

Stars' jeans to be auctioned for charity



Vishwanath Sallin / ADC

Bollywood star Amitabh Bachchan and Shobha De at the launch of 'Jeanaration,' a celebrity jeans auction function, held at Taj Lands End.

By Dhriti Menon

Parikrma, a non-profit organisation based in Bangalore that provides under-privileged children access to world class education, held a press conference at Taj Lands End to launch 'Jeanaration,' a celebrity jeans auction. Supported by Ebay and the Embassy Group, this auction is a unique initiative to raise funds to provide scholarships to the poorest of children to access the best colleges.

Amitabh Bachchan, author Shobha De and Shukla Bose, founder and CEO of Parikrma Humanity Foundation graced the occasion where Bachchan donated a pair of his jeans to the auction, also autographing them and handing them over to some children of

Parikrma.

The auction will last for a two-week period hosted by Ebay, online and will feature jeans worn by various Bollywood superstars like Priyanka Chopra, Aishwariya Rai, Deepika Padukone, Saif Ali Khan among others. Southern stars like Trisha, Dhanush and Rana Daggubati have also agreed to be a part of the 'Jeanaration' campaign. Proceeds from the auction will be used to help fund college education for children of Parikrma. The jeans will travel across four on-ground events in cities (Mumbai, Chennai, Singapore and San Francisco) around the world which will make it a global campaign.

At the end of the event Bachchan announced that he will be donating 11 lakh to the cause.