

# India Fest 2014

*INDIA REDISCOVERED*

*.. A UNION OF CULTURES*

## Contents

Editorial —	2
Mayor's Proclamation —	3
Schedule of Events —	5
Note from I.A.M. President —	7
Note from Festival Director —	9
India Fest 2014 in the Making —	10
State Décor Guide —	16
Festival Map —	20
Festival Décor Concept —	24
The Bazaar —	26
Cooking Demo —	33
Youth Corner —	40



## ✧ Editorial ✧



We did it! And how! - this exact emotion is flowing through the veins of the hundreds of volunteers of Team India Fest 2014 who made possible every corner, every inch of what you experience today. Year after year at India Fest, we take you on a ride through the illustrious facets of India - You've seen the inspiring discoveries from zero to infinity, you've seen the dazzling Bollywood, you've seen the mystical Taj Mahal, you've seen the Grand Chariot. What you see this year is rare, even with a ticket that will take you across the seven seas to India. You see the lesser known, unfathomed side of Indian culture right here in Memphis.

A land of billion people, a nation of billion reasons - India continues to mesmerize and surprise the rest of the world as much as she enchants and bewilders her own people. An ancient civilization and a young nation at once, modern India is a thriving democracy, an economic powerhouse, an increasingly assertive global political player and a world leader in science and technology. At the same time, she remains rooted in tradition- her art, culture and literature continue to enrich her mind, body and soul as also of the rest of humanity.

This year at the fest, we strive to take you on a voyage of rediscovering India - the unseen, unexplored, uncharted India. Start your journey from the awe-inspiring entrance and the Banyan Tree, built out of unused pots, pans and vessels. If that takes your breath away, hold it till you reach the grand Lotus! Built in collaboration with CBU and MCA, the lotus is a humble tribute to the architectural marvel of Lotus Temple in New Delhi, India - the house of worship of the unique Baha'i Faith. The artsy souls have a myriad of art work to cherish while the foodies are open to a palate full of flavors, spices, aromas from all across India! And as soon as you are able to make your pick your food and savor the taste, there is a plethora of vibrant Indian cultural performances awaiting at the Main Stage. In the scheme of discovering the unseen, the spirit of the performances will bring out the best of Sangam - a Union of Cultures from within India and across the world. And though you do not want to give up your seats, there's an array of shopping bazaar that you don't want to miss! We wish it was a day of more hours than usual, to be able to soak in all the experiences that are hard to forget. The smile on your face and the skip in your heart that you leave the festival with, is all that the tireless volunteers strive for. And that dream doesn't become reality through magic – It's the countless hours of hard work, sweat, determination and the will to make it happen, that makes it happen, and how!

*Simanti Chatterjee*

# 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 all the members of the community with a focus on "*India Rediscovered...A Union of Cultures*" as the theme for festival décor and cultural performances.

**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 12<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 1<sup>st</sup> day of November 2014.

  
A C WHARTON, JR.,  
MAYOR





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## *Schedule of Events*

### **School Band Performance**

10:30 am to 11:15 am | Dome Area

### **Karate Workshop**

11:00 am to 11:45 am | Youth Corner

### **Isha Kriya**

12:45 pm to 01:30 pm | Horticulture Room

Learn Simple Meditation for Life Beyond Stress

### **Malhaar Cultural Segment**

12:30 pm to 3:00 pm | Main Stage

### **Cooking Demo**

12:30 pm to 2:00 pm | Near Dome

### **Session Timings**

12:30 pm to 01:00 pm; 01:00 pm to 01:30 pm;

01:30 pm to 02:00 pm

### **IAM Youth Talent Singing Show**

01:00 pm to 01:30 pm | Youth Corner

### **Magic Shows at Youth Corner**

02:00 pm to 02:45 pm | Youth Corner

### **Rangmanch Dance Competition Segment**

03:15 pm to 4:30 pm | Main Stage

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



Namaskar!

Welcome to India Fest 2014.

It's that time of year again. Fall weather is upon us and the days grow shorter. There is a nip in the air and jackets and sweaters are just about starting to come out of mothballs. And yes, it is time for India Fest. This year, India Fest comes on the heels of Diwali, the Indian festival of lights and promises to at least match the festival in terms of grandeur.

The tag line for the India Fest 2014 is "India Rediscovered...A Union of Cultures." This year's India Fest promises a unique theme based on facets of India that are not commonly seen, aspects of the ancient civilization that have, for one reason or another, been neglected and are not in the public eye. India is also a fusion of cultures, of the past and the present, of the invention of "zero" and the use of the latest cellphone technology.

This year's décor has been envisioned in collaboration with the students at Christian Brother's University as well as University of Memphis and will be unique as well as breathtaking. This year, the centerpiece will be a Lotus, the National Flower of India. There is also a unique mosaic made of pieces of tile, and a one-of-a-kind sculpture made from discarded pots and pans.

Like every year, this year promises a fun filled, entertaining day to try new cuisines, exotic dances and songs, and of course shopping. As many attendees from previous years know, the event is very well attended, with over 10,000 people visiting the spacious Agricenter on Germantown Road. This year promises to be even more successful. Even as the temperature plummets, excitement and anticipation is building as you can see from our Facebook page.

I would like to take this opportunity to congratulate the festival director, Mr. Arjun Sardar and entire team for putting together such an elaborate event. They have worked hard over the last several months planning, fund-raising and executing the largest annual event that the India Association of Memphis holds. Special KUDOS to all volunteers for donating their countless hours to make this Fest a successful and a memorable one.

I convey my special thanks to all corporate sponsors, small businesses and individual sponsors who make this India Fest possible with their continued support.

Regional Organizations are pillars of strength when it comes to showcasing India's rich culture and heritage and I have had an amazing experience working with them over the last few years. I thank them from the bottom of my heart for their invaluable contribution and hard work to deliver the best in terms of creativity and authenticity be it décor or cuisine from that region.

This year, I have been honored to serve as the President of IAM, and I would like to congratulate my entire team for what was probably the busiest year in terms of events and activities. I extend my sincere thanks to board of trustees, the executive team, and the youth committee for their constant support.

I hope you enjoy India Fest 2014 and have a splendid experience to share with your family and friends.

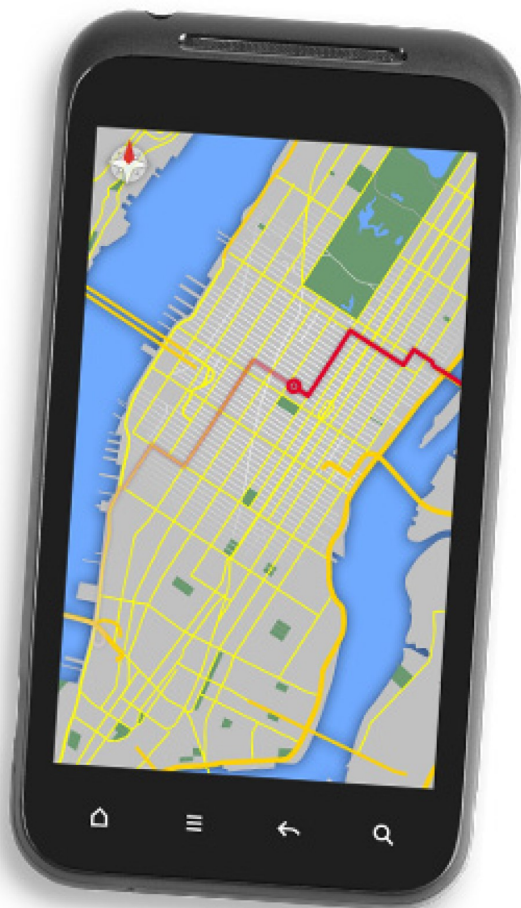
*Manjit Kaur*





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## Note from the Festival Director



Dreams are not what you see while you are sleeping; dreams are those that keep you from sleeping' - these last few months of run-up to India Fest 2014 has been such a journey that started as a dream and is today a reality. On behalf of the entire army of volunteers, patrons and sponsors, I welcome you all to India Fest 2014 - to experience this dream of bringing the unseen, unexplored flavors of India that narrates the tale of a rising nation.

Lotus Temple - an architectural marvel in India that one would get to experience only after thousands of miles of travel. It is built in the shape of a lotus and is the house of worship of the Baha'i Faith, a monotheistic religion emphasizing the spiritual unity of all humankind. Did you know that lotus is also the national flower of India? And the most intriguing fact about the Lotus Temple is that it is a gathering place where people of all religion may worship God without denominational restrictions. Isn't it much like the spirit of India Fest in Memphis, where visitors, friends, families of every color, nation, religion or belief are welcomed with open arms to experience the vibrant culture of India.

What drew us to recreate a glimpse of this lotus as the center-piece artifact this year was this spirit of oneness. And that drove us to collaborate our Creative Decor Volunteers with the Christian Brothers University and Memphis College of Arts students to recreate the experience right here in Greater Memphis.

In its 12th year, India Fest has achieved quite a few milestones, building on the strong foundation laid by the early leaders of the community. We embraced the R3 principle of Recycle, Reuse and Reduce in all the tracks of the festival. Specially, the collaboration with the CBU and MCA students opened possible avenues of being able to preserve the awe-inspiring artifacts built by the tireless volunteers.

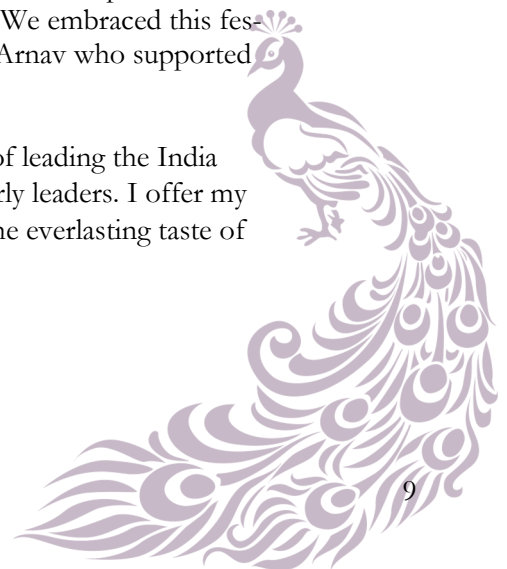
India has a secret weapon - its youth. As the Festival Director of India Fest 2014, I had the utmost privilege of working with a young, energized team of leaders and volunteers. Being selected by the IAM Executive Committee and Trustees to lead this effort was itself an humbling moment, that was followed by months of priceless memories working with my fabulous team of free-spirited volunteers. I believe in true diversity and appreciate my team for dedicating their personal time to serve this community. Each one of them have put hours and hours of their personal and family time to ensure that the Memphians get a GREAT INDIAN festival and so we have it.

I would also like to take a moment to thank out patrons and sponsors who, year after year, supports this festival and is an integral part of this family. I would also thank the vendors, small business owners, merchants and esteemed guests who are the core strength of making this event a reality.

Back in March when I accepted the position, it was an understanding between me and my family that it will take away the family time we all cherish. However, we looked at it in a positive light of being able to experience India Fest 2014 like a BIG family celebration, similar to how we enjoy a wedding in India. We embraced this festival as our own and I thank my wife Aarti and my beautiful children Aditi and Arnav who supported me through this entire journey.

It is an humbling experience and honor to have been given this herculean task of leading the India Fest 2014 as the Festival Director, especially with huge shoes to fill from the early leaders. I offer my heartfelt welcome to you and your family to experience this festival and savor the everlasting taste of India - rediscover India like never before!

*Arjun Sardar*







# INDIA FEST 2014: IN THE MAKING

Planning, organizing and executing large-scale events are by no means an easy task, and India Fest is no exception. Year over year India Fest has been a major achievement. Last year we hosted twelve thousand guests in a ten hour window, which in itself is browbeating at all levels. The long journey travelled by the 2014 India Fest teams makes for an electrifying ride which words cannot do justice to. Our strategic team started planning for India Fest 2014 right after the festival last year. The steersman of this juggernaut was chosen carefully – 2014 Festival Director Arjun Sardar has done more than justice to the podium he stands on today. Arjun strategically amassed a highly experienced advisor board comprising of Sudhir Menon, DP Koka, and Naveen Mamidipalli. He assembled the leadership team and assigned ‘track directors’ to all primary functions, beginning with the program managers - Venkatesh Damodaram and Arijit Basu. Both of them ensured that we didn’t step on each other’s toes and did an implausible job of orchestrating the efforts of all the tracks. The entire team thanks Venkatesh and Arijit for their organizing skills.

## LEADERSHIP

Arjun’s proficient track leads have outdone all expectations and have magnificently maintained the momentum over several weeks of planning which resulted in a successful execution. The track leads

were proactive in ensuring 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. Kudos to the team



*In the pic (L to R) — Nataraj, Arjun, Manjit, Naveen*

for doing a commendable job of not only meeting, but exceeding their goals.

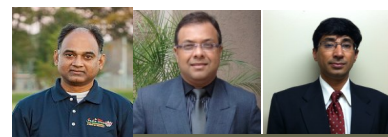
for doing a commendable job of not only meeting, but exceeding their goals.

## BUSINESS DEVELOPMENT

Building on the huge success of the last year’s India Fest, Naveen Mamidipalli succeeded in renewing several sponsor relationships and securing new sponsor partnerships in which he received tremendous support from Nataraj Krishnaraju, DP Koka, Arjun Sardar, and Manjit Kaur. The business development efforts of this experienced team were ex-



*In the pic (L to R) — Standing: Darshan, Srinu R, Naveen, Arjun, Anurag, Nataraj, Shankar, Srinu P | Sitting: Priya, Mohua, Leena, Manjit*



*Suresh, Arijit, Venkatesh*

Once again Booth Sales were the highlight of this year’s BDS effort. We take pride in that our booths sold out weeks 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 2014.

## CULTURALS

The melody of music, the dazzle of dance and the sheer ecstasy of a perfect performance; these are the passions of the cultural team at India Fest this year. The cultural team is a great “Sangam” (union) of old and new talent from the Memphis Indian community. The director, Leena Wagle, has been performing at India Fest for past



7 years and decided to get a taste of stage from the organizing side. The team also includes an eminent performer and choreographer, Maya Nair and Swathi Balakrishnan, a recent Memphian. The sound and video is managed by Anil Karuhatty and Huzefa Mammola. Shweta Tandon has been the India Fest liaison with the school band. The cultural team has been very ably advised by Kiran Parupudi and Simanti Chatterjee, both veterans of the India Fest cultural track.

The team this year has worked very hard to encourage collaboration between community members, collaboration between choreographers to bring out the best talent and performances. The team has also provided support to the marketing and VIP tracks to present presentations at several locations in the Mid-south. We are all pumped up, ready and excited to bring the best dances, music and performances to you at India Fest. And yes, you are most welcome to stand up in the crowd n dance! Let's rock it!



*In the picture (L. to R): Kiran, Leena, Maya*

## CREATIVE

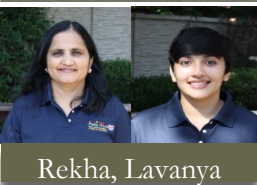
Creative Décor Team is lead by Priya Philji, team sincerely hope you rediscover India through our presentation of "India Rediscovered...A Union of Cultures". This has been an opportunity to explore our roots and our heart while embracing and serving our greater community of Memphians. This journey with all our contributors, including Christian Brothers University and Memphis College of Art, has deepened our shared values, vision, and sense of community.



*In the pic (L to R) — Reeni, Cleo, Chaya, Priya, Rajul, Ria, Thresi, Aarti and Premila*

Everything you see today has a story and a purpose. It is yours to discover.

We especially thank CBU for the center piece lotus, MCA together with Tylur French and his Youngblood Studio for the sculpture of the Banyan tree, Vinodini Jayaraman for her



*Rekha, Lavanya*

beautiful art, and Saji Madapat for capturing the timeless frames.

As a team, our goal was to bring the heart and soul of India to you. All of you have been the treasure we found from within. We are blessed, and God is with us.

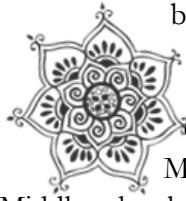
Priya's team consists of Thresi, Ria, Cleo, Premila, Reeni, Chaya, Aarti, Rajul, Rekha, Ruby, Anila, Katie, Georgina and Hannah

## MARKETING

With a vision to grow the outreach of the festival, the 2014 marketing team began with a foundational thought that measurement is key to improvement. Analyzing data from past, the team set their goals and started planning way back in April and gradually executed their plans in the months following. The efforts of the team were led by Anurag Pagoria, the Director of Marketing. His first task was to build a team of diverse individuals, and assign the right responsi-



*In the pic (L to R) — Saikrupa, Richa, Ritin, Kuldeep, Arjun, Anurag*



bilities to the right people. He was working closely with Anupam Lahiri, India Fest Marketing Advisor and gained insight through his rich experience. Richa Kabra was leading the community outreach initiative keeping in mind the objective of this year's vision. Dr. Ritin Bomb was leading the Outdoor Media Relationship Management & Kuldeep Sharma came into the team to lead Social Media Outreach and Publications. The team succeeded in involving students from Elementary and Middle schools to participate in Art competitions. They took India Fest to Memphis festivities such as 'On Location Memphis', 'Cooper fest and Delta fest'. Community Outreach Programs scheduled at Memphis's major libraries including Cordova Library, Germantown Library, Memphis library and so on was another initiative that helped create buzz about the India Fest. The Marketing Event performed at the Wolf Chase Mall was a big hit too. With its social media Campaign the marketing team was able to get almost 3000 likes on its Facebook page and #indiafestmemphis became a big success, where everybody was posting videos and pictures sharing their experiences at the India Fest. Being featured on Fox13 with interviews and cultural performances, along with the 'around the town story' in the Memphis Parents magazine was another feather in the cap for this Year's marketing team.

## FINANCE

An event as big as India Fest needs robust financial planning, which was led this year by Mohua Lahiri. Mohua found capable support in Pinaky Chakravarty & Smita Chakravarty and Anil Menothuparambil. In spite of being one of the smallest tracks by head count, Mohua and team have ensured that every dollar received and spent is tracked and documented meticulously. Dotting every 'i', crossing all 't's'.



*In the picture (L to R): Pinaki, Mohua, Smita, Anil, Arjun*

## GUEST & VOLUNTEER EXPERIENCE



*In the picture (L to R): Pavithra, Darshan, Karthik*

**Guest Experience** track thrives to improve the overall India Fest experience for the guests. The track is mainly responsible for maintaining the Food Vendor Standards, Overall Fest Cleanliness, Food Showcase, Cooking Demo, and to meet and greet for our valued visitors. Finally we do Guest experience survey randomly throughout the day to ensure that we meet and exceed fest goers expectations.

Volunteers are the backbone of any event and it is very refreshing to see so many volunteers come forward to make India Fest a great success. Our goal is to make sure that the volunteers have a very pleasant experience and they come year after year to help the Indian community showcase such a big event. We have in the past found present community leaders from the pool of volunteers that have helped out with India Fest.

The team that was responsible for both Guest experience and Volunteer tracks were **Karthik Dave, Pavithra Elangovan and Darshan Sampath**.

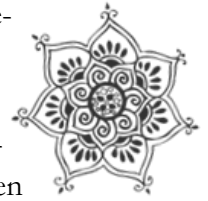
## V.I.P.





*In the picture (L to R): Varma, Suresh, Srinivasa, Disha*

ence of guests who attend India Fest as the representatives of our sponsors. This year, the VIP track is led by Suresh Kotta with support from Rao Annamaneni, Varma Muppala, Phani Teegalapalli and Disha Jaiswal. 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.



## YOUTH & CHILDREN

With an emphasis on youth involvement, this year's festival is being energized by youth committee of Indian Association. In spite of their busy school schedule, homework assignments and other extracurricular activities, the motivation and commitment that these kids have shown is worth emulating. Youth involvement chronicles a journey that started back in the summer. With such creative minds and dedicated hearts, our youth team completely undertook designing a variety of activities that are both fun and more im-



*Standing Row (L to R): Sai D, Sai M, Ramki P, Shankar S, Vishwesh R, Rabul D, Siddharth N  
Sitting Row (L to R): Swathi P, Swathi P, Swathi G, Kanya J, Anjali S*

portantly, quite educational & practical in approach. The *Student Outreach* and ART competition programs have been carefully designed to maximize student participation in the festival. And they have been well received by school faculty and students. Youth owned and ran this show completely. Truly speaking, the track is lead by youth team, and well supported by Swathi Pradeep, Ramki Padmanabha and the track director, Shankar Sindhuvali. It



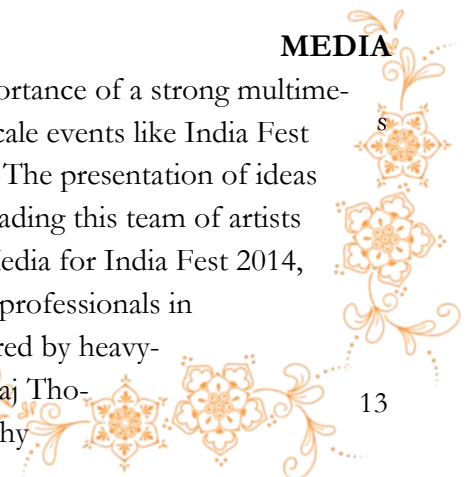
*In the picture (L to R): Venkat, Shaji, Srinivas P, Saji, Muralidhar, Jay*

has been a great privilege to work with youth committee. Kudos to the entire team!. We hope that you enjoy and appreciate the festival as much as we did in putting it together.

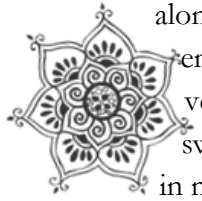
## MEDIA

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 2014,

Srini Posinasetty has had the pleasure of working with a team of highly skilled professionals in graphics, media and audiovisual presentation. Our Digital Media wing is powered by heavy-weights like Muralidhar Manikonda, Dinesh Bollimuntha, Pradeep Adatrow, Raj Thota, Saji Madapata and Sharath P , Achint have also lent their skills to videography







along with Venkat Reddy. While you enjoy the festival on Saturday, November 1st, 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, **Srini Rallabandi** and co-led by **Uday Natra**. 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.

Srini Rallabandi and Uday Natra team is comprised of the ever enthusiastic Sampath Giledi, Raghu Gujar, Ashwin AnnapuReddy, Gopi Jawabnavis, Dinesh Ponnur, Sudarshan Ravva, Praveen Ponnaganti, Munisankara Mugachintala, Sumanth ThyagarajaReddy, Harshal Patil, Nikhil Jaltare, Anto Chandran, Srinath Thirumala Reddy, UmaMaheswar Reddy MaliReddy, Vamsi Atmakuri, Sagar Mallepelly, Moshin Attar, and Parameshwara Naik. Managing the venue, vendors, logistics and all facilities right down to utilities, ticketing and security, the Ops team runs the show.



*In the pic (L to R) — Kiran, Vikas, Arjun, Deepak, Surabh*

This years IT crew was led by Deepak Rawat ably supported by a vibrant & innovative team of Vikas Garg, Sinchan Roy chowdhury & Saurabh Damle.

IT team displayed remarkable dedication & hard work towards putting up an online ticketing website which enables the guests to book entry tickets online from the India Fest website which was never done until this year. IT team was instrumental in setting up websites for Booth Sales online. They also played a supporting role to Marketing team while publicizing India Fest on social media channels.

If India Fest 2014 creates a sparkle 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 2014 bows out with a wealth of experience, memories and above all, new friendships which we have all of you to thank for.



*In the picture (L to R): Sumanth, Gopi, Srini R, Arjun, Uday, Raghu, Sudarshan*

## IT TEAM

The IT track this year was more focused towards bringing technology on the forefront and lay out something which could instill a foundation for India Fest in years to come.





## Team India Fest

Back Row (L to R): Saji Madapat, Prabhakar Verma, Murali Manikonda, Venkat Ram Reddy, Jayaraman Rajaram, Shaji Thomas, Uday Natra, Srinu Rallabandi, Kiran Parupuddi, Srinath Thirumala Reddy, Gopi Jawabnawis, Sudarshan Ravva, Raghu Gujar, Sai Manikonda, Naveen Mamidipalli, Sudhir Menon, Arjun Sardar, Nataraj Krishnaraju, Rahul Damaraju, Vishvesh Rawa, Ramki Padmanabhan, Pinaky Chakravarty, Shankar Sindhuvali, Nitin Kalva, Ritin Bomb, Karthik Dave, Kuldeep Sharma, Anurag Pagoria, Vikas Garg, Anil Nair, Darshan Sampat, Deepak Rawat, Saurabh Damle, Anil Menuthou, Srinivas Posinasetty

Sitting Row (L to R): Siddarth Nair, Leena Wagle, Thresi Jose, Pavithra Elangovan, Ria Mathew, Chaya Ramakrishnan, Aarti Sardar, Rajul Mazumder, Premila Menon, Priya Philji, Maya Nair, Reeni Jenny, Cleo D'Souza, Swathi Prasad, Kavya Jawabnawiz, Swathi Ganesh, Anjali Sindhuvali, Swathi Pradeep, Richa Kabra, Sai Krupa, Mohua Lahiri, Smita Chakravarty, Manjit Kaur, Sai Dwarampudi

Photo clicked by: Sanjay Posinasetty





## State Exhibits

*It would take many a lifetime, we must tell you, to see all of India. The diversity, the vibrance, the rich history, the emerging technologies, the people, the colors, the spices, the zest, the desperation, the exuberance—it is a lot to absorb as one travels the length and breadth of the country. Senses remain so raw to every experience that even in the distraction of a blink it seems like missing out of something profoundly significant.*

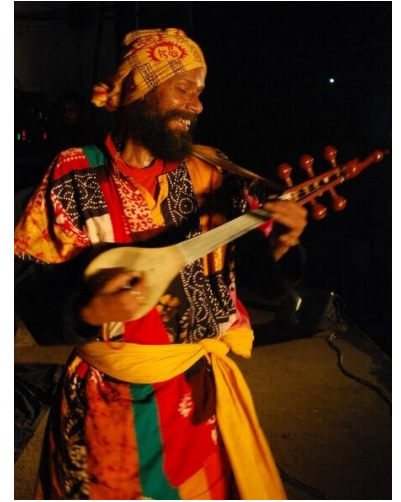
*India seems to be a conglomeration of so many countries. Every state has its own unique flavor, rituals, language, recipes, festivals and customs. With its plural society and multiplicity of cultures, the Indian civilization provides the most distinctive feature in the coexistence of unity in diversity. From Taj Mahal, the most photographed monument in the planet, to the endangered Royal Bengal Tiger, from the regal Himalayas to the soulful Andaman Islands, from the rhythms of temple classics to the beats of Bollywood, India is a myriad of cultures that she has embraced and mystified over years.*

*In an attempt to bring you the rediscovered essence of magical India right here in the Greater Memphis area, the committed army of the Regional Indian State Teams has pots full of surprises in store for the guests to savor. Match India's rhythms to your heart, its colors to your mind and experience an India like no other—Come, Seek and Rediscover India!*



# WEST BENGAL

The Baul are a group of mystic minstrels from Indian state of West Bengal. The origin of Baul is the district of Birbhum in West Bengal was the seat of all Baul activity. Later the Baul domain stretched to Tripura, Bangladesh, parts of Bihar and Orissa. Whatever their origin, Baul thought was mixed elements of Tantra, Vaishnavism, Sufi Islam and Buddhism. Baul is not just one of the many things unique to Bengal. This wandering music culture has a special place in the history of world music. Bengal's greatest poet the Nobel laureate Rabindranath Tagore wrote about the Bauls: "One day I chanced to hear a song from a beggar belonging to the Baul sect of Bengal... What struck me in this simple song was a religious expression that was neither grossly concrete, full of crude details, nor metaphysical in its rarefied transcendentalism. At the same time it was alive with an emotional sincerity, it spoke of an intense yearning of the heart for the divine, which is in man and not in the temple or scriptures, in images or symbols... I sought to understand them through their songs, which is their only form of worship."



# MAHARASHTRA



**Maharashtra** is the wealthiest and most developed state situated in the western region of India. It contributes 25% of India's Industrial output and 23.5% of GDP. Its capital city Mumbai is also the financial capital of the nation. Nagpur is its winter capital. The cuisine of Maharashtra ranges from mild to very spicy; mild dishes include the pav bhaji and batata wada pav while the spicy dishes include the Saoji chicken and Veg Kolhapuri. Desserts include puran poli, shrikhand, and Kulfi. Try some of these delicious dishes at the Maharashtra booth.

Traditionally, women wear a 9 yard saree called nauvari or lugade, while young girls wear parkar polke. Kolhapuri Saaj and Nath are typical Maharashtrian jewelry. Men wear traditional dhoti and phete or Gandhi topi. Due to lack of demand, these attires are now disappearing. See some of these traditional attires at the booth today.

Powada, Bharud and Gondhal are vibrant folk music while Bhavgeet and Natya Sangeet are based on Indian classical music. Lavani is a very popular dance form and Koli dance is another lively folk dance of the fishermen. Come and experience life in a typical rural village in Maharashtra by visiting the Maharashtra booth.



## ANDHRA PRADESH & TELANGANA

The Telugu Association of Memphis (TAM) booth is representing the states of Andhra Pradesh and Telangana. TAM booth depicts an eatery in a typical rural village that provides authentic dishes, cooking of which is largely dictated by what was grown and available locally. These eateries are commonly built using bamboos, rice straw, coconut leaves etc. These are the places where people go for morning breakfast, afternoon lunch and evening snacks. People not only use these types of places as eateries, but they are also hangout joints where locals meet and talk about various topics that range anywhere from local politics, farming, sports and movies. It is not surprising to see such places still using centuries old cooking practices including mud-stove (Matti poyyi), mud-pots and copper utensils to serve connoisseurs with delicious food. TAM booth also showcases a few of the arts and culture of various geographical areas in this region like Tholu Bommalata, Burra Katha, Hari Katha, Nirmal Paintings, Crochet lace etc. that are either on the verge of extinction or not well known to the current generation due to westernization.



Karnataka is a state in South West India. It was formed on 1 November 1956, Originally known as the State of Mysore. *Karnataka* is derived from the Kannada words *karu* and *nādu*. Kannada language have received the most number of Jnanpith awards in India. one of the high economic growth states in India. A majority of the 35 billion silk industry in India is headquartered in Karnataka State. its

## KARNATAKA



capital Bangalore is known as the Silicon Valley of India.

country's leading banks, Canara Bank, Syndicate Bank, Corporation Bank, Vijaya Bank, Karnataka Bank, Vysya Bank and the State Bank of Mysore originated from this state. State typical dishes include Bisi bele bath, Jolada rotti, Chapati, Ragi rotti, Akki rotti, Saaru, Idli-vada Sambar, Vangi Bath, Khara Bath, Kesari Bath, Davanagere Benne Dosa, Ragi

mudde, Paddu.



## Kerala - God's Own Country



The onset of the industrial and technological revolution in the 20th century had significant impact on the propagation of various art forms throughout India. In the state of Kerala, prevalent art forms like *Kathakali*, *Theyyam*, *Koodiyattam*, *Mudiyett*, *Mural Paintings* etc. saw a decline. These arts are now found sparsely and efforts are being made to record their existence for posterity. Mural arts in

temples, churches and mosques have been instrumental in recording and depicting some of these art forms. The Kerala Folklore & Theatre Museum in Kochi is another less known institution that is working to preserve ancient art forms.

The Kerala Booth at India Fest 2014 recreates one such room from the museum that showcases inlaid mural art on walls and ceilings, framed with rich decorative beams. The murals capture the spirit of the regional culture - depicting lifestyles, dances, Gods, mythological events and more. The entire effort is geared towards communicating one idea: that 'Earth' without 'art' is just 'eh'!



## GUJARAT

Gujarat is state in the western part of India known locally as *Jewel of the West*. Gujarat is home to the gujarathi Speaking people of India. Gujarat was known to the Ancient Greeks, Persian Empires and Roman Republic. The oldest written record of Gujarat's 2,000 year maritime history is documented in a Greek book titled 'The Periplus of the Erythraean Sea: It was also the home of Mahatma Gandhi and Vallabhbhai Patel. Gujarat has played an important role in the economic history of India. In 2010, Forbes list of the world's fastest growing cities included Ahmedabad at number 3 after Chengdu and Chongqing from China. Our present Prime Minister of India Mr. Narendra Modi is from Gujarat. The folk traditions of Gujarat include bhavai and *rass-garba*. The folk costume of this dance is chaniya choli for women and *kedia* for men. Different styles and steps of *garba* include *dodhiyu*, simple five, simple seven, *popatiyu*, *trikoniya* (hand movement which forms an imagery triangle), *lehree*, *tran taali*, butterfly, *hudo*.



Gujarati food is primarily vegetarian. The typical Gujarati *thali* consists of *roti* or *bhakri*, *dal* or *kadhi*, rice and *sabzi*. Indian pickle and *chhundo* are used as condiments.



# India Fest 2014

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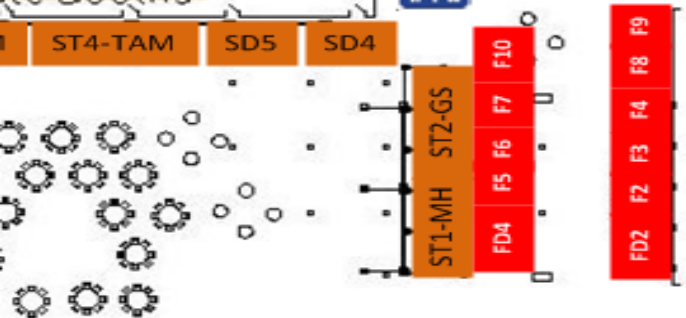






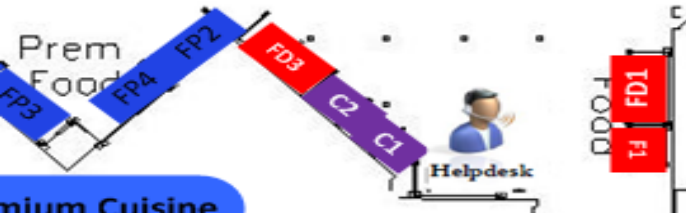
# India Fest Center

## State Cuisine



## Variety Cuisine

## Premium Cuisine



Hallway Entrance and Decorations

B

## Youth Corner

C

## Ticket Booth

Food can booth  
V VOL P



## UTTAR PRADESH

Uttar  
Pradesh, abbr. **UP**,



is a state located in northern India. It was created on 1 April 1937 as the **United Provinces**, and was renamed *Uttar Pradesh* in 1950. Lucknow is the administrative capital of UP. UP is fifth largest state in terms of land area (243,290 sq. km) and most populous state in India (199,581,477 people (March 2011)). UP has rich vibrant culture, festivals, monuments, ancient places of worship, and food. Agriculture is the leading occupation in UP. Wheat is the state's principal food crop and sugarcane is the main commercial crop. Sanskrit-based learning formed the major part of education from the Vedic to the Gupta periods. Now Hindi is a state language with several other spoken dialects. As cultures got melted Pali, Persian, and Arabic was added to the community. Diwali, Rama Navami and Holi are popular festivals in UP. Kumbh Mela, is a major festival held every three years on the river Ganges. The region's folk heritage includes songs called rasiya (especially popular in Braj), kajari, sohar, qawwali, thumri, birha, chaiti, and sawani. Gautama Buddha gave his first sermon after his enlightenment at Sarnath and died at Kushinagar. Varanasi, Prayag, Gorakhpur, Agra, are major historic places.



**Phulkari:** An Ancient textile of Punjab

## PUNJAB



Punjab booth PHULKARI ((*phul* means flower; *kari* means craft) brings a rural tradition of handmade embroidery perpetuated by women of Punjab. It was purely a domestic folk art which satisfied the inner urge for creation and brought color into life. Custom had grown to give Phulkaris to brides at the time of marriages. There is reference of Phulkari in Vedas, Guru Granth Sahib and folk songs. Main

characteristics of Phulkari embroidery are use of darn stitch on the wrong side of coarse cotton cloth with colored silken thread. Punjabi women created innumerable alluring and interesting designs and patterns. During any religious festivals or wedding ceremonies Punjabi women love to wear Phulkari. Embroidering on the rough coarse material “khaddar” reflects the tough, hard nature of the Punjabi women. Every woman had her way of embroidery and representing her own styles, patterns and designs. Use of bright colors portrayed the colorful life and the use of different motifs reflected their observation and imagination. Wearing a Phulkari adds delicacy, grace, simplicity to their heavy build personality. In addition to Phulkari our guests will also catch glimpses of Punjabi culture and heritage through different artifacts built for the booth.



# TAMIL NADU

Tamil Nadu has a rich history of art of entertainment.


The wide varieties of folk art – forms are bound by common religious and mythological themes. Folk arts bring about the interaction of all aspects of life and are not seen as something apart from life.

**KARAGAM** is a Tamil folk dance involving the balancing of clay or metal pots or other objects on the dancers head performing many acrobatic feats. **POIKKAL KUDHIRAI** a folk art form where the dancers dance on stilts and also wear a dummy – horse costume (couple of year back in India Fest, we portrayed this dance in the state booth). **KOLATTAM** One foot length stick (Kol) painted and decorated with rings and bell are held in each hand and beaten to make a sharp, rasping sound as the dance proceeds with unique steps, twisting and turning.



**BHARATANATYAM** is one of the ancient classical dances of India based on 'Natya Shastra' originated from Tamil Nadu. This dance form is a communion of expression, melody and rhythm, accompanied by the classical Carnatic music and it is an attempt to represent the divine beauty, magic, rhythms and symbols that are present in heaven.





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# 2014 DÉCOR CONCEPT

## INDIA REDISCOVERED

### .. A UNION OF CULTURES

"India Rediscovered... A Union of Cultures" was chosen as our theme this year to add a new dimension to our understanding of India. Very often we associate India Fest with everything visually and traditionally Indian. We challenged ourselves to portray India from a slightly different angle, with a deeper meaning and perhaps a little contemporary. India has evolved but our inner most being, our heart and soul, our values and beliefs are well rooted.

We chose the lotus as our centerpiece for its purity, beauty and its symbolism of hope. The lotus emerges from murky waters pristine without any blemish adding beauty to the surroundings. As Indians, we believe we should be a lotus, the joy and hope for those around us. The lotus is the national flower of India and was in our mind when we had our very first conversation. This inspired us to pursue the lotus as our centerpiece in its simplicity. We initially thought of recreating the Lotus temple in India with our partner Christian Brothers University Engineering department. Together we decided to design our own 9-petal abstract lotus temple to encourage creativity. This beautiful lotus was designed and created by CBU and will find a home in Memphis.

The Indian utensil sculpture from pots and pans from our kitchens was inspired by what we love so much about India- our food. We knew we wanted a sculpture by our local artist and discovered the creative minds in Memphis College of Art. The students of MCA conceptualized this amazing sculpture depicting the banyan tree. Tylur French and his Youngblood Studio have supported the effort in providing expertise and a place to build our Banyan tree. The banyan tree is the national tree of India; it symbolizes the deep roots, strength and shelter that are very important to Indians.

Our peacock, in all its grandeur was created by our decor team, it is truly a labor of love of many hands. The spectacular art by Vinodini and the photos captured by Saji would take you to the next level in rediscovering India.

India is diverse but indeed united. You will see this through our cultural program and decor. Our goal to bring the heart and soul of India while engaging our community of greater Memphis is a journey we hope we can continue...

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We highly recommend that you simply indulge!





# Eat



## STATE CUISINES

**Booth # SD1-SD5 & ST1-ST4**

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

## VARIETY CUISINES

**Booth # F1-F11 & FD1-FD4**

Mast Chat Express, Shivani Singh, Chowpatty Masala, All time good eats, Pradeep Mehta, Spicy Chat Center, Authentic Bengal Cuisine, Indian Chinese Curry, Shree Sweets and Snacks, Southern Treat, Sree Coffee & Gifts, Bombay House, India Place, Friends Food Corner,

## PREMIUM CUISINES

**Booth # FP1—FP4**

India Bazar

Curry Bowl Indian Cuisine

Taj Mahal Indian Cuisine

Sai Fast Foods





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Walson and Co  
Riyas Exclusive  
Bombay Salon and Spa  
Bombay Fashions  
Sai Fashions  
Sai Art Gallery

## SHOPPING

### Booth # BD1-BD12

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Deepkala Saree  
Ethenic Jewellery of India  
Collierville Pediatrics  
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Vijaya Collections

## MORE SHOPPING

### Booth # B1-B17

Iconic Accessories  
Conquest homes and Business sales  
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# Cooking Demo



## Chicken 65: Spicy South India Chicken — by Manjit Kaur

Deep fried chicken recipe seasoned with spices. It can also be used as a snack

### Ingredients:

#### Step 1. Ingredients for Marination

1 pound boneless chicken (breast) cut into 1-2 inch cubes  
1/2 cup yogurt  
1 tablespoon lemon juice  
1-2 tablespoons corn flour  
1 teaspoon chilli powder  
1/2 teaspoon cumin powder  
1/2 teaspoon cilantro powder  
1/2 teaspoon garlic paste

1/2 teaspoon ginger paste

1 egg optional

Orange color (1-2 drops liquid or pinch of powder)

1/2 teaspoon garam masala (curry powder)

3-4 twigs of chopped cilantro leaves

Salt to taste

#### Step 2. Deep Frying

Canola oil or any oil of your choice

#### Step 3. Ingredients for Seasoning

### Preparation:

#### Step 1.

Take a big bowl.

Add chicken and other ingredients as in Step 1.

Mix well and leave marinated chicken for half hour.



#### Step 2.

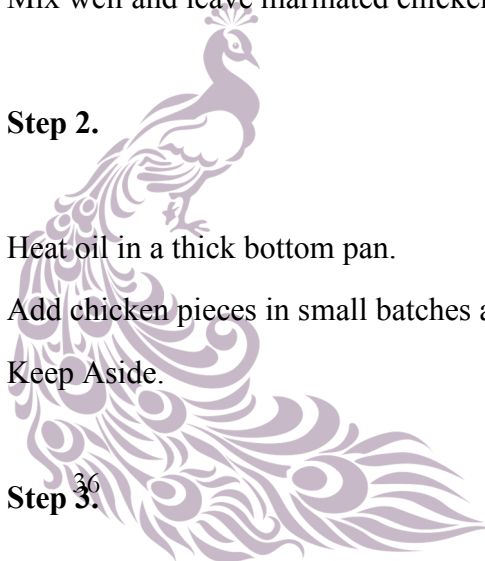
Heat oil in a thick bottom pan.

Add chicken pieces in small batches and deep fry as in Step 2.

Keep Aside.

#### Step 3.

*Know your chef - Manjit Kaur holds a Ph.D in Molecular Biology, MBA in Healthcare, and Black Belt in Shotokan Style Martial Arts. She is passionate about cooking, served as an instructor at the Culinary School Assabet Valley, Boston, paints, wood works, collects elephants and dabbles in interior design. You can find more of her recipes on her blog- [zaikabharat.blogspot.com](http://zaikabharat.blogspot.com)*





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# Cooking Demo



## Apple Jalebi With Pistachio Rabri — by Pravithra Elangovan

I suggest you to try this and I bet you all will love this. It tastes soooooo delicious and it just melts in your mouth.

All purpose flour - 1 cup

Baking soda - 3/4 tsp

Yogurt - 1/4 cup

Water - 1 cup

Apple - 2 ( Peel, core in the middle and make thick slices)

You should get at least 5 to 6 slices in each apple

Chopped pistachios or Almonds for garnishing

Oil for frying - flat pan should be fine instead of deep vessel

### For making sugar syrup:

Sugar - 1 1/4 cup ( If you are going to have with Rabri then reduce 1/4 cup)

Water - 1 cup

### Preparation:

1. Sieve All purpose flour and Baking soda.
2. Mix yogurt and water along with this flour and ferment it overnight.
3. Slice the Apples. Parallely prepare the syrup in one side.
4. Heat the oil in the pan.
5. Add sugar and water in a vessel, after the dissolves and the syrup starts to boil.
6. Check for the sticky consistency.( It has to be little more sticky than the syrup that we prepare for Jamuns) then add powdered cardamom. And keep it aside. Let it be warm.
7. Once the oil is ready, just check for the right temperature by dropping little batter. When it pops up. Then you can get started.
8. Now check the fermented batter, if it is very thick add little water for diluting. Take care not to add more water then it will not coat the apples.
9. Now dip the apple slices in the batter like we do for Bhaji or Pakoras. The put it in the oil.
10. Let it fry and once it is slight golden brown in color, flip it over another side.
11. Drain the Jalebi with your ladle put them in the syrup, flip both the sides. Put them in the wire rack to drain excess syrup.
12. Proceed with remaining Apple slices.
13. Arrange them in the plate and garnish with nuts.



For more food recipes refer to **Pavitra Elangovan** blog site at [www.dishesfrommykitchen.com](http://www.dishesfrommykitchen.com)

## PISTACHIO RABRI



Welcome!

It's our pleasure to have you at India Fest 2014. We look forward to an event full of exquisite cultural cuisine, elegant multi-cultural performances, and endearing Indian formalities. The theme this year is "Marriage of Cultures Through Time". Get immersed in the impermeable beauty of Indian cultural marriage as we show you how it has evolved over the years. There are activities for every age group, and we eagerly anticipate greeting you all November 1st.



Thank you for supporting...



# Youth Village

When:

Sat, November 1

10AM - 6PM

Where:

The Agricenter

Who:

Children & Youth

India Fest 2014

## Youth Activities

Come hang out with your friends or volunteer!

- Meet & Greet
- Scavenger Hunt
- Garbology
- Chess
- Henna
- Art Competition
- Inflatable - Bunjee Run
- Game Hut

## Workshops

- Karate
- Bollywood Dance
- Yoga
- Educational Booths

## Shows

- Talent Show (Songs)
- Magic Show

GO GREEN!

This year we will have places around India Fest to Recycle.

Please help us by doing Your part!

## Children's Activities

- Memory Games
- Simon Says
- Face Painting
- Toss a Ring
- Hula Hoop
- Jump Rope
- Arts and Crafts
- Moon bouncer
- Dress Up



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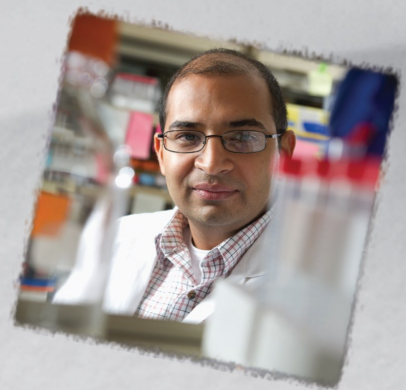
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