

# India *fest* 2013

K i n g d o m s   o f   I n d i a

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A note on the background image — The *Jharokha* is a prominent feature of Indian palatial architecture. Members of a royal household would lounge in plush seating behind these ornate windows and observe their subjects from a vantage point in all their grandeur.

# ✧ Editorial ✧

of palace-dwellers; Kings, rulers, emperors - victors all... of mighty deeds and statures tall; Brought back to life from the days of old, as you walk past pillars adorned with gold. And where to does this hallway lead? The central exhibit, our grandest deed! Stand at the cusp of this creative fount, behold and admire the imperial mount. Do trust your eyes, for they aren't joking, but hey! Nearby, a grill is smoking. As aromas ensnare each breath you take, accelerate towards them, then gently brake. You find yourself now surrounded by food; don't gulp! It needs to be properly chewed. Now that you've eaten, I'll have you know; that you're right on time for our cultural show. Please do take a seat. Yes! I insist! In the royal scheme, here's a comical twist. Were the kings of yore in this age reborn, would they beam with pride, or frown with scorn? Watch and laugh and clap and cheer. Take a break if you like, the bazaar is near. Shop a lot, yes, but not till you drop! We're barely half-way, and the show can't stop. Has your hunger returned? Please eat some more. Where shall we head next? Just pick any door. If you like to cook, you may watch a demonstration; if not, head on further to the next station. By now you should know your way around, familiarizing yourself with each sight and sound. Have I mentioned the Bollywood concert yet? Oh, you're going to love it, I'm willing to bet! It's been a great pleasure to show you about. Did you have fun? Thanks, I never had a doubt! I'll let my friends know whatever you said. It was for your smiles that they sweated and bled. They will be very pleased for they've worked really hard! It was they who built the palace, I have only played the bard.



*Thank you, Navin and DP! This wouldn't have happened without you! ☺*

*Achint Choudhry*

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# City of Memphis



## *Proclamation*

**WHEREAS**, the City of Memphis takes great pride in its cultural diversity and invites people from all over the world to make this city their home; and

**WHEREAS**, India is the world's largest secular democracy and home to more than one billion people from various ethnic groups and religious faiths with 16 official languages and hundreds of dialects; and

**WHEREAS**, The India Association of Memphis, Inc. (IAM) is a non-profit organization, serving the socio-cultural needs of more than 2,500 families of Indian origin who are residents of Memphis and Shelby County; and

**WHEREAS**, India Fest is an annual cultural celebration of India, which highlights the history, food, culture, and civilization and seeks to share that rich heritage with the all members of the community; and

**WHEREAS**, the City of Memphis recognizes the contributions of the members of our diverse community and the positive influence of cultural exchange on our community.

**NOW, THEREFORE, I, A C WHARTON, JR., MAYOR OF THE CITY OF MEMPHIS, TENNESSEE**, do hereby recognize this 11<sup>th</sup> celebration of

## ***INDIA FEST***

in the City of Memphis and I urge all citizens to participate in the festivities surrounding this annual event.



**IN TESTIMONY WHEREOF**,  
I have hereunto set my hand and  
caused the seal of the city of Memphis  
to be affixed this 2<sup>nd</sup> day of November  
2013.

A C Wharton, Jr.  
Mayor

# LIVE IN CONCERT!



*Neha Verma*

SA RE GA MA PA  
2011 FINALIST



*Omkar Deshpande*

INDIAN IDOL  
SEASON 1 FINALIST

Watch these brilliant stars dazzle on stage  
LIVE @ India Fest 2013



5:00 pm ~ 7:00 pm





# Schedule of Events:

## School Band Performances

**10:30 am | Dome area**

Two school bands (70 strong each) present Indian tunes on a contemporary orchestra

## Malhaar

**11:30 am | Main Stage**

Thirteen cultural performances showcasing a variety of Indian dance forms featuring 166 participants of all ages.

## Bollywood Dance Workshop

**12:00 pm | Amphitheatre**

Bust a move and sway to Indian songs led by a talented Bollywood choreographer.

## Rang Manch

**3:30 pm | Main Stage**

Four teams compete as they take you through a dancing journey from India's past to the future via the present.

## Bollywood Concert — Neha and Omkar

**5:00 pm | Main Stage**

The closing ceremony for the opulent and royal India Fest 2013 presents talent show stars Neha Verma and Omkar Deshpande.

Their melodies will behoove you to yell 'encore'!

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# Note from the President of I.A.M.



Welcome to the Kingdoms of India at India Fest 2013!

Free your minds, and unbridle your imagination as we transport you back to an age when the grandeur, splendor and opulence of India's monarchs was known worldwide. Our theme for India Fest this year brings a royal aspect of India's long and colorful history to life exclusively for the Mid-South community.

Every year, we have the privilege to walk this road and rub shoulders with truly amazing people. The incredible quantum of time and effort spent by our volunteers and the unwavering support of our corporate sponsors have once again brought our dreams for this festival to fruition. Over 200 volunteers joined us on the path to India Fest 2013 and toiled day and night on numerous projects, spending time away from their families and working late nights. I cannot find words to fittingly commend their efforts. I too experienced firsthand, the trials of working in 90 degree weather to 30 degree weather as the fabled season of our mid-south headed 'south' over the course of our massive project, as the planning phase neared its horizon and began the transition to action.

Though you see us and hear from us today via this medium, the unsung heroes of our efforts are the spouses and children of the volunteers, whose patience, love and support powered our juggernaut. Above all else, the power of love has helped us surpass every goal and expectation — our love for culture, for friends, for diversity, and for the freedom that we live and breathe, is the very love that behooves us to give something back to the community and share what we hold dear. Belonging to a culture of celebration, we wish to share with everyone — the joy that celebration gives us. That is what India Fest means to us.

This year we have the honor of welcoming our Chief Guests — Mr. Rob Carter, CIO of FedEx, Mayor A.C. Wharton and Mayor Mark Luttrell to join the festivities with us. We thank them for gracing India Fest with their presence. Our corporate sponsors have steadfastly stood by the India Association of Memphis and our efforts to celebrate diversity in the Mid-South. Our gratitude for them is beyond the abilities of written word. In showcasing Indian culture, we try to bring our guests, especially non-Indians, an authentic experience of visiting India without having to buy an air ticket. Ha! If spending a day at India Fest succeeds in making you feel like you've been to India, we would have achieved the success we set out for.

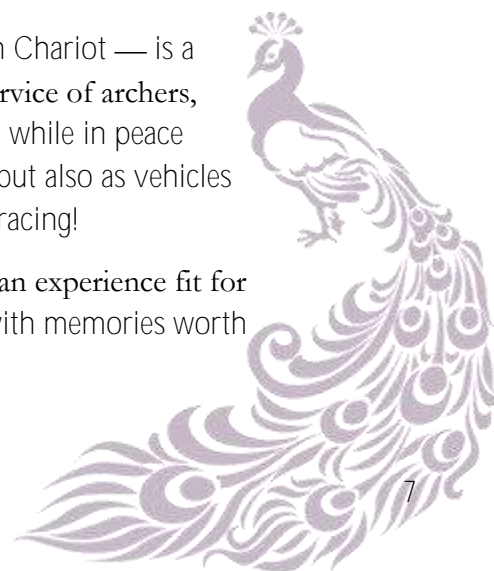


Our centerpiece this year — the Golden Chariot — is a symbol of the festival's theme. In the service of archers, chariots were devastating war machines, while in peace they served not only as brisk transport, but also as vehicles for hunting and competitive sports like racing!

We've tried to build a vehicle as well as an experience fit for kings, and hope that you return home with memories worth treasuring.

Sincerely,

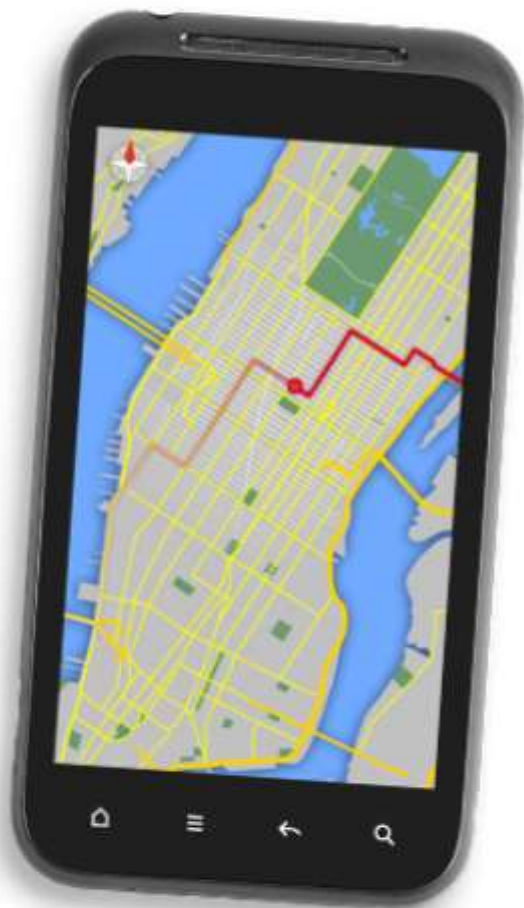
*Navin Eric*





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# Note from the Festival Director



On behalf of the India Fest 2013 team it is my pleasure to welcome you, your family and friends to the festival. Our team has worked very hard to present you with a most memorable experience. We sincerely hope that you enjoy our food, décor, cultural performances and the variety of activities in the Youth Corner. We present to you, a day of marvelous experiences.

While India is well known for richness of heritage, culture, traditions, festivals, food and much more, her history chronicles great kings, kingdoms and immense wealth. Our theme this year — **‘KINGDOMS OF INDIA’**, is a humble tribute to the India’s regal past, presenting royal grandeur and showcasing history from past millennia. Please take your time to appreciate the details of our thematic artifacts — the Grand Entrance, Chariot, and Information Hallway décor depicting various historical kingdoms.

From a humble inception 11 years ago, India Fest has grown into the fabric of the Greater Memphis community. The festival is a common platform for Indian-American communities to gather and celebrate. It is a family event for guests from all walks of life who look forward to the festival each year. The eagerness with which the community awaits India Fest fills us with pride and gratitude. As we grow year after year by leaps and bounds, expecting to host over 12,000 guests this year, I heartily thank the founders of IAM for their gift to the community — i.e. India Fest.

As the Festival Director this year, I’ve had the privilege of working with the amazing people in the IAM Executive Committee and the Board of Trustees, whose support and friendship had made all our efforts worthwhile. I also thank and congratulate all Regional Indian organizations, their leadership and each member for their vital role in the success of India Fest. Your support has been limitless!

It is said that “volunteers don’t get paid, not because they’re worthless, but because they’re priceless.” My belief in this quote is set in stone from witnessing the recent months. For India Fest 2013, our volunteers have expended unprecedented effort, displayed boundless creativity, and sacrificed irreplaceable personal time. They have battled the elements, defied sleep, and shown such passion that has left everlasting impressions on me. November 2nd, 2013 is the day all these efforts come to fruition. The event itself is a true measure of our success. I extend my deepest appreciation and gratitude to the volunteers and my fellow team members.

I sincerely thank the sponsors of India Fest 2013, without whose helping hands, this colossal event could not have been pulled together. I also thank all our merchants, supporters, and guests for being the source of our strength.

I also thank my wife Aparna, and my beautiful children Namish and Abhish for their patience, cooperation, understanding and support throughout this year.

Once again I thank you all for bestowing on me the honor of serving the Indian community in Memphis, and for the pleasure that this experience has given me. I now exhort you all to enjoy the event and make it memorable!

Always at your service,

*Naveen Mamidipalli*





# INDIA FEST 2013: IN THE MAKING

Putting together an event of the scale of India Fest is no mean feat. Last year, we hosted ten thousand guests within the space of ten hours, which itself is intimidating on all levels. The road traveled by the 2013 India Fest team makes for a thrilling tale which words cannot do justice to. On a strategic level, planning for India Fest 2013 began right the day after the festival last year. The helmsman of this juggernaut was chosen carefully — 2013 Festival Director Naveen Mamidipalli has done more than justice to the pedestal he stands on today. Naveen assembled a highly experienced leadership team and assigned ‘track directors’ to all core functions, beginning with the program manager - Suresh Kotta. Suresh has done a fantastic job of synchronizing the efforts of all the tracks, ensuring that we didn’t step on each other’s toes. The entire team thanks Suresh for his leadership & organizing skills.

## LEADERSHIP

Naveen’s adept track leads have surpassed all expectations and maintained the momentum over several weeks of planning which they succeeded in turning into execution. The track leads ensured that risks were identified early and promptly contained. Given the success witnessed by the previous edition of the festival, expectations were high from the get go, and so was the pressure to deliver. The team has done a commendable job, of not only meeting, but exceeding their goals. Kudos!



*In the pic (L to R) — Standing: Arjun, DP, Shankar, Naveen, Navin, Sampath, Swamy | Sitting: Rupesh, Murali, Kiran, Deepa, Manjit, Simanti & Darshan*



Suresh

## BUSINESS DEVELOPMENT



*In the picture (L to R): DP, Navin, Naveen, Vijay and Nataraj*

Building on the success of the previous year, Durga Prasad Koka succeeded in renewing several sponsor relationships in which he received adroit support from Navin Eric, Naveen Mamidipalli, Vijay Kalaga and Nataraj Krishnaraju. The business development efforts of this experienced team were extraordinarily fruitful and exceeded their self appointed target well ahead of time.

Booth Sales were the highlight of this year’s BDS effort. Building on the brilliant idea to take booth sales online paid off tremendously. The team owes special thanks to Anith Larson and Sathish Gundala who conceived online Booth Sales last year. We take pride in that our booths sold out 30 days prior to the

festival date. The tremendous support received from our corporate sponsors gave us a much needed boost. We sincerely thank our sponsors for powering the engines of India Fest 2013.

## CULTURALS

Each year, the cultural segment is one of the most anticipated, vibrant and entertaining element of India Fest. This year’s Cultural Crew is led by Simanti Chatterjee whose young and energetic crew comprises of Nagraju Grandhi, Raju Pericharla and Varun Boosnur. The team set themselves a target of bringing the best of India to In-



dia Fest. Countless hours of planning have been spent brainstorming, with sleepless nights devoted to selecting and refining the theme and stringing together the best of Indian culture for our guests. This roller-coaster of a journey has been ably guided by our rock-solid community veteran Kiran Parupudi, essaying the role of Cultural Advisor. Another highly deserving special mention goes to Vasanthi Grandhi (Nagraju's better half), for her priceless and resilient support!



*In the picture (L to R): Nagraju, Kiran, Simanti, Varun and Raju*

Our cultural extravaganza at India Fest 2013 is powered by an ever-enthusiastic, energetic and bustling band of over 350 participants, coordinators and choreographers. The fruits of their tireless toil will unfold before you on stage during Malhaar and Rang Manch!



*In the pic (L to R) — Standing: Surender, Ganesh, Sampath, Ratnakar, Anto, Upendra, Rupesh, Narayana Swamy, Naveen, Navin, Naresh, Sathish, Anita, Raju, Varun, Nagraju, Krishna, Srinivas | Sitting: Pavithra, Srujana, Sailaja, Latha, Aparna, Kiranmaye, Lakshmi, Jyothi, Chaitanya, Prasanthi, Deepa, Sravanthi*

## CREATIVE

Our décor concept - *Kingdoms of India* - is a complex & challenging theme. Visualizing and presenting artifacts from India's historical kingdoms, is the unenviable task of the creative track. A dedicated team comprising Anto Chandran, Satheesh Natrajan, Naresh Varma, Chandraiah Lagiseti, Sravanthi Peruru, Pavithra

Gudur, Goutham Thaminenni and Rupesh Venkataramanna contributed to the process of conceiving and executing a three tiered royal experience



Prabhakar



Sada



Radha



Murali



Sheshu



Suresh

at India Fest 2013. The hall way decoration and building a Chariot were very challenging tasks. Narayana Swamy Adapa, Prabhakar Thippa and Kiranmaye Giledi poured numerous hours into this with invaluable help from Srujana Pale, Latha Vavilala, Sailaja Kotta, Chaitanya Mummareddy, Sai Prashanthi Lingareddy, Lakshmi Nellore, Jyothi Parvathareddy, Radha Narisetty, Manju Manikonda, Aparna Mamidipalli, Sukumar Jena, Deepa Jena, Upendra Munugapati, Ratnakar Vana and Sada Kundavajjala amongst many others. Both teams synergized and achieved this humongous task. This monumental project would not have succeeded without the contributions of Suresh Kotta and Naveen Mamidipalli. Creative Director, Dr. Murali Reddivari is proud of his team's utmost sincerity and dedication, by which they overcame great challenges and built majestic artifacts. Special thanks to Anupama Indukuri, Minnathi Reddivari and Johnny for gracefully hosting the creative team.





## MARKETING

With a vision to grow the outreach of the festival, the 2013 marketing team began with a foundational thought that measurement is key to improvement. Analyzing data from past editions of India Fest, the team set their goals, and work began way back in April. Marketing Director Arjun Sardar had the pleasure of leading a dream team of diverse professionals. Anupam Lahiri and Manjit Kaur were drafted early to manage media relationships. Prantik Sinha joined the team to tackle social media and publications. Bringing in a novel perspective as the team's first non-Indian volunteer, David Merrill from Fuel Film Memphis was instrumental in penetrating radio, television and film channels. Sagnika Ghosh, a PhD student from U. Memphis reached out to the student community. As a skilled IT professional, Deepak Rawat optimized web content and enhanced our search engine presence. Last but not the least, Lisa Bobal brought in her community contacts, adding diversity to the team and expanding our reach to the non-Indian community of Greater Memphis. The team succeeded in connecting with schools and took India Fest to Memphis festivities such as On Location, Trolley Night and River Arts fest. Being featured on Fox13 with interviews and cultural performances was another feather in our cap.



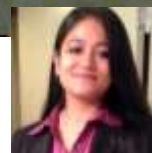
*In the picture (L to R): Deepak , Prantik , Naveen, Navin, Arjun & Manjit*



David



Lisa



Sagnika



Anupam



*In the picture (L to R): Srinivasa, Kiran, Deepa, Navin, Naveen*

## FINANCE

An event as big as India Fest needs robust financial planning, which was led this year by Deepa Kundavajjala. Deepa's found capable support in Kiran Dakuri and Srinivasa Rao Annamaneni. In spite of being one of the smallest tracks by head count, Deepa and team have ensured that every dollar received and spent is tracked and documented meticulously. Dotting every 'i', crossing all 't's. Deepa, Kiran and Srinivasa have done an admirable job of budgeting the event end to end, simultaneously maintaining focus on the big picture and fine detail.

## GUEST EXPERIENCE

Led by seasoned India Fest veteran Darshan Sampath, a new track has been introduced this year, dedicated to managing Guest Experience, with a focus on improving the overall experience for our guests. Supporting Darshan in this critical and massive endeavor, are Philji Johns and Manjit Kaur — two highly talented individuals with a penchant for community service. The vision laid out for the guest experience team includes ensuring high standards of food vending and hygiene maintaining perfect upkeep of the premises; a recycling effort spearheaded by the youth team; and a showcase of diverse culinary offerings at



*In the picture (L to R): Philji, Manjit and Darshan*



Anurag



ing popular Indian delicacies, where the attendees can interact with the chefs and taste the preparations. Darshan and team will also conduct a guest experience survey to see how well we did in meeting guests' expectations.



#### V.I.P.

Our sponsors are the foundation on which the grandeur of India Fest is built. It is therefore our perpetual endeavor to repay this generous support with our fullest attention to the comfort and experience of guests who attend India Fest as the representatives of our sponsors. This year, the VIP track is led by Swamy Polasa with support from Parul Sharma, Sriphani Gadiraju, Vamshi Marpadaga and Kuldeep Sharma. Together, they have been planning for months to ensure that on the day of the festival, the end to end experience of every VIP guest is memorable experience, so that they may cherish the fond memories of our hospitality along with India Fest.



*In the picture (L to R): Swamy, Kuldeep and Parul*



*In the picture (L to R) — Standing: Sree, Sai, Siddarth, Shankar, Ramki | Sitting: Georgina, Swathi G, Saie, Prakruthi, Sanjana, Swathi*

#### YOUTH CORNER

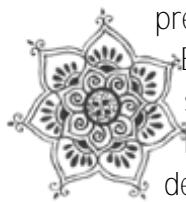
This year's youth corner is by, for and of the youth! With maximal emphasis on youth involvement, the 2013 Youth Corner team is brimming with young energy. Their busy school schedules, homework assignments and extra curricular activities notwithstanding, our youth team's drive is inspiring! Starting way back in the summer, our youth team undertook a challenging task and designed a variety of activities combining fun and education. Scavenger hunts, digital photography, karate, yoga, garbology — the youth corner has it all! A special outreach program was carefully planned to encourage student participation in the festival. The program has seen great response from schools and we anticipate a superb turnout. Track Director Shankar Sindhuvali believes that the youth corner is truly lead by his youth team. Supported by experienced India Fest team members Swathi Pradeep and Ramki Padmanabha, the youth team comprises Saie Ganoo, Prakruthi Phaniraj, Swathi Ganesh, Georgina Johns, Sanjana Venkatachala, Siddarth Nair, Sai Manikonda and Sree B.

#### MEDIA

In this age, the importance of a strong multimedia team for large scale events like India Fest needs no advocacy. The presentation of ideas is an art in itself. Leading this team of artists as the director of Media for India Fest 2013, Muralidhar Manikonda has had the pleasure of working with a team of highly skilled professionals in graphics, media and audiovisual



*In the picture (L to R): Raj, Sharath, Pradeep, Achint, Naveen, Navin, Murali, Venkat, Dinesh and Srinivas*



presentation. Our photography wing is powered by heavyweights like Srinivas Posinasetty, Dinesh Bollimuntha, Pradeep Adatrow, Raj Thota, Ruth Talaiver, Saji Madapat, Sharath P, and Murali himself. Srinivas, Dinesh and Murali have also lent their skills to videography along with Venkat Reddy. Narayana Swamy Adapa has been our keen and valued advisor, while Achint Choudhry has shouldered the responsibilities of editing and designing our graphics, posters, web and print media.

While you enjoy the festival on Saturday, November 2<sup>nd</sup>, our team will be in full swing, capturing a lifetime's worth in memories.

## OPERATIONS

Bridging months of planning and strategy with action, our 'Ops' team is led by Director of Operations, Sampath Giledi. Given the sheer scale of the festival, to say that running d-day operations for India Fest is a daunting task, would be quite an understatement, but when the going gets tough, the tough get going! Sampath's band of strongmen is comprised of the ever enthusiastic Srinu Rallabandi, Ganesh Hosad, Surender Palle, Shashi Gunukota, Sheshu Belde, Satya Kattekola, Venkat Cintamaneni, Varma Kosuri, Santhosh Subramaniam, Ratnakar Rao and Krishna Maddela, each one seasoned in the art of executing large projects. Managing the venue, vendors, logistics and all facilities right down to utilities, ticketing and security, the Ops team runs the show.



*In the picture (L to R) — Standing: Ratnakar, Santhosh, Shashiramu, Sampath, Surender, Krishna | Sitting: Srinivas, Varma, Venkat, Ganesh*



Sheshu

Satya



*In the picture (L to R): Kalyan, Vidya and Kiran*

## VOLUNTEER EXPERIENCE

Volunteers are the heart of India Fest, it is therefore of the utmost importance that the wellbeing of our volunteers be given due attention. The 'Volunteer Experience' track was established this year to orchestrate a concerted effort to support the host of volunteers making India Fest happen! As each individual track tackles its own responsibilities, building India Fest piece by piece, the volunteer experience team focuses on recruiting volunteers, watching their needs, ensuring they don't face any administrative challenges or hurdle over the course of the project. This

team's final effort will be to recognize the efforts spent by every individual volunteer in presenting the 'Kingdoms of India' to Greater Memphis on 2nd November 2013. The volunteer experience team is led by Kiran Parupudi, a veteran of India Fest who is the glue that binds all the tracks and teams. In this effort, Kiran is ably supported by the effervescent Vidya Venkatesh and articulate Kalyan Bhavaraju.

If India Fest 2013 creates a moment that sweeps you off your feet, gives you an experience worthy of sharing, or leaves a memory with you to cherish, we will have succeeded in our endeavor. If witnessing the monumental embodiment of the love and sincere dedication poured into this festival by hundreds of talented volunteers brings a smile on your face, our visages will light up as well. Team India Fest 2013 bows out with a wealth of experience, memories and above all, new friendships. which we have all of you to thank for.





## Team India Fest

Top Row (L to R): Ganesh H, Shankar S, Ramki P, Siddarth N, Sree B, Sai M, Raj T, DP, Varma K, Vijay K, Deepak R, Pradeep A, Krishna M, Shashiramu G, Philji J

2nd Row (L to R): Kalyan, Swamy P, Sharath, Anto C, Upendra M, Rupesh V, Satheesh N, Naresh V, Ratnakar, Srini R, Venkat C, Kuldeep, Varun B, Naveen M, Navin E, Achint C, Nagaraju G, Santosh, Raju P, Nataraj K, Darshan S, Kiran D, Sampath G, Dinesh B, Surender P, Jana B, Venkat D, 3rd Row (L to R): Shravanthi, Simantji C, Swathi G, Prakruthi P, Sanjana V, Saie G, Georgina J, Manjiti K, Vidya V, Parul S, Swathi P, Pavithra G

4th Row (L to R): Murali M, Sailaja K, Kirmayee G, Srujana P, Prashanthi L, Jyothi, Deepa K, Aparna M, Chaithanya, Lakshmi, Latha A, Anita, Srinivas A, Kiran P, Arjun S, Narayana Swamy A, Ramprasad P, Srinivas P

Not pictured: Sheshu B, Suresh K, Murali R, Prabhakar T, Radha N, Sadashiv K, Satya K

Photo clicked by: Sanjay Posinasetty



# State Exhibits

India is an ancient land with thousands of years of richly documented history. These millennia have seen the rise and fall of innumerable kings, kingdoms, dynasties and empires.

Through the ages, India has seen it all — emperors with incredible benevolence, conquerors with incomprehensible tyranny, times of strife and instability, and golden ages of peace and prosperity.

The valor of legendary warriors has shaped and reshaped the terrain, bent borders and even reclaimed vast landmasses from the sea!

The glow of ancient traditions preserved for eons and fragrances of cultural influences assimilated over centuries remain palpable in modern India to this day.

Just as an oyster turns any foreign particle that enters its shell into a pearl by coating it with layer upon layer of its own nacre, through the ages India has adorned myriad visiting cultures with her love, making them her own.

With a history that predates history itself, India is truly incredible! Stepping up to the daunting challenge of presenting the Kingdoms of India to Greater Memphis, our highly talented state teams have quite the surprise in store for the guests at India Fest 2013.

Experience the incredible... Experience India!



# West Bengal

Team MSBA brings you “Shiraz – The Last Nawab of Bengal”

Siraj ud-Daulah was the last independent Nawab of Bengal, the end of whose reign marked the beginning of the British East India Company’s rule over Bengal and later most of South Asia. Called “Sir Roger Dowler” or “Sir Roger Dowlah” by his British contemporaries, Siraj ud-Daulah is seen as a freedom fighter in modern India, Bangladesh, and Pakistan for his opposition of British rule over India. Though a reckless teenager, he renounced alcohol and gambling upon ascending to the seat of the Nawab of Bengal in keeping a promise he made to his grandfather on the latter’s deathbed.

The décor also features the The Battle of Plassey — a turning point in the history of India, there Siraj ud-Dowlah’s grave loss after suffering a betrayal, opened the path to British domination.



# Maharashtra



Shivaji Maharaj: 1st *Chhatrapati* of the Maratha Empire:

A legendary king and warrior deeply respected by all of India, Shivaji’s struggle against an imperial power made him an icon for freedom fighters in the fight for India’s independence from the British. To this day, he is

a source of inspiration and pride for Indians everywhere, and shall continue to be so in the future. Remembered as a just and wise king, Shivaji’s reign is hailed as one of the six golden ages in Indian history.

He was also a brilliant military strategist who pioneered guerilla warfare (*Shiva sutra* or *ganimi kava*) and defeated armies several times larger than his own.

The Memphis Marathi Mandal’s state décor booth is a tribute to this great hero and exemplary legend.

We also bring you the cuisine of Maharashtra: a variety of aromatic food - from zesty seasoned chicken curry to flavored veggies, exquisite desserts and the very special and refreshing *Meetha Paan*.



## ❧ State Exhibits ❧

### Andhra Pradesh

The Telugu Association of Memphis (TAM) is showcasing majestic displays of popular Telugu kings and their kingdoms.

As you stop by to admire our booth and learn more about our culture your senses will be ensnared by the aromas of authentic food from the Andhra region, courtesy our head chef Bhadram, after whom, the tastiest biryani that you can get in Memphis region is fondly nicknamed. If you haven't tasted "Bhadram Biryani" yet, your culinary experience is incomplete!

Bhadram's food preparations have been wildly popular over the years, and his booth at India Fest is consistently one of the most visited.

We look forward to your visit — please consider yourself personally invited for a taste of Telugu cuisine and history.



The Karnataka state décor is modeled after the entrance to one of the grand palaces in Mysore.

Now the third largest city in the state of Karnataka, Mysore once served as the capital of the princely state of Mysore for nearly six centuries — from 1399 through 1947! When India gained independence, Maharaja Jayachamarajendra Wodeyar signed the accession of his kingdom to the union of India. The former Maharaja formally served as *Rajpramukh* (head of state) until 1975. The state of Mysore was rechristened 'Karnataka' (from *Karu nādu*, literally 'elevated land') in 1973.

### KARNATAKA



Our delicious spread of kannada cuisine offers authentic classics like : *Bisibele bhaath*, *Mysore Pak*, *Vangi bhaath*, *Idli Sambar*, *Shavige bhaath*, *Laddu*, *Khara bhaath* and *Kesari bhaath* along with *Ambode* and *Madur vade*.



Kerala... beautiful Kerala!

# K e r a l a

Called “God’s own country” for its incredible natural beauty,

Kerala is a welcome home to the creative spirit. Nestled within its lush and verdant nature are many architectural gems that highlight the pursuit of art through the ages.



From sprawling forts to majestic palaces to ornate temples, these icons of a rich cultural heritage have inspired artists and dilettantes alike for centuries. An integral and impressionable part of these edifices is the frontal facade - the first thing every visitor sees and gets captivated by.

Albeit on a much smaller scale, the Kerala decor booth attempts to recreate the magnificent view that is a hallmark of palaces and temples. Flanked by decorative pillars on both sides and a trio of intricate arches, the eighteen foot wide facade imbibes some of the design styles that are prevalent throughout the state of Kerala. The pillars are topped with distinctive mounds and spear shaped lances - a common architectural feature around these region. The high and wide arches, with their bright colors give a welcoming feeling to everyone whose sight meets them, making their journeys worthwhile. *Swagatham!*



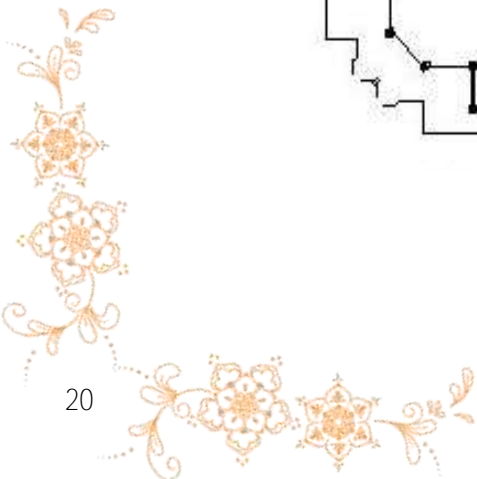
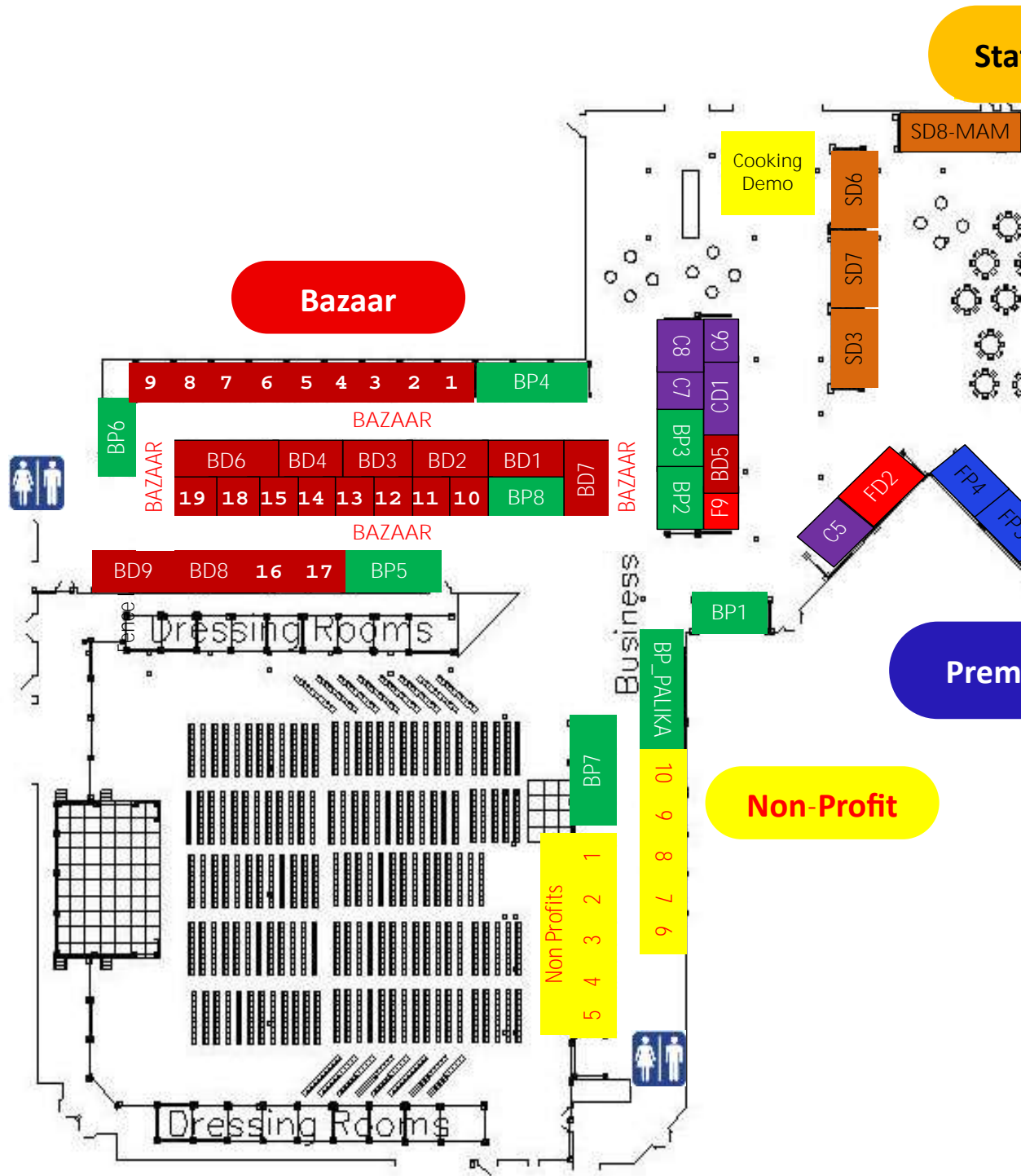
## Gujarat

The Gujarat Cultural Association of Memphis ( GCAM) is bringing a vibrant décor display of Palatial Pillars with fabric artwork

Also known as the jewel of India’s west, and home of the Gujarati language, the state has many historical sites of the Indus Valley Civilization, such as *Lothal* (one of the world's first seaports) and *Dholavira* (the largest and most prominent archaeological sites in India). Gujarat's coastal cities of Bharuch and Khambhat served as ports and trade centers in ancient and medieval times. Gujarat was known to the ancient Greeks, Per-



sians and Romans, and was also familiar to other western civilizations of the middle ages. The oldest western record of Gujarat is found in a 2,000 years old Greek book ‘The Periplus of Eythraean Sea Travel and Trade in the Indian Ocean’. Stop by to learn more about Gujarat — the fulcrum of India’s economy — and sample classic Gurajati food including Rice & *Dal*, *Kadhi*, *Dhokla*, *Pulao* and *Kachori*.

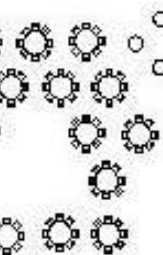






te Cuisine

SD9-TAM SD5 SD4



SD2 SD1

FOOD  
BOOTHS



Helpdesk



VIP Room

F4 F3 F2

Variety Cuisine

ium Cuisine

FP2 FP1 C4 C3 C2 C1

FD9 F1

FOOD

Youth Corner

Hallway of History



Ticket  
Booth

indiafest 2013

## ❧ State Exhibits ❧

### Uttar Pradesh

The Mughal Emperor Akbar (1543-1605), though illiterate and unable to read or write, demonstrated a remarkable appreciation of philosophy and sensitivity towards other religions. He was a connoisseur of music and fine arts. The Mughal architecture, which culminated in the glorious Taj Mahal, found its beginnings in Akbar's rule. Music and miniature paintings reached their zenith. Akbar reigned as the Mughal monarch for several decades and established himself as the most benevolent and tolerant Mughal emperor



Titled Akbar the Great, his court took pride in nine courtiers of extraordinary talents, who shone brightly in their respective fields. These men — called **Akbar's nine gems** after nine well-known precious stones (*nava-ratna*) — were Abul Fazl, Faizi, Mian Tansen, Birbal, Raja Todar Mal, Raja Man Singh, Abdul Rahim Khan-I-Khana, Fagir Aziao Din and Mullan Do Piazza



### The Reign of Maharaja Ranjit Singh

### Punjab



This year's décor booth for Punjab showcases "The Reign of Maharaja Ranjit Singh" and his indelible contributions to the history of Punjab. A great warrior, able administrator and clement ruler, Maharaja Ranjit Singh was a statesman and liberator of Punjab. He founded the Sikh Empire which gained prominence in the Indian subcontinent during the early 19th century. Based in the Punjab region, the empire flourished from 1799 to 1849. Maharaja Ranjit Singh was given the title of "*Sher-e-Punjab*" (The Lion of Punjab) and was crowned the first Sikh Emperor after uniting the 11 Sikh Kingdoms of Punjab together to form an empire.

Our guests will also catch glimpses of Punjabi culture and heritage through different artifacts built for the booth.

Our distinguished menu offers authentic Punjabi cuisine along with special *Masala Chai* (aromatic tea). Visit us and enjoy homecooked dishes flavored with authentic herbs and spices.



# Tamil Nadu

The Mid South Tamil Sangam welcomes you to “*Arusuvai Neram*” (Tasty Times) with the appetizing greeting — “*Vanga Amma! Vanga Ayya! Vaanga Sapadalam*” (Welcome, Ladies and Gentlemen, Let’s Eat)



Palatial homes of Tamil kingdoms have always been built for functionality and on large grandiose estates. The structures are usually stone and brick masonry, characterized by wide courtyards and spacious hallways. Building materials were imported from Europe and East Asia, marble from Italy, chandeliers and crystals from Europe, crockery from China, Jade and semi-precious stones from Indonesia, and Teak from Myanmar & Thailand.



Visit us at the MSTS booth for a visual treat of splendid palaces and learn more about the history of majestic Tamil Nadu. On the menu, we have *Idlis* (steamed rice cakes), *Dosai* (rice crepes), *Uthappam* (rice pancakes), *Upma* (spicy cream of wheat with vegetables), *Sevai* (steamed rice cake noodles), *Parotta* (layered tortilla), *Biryani* (fragrant & spicy rice pilaf) & much more. Do stop by for a taste!

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# 2013 Décor Concept

## Kingdoms of India

Our décor concept this year is based on a regal theme called Kingdoms of India - a complex & challenging theme which demands grandeur. To tackle this subject our creative team visualized three stages beginning with a GRAND ENTRANCE to amaze you right as you set foot inside the Agricenter.

Then, to heighten your anticipation and share the rich history of empires that the Indian subcontinent has seen, as you walk down the HALLWAY OF HISTORY, a beautifully decorated path will capture your imagination, and factual information on the myriad **monarchies in India's past will greet you. Please do take your time** to read the information plaques laid along the hallway.

**Plaque after plaque, as your anticipation mounts, you'll find** yourself before the central exhibit — a ride fit for kings!

The GOLDEN CHARIOT is a humble attempt to acquaint you with the vehicle of choice for ancient Indian kings. We hope you find this experience befitting royalty.





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# the bazaar



Bustling with life and activity, a *Bazaar* exudes an inescapable charm that shopping malls can never quite hope to match. We bring you our own recreation of an Indian souk (free market) in an attempt to bring you as close to the **rustic allure and earthy aromas as we can. Look around... you'll find handi-crafts, spices, jewelry and all kinds of merchandise.** And then there is of course — Food!

We highly recommend that you simply indulge!







Every festival, event and celebration in India has a unique menu of foods. Every region, culture and sub-culture across India has its own cuisine. And yet, in all this diversity, the spirit that runs through the food of India remains one.

Indian etiquette recommends that food be partaken with a relaxed mind and body. So please do not rush when you visit our food booths at India Fest 2013. Take your time and savor every bite.

You will find that eating can be a spiritual experience too!



## Premium Cuisine

Booths FP1-FP4

Saigruha Foods

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## State Cuisine

Booths SD1-SD9

Malayalee Association of Memphis;

Telugu Association Of Memphis;

Taranga Kannada Sangha of Memphis;

Memphis Marathi Mandal; Uttar

Pradesh Memphis Association; Mid

South Punjabi Association; Mid South

Tamil Sangam; Gujarat Cultural

Association Of Memphis; Bengali

Association Of Memphis



## Variety Cuisine

Booths F1-F9

Bombay House; India Bazaar; Delhi

Chat Corner; India Palace; Swad Desi

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# Shop

India is home to countless forms of art, and every state, region and culture has cultivated their own handicraft traditions, ranging from fine jewelry to basket-weaving, musical instruments, painting and fabric arts.

Explore the bazaar at India Fest 2013 at ease and if you like something, don't miss it! You may not get the chance for another year!

## Premium Business

Booths BP1-BP8

Palika Bazaar; Walson and Co;  
Riyas Exclusive; Bombay Salon &  
Spa; Bombay Fashions; Sai  
Fashions; Sai Art Gallery; Arts of  
India; Arch to Arch



## Shopping

Booths BD1-BD8

New World Henna; Deepkala Saree;  
Ethenic Jewellery of India;  
Collierville Pediatrics; Gifts for U;  
Vijaya Collections; Prerana  
Collections; Rahman Gems, Jewelry  
and Merchandise inc.

## More Shopping!

Booths BS1-BS16

Iconic Accessories; Conquest homes and Business  
sales; Mid South Chess/Shelby Chess; Smileaway  
Dentistry; Golden Glow; NH Events and Design;  
Sail Mental Math; Eye Learning Center; Kellar  
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Masala Peanuts; Edward Jones; Zach Wholesale





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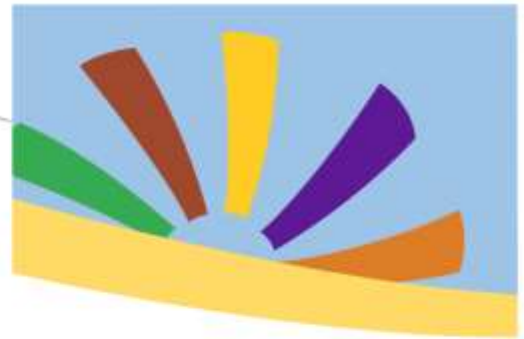
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# Cooking Demo



## Kadhai Chicken — by Manjit Kaur

Spicy chicken in a rich and thick red gravy. Makes for an excellent entrée!

### Ingredients:

- ◇ 1 lb chicken breast (marinated in 2 tablespoons of yogurt)
- ◇ 2 tbs. oil
- ◇ 1 onion (medium sized), finely chopped
- ◇ ½ tsp. cumin seeds
- ◇ ¼ tsp. fenugreek leaves (methi leaves)
- ◇ ½ tsp. ginger paste
- ◇ ½ tsp. garlic paste
- ◇ 1 tbs. fresh almond-cashew nut paste
- ◇ 2 tbs. tomato puree or 2 fresh tomatoes finely chopped
- ◇ ½ tsp. *'garam masala'* (curry powder)
- ◇ ½ tsp. roasted *'garam masala'*
- ◇ 1 tsp. cilantro powder
- ◇ ½ tsp. red chilli powder
- ◇ ¼ tsp. *'haldi'* (turmeric powder)
- ◇ ¼ tsp. *'amchur'* (mango powder)
- ◇ Pinch mint powder
- ◇ Salt to taste
- ◇ Fresh cilantro (chopped) for garnishing

### Preparation:

*Marinate the chicken in yogurt by keeping overnight in a refrigerator or 1-2 hours at room temperature*

### Cooking:

Heat oil in a *kadhai* (wok or deep pan) and add the cumin seeds and fenugreek leaves.

When the cumin seeds splutter, add the chopped onions and sauté until golden brown.

Add the ginger & garlic paste, sautéing for a few minutes, continuous stirring.

Add the almond-cashew nut paste, stir well and add the tomato puree.

Add all the powdered spices (*'garam masala'*, cilantro, chilli, turmeric, mango, mint and salt to taste).

Add the marinated chicken, mix well and cover, allowing the chicken to cook.

Add half a cup of water, stir well and cook till the mixture comes to a boil. Then reduce the heat and cook for another 10-15 minutes or till the chicken is done.

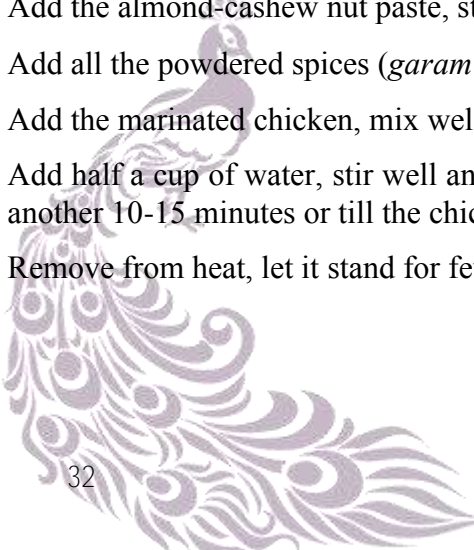
Remove from heat, let it stand for few minutes before serving.



### Serving Suggestions:

Garnish with freshly chopped cilantro leaves and serve hot.

Kadhai chicken goes well with most flatbreads, parantha/roti/naan/tortilla.





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# Kadhai Paneer — by Manjit Kaur

Cottage cheese cubes in a spicy red gravy — the vegetarian version of kadhai chicken.



## Ingredients:

- ◇ 1 lb. *paneer* (cottage cheese) cubes
- ◇ 2 tbs. oil
- ◇ 1 onion (medium sized), finely chopped
- ◇ ½ tsp. cumin seeds
- ◇ ¼ tsp. fenugreek leaves (methi leaves)
- ◇ ½ tsp. ginger paste
- ◇ ½ tsp. garlic paste
- ◇ 1 tbs. fresh almond-cashew nut paste
- ◇ 2 tbs. tomato puree or 2 fresh tomatoes finely chopped
- ◇ 2 tbs. yogurt
- ◇ ½ tsp. *garam masala* (curry powder)
- ◇ ½ tsp. roasted '*garam masala*'
- ◇ 1 tsp. cilantro powder
- ◇ ½ tsp. red chilli powder
- ◇ ¼ tsp. '*haldi*' (turmeric powder)
- ◇ ¼ tsp. '*amchur*' (mango powder)
- ◇ Pinch mint powder
- ◇ Salt to taste
- ◇ Fresh cilantro (chopped) for garnishing

## Cooking:

Heat oil in a *kadhai* (wok or deep pan) and add the cumin seeds and fenugreek leaves.

When the cumin seeds splutter, add the chopped onions and sauté until golden brown.

Add the ginger & garlic paste, sautéing for a few minutes, continuous stirring.

Add the almond-cashew nut paste and stir well.

Add the tomato puree and yogurt, mix well and cook for a few minutes.

Add all the powdered spices (*garam masala*, cilantro, chilli, turmeric, mango, mint and salt to taste) and stir for a minute.

Add the paneer cubes and mix lightly to coat the paneer with the spices.

Add half a cup of water, stir well and let it simmer for 5-10 minutes.

Remove from heat, let it stand for few minutes before serving.



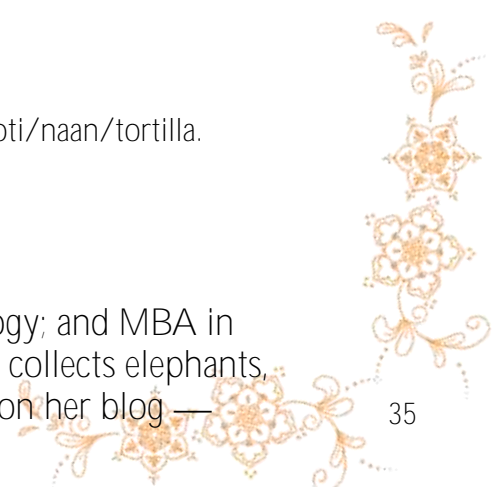
## Serving Suggestions:

Garnish with freshly chopped cilantro leaves and serve hot.

Kadhai paneer makes a great combination with most flatbreads, parantha/roti/naan/tortilla.

Know your chef — Manjit Kaur holds a Ph.D in molecular biology; and MBA in healthcare. She is passionate about cooking and also paints, sews, collects elephants, and dabbles in interior design. You can find more of her recipes on her blog —

[zaikabharat.blogspot.com](http://zaikabharat.blogspot.com)



# Youth Corner

The youth corner at India Fest 2013 is something of a democracy — by the youth, for the youth and of the youth! Despite their hectic school schedules, and all the nice things that come with it — homework, assignments, extra curricular activities, etc. — our youth team has displayed resolve and commitment that can give professionals a run for their money! Well done, team!

We have planned a diverse array of fun-filled activities to keep you busy (and very happily so!) all day on 2<sup>nd</sup> November.

Whatever you're interested in, odds are that our plans include it: Art, Photography, Karate, Dance, Yoga, Puzzles, Karaoke, it's all there...

Psst! We've heard rumors of hidden treasure too!

So we'll see you at the youth corner at India Fest 2013. Come prepared... Prepared to have fun ☺

---

Please visit us online and let us know how we did.

[Facebook.com/IndiaFestMemphis](https://www.facebook.com/IndiaFestMemphis)

## Activities:

### Meet & Greet

10:30 am — 1:00 pm

### Karate Demonstration

11:00 am — 11:45 am

### Photography Contest

11:00 am — 2:00 pm

### Scavenger Hunt

11:00 am — 2:00 pm

### Yoga Workshop

12:45 pm — 1:30 pm

Also look out for:

### Face Painting

Mehndi (Henna Tattoos)

### Arts and Crafts

Chess

### Puzzles

Memory Games

### Hula Hoops

Bean Bag Toss

### Jump Rope

Sing-along Karaoke

& much more...





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