

IDFC FIRST Bank & G5A Foundation for Contemporary Culture use musical, theatrical program for Social and Cultural Awareness in local community

- *Jointly present **Utterly Gutterly Atrocious** – an utterly zany and fantastical theatrical performance as a part of G5A’s **Swachh Worli Koliwada** project*
- *In a first, the play features young talented members of the Worli Koliwada community alongside professional actors and technicians*

Mumbai, February 28, 2019: IDFC FIRST Bank has partnered G5A Foundation for Contemporary Culture to present **Utterly Gutterly Atrocious** - a theatrical production that seeks to raise social awareness about the significance of a mindful attitude towards clean, healthy and self-sustained zero-waste neighborhoods in Mumbai.

Utterly Gutterly Atrocious, to be staged on March 3 at G5A in Mahalaxmi, Mumbai, is part of G5A’s Arts and Transformation series and the **Swachh Worli Koliwada** project, an initiative supported by IDFC FIRST Bank under the **Swachh Bharat Mission**.

The one-of-its-kind play uses creative expression to build cultural consciousness about societal attitudes towards waste among members of the Worli Koliwada community, as well as residents of Mumbai. It is intended to advocate and influence sustainable social change that will help create clean and vibrant neighborhoods. The play features young talented members of the Worli Koliwada community alongside professional actors and technicians.

The support to G5A’s **Swachh Worli Koliwada** project was initiated on June 5, 2018, on World Environment Day, by Mr. Vaidyanathan, as Founder & Chairman of the erstwhile Capital First Ltd to support the **Swachh Bharat Mission** of the country.

Worli Koliwada is a wonderful scenic location, but its importance can only be reinforced and strengthened through sustainable revitalization initiatives and consistent cleanliness efforts, jointly by all stakeholders, including residents of Worli Koliwada and the larger G South Ward.

The project envisages starting a solid waste management program including awareness sessions with community members, waste segregation at source and mindful treatment and reuse of dry and wet waste. The project will include training and empowering of key groups in the community.

Following the merger of Capital First with IDFC Bank, the **Swachh Worli Koliwada** project now forms part of the Corporate Social Responsibility (CSR) program of IDFC FIRST Bank, the combined entity post-merger.

Mr. V Vaidyanathan, MD & CEO, IDFC FIRST Bank, said, “We are delighted to participate in the project for clean-up of **Worli Koliwada** under the **Swachh Bharat Mission**. We look forward to a clean Worli Koliwada for its residents and for our country. I am equally delighted that a musical journey and arts are being used to raise awareness and support for interventions related to the **Swachh Worli Koliwada** project. **Utterly Gutterly Atrocious** is thought-provoking and strikingly visual.”

The play also presents young participants from Worli Koliwada an opportunity to work alongside professional artists and discover their own inherent creativity and capability.

Utterly Gutterly Atrocious, is a musical journey which, through its dynamic and unexpected sub plots, and many twists and turns, satirises and challenges people's attitudes towards waste, class and caste in a funny, and engaging way. It is a delightful, witty spin on the classic tale of the hare and the tortoise for children and young adults. The play is set in a mystical world inhabited by many unusual folk - including a crazy colonel, a French spy, an eccentric king, a shrewd minister, many hares and tortoises, a young boy, Suvarna - and his mad, mad adventures through Gutterland.

Utterly Gutterly Atrocious is a creative collaboration between G5A and Aarambh Mumbai.

The Bank's interventions are structured in a way that they not only impact communities directly, but are self-sustaining in the long run. The Bank's partnerships also go beyond funding, to active involvement in strategy and implementation of social impact programs on ground.

Some of the Bank's interventions that seek to be transformational include G5A's **Swachh Worli Koliwada** project in Mumbai, Bubbles Centre for Autism in Bangalore, MBA Scholarship program for aspiring meritorious by economically weak students, and Project Saksham for less privileged women. The CSR mission of the Bank focusses mainly on Education but also includes Livelihoods, Women Empowerment, Health and Financial Inclusion.

Note on Utterly Gutterly Atrocious

MARCH 03, 2019: 12PM AND 4PM at G5A, Mahalaxmi

DURATION: 1 hour 30 minutes

Language: English, Hindi

PASSES AVAILABLE ON BOOKMYSHOW

FOR MORE DETAILS, - WRITE INTO info@g5a.org or

CALL G5A BOX OFFICE - +91 - 88792 08475 or 022 - 4970 4622

Cast & Credits

Writer & Director:

Purva Naresh

Cast:

Aarambh Mumbai:

Himanshu Talreja, Asmit Pathare, Harsh Khurana, Sariika Singh, Advait Kottary, Niranjan Iyengar, Darshan Jayesh, Laxmi Nayar / Subhashree Sahoo, Aamir Aziz, Hari Jangid / Shahnawaz Alam, Vedpal Rakhi Kashyap

Community participants of Worli Koliwada as performers:

Utkarsh Singh, Avani Basa, Sanskriti Lad, Aditi Desai, Shubham Manjarekar, Swarup Nar, Anubhav Singh, Deepak Singh, Reeya Keer, Kartik Keer, Mugdha Parab, Sahil Tikam, Aniket Sathe, Shubham More, Yash Patil, Prajyot, Mayur Sathe

Backstage: Annie, Shivam, Saurabh

Light Design: Asmit Pathare, Adi Shastri

Light Operations: Sachin Lele

Music:

Anadi Nagar

Vocals:

Anadi Nagar, Srijonee

Percussion:

Varun Gupta, Ritesh Malaney

Musicians from Worli Koliwada

Nelson Maithrie & Joy Maithrie

Production and Community Liaison (G5A)

Ashok Shinde, Aishwarya Kumar, and Ankita Shah, supported by Sopan Borkar and Deepak Rampure

Props and Costumes for community participants created by residents of Worli Koliwada, facilitated by Samir Bharadwaj.

About IDFC FIRST Bank

[IDFC FIRST Bank](#) provides a range of financial solutions primarily aimed at individuals, small businesses and corporates. The Bank offers savings and current accounts, NRI accounts, salary accounts, demat accounts, fixed and recurring deposits, home and personal loans, small business loans, forex products, payment solutions and wealth management services. IDFC First Bank has a nationwide presence and operates in the Retail Banking, Wholesale Banking and other banking segments. Customers can choose where and how they want to bank: 206 bank liability branches, 102 asset branches, 140 ATMs and 454 rural business correspondent centres across the country, net banking, mobile banking and 24/7 toll free Banker-on-Call service.

About G5A Foundation

The G5A Foundation for Contemporary Culture is a not-for-profit organization that encourages contemporary art and culture that is experimental and courageous, good governance that is inclusive and participatory, and ecosystems that are equitable and resilient. At G5A, we believe that art and culture have the power to catalyze change for the better – by challenging people to think critically, creatively, and courageously.

Since its inception in January 2016, G5A has collaborated with more than 350 artists and presented more than 350 programs across Cinema, Theatre, Music, Dance, Language Arts, New Media Arts, Architecture and Design at the different spaces in the warehouse, with PORT (our café) playing an integral role, supplementing the program content through space and F&B offerings.

With G5A, Founder & Artistic Director Anuradha Parikh's vision was to create a process model for a more liveable and creative city through art and cultural practice. Art has the power to change, and G5A is that safe space that nurtures and encourages bold, creative and experimental work. This in turn creates a visionary audience, visionary patrons and gradually an entire creative community.

For more details, please visit www.g5a.org

About Aarambh Mumbai

Aarambh Mumbai is a theatre group based out of Mumbai with a catalogue of five award winning plays developed in four years. Aarambh is focused upon generating engaging and socially relevant content in Hindi and other Indian languages for various platforms of the performing arts sector with a special focus on theatre.

Aarambh believes in entertainment with a conscience and are perpetually focused on bridging the seemingly wide gap between entertainment and issue- based storytelling. Aarambh's core expertise is to tell stories infused with music and dance.

Founder member Purva Naresh is a writer, director, dancer, pakhawaj player, and actor herself.