delhi. Organized in collaboration with the India International Center (IIC), the festival aims to celebrate and explore the spirit of Urdu – its lyrical beauty and rich eloquence.

For two festive days, some of Urdu's finest masters will converge to celebrate Urdu through live performances, recitations, dastangoi, musical renditions, mushaira, dramas, panel discussions, film screenings and interactive sessions. Adding to the conviviality, an outdoor fete will host book exhibitions, calligraphy art, ghazals, nukkad-nataks and more.

Transcending borders, Jashn-e-Rekhta brings together distinguished poets, authors and artists not only from across India, but also from Pakistan and the US. Distinguished names, such as Javed Akhtar, Zia Mohyeddin, Rekha Bhardwaj, Ustad Hamid Ali Khan, Gopi Chand Narang, Ashok Vajpayee, Muzaffar Ali, Nida Fazli and Purushottam Agrawal amongst many others, will come together to bring alive Urdu's timeless splendor and its rich, linguistic heritage.

What makes this festival unique is that the Jashn aspires to engage, enlighten and entertain audiences from diverse backgrounds. Mr. Sanjiv Saraf, founder of Rekhta.org and the main force behind the festival says, "Jashn-e-Rekhta is a platform to showcase the world of Urdu through the eyes and experience of the masters. We aim to reach out to both the Urdu speaking and the non-Urdu speaking audience."

For Mr. Saraf, whose interest in Urdu led him to undertake the colossal task of bringing together the language's works under one roof, Rekhta is a labour of love. What started as a personal passion, soon grew into a desire to not only collect Urdu works, but also to make them accessible to the public. Rekhta's indefatigable efforts seem to have borne fruit. In the two short years since its inception, Rekhta has become a priceless repository of Urdu works. From Urdu magazines, literature, ebooks and translations to thousands of ghazals, nazms, and shers, Rekhta has become an invaluable resource. The works, which can be viewed in Urdu, Devanagari or Roman scripts, have been sourced from all over the world and been painstakingly digitized and translated.

"Jashn-e-Rekhta", says Mr. Saraf, "is in keeping with the spirit of the Rekhta foundation, which is to bring Urdu and its timeless beauty into the realm of public consciousness."

The festival is being held on the 14th and 15th of March. Entry is free.

About Rekhta.org:

Rekhta Foundation is a non-profit venture and operates a free online resource for Urdu poetry- www.rekhta.org. The objective of Rekhta is to promote Urdu literature, especially Urdu Poetry, to a global audience having roots in our sub-continent, particularly those not conversant with the Urdu script.

Rekhta.org was established with the objective of promoting and disseminating Urdu literature, especially Urdu Poetry to an audience beyond those conversant with the Urdu script. The content is available in Devanagari and Roman scripts in addition to the Urdu script.

The website has a global readership from over 150 countries across the globe. In less than a year, it has attracted wide acclaim and has been highly appreciated not only by laypersons and enthusiasts but also by Urdu literatures from India, Pakistan and other parts of the globe.

This resource provides the works of the highest number of poets compared to any other site in this genre. The site is the largest online repository of Urdu poetry anywhere, with over 7000 Ghazals and Nazms of over 650 Urdu poets of over the last three centuries.

In addition to these young poets, established literary figures from India, Pakistan, Canada and Middle East, and other nations are also invited and recorded at Rekhta and are available to be heard and seen by all interested viewers.

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