



Samachar

JUL - SEP
2014

Official Newsletter of the India Association of Memphis

President's Message

Namaskar,

The past few months have been a roller-coaster ride with so many back-to-back IAM events that when I look back, I feel almost dizzy. This year has been amazing, just flooded with so many activities. I sincerely appreciate the support from my team and their hard work without which none of this would have been possible.

The Yoga and Meditation workshop in May was well attended and I believe all those who came took away something valuable on spirituality.

We celebrated the 68th Independence Day of India on Aug 17th at the Longinotti auditorium. The program was named "Navyug" - New Era - focusing not only on the cultural aspects of India, but also on its literary facets. Our two speakers, Ms. Nadia Gilani and Mr. Sanjeev Kumar spoke simply but with passion about education in general, and were able to connect with the audience. Bryan and Ajay conducted the science and technology quiz, a closely fought battle of skills between four teams of middle school kids. The IAM youth committee has been very enthusiastic and active this year and I have been working very closely with them. They have been a great support to all our IAM events. Navyug was conceived and conducted by the Youth Committee and they deserve high praise.

The Executive Committee is happy to report that we fulfilled our commitment of getting the Special GBM together for bylaws amendment on Aug 23rd. On behalf of the

IAM team, I extend special thank you to all those who attended this meeting. Unfortunately, the lack of a 2/3 majority vote prevented the amended bylaws from being ratified as one document, so for the time being, the pre-existing bylaws will prevail.

All of you would have noticed that the standard of IAM sports has gone up dramatically this year. In the last few months, we have had a volleyball competition with high quality in terms of both participation and participants. The final match was literally a cliffhanger!

For cricket lovers: The first ever Memphis Premier League (MPL) Cricket T20 series, this year's crowning sporting event is under way. Local Memphis news telecasted an overview on localmemphis.com, Sep 4th "Memphis Cricket League Gaining In Popularity, Looking For Fans," and was initially covered by Commercial Appeal on April 22 "Cricket Gaining Grounds in Local Memphis." The first matches were on played on Sep 6th. Season tickets are available for a very nominal rate and I urge you all to help make this a huge success. Let's bring the cricket craze to Memphis. Details of MPL are on the IAM website

Preparations for IAM Singing Star 2014 began last month. We started this program last year as a "reality" show and it was a big hit. This year we have introduced a kids segment and the auditions were way above our expectations.

...Contd

Executive Committee:

- President: **Manjit Kaur**
- Vice President: **Anil Karuhatty**
- Secretary: **Simanti Chatterjee**
- Treasurer: **Anil Menothu**

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- Marketing Director: **Leena Wagle**
- Youth Director: **Anurag Pagoria**
- Sports Director: **Vishal Chheda**
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- IT Advisor: **Sridhar Sunkara**
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- Creative Director: **Sravanthi Peruru**
- Media Director: **Srinivas Posinasetty**

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- **Anil Nair**
- **Himali Kumar**
- **Naveen Mamidapalli**
- **Nataraj Krishnaraju**

Upcoming Events:

- **India Unlimited - Sep 20th**
- **India Fest - Nov 1st**

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President's Message

....Contd

The turnout at the auditions this year was impressive, and our organizing team did an incredible job. You will be amazed to see the local dancing and singing talent here in Memphis on India Unlimited (India Nite).

As you all may be aware, preparations for India Fest are in full swing. The décor this year promises to be unique, and you may have received Facebook messages/updates about the "Reduce, Reuse and Recycle" theme and the plan to build a one-of-a-kind sculpture. Donations of used pots and pans will be gratefully accepted;

please check the IAM Facebook page/IAM website for details. This is also a good time to volunteer in all India Fest tracks; please contact Festival Director Arjun Sardar or Track Leads if interested.

Come and join us to celebrate India Unlimited (India Nite) on Sep 20 at White Station High School Auditorium for a cultural treat.

Thank you.

Manjit Kaur

IAM President 2014

MPL-1: Laying the groundwork for a yearly cricket bonanza

- Vikram Venkatesh

Come summer, cricket fever takes over most of the passionate (some call us cricket-crazy!) diaspora. Be it tennis ball cricket (played locally) or season ball cricket (played as part of the Arkansas Tennessee Cricket League, ATCL), every single game is keenly contested and passionately (there's that word again) played.

Many of you may have heard of this thing called IPL (Indian Premier League) that happens every year, bringing in the best cricketing talents from India and around the world into one entertaining cricket tournament. Purists may shrug it off as a gimmick, but the entertainment it provides is unmatched. The ATCL also organizes yearly T20 tournaments in the fall to capture the spirit and competitiveness of T20 games.

Seeing how popular the IPL culture has become, the India Association of Memphis (IAM) has worked with current and former ATCL leaders to organize the Memphis Premier League, a tournament with similar glitz and glamour (albeit at a smaller scale) as the IPL. With the help of local sponsors, no stone is being left unturned by IAM's

Sports Director, Vishal Chheda, who is also part of a team competing in MPL-1.

MPL-1 brings in 8 highly competitive teams in the Memphis area together under one tournament roof (so to speak) and the result can only be pure entertainment, for the players, families, and spectators. The tournament has all the perks such as colored clothing for the players, white cricket balls, and as the tournament progresses, sideline entertainment. There is also the chance to rub shoulders with not only Memphis's best cricketing talents but also international cricket stars such as Ricardo Powell and Kevon Cooper.

The games will be played on Saturdays and Sundays at 2 locations in the city. It all starts Sept 6th and goes on till the end of October. The schedule, results, and all the good stuff will be posted on the IAM website (<http://www.iamemphis.org>). So, bring your drums, vuvuzelas, and cheering voices to the games and enjoy some of the best cricket Memphis has to offer. Its cricket time!



2014 Event Calendar

<u>Event</u>	<u>Date</u>	<u>Time</u>	<u>Location</u>
IAM			
Republic day Celebrations	Jan 26	2:30 -5:30 pm	Bert Ferguson
Youth Financial & Leadership Workshop	Mar 22	10 - 12 pm	Collierville Library
Holi Celebrations	Mar 29	1- 5 pm	ICCT
National Civil rights Musuem Parade	Apr 5	9:30- 12:00pm	Cooks Convention Center
Self Defense Workshop for Women/Teens	Apr 19	11-12 pm	Karate, Collierville
Special GBM	Aug 23	2 -5 pm	Cordova Community Center
Memphis Premier League	Sep 1 - Oct		
IndiaNight (India Unlimited-Diwali Special)	Sep 20	3:30 - 8:00 pm.	White Station Auditorium
Service at ICCT by Youth Committee	Sep 13		ICCT
Seva	Oct 11	10:00 - 4:00 pm	ICCT
IndiaFest	Nov 1	10:00- 6:00 pm	Agricenter International
Diwali at Memphis Botanic Garden	Dec 1-Dec 16		
General Body Meeting	Dec 6	1:00 - 4:00 pm	Cordova Community Center
MidSouth Punjabi Heritage Foundation (MSPHF)			
Picnic	Sep		
Kids Workshop	Oct		
Malayalee Association of Memphis			
Sports Day	Apr 5	11am-3pm	Dullins Sports Complex
Vishu Easter Program	May 10	10am-4pm	Singleton Community Center
5K Run	Jun 28		Johnsons Park
Mid South food Bank	Jul 12	9am - 12 noon	
Onam Program	Sep 13	11am - 3 pm	Singleton Community Center
Xmas Celebrations	Dec		
ICCT			
Vasantotsavam celebrations	Apr 12-14		
Narasimha Temple & Pushkarni Prathista	June 11-15		
Krishna Janmastami	Aug 16/17		
Ganesh Nimajjan	Sep 6		
Navaratri/Brahmotsavam	Sep 24 -Oct 3		
Vijaya Dashami	Oct 3		
Naraka Chaturdasi (Deepavali)	Oct 22		
Taranga Sangha of Memphis			
Picnic	Sep 27	11 am- 3 pm	H.W. Cox Park
Deepavali Program	Nov 15		Singleton Community Center
AAICT			
Dandiya on the Dance Floor	Oct 4th	7:00 - 11:00 pm	Houston High School Gym
Fusion - East Meets West	Oct 17th	6:30-9:30 pm	Rose Theater, UOM

We will duly communicate detailed updates by e-mail, on our website and on our Facebook page ahead of each event

Our event calendar can also be found at: <http://www.iamemphis.org/>

From the Editor's Desk: Rewiring to our traditional ways

- Maya Nair

With kids back to school, it is time for schedules, homeworks, and extra curricular activities. Between alarm clocks, packing school lunches and shuttling, day just seems to evaporate away. And here we are now, wending our way towards summer's bittersweet end - a time when families have picnics and grilling get together. But most of days we'd rather stay in and watch TV or play video games and be on our phone.

When I think back to my childhood, it was fairly simple: do your school work, play fair with friends, and obey your parents. Summer vacations were meant to be spent with grandparents. Guess every generation has a different experience with the technology and internet. The era that I came up with had a very few people with cell phones and computers. Internet in those days reminds me of the crackling sounds of modem handshake. To this day, I can still remember our Zenith PC connected to land phone and dialing the modem with hissing sounds. The connection would fail like 9 out of 10 times, and finally when you get on after praying to Internet gods, mom would have to make a very important phone call, and I had to disconnect. You had to actually announce and take permission from everyone in the household to go on internet and also have a good reason why. Dad monitored my internet time else you would end up paying more. Facebook or Twitter didn't exist then.

And in today's wired world, gadgets at home outnumber the family members. 9 out of 10 people have their face buried in their smartphones whatsapp'ing their friends oblivious to their surroundings. Everyone in the family tree is on Facebook posting their feelings, and vacation/selfie pictures or know how to hashtag on twitter. Reading Facebook is like reading the newspaper for headlines in other people's lives. I am guilty of this too! ;) Technology has become a way of life now. Instead of playing with each other, computers have become the playground for our kids. Small talks that kids once had with their grand parents are being replaced by Google. Grandparents are deprived of passing down words of wisdom as one finds easy answers to any chores online. Though I miss all those old fashioned days, I can't blame anyone as I too always like to keep Google at an arms distance...who knows when my kiddo will bombard me with tough questions. It may not be long before she figures out to bypass me and googling it herself and that thought of finding easy

answers scares me. Internet has become a very basic thing for the kids today.

Technology has morphed our language and changed the way we communicate or use our brains. One such good example is my sense of directions has become what words are to the dyslexic. Despite multiple trips to and from work, I learned nothing much about the city's geography. In college days, I would remember that I have to turn left at the junction with a huge tree, then right at the temple street. But now my first instinct is to turn the GPS back on so I could stop being lost. I just follow commands but don't retain anything? Weird but true...! It seems technology is disconnecting something that my brain is supposed to do well. ;)

I am not anti-technology ...I sure am excited

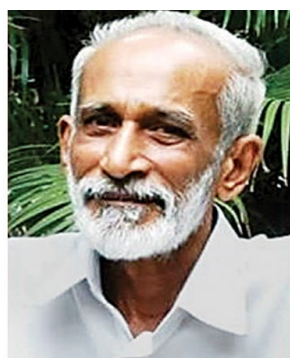
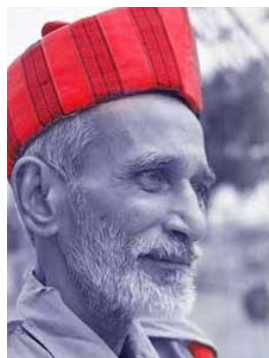


for what future technology will reveal; but at the same time anxious at the thought that with the conveniences of technology, there is lack of face to face interaction. The tech cannot be a substitute for the human interaction.

When someone I love dies, I still want to be able to cry rather than posting emoticons on FB. At times, we are so engrossed in texting or browsing that our brains are unable to relate the subtle emotions and read social cues like body language or facial expressions.

All said and done, our identity is open to change. Finding the balance between bitter n sweet things in life is the essence of what it is to be human. I was a technology immigrant and my kids are technology natives. Teaching and experiencing emotions like happiness, gratitude and positivity in childhood is like learning to ride a bike; developing these qualities calls for real-life practice. Practice will rewire our brains, just like any habit. I feel it is our duty to teach them the balance between technology and real life skills and emotions. Our children, and certainly our grandchildren will thank us someday or so I hope ! :)

Palam Kalyanasundaram : An outstanding man of the Century - UNO - C.P Chandra Das



He was not a politician, an industrial magnate, a top professional, a super star or a member of the past royal families from India. He hails from a rural village in Tamil Nadu and was a member of a landlord family. His father, died when he was very young, His Mother was his main source of inspiration. She was highly charitable by nature. She wanted her son, to appreciate the sufferings of the weaker sections of society. He did live up truly to her expectations in life. The world body (UNO) x-rayed the resumes of many in the world and found him outstanding amongst others in this world. A rare honor for an Indian.

Service for a cause has no frontiers in this globe. For the superrich, philanthropic pursuits may not pose big problems. Even amongst the rich, there are many who do not part with their assets and they will have their own reasons for following that path. To others, the path is really difficult. To Kalyanasundaram, now aged 75, it was a great journey to find happiness in life.

From the remote village, he had to walk ten kms, to reach his primary school for studies. Many children in his Village were not in a position to pay even Rupees five, the admission fees to enter the school. From the pocket money received, he helped many children to learn, purchase books and dress. His experiments in charity started very early in a small way and that ripened into highly laudable forms, as years rolled on in the journey of his life.

He was brilliant in his studies. He was a gold medalist in the librarian's course, which helped him to get a posting in a college in Tamil Nadu. He also took his Master's degree in Literature. He served the college as a librarian for more than three decades. His entire earnings during his service and the pension he received for his rainy days after retirement were utilized for charities. He did not marry in life as his mission was to wipe

out the tears of the under dogs of society. He fulfilled his mission with a smile. He kept his promise to his mother.

During the border dispute with China, he donated his golden chain weighing 65 grams to the Prime Ministers fund in 1962, hearing the appeal of revered Panditji. This came in for great appreciation from Kamaraj Nadar, the then Chief Minister of Madras.

Later, several awards followed one after the other. He was recognized at the National level in India. He also received honors at the global level including United Nations Organization (UNO). The total prize money which he received crossed THIRTY CRORES. All this went for charities from time to time.

He is now known as Palam Kalyana Sundaram. 'Palam' means 'Bridge'. He is now a bridge with the poorer sections in several areas. For his sustenance, he now works as a waiter in a Hotel in exchange for two meals a day. He has also announced that after his death, his body should be given to a medical college in the State of Tamil Nadu. Charity, even after his death! He now lives in the city of Chennai, and the visitors in the city can see this frail looking great Man, in simple Tamil Nadu dress, collecting donations to help the poor, going by walk in the hot sun with the only aim to fulfill the wishes of his mother, to help the poor.

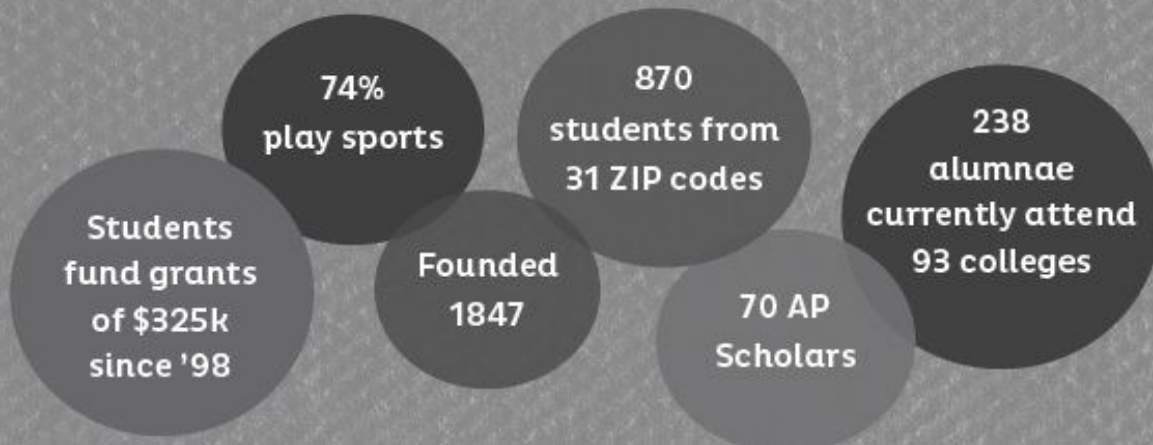
Rajanikanth, the super star of south Indian movies, very recently hearing his experiments in philanthropy announced that he was adopting this great man as his adoptive father and requested him to come and stay with him in his house. Kalyana subramanyam politely informed the super star that he wanted to continue his life working for the poor as before.

One hopes that his name will find a place in the Guinness book of world records.

MAY HIS TRIBE INCREASE...!

(Source: Kind courtesy Media and Internet)
The writer can be contacted at-
cpcdas@gmail.com

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INDIA FEST 2014 - Celebration of culture, heritage, and diversity !



IAM introduced India Fest in 2003 with just a few hundred families who showed up to experience the festival for the first time. Since then Indiafest has grown tremendously and has moved to the Agricenter and had more than 10,000 people in attendance.

Indiafest marks the joyful celebration of diversity, rich culture and heritage of India in Memphis. **“India Rediscovered - Union of Cultures”** is the theme of this year’s fest ! Rediscover the variety in Indian culture through dance, music, cultural cuisine, and traditional crafts in a Bazaar-style atmosphere in the magnificent Agricenter. You can take a taste tour of India, by sampling food from different regions of the country. Throughout the pavilion there will be vendors selling jewelry, colorful ethnic garments, traditional art of henna, arts and crafts . Food demonstrations with easy to make recipes will tantalize festival goers with the exotic tastes of India. Dance competitions and workshops adds to the entertainment value.

Arjun Sardar is our **Festival Director** this year. Arjun has been actively involved with India Association for the last few years and brings a deal of experience to the organization. This year’s India Fest team is working hard towards the success of this festival. The standard has been set and each year the bar continues to rise. Immerse yourself in Indian culture. Spend a day awash in colorful costumes, enticing aromas and music. Bring your family and friends too!

When: Saturday Nov 1st 10 a.m. – 6 p.m. @ Agricenter International, Memphis

Entry: Adults: \$5, Kids: \$1

*Kids can bring in 2 or more cans of food for Mid South Food Bank and get free entry.



Year after year, India Fest makes new experiences possible only through the efforts of many volunteers. An event of this magnitude requires plenty of helping hands. If you are interested in volunteering or becoming a part of India Fest 2014 Visit us at www.indiafestmemphis.org and sign up under volunteers tab. Make a difference by volunteering.

Thanks,
IAM Team 2014

Letter to the Editor

Dear Independence Day Organizers:

We greatly enjoyed the well-arranged and executed Independence Day program on August 17, 2014. Kudos to you all for your fine demonstration of organizational and presentation skills. Decorations with Indian colors had created a patriotic ambience. Singing of the national anthems always gives us all the goose bumps, especially when they are rendered so well as on this day. We were just settling down after the anthems when rendition of "Ae mere vatan ke logon" got us emotional and with swelling pride for our "faujis". It was particularly impressive to see the young generation singing patriotic songs.

The cultural performances were appropriate to the occasion, and beautifully presented. All the speeches were quite engaging and inspiring and the guest speakers brought up some interesting points.

The Quiz Competition was quite informative for all of us and the children displayed knowledge about wide variety of subjects.

Congratulations to you all for giving us an evening to remember.

Jai Hind!
Jayu and Arun Wagh

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Kitchen Couture

Maladdu

Just a bite and those exotic Indian desserts become something you so crave, especially during festive occasions like Diwali, the Hindu festival of lights. It is the occasion which brings lots of love and laughter to fill our homes with cheer and hope for something best to come! Time when diya will lit up the houses, and kitchens get filled with aroma of sweets...hmm...yum yum! For now, here's a delicious sweets recipe that is rich in taste to cook for your loved ones!



Wishing you all a very Happy and Sparkling Diwali!

MaLaddu Recipe:

Makes: 20

You will need:

2 cups split roasted gram dal /pottu kadalai/ porikadala
2 cups sugar (1 3/4 for medium sweet)
1 cup melted hot ghee
1/2 teaspoon cardamom powder

Method:

Make fine powder of roasted gram dal/pottukadalai and sugar separately.

In a deep bowl, mix powdered sugar, pottukadalai and cardamom powder together.

Pour melted hot ghee over it. Mix all the ingredients together.

Take small lime size portion of the mix and tightly press to make into laddu / small balls (20 laddus). Size can vary as per preference. Store in an air tight container.

Recipe Courtesy : Premila Menon

'Premila is an active volunteer in the community and is an avid cook. She enjoys spending time with family and friends, and anything on HGTV or Food Network! She is very passionate when it comes to helping in the community events and enjoys doing arts and craft apart from cooking. She can be reached at premila_menon@hotmail.com'



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Corporate Scenario in the US and India : An Interview Revisited

Editors Note: Madan Birla is a speaker, consultant and trainer for companies around the world. A veteran of FedEx for 22 years, he was a member of FedEx's Long Range Planning Committee where he worked closely with founder and CEO Fred Smith, in developing and implementing innovative business growth strategies. He was in India last month to launch the Indian edition of his book, 'Unleashing Creativity and Innovation'. He gave several talks in Pune, Bangalore, Mumbai, and Delhi at TCS, Syntel, Mphasis, FedEx, Aditya Birla Group, IREO, Maratha Chamber of Commerce, etc.

Following is a gist to one of the interviews he gave in India and was published on business world.

Why this book? And how can a CXO benefit from it?

I wrote this book to answer the following questions that I have been asked repeatedly over the last few years.

- How can we sustain enterprise growth in today's highly competitive global economy?
- How do I unleash my creative potential and enhance my chances for promotion?
- How do we tap into creative potential of each employee and create an innovation culture?

They will learn that day-to-day leadership behaviors, at all levels of the organization, play a key role in building and sustaining an innovation culture.

How practical is it to apply the concept of 'unleashing creativity' in today's corporate environment? How many leaders are really doing this?

The nine lessons in the book are all practical and supported by in-depth conversations with successful individuals, representing all sectors and professions in the economy. More leaders in the US are applying these lessons than I am seeing in India. The good news is that every CEO I have met in India on this trip is very interested in tapping into his organization's creativity to grow the top line.

And what can family run businesses and start-ups learn from your book?

Every enterprise, whether family run or not, operates in a fast-changing highly competitive global economy. And, only way any organisation can grow is if the internal rate of change exceeds the external rate of change. Innovation is not optional.

Some CEOs are reaching out to their employees through e-mails. But what next?

Nothing happens in the business world without a process. They must incorporate processes for actively engaging employees in generating, developing, and implementing creative ideas that enhance customer value. Managers at all levels need to step out of their offices and visit with the professionals in their cubicles to ask, "What could we be doing differently to serve our customers better?"

...Contd on Pg 11

Community News That Makes Us "Proud Indians"

For the third year in a row, **Chirag Chauhan**, MBA, CFP® has been recognized by Memphis Business Quarterly as a Power Player in Financial Planning. This prestigious award not only recognizes bringing strong credentials to the table, but also the gift of making clients feel comfortable and confident in their decisions. Chirag's other accomplishments include graduating from Leadership Memphis in 2006, being named to the *Memphis Business Journal's* Top 40 Under 40 list in 2008 and consistently achieving Million Dollar Roundtable membership since 2006. Since 2011, Chirag has also received the Centurion Producer award from AXA Advisors.

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Bhoomi Pooja (Ground Breaking Ceremony)
Gruhapravesam (House Warming)
Namakaramam (Naming Ceremony)
Annaprasanam (Baby Feeding)
Akasharabhyasam (Letters Initiation)
Kesa Khandanam (Hair Offering)
Navagraha Pooja with Homam
Nischitartham (Engagement)
Vivaham (Wedding)
Seemantham (Baby Shower)
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AAICT

AMERICAN AND ASIAN INDIAN CHARITABLE TRUST

is proud to bring to you two separate events this October.

DANDIYA ON THE DANCE FLOOR

Back by popular demand, AAICT brings you an evening full of fun with Garba and Dandiya to celebrate Navratri.

When: Saturday, Oct 4th 2014 7:00 p.m. to 11:00 p.m.

Where: Houston High School Gym, Germantown

Tickets are only \$10 per person. Dandiya will be available for purchase.

Contact: Amarjit Keshav - 901-827-9445 Akshay Shah- 901-756-7722 Murad Rupani- 901-604-5301



FUSION...EAST MEETS WEST!

Come join us for an evening of Stand up Comedy by Rajiv Satyal and Entertaining Music by Falu Shah !

When: Friday, Oct 17th 6:30 p.m. to 9:30 p.m.

Where: Rose Theater at University of Memphis

Tickets are \$40.00 for platinum seating and \$20 for general seating.

Contact: Amarjit - 901-827-9445 Perdeep - 901-268-2494 Gautam - 901-395-6440



For more information, visit us online at: www.aaictrust.org

** Proceeds from these events goes to the treatment of children with cancer*

Corporate Scenario in the US and India : An Interview Revisited

....contd

You have spent 22 years in FedEx in different positions. Tell us about your experiences with founder Fred Smith and management lessons you learnt from best practices at FedEx.

Working with Fred Smith I learned the importance of 'What-if', that is, people at all levels generating creative ideas by asking 'what-if' questions and the importance of leading by example. I have a story in the book of running into Fred, five years after I left FedEx, and Fred still making it a point of telling me about the difference I made when I was there. The other big lesson was the FedEx's PSP culture. Put simply, the PSP culture means that FedEx puts its people (employees) first in everything it does, and as a result, FedEx employees put the customer first in everything they do and the profits follow.

You have spent the past few years as a speaker. If you had to choose one major hurdle in 'unleashing creativity' in India's corporate scenario, what would that be?

The biggest hurdle is the gap between manage-

ment's need/desire/expectation for a thriving innovation culture and the skill sets, that is, 'leading for innovation and growth' at managerial level and 'generating, gaining acceptance, and implanting creative ideas' at employees' level.

Some of the recent authors on leadership who have inspired you...

Lately, I have been focused on innovation and had an opportunity to work with Vijay Govindarajan at Dartmouth and have enjoyed his books on the subject. I have learned a lot from Adam Bryant's weekly column, 'Corner Office' in the Sunday Business section of 'The New York Times'.

What are you reading now?

'Team of Rivals: The Political Genius of Abraham Lincoln' by Doris Kearns Goodwin is on my Kindle that comes in handy on long flights to India.

Earlier this year, the family went on a Disney cruise. On vacation, I read fiction and enjoyed, 'The Garden of Happy Endings' by Barbara O'Neal. In our Sunday school, we just finished reading 'Joy Peace Pills' by J.P. Vaswani.

Become an IAM Member Today!

When you become a member, you support all events and activities that IAM organizes and at the same time gain a better perspective of our community as an individual or as a family, and simultaneously help the community to remain connected and united. IAM provides many opportunities to express their talents and expose them to Indian culture. You can become a member at <http://iamemphis.org/User-Login>

IAM provides social, networking, community and cultural development and other services for all its members.

There are numerous round the year events for Indian community to stay in touch with the Indian Culture & Heritage like:

- **INDIA REPUBLIC DAY**
- **HOLI**
- **INDIA INDEPENDENCE DAY**
- **INDIA NIGHT/ DIWALI SPECIAL**
- **INDIA FEST**
- **SPORTS CHAMPIONSHIPS**

HOW CAN YOU HELP THE COMMUNITY?

Volunteers are always welcome! Please contact any of the IAM Executive Committee Members (Contact details on the website) and we will call you to discuss where would you like to contribute. So come join us, show us your support and be a part of something that brings us together. Visit us at www.iamemphis.org and keep yourself updated through our facebook page.

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India Association of Memphis

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Dr. A. S. Rao - The Scientist Who Promoted Self-Reliance



Remember ECTV? The colour television was among the first hi-tech electronic equipments to be manufactured indigenously. The engineers behind the television were inspired by the clarion call of 'self-reliance', given by late founder and MD of Electronics Corporation of India Limited (ECIL), Dr. Ayyagari Sambasiva Rao, popularly known as Dr. A. S. Rao.

And, as scores of admirers come together to celebrate his birth anniversary on September 20, his mantra of 'Self-Reliance' will surely continue to echo among them. The master's degree holder in Electrical Engineering from Stanford University was also a believer in sharing the fruits of technology.

Perhaps, that's why the television technology of ECIL was given to all State Electronic Corporations in the country. For such reasons, to this day, the true blue proponent of self-reliance is still revered by the ECIL employees and scientists.

The influence and veneration for Dr. A. S. Rao is there for everybody to see. The authorities have put up a huge statue of its founder right in front of ECIL. In fact, the entire colony has been named as Dr. A.S. Rao Nagar. Some of his ardent

admirers got together to form Dr. A.S. Rao Awards Council, which encourages young talent.

"He strongly believed that Indians can build products of world class quality. He had faith in the ability of his colleagues and inspired them to improve academically by taking up higher advanced degrees. He allowed everybody to develop and that's why he is revered today," explains M. V. R. Rao, who was the chairman for Dr. A. S. Rao Awards Council for a decade.

The ECIL employees still swear by Dr. A. S. Rao's humility. "When he retired, they offered him a company car, but he promptly declined. After his retirement, there were occasions when he used to travel with us in RTC bus to ECIL. People respect him because he took care of us," recalls G. Yadagiri Rao, president, ECIL Staff and Workers Union. Senior scientists who interacted with him said that Dr. A. S. Rao's humble beginnings were the reasons for his humility. Dr. A. S. Rao came from an average income family and struggled to pay fee for education. After schooling in his native West Godavari district, he completed M.Sc in physics from Banaras Hindu University. Later, Dr. Rao received the Tata scholarship to do master's from Stanford University.

According to accounts, Dr. A. S. Rao chose to come back to India despite offers from Stanford. Several maintain that Dr. A.S. Rao's role in indigenously designing the control systems of the first Indian nuclear reactor, Apsara brought him recognition.

"Dr. Homi J Bhaba recognised his talent and sent him to Hyderabad with 200 technicians to set up ECIL. First, they started ECIL at Sanathnagar and later shifted to the present location. The ECIL family now has swelled to 6,000," says Dr. Rao. The revered scientist died on October 31, 2003.

Many of you may know Dr. Ayyagari MD, who is a proud son of A. S. Rao, he was a ex-president IAM.

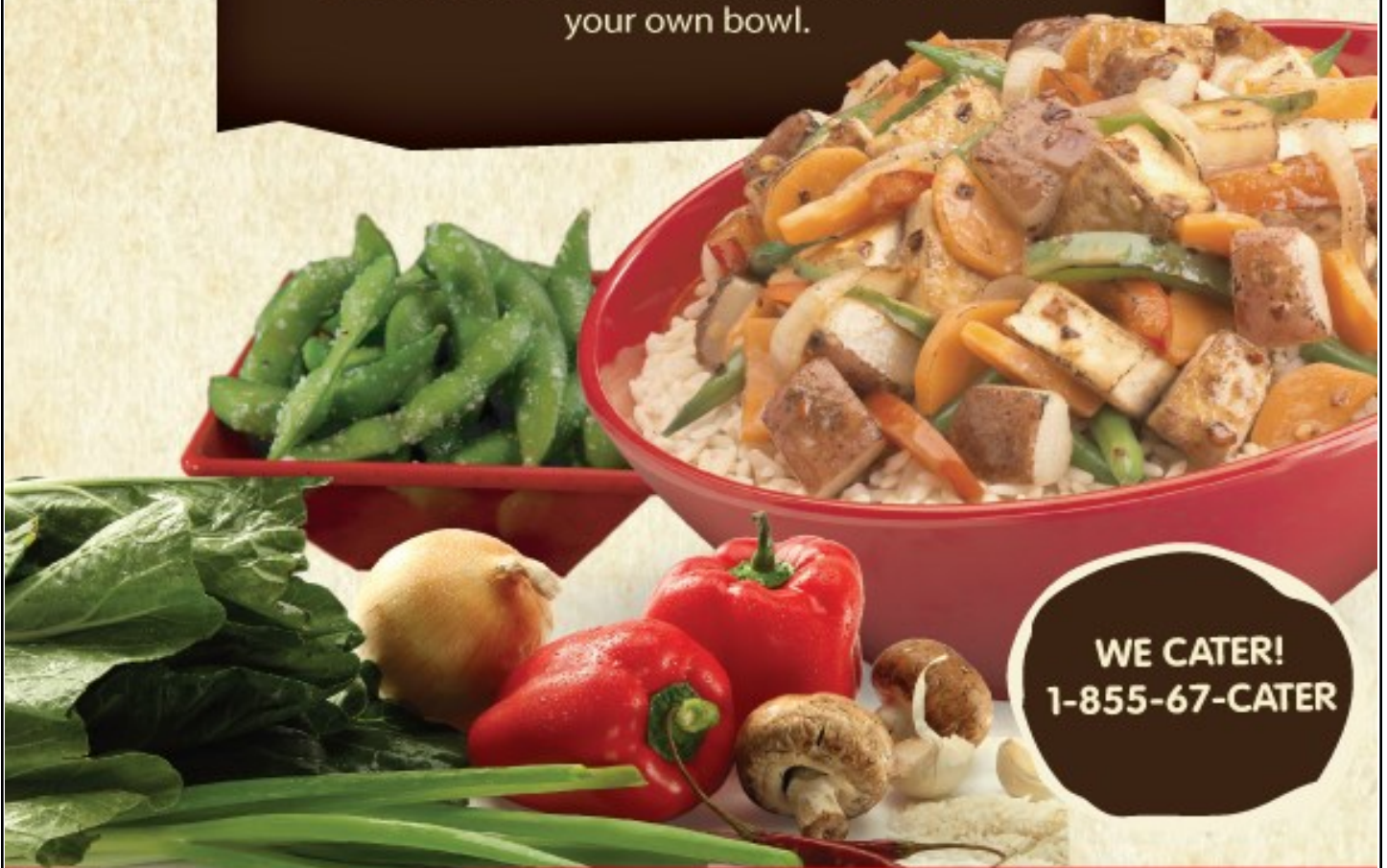
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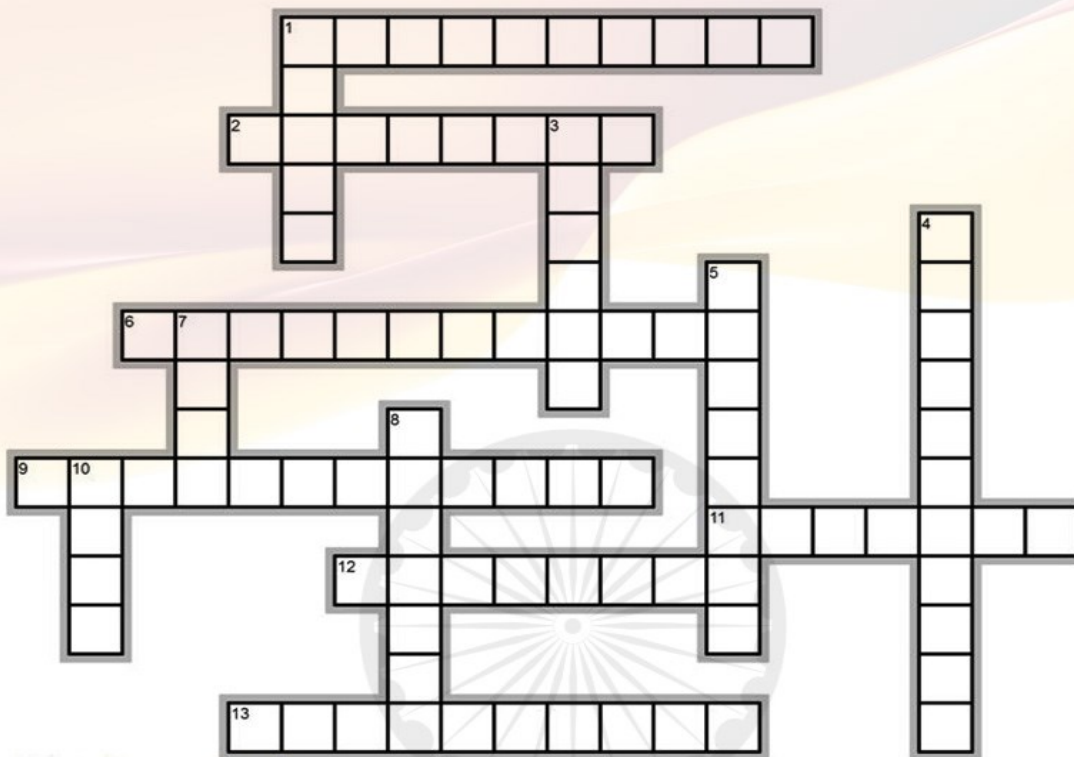
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Crossword



Across

1. The Queen of Jhansi.
2. Full form of INC: Indian National _____.
6. National Song of India.
9. Indian National Anthem.
11. Netaji _____ Chandra Bose created National Army for Indian Independence.
12. _____ Prasad was the first President of India.
14. _____ Nehru Became the first Prime Minister of free India.

Down

1. Three _____ is the national emblem of India.
3. "_____ is my birthright, and I shall have it!"
4. Viscount Louis _____ announced partition of India.
5. Jallianwala Bagh massacre took place in _____.
7. A city in India in which the Taj Mahal located.
8. Rabindranath Tagore gave Gandhi a title of _____.
10. India is located in this continent.

Answers: Hope you have solved it already.
Across: 1. LAKSHMIBAI 2. CONGRESS 6. VANDEMATARAM 9. JAWAHARLAL 11. SUBHASH 12. RAJENDRA 14. JAWAHARLAL
Down: 1. LIONS 3. SWARAJ 4. MOUNTBATTEN 5. AMRITSAR 7. AGRA 8. MAHATMA 10. ASIA

GLIMPSES FROM INDIAN INDEPENDENCE DAY CELEBRATION

We extend a note of sincere gratitude to all the participants & performers for creating beautiful memories for us!



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