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Sudarsan Pattnaik Joins CRY, Specta to Empower Children Through Art

July 27, 2025

– Categories: Human Rights



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Padma Shri awardee Sudarsan Pattnaik has collaborated with luxury quartz brand Specta and nonprofit organization Child Rights and You (CRY) in a national campaign aimed at using art to empower underprivileged children across India.

Celebrated Indian sand artist and Padma Shri recipient Sudarsan Pattnaik has partnered with Specta Quartz Surfaces, a leading brand in luxury quartz, and Child Rights and You (CRY), a prominent Indian nonprofit advocating for children's rights, for a nationwide initiative

titled “Colouring Dreams of India’s Children.” The campaign centers on enabling creative expression among India’s youth, particularly those from underprivileged backgrounds, through accessible artistic tools and community workshops.

Pattnaik’s contribution to the campaign includes a visually striking sand sculpture unveiled in Puri, Odisha. Drawing from his childhood when art materials were a luxury he couldn’t afford, Pattnaik used sand to explore his creativity. Now, decades later, he is helping a new generation of children find similar outlets for expression. “I began my journey with sand because it was all I had,” Pattnaik remarked. “This campaign shows that when children are given even the simplest tools, they can achieve extraordinary things.”

The sculpture features two children with outstretched arms, symbolizing freedom, creativity, and limitless potential. The display prominently includes the logos of Specta and CRY, reinforcing their joint commitment to this cause. The message “Colouring Dreams of India’s Children” echoes the campaign’s goal of building a society that recognizes and nurtures the imagination and capabilities of its youngest members.

Specta Quartz Surfaces, through the launch of its new *Pastel Poise* collection, is allocating proceeds to support CRY’s efforts on the ground. These funds will go toward providing art materials, organizing community art workshops, and establishing safe, inclusive spaces for children to create and thrive.

Ankit Jain, the founder of Specta Quartz Surfaces, emphasized the company’s belief in fostering artistic expression as a cornerstone of a healthy society. “We see immense value in giving children the tools to express themselves,” Jain said. “This campaign is about more than corporate responsibility; it’s about making a tangible difference.”

CRY Chief Executive Officer Puja Marwaha echoed these sentiments. “When children are encouraged to think creatively and express freely, it doesn’t just benefit them, it strengthens the entire community,” she noted.

The initiative aims to build a supportive environment for children’s development through creativity.

The campaign also responds to a growing awareness that access to creative outlets is not equally distributed across Indian society. With support from both public and private stakeholders, “Colouring Dreams of India’s Children” aims to change that. By integrating

artistic programs into everyday life, the initiative underscores the importance of imagination as a powerful driver of progress.

Specta is encouraging customers to support the campaign by choosing products from the *Pastel Poise* line, linking aesthetic value in the home with broader social responsibility. The unveiling of Pattnaik's sculpture marks a symbolic milestone for the campaign, signaling a deepened commitment to child development through the arts. This collaboration between a respected artist, a committed business, and a trusted nonprofit exemplifies how different sectors can unite around a shared purpose, empowering children not through empty slogans but through real, actionable support.