

**Press release by AID on the eve of the launch of the latest bollywood movie,
SWADES**

Association for India's Development's (AID's) efforts of helping Indian villages with support and involvement of NRI's in USA have partly inspired the latest Bollywood flick Swades written and directed by Ashutosh Gowariker of the Lagaan fame.

While scripting Swades, Ashutosh Gowariker and his team visited Bilgaon, an adivasi village in the Narmada valley where AID supported an electricity generation project to light up the entire village. Ashutosh Gowariker visited Bilgaon after spending considerable time with AID Jeevansaathis, Aravinda Pillalamarri and Ravi Kuchimanchi who returned to India from the USA to work for village development and who were closely involved with the Bilgaon project on behalf of AID. The people of Bilgaon did 2000 person-days of shramdaan to make their village energy self-sufficient under the inspiration of Narmada Bachao Andolan (NBA). More information of the Bilgaon Micro-Hydro Project is at <http://www.aidindia.org/projects/illus/pedal.htm>

Swades hits theatres around the world on December 17, 2004 with NASA engineer, played by Shah Rukh Khan, searching for his roots, enlightened by the very lights he brings to the village. Association for India's Development is happy to note that Ravi and Aravinda have been acknowledged in the credits of Swades. The movie indeed reflects the journey that many an AID volunteer may make in the future.

Association for India's Development (AID) was founded in 1991 in the Washington DC area, when graduate students at University of Maryland and working people got together to support development projects in Indian villages. Since 1991 AID has grown to be one of the most active non-profits for connecting meaningfully with India with over 40 chapters. It supports close to one hundred projects in India every year. Inspired by AID several individuals have returned to work for the cause of Indian villages. We hope more people follow in the footsteps of AID Jeevansaathis, Aravinda, Ravi, Balaji Sampath and Rachna Dinghra who were working in the USA but have bid adieu and are now in Swades working on rural development and people's issues.

To get involved with development projects in rural India please visit the AID website <http://www.aidindia.org> and its year-ending campaign One for India at: <http://www.oneforindia.org>

You can also write to info@aidindia.org for more information.

About AID:

The Association for India's Development (AID) Inc. is a 501 (c)(3) charitable non-profit organization with over 40 chapters in the US. AID has received the highest 4-star rating by Charity Navigator, America's best-known independent evaluator of charities. AID projects and partners have also received various other awards and recognitions.

AID is committed to the cause of alleviating poverty in India measuring progress through the yard-sticks of self-reliance, people's involvement and volunteerism. AID supports projects that empowering poor and marginalized communities in India through various social developmental efforts in areas such as women's issues, education, literacy, micro-credit, community health, sustainable livelihoods, watershed development and environmental issues.

Contributions to AID Inc. are tax-deductible in the US. Our federal tax-ID is 04-3652609.

Resources:

Association for India's Development: <http://www.aidindia.org>

One for India AID Fundraiser <http://www.oneforindia.org>

About AID /Jeevansaathis/ :<http://www.oneforindia.org/projects.php?pid=34>

AID Press Kit includes previous media coverage, press releases and awards and recognition for AID and its partners:http://www.aidindia.org/resources/press_kit.htm
