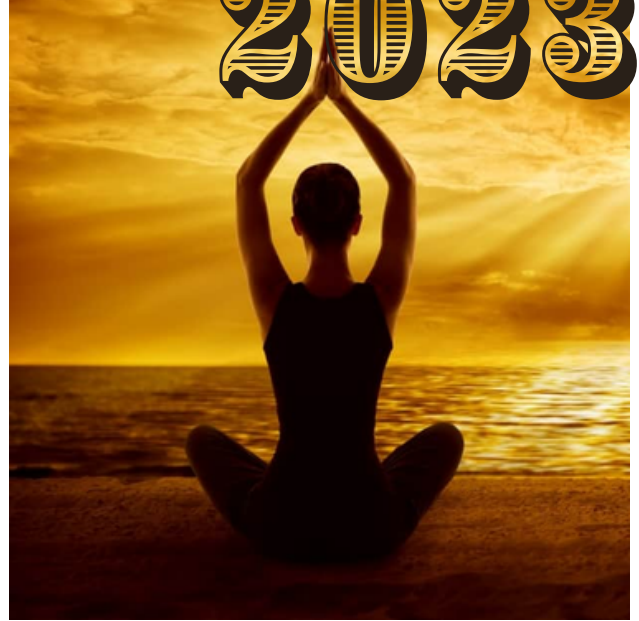


India Association Of Memphis

presents

# INDIA FEST 2023



**Parampara**  
**Celebration of Culture and Traditions**

Souvenir Magazine

**HCLTech**

# Supercharging **Luminous Celebrations!**







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Paramapara - Timeless Traditions

# Editor's Note

## ***A Joyous Reunion***

**Maya Nair**  
Editor-in-Chief



The past few years have been challenging, with COVID-19 disrupting our normalcy and keeping us apart. But now, as India Fest makes its comeback after a 3-year long break, we can finally look forward to gathering again for this flagship event that holds a special place in our hearts. This year's theme, "Parampara: Celebration of Culture & Traditions," serves as a testament to the resilience of Indian heritage. It reminds us that the vibrancy of the past can coexist harmoniously with the dynamism of the present.

The mere mention of this India Fest event brings back a flood of nostalgia - the colorful decor, the mesmerizing performances, and, of course, the mouthwatering array of scrumptious food from various corners of India. This fest is an invitation to delve into the roots of our culture. From the moment you step into India Fest, you are transported to a world where tradition is not just remembered but lived. One of the highlights is the food corner and is a good example where age-old recipes, passed down through generations, are prepared and presented with the same love and authenticity as they were in the kitchens of our ancestors. From spicy street food like chaat and panipuri to rich, aromatic biryanis, the festival is a gastronomic journey across India. It's a time when we can relish the flavors of our homeland and introduce our friends to the culinary delights of India. The aroma of sizzling spices and the taste of authentic dishes are enough to transport anyone to the bustling streets of India.. yum! The cultural dance performances at India Fest showcases the timeless beauty of classical art forms, and the fusion of tradition with contemporary influences exemplifies how the old can inspire the new. The fest decor will transport you to the bustling streets of India, teeming with paintings, artifacts and displays that vividly narrate the traditions of diverse regions across the country.

India Fest is not just an event; it's an ode to the enduring spirit of Parampara. It's a testament to the fact that our traditions, far from fading away, continue to thrive and evolve. As we walk through this cultural marvel, we are reminded that while the world around us may change, our roots remain firmly grounded.

So here we gather once more, with open hearts and eager smiles, to savor the food, enjoy the performances, and revel in the cultural diversity that makes India Fest an event like no other. Welcome back, India Fest, you've been dearly missed!



# India Fest 2023 Schedule

**GATES OPEN AT 10 AM**

## Full Day Cultural Events

### Flash Mob Dance Performance 1

11:30 am: Dome Area

### Sponsors Luncheon and Networking \*\*\*

11:30 am – 1:30 pm

### Dance Performances Segment 1

12:00 pm: Auditorium Main Stage

Segment opens with American & Indian National Anthem followed by variety of dance performances

### Renegades of Rhythm Drummers

1:00 pm: Dome Area

### Flash Mob Dance Performance 2

1:15 pm: Dome Area

### Recognizing India Fest Sponsors

2:00 pm: Auditorium Main Stage

### Dance Performances Segment 2

3:00 pm: Auditorium Main Stage

### Recognizing Regional Organizations

3:30 pm: Auditorium Main Stage

### Recognizing India Fest Choreographers

3:45 pm: Auditorium Main Stage

### Dance Performances Segment 2 Continues

4:00 pm: Auditorium Main Stage

### India Fest Team Introduction

4:30 pm: Auditorium Main

Special segment dedicated to all the volunteers

### Rangmanch Dance Performances

6:00 pm: Auditorium Main Stage

Electrifying Special performances showcasing

Culture & Traditions till 7: 45 pm

### VOTE OF THANKS 8:00 pm

## Youth Corner

**Activities:** Face Painting, Henna, Arts & Crafts, India Photo Booth, Palaki Photo Booth, Trivia Questions and Engaging Activities.

**\* Cotton Candy and Snacks will be available to buy**

**Games:** Ping Pong, Darts, Chess, Bean Bag Toss, Cup Pong, Air Hockey, Board Games

## VISIT BOOTHS FOR KIDS ACTIVITIES

### \*\*INFLATABLES FOR KIDS

### \* SPECIAL FEATURES

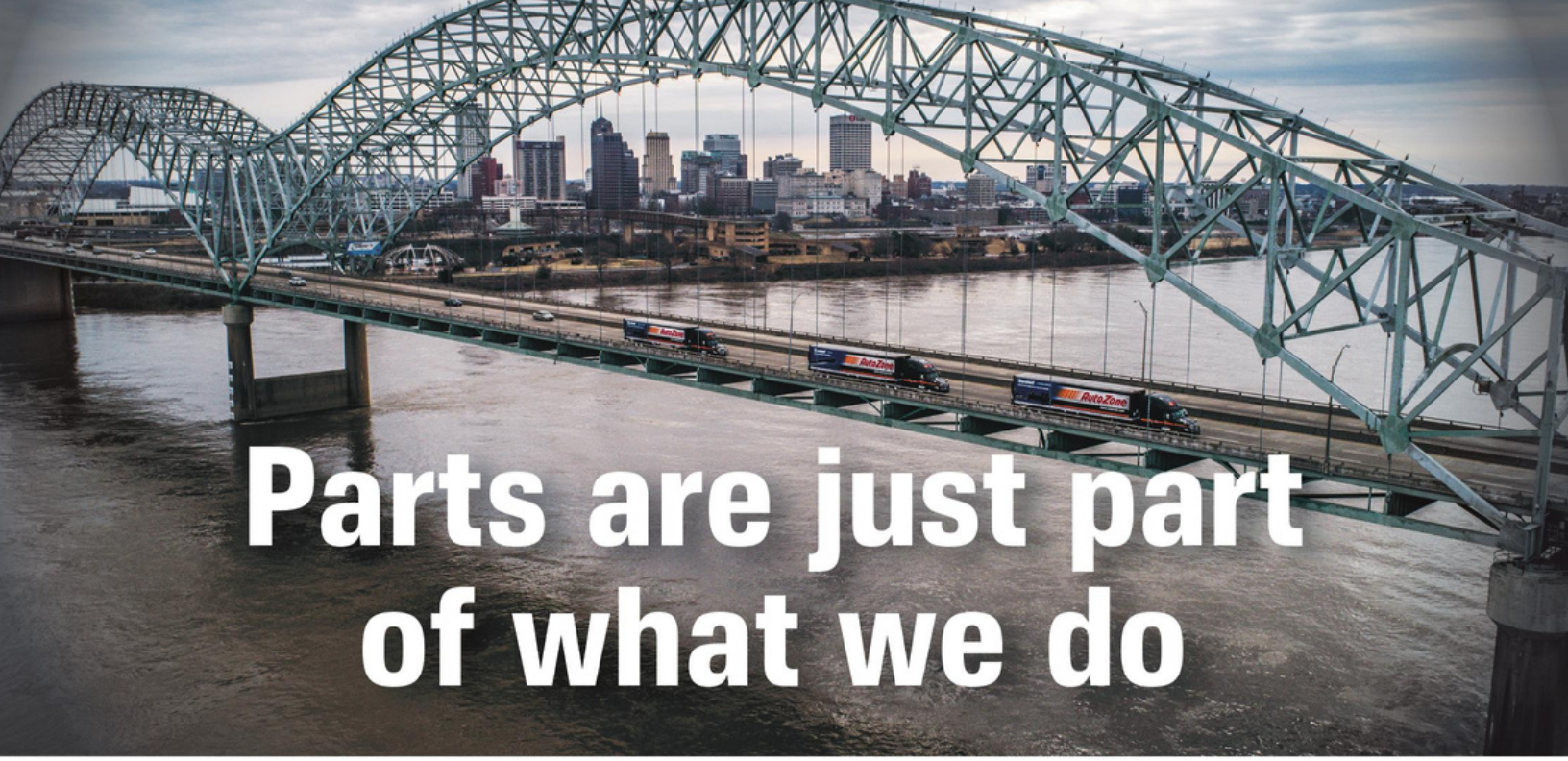
### 3:00 pm KARATE DEMO



**\*\*\*Networking Sponsors, Community Leaders, City Officials  
11:30 am -1:30 pm Banquet Room**

**Explore Incredible India by Visiting Spectacular Corridor, Centerpiece Décor & State Décor Bazaar, Food Court and Shopping opens 10:00 am - 8:00 pm**





# Parts are just part of what we do



AutoZone is proud to sponsor Memphis India Fest



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# Message from Festival Director & the Chairman, IAM

---

***Manjit Kaur***



Namaskar, Vanakkam, Sat Sri Akal, and Hello!

Embarking on this grand journey, we're thrilled to announce the triumphant return of the 18th annual India Fest to Memphis after a three-year hiatus. This extraordinary cultural extravaganza is not just a festival; it's a testament to our rich traditions and the unbreakable legacy of 'Parampara.'

India Fest - Memphis, born from the vision of the India Association of Memphis, has blossomed over the years into our flagship cultural festival. It transcends the boundaries of a simple cultural showcase; it's a celebration of unity and community spirit. This festival plays a pivotal role in fostering cross-cultural awareness, education, and a profound appreciation for India's diverse heritage.

Having been involved in the festival for over ten years, I can attest that the effort poured into planning and execution is nothing short of incredible. Like a well-oiled Swiss watch, the machinery of India Fest has been set in motion, smoothly purring to what is now the expected and flawless finale - another perfect Festival.

The success of India Fest is a tribute to the generous support of our sponsors. They understand the importance of celebrating diversity and building cross-cultural bridges. Their support is the secret ingredient, the 'masala' in our 'chai,' making this festival truly remarkable. We extend our heartfelt gratitude to major corporate sponsors like FedEx, International Paper, Autozone, EVIDEN, HCL Tech, Wipro, Mphasis, and our local community members. Without their continuous support, the festival's grandeur and success would not be what it is today. Our thanks also go to the city officials, community leaders, and local businesses for their incredible support.

Now, let's talk about our volunteers; they are the true stars of this show. With a team of over 200, led by super-talented track leads, they are the driving force behind this magnificent event. They are experienced, motivated, committed, and persistent, taking immense pride in delivering the best show in the region.

As you step into the festival, be prepared to be enchanted by the richness of Indian culture. The decor, akin to a warm and inviting red carpet, sets the stage for an immersive experience. Diverse Indian regional organizations will proudly showcase their state's unique culture and traditions, adding a dynamic and educational dimension to the festivities. And don't miss this year's centerpiece - 'The Centerpiece,' a jaw-dropping surprise that embodies grandeur, glory, and accomplishments.

Our Youth Area is a special corner designed for educational opportunities for children, offering a range of interactive activities. Prepare to be mesmerized by Indian cultural performances, from traditional dances to musical showcases. For those in search of traditional ethnic clothing, exquisite jewelry, or arts and crafts, the bazaar remains open until late in the evening. And let's not forget the culinary delights; India Fest is your chance to savor a variety of authentic Indian cuisine, a delightful exploration of India's rich flavors.

The cultural area comes alive with captivating performances all day, including a variety of dances that reflect the vibrant and diverse Indian culture. The festival mesmerizes and captivates the audience with stunning beauty and graceful energetic dance forms, providing an excellent platform for talents for all ages, from young kids to adults.

With over fifty different business vendors, India Fest 2023 offers a diverse array of products and services. Whether you're interested in food vendors, local businesses, state communities of India, or non-profit organizations, there are ample opportunities for everyone.

We eagerly await your presence at this delightful family festival, and we invite you to join us on this memorable journey through the heart of India. Come, explore, and embrace the enchanting magic of India without leaving the charming city of Memphis! The anticipation is palpable; the colorful vendor booths, the energetic crowds, and the mesmerizing dance performances all add to the excitement.

So, once again, we extend a warm welcome to you and your family and friends. Take home cherished memories of this festival, and don't forget to share your experiences on the Memphis India Fest Facebook page. We look forward to seeing you at India Fest on Saturday, October 28th!

Manjit Kaur



## CONGRATULATIONS TO INDIA FEST 2023

**Pallavi Vijay Rawtani, M.D.**

(Family / General Practice )

And



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ALL  
LOVE  
GIVING**  
*♥ back*





# Note from IAM Trustees

***Sunil Menothu***  
***Manjit Kaur***  
***Anil Nair***  
***& Vijay Rawtani***



Namaste and warm greetings to all! I

It is with great joy and excitement that we present the upcoming 18th India Fest, a cherished event that has become a significant tradition in our community over the years. As Trustees, we take immense pride in organizing this fest, which showcases the rich tapestry of Indian culture, traditions, and diversity. It is an occasion that unites us all in celebrating our shared heritage and fostering a sense of camaraderie and togetherness. We extend our heartfelt gratitude to all the volunteers, sponsors, and performers who have generously contributed their time, efforts, and resources to make this event possible. Your dedication and passion are the driving force behind the success of India Fest each year.

We recognize the significance of promoting cultural understanding and unity in today's interconnected world. India Fest serves as a reminder that diversity is a source of strength, and together, we can create a more compassionate and harmonious society.

Let us create unforgettable memories and celebrate the essence of India with fervor and zeal.

Jai Hind!

Vijay Rawtani, Manjit Kaur, Anil Nair & Sunil Menothu



## FOOD CORNER

### PREMIUM CUISINES

**Café India**

**Amrutha Vilas**

**Nawabs**

**Hyderabad House**



### STATE CUISINES

Gujju Chaat corner

Mid south Tamil Sangam

Malayalee Association of Memphis

Telugu Memphis

Taranga Kannada Sangha

Marathi Mandal

Odisha State

### VARIETY CUISINES

Shri Home Kitchen

Sai Biryani

Mulan

Dipsticle Artisan Gelato Cafe

MemPops

Oh Calcutta

Memphis India Restaurant

Memphis Ayyappa Bhaktas (MAB)





## BEHIND THE SCENES: WEAVING WONDERS

Every India Fest is a masterpiece with a harmonious blend of fervor, creativity, and determination. Yet, beneath the surface of the radiant celebrations lies an intricate web of individuals and teams who orchestrate this event. We invite you to peek behind the curtain and discover the hidden tales of creating a truly unforgettable cultural festival.

### 1. Business Alchemists - Forging Alliances:

Within the hidden chambers of business alchemy, a dedicated team skillfully molds the festival's destiny. These experts of collaboration breathe life into the event by crafting partnerships and securing sponsorships that are not just financial support but a shared vision for cultural celebration.



**2. Operations Wizards - Masters of the Unseen:** On the day of the festival, operations wizards step into the role of unseen guardians, for a flawless experience. They mastermind the logistics, making the complex work appear effortless. Whether it's making entry and exit flows smooth, securing the premises, or ensuring the safety of the attendees, their magic keeps the festival's heartbeat steady.





**3. Cultural Orchestrator- A Tapestry of India:** Hidden within the creative labyrinth are the cultural orchestrators who are seamlessly coordinating the order of events, including arranging captivating flash mobs, and ensuring continuous entertainment throughout the day. Delightful surprises keep our festival audience engaged and enthralled.

#### **4. Marketing Maestros - Fueling the Buzz:**

In the age of digital spells and social enchantments, the marketing maestros weave stories that cast an irresistible charm on festival-goers. They sprinkle stardust on social media, adding tantalizing content that ignites anticipation and beckons audiences from near and far.

#### **5. Lens Sorcerers - Freezing Time's Magic:**

Festivals are fleeting moments, yet the lens sorcerers possess the power to freeze time. They capture the ephemeral magic in their frames, preserving the festival's memories for all eternity. Their lenses unveil not mere moments, but narratives and memories that endure the test of time.



#### **Track Leads**

- **Leadership:** Manjit Kaur, Sunil Menothu, Anil Nair
- **Finance:** Sunil Menothu
- **Business Development:** Anil Nair
- **Culturals:** Chandni Sood
- **Operations:** Kiran Parupudi
- **Decor:** Manjit Kaur

- **Vendor Booth Business:** Anith Larson
- **Marketing:** Bala Ramachandran
- **Ticketing:** Deepak Joshi
- **Youth:** Sudha Sudheer
- **Regional Decor Booths:** Manjit K





## 6. Decor Artisans - Crafting the Atmosphere:

This team weave a world of enchanting ambiance. With colors and designs as their brushes, they paint a landscape that speaks of India's vibrancy, and elegantly add an artistic layer to the festival experience.



## 7. Youth Oasis: Kid-Friendly Adventures

Youth Corner at India Fest is a dedicated space where young organizers curate a wide array of exciting activities to keep the kids entertained and engaged. This vibrant corner is run by the youth committee and offers an assortment of fun-filled experiences for children.



# THANK YOU VOLUNTEERS!

**Operations Team:** Kiran Parupudi (Lead), Manjit Kaur, Kalyan Bhavaraju, Kiran Nibbaragandla, Darshan Sampat, Vishal Chheda, Ram Seeda, Ravikanth Gajula, Rohit Gantali, Uday Yadav, Surya Kotti, Venkat Katikaneni, Vikram Dasu, Bency Thomas, Anith Larson, Rohit Mathi, Lokesh Mathi, Rammurthy Gorugantu

**Culturals Team:** Chandni Sood (Lead), Roopa Ranganath, Padma Thimmaiah, Preethi Manjunath, Deepthi, Pallavi Tayade, Santhi Reddy, Sindhu Chittoori, Sonal Sharma, Swathi Mittapalli, Shanta Alli, Vrushali Abhyankar, Roopa Pramod, Lekha Vuppalapati, Neelai Tayade

**Media & Marketing Team:** Manjit Kaur, Anitha Balakrishnan, Bala Ramachandran, Shakti Singh, Maya Nair

**Decor Team:** Manjit Kaur (Lead), Cameila Johns, Philji Johns, John Oommen, Susan John, Michal Summers, Sree Vidya, Sridhar Shankar, Babitha Agarwal, Naina Thakur, Deepa Pradeep, Sarita Ganoo, Ajay Madhavan

**Business Development & Sponsor Hospitality :** Anil Nair (Lead), , Manjit Kaur, Arun Kancharla, Anusha Takkars, Akhila Takkars, Shyam Mohan, Aditi Shyam, Bency Thomas, Soorya Balachandran

**Ticketing:** Deepak Joshi (Lead), Amit Maole, Niju Joy, Anuj Sethi, Parag Wadehra, Balu Umapathy, Reddimadhukara Bathula, Kiran Adhikari, Krishna Maddela

**Finance & Ticketing (Online Set Up) :** Sunil Menothu

**Vendor Booth Business:** Anith Larson, Sunil Menothu, Lakshmi Ganesh

**Youth Committee:** Sudha Sudheer (Youth Committee Director)

Aditi Nair, Saahil Baligar, Sunheri Choudannavar, Isabel Cyriac, Revathi Kurup, Yash Vyvahare, Naintara Sivaraman, Navya Sethi, Jeon George, Pooja Menothu, Amrita Balakrishnan, Shivani Menon, Maurya Kumpatla, Manya Tyagi, Neeraj Ramachandran, Anandi Durgam, Spandana Bhatla, Nidhi Larson, Yathira Saravanakumar, Aditi Dube, Arjun Shah, Ansh Sampat, Krithika Kameshwaran, Simardeep Chaudhary, Shirin Sethi, Rehan Krishnan, Naina Dodani, Jashunjeet Sohal, Arshjeet Sohal

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# INDIA FEST



India Association of Memphis wishes to extend its gratitude to all of the businesses and individuals for their generous sponsorship.  
Your support makes India Fest possible!

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## SILVER SPONSOR



## BRONZE SPONSORS



## INDIA ASSOCIATION OF MEMPHIS BEST STUDENT AWARD





# THROWBACK AT INDIA FEST 2019



BP1 Germantown Physicians

ST2 Mid south Tamil Sangam  
Malayalee Association of Memphis  
ST3 (MAM)

SD1 Memphis Marathi Mandal  
Mid South Sikh Sabha Punja  
S1 School

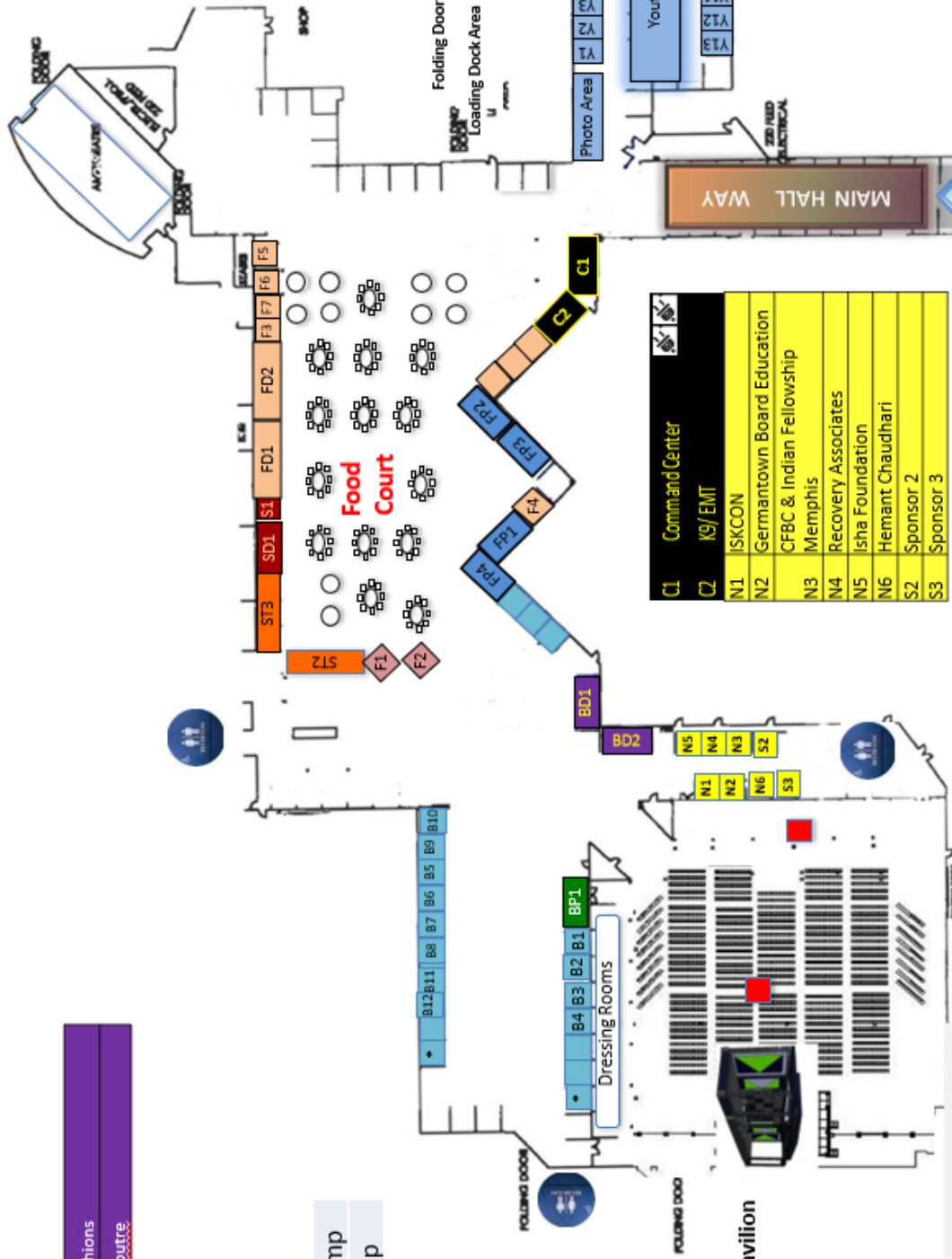
FP1 Nawabs  
FP2 Café India  
FP3 Hyderabad House  
FP4 Amrutha Vilas

# 2023 India Fest

BD1 Mira Fashions  
BD2 Vastra Couture

FD1 Memphis Ayyappa Bhaktas (MAB)  
FD2 Memphis Indian Restaurant  
F4 Nawabs  
F1 Shri Home Kitchen & Decoration Services  
F2 Sai Biryani  
F3 Maggie Ma  
F4 Nawabs  
F5 Mem Pops  
F6 Oh Calcutta  
F7 Dipsticle Artisan Gelato Café

20 Amp  
8 Amp



Booth #

Booth Name

B1	Glorious Collection Boutique
B2	Mathnasium
B3	Masadur Rahman
B4	Kool Balloons
B5	Vastra Samhitha
B6	Henna Pamola
B7	Go Girl Jewels
B8	Usha Creations
B9	Sri Sai Collections
B10	INSTYLE
B11	William Art
B12	Srisuchi

Youth Corner

Photo Area (no booth)
Y1 Cotton Candy & Snacks
Y2 Ancient India
Y3 Board Games
Y4 Ping Pong (no table)
Y5 Cup Pong
Y6 Food (8*20)
Y7 Face Paint
Y8 Arts & Crafts
Y9 Bean Bag & Darts
YD10 Henna (8*20)
Y11 Saree Draping
Y12 Panchatantra Books
Y13 Trivia Sessions

VIP

Food Bank

Ticket Booth





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# Festival Decor Concept

In recognition of the Oscar-winning documentary "The Elephant Whisperer," we have embarked on a journey to craft an extraordinary event décor concept that celebrates the enduring connection between humans and elephants. This deep and ancient relationship is the cornerstone of our event décor concept. We aim to encapsulate the spirit of this documentary by incorporating elements that showcase the gentle yet powerful association shared between humans and elephants. The décor will radiate an aura of serenity, respect, and admiration.

The main hallway of the festival will transport our guests into the heart of India's diverse regional customs and traditions represented by our Local Regional organizations. These areas will showcase unique elements that capture the essence of different Indian states.

Through a tapestry of regional customs, a vibrant decor palette, a culinary extravaganza, and live performances, we invite guests to journey through the enchanting landscape of India. The event not only celebrates the Oscar-winning documentary but also serves as a reminder of the beauty of India's culture and traditions, and the extraordinary connection between humans and nature.

Experience the glitz and glamour of Indian cinema with live dance performances featuring Bollywood, Mollywood, and Tollywood movie songs. These performances will add a touch of the cinematic magic that India is famous for.

In a single day, India Fest will take you on a journey through the magnificence of India, allowing you to explore its diverse culture, time-honored traditions, and creating a tribute that will resonate in your memory for years to come.





# The Elephant Whisperers:

## The Indian documentary that made history at the Oscars 2023

In the heart of Tamil Nadu's Mudumalai Wildlife Sanctuary, Bellie, a tribal woman from the Kattunayakan community, treads barefoot, following a baby elephant named Raghu.

Having suffered personal tragedies, including her ex-husband's demise by a tiger, Bellie, whose people come from the heart of the forest, initially feared it but remained connected to its essence. The Oscar-winning documentary, "The Elephant Whisperers," directed by Kartiki Gonsalves, chronicles this endearing relationship.

Gonsalves' childhood in India was steeped in nature, thanks to her family's passion for exploration. Encountering Raghu during her transition back to her hometown of Ooty became the catalyst for her film. The documentary captures the heartfelt interactions between Bellie, Bomman (her husband) and the orphaned elephants, Raghu and Ammu, within the backdrop of Theppakadu Elephant camp.

The film delves into the challenges faced by the Asian elephants, compelled by climate change and habitat loss to seek sustenance near human settlements. Raghu's own harrowing tale, from being attacked by dogs to the desperate efforts by forest workers to reunite him with his herd, showcases the immense dedication of Bellie and Bomman in nurturing him back to health.

However, the forest department's decision to separate Raghu from his caretakers due to his adolescence triggers profound separation anxiety, underscoring the deep emotional bond between humans and animals. Despite this, moments of tenderness and understanding, such as Ammu comforting Bellie and Raghu's playful interaction with the local children, highlight the unity between the elephants and the community.

Gonsalves aims to foster a greater appreciation for these majestic creatures, emphasizing the need for their habitat preservation amid encroachment and developmental pressures. By spotlighting the harmonious coexistence between the tribal community and the elephants, the documentary radiates a message of hope and symbiotic collaboration, fostering a shift in perspective from perceiving animals as outsiders to recognizing their shared humanity.

**Over all decor planning and Concept:** Manjit Kaur

**Community Library Events Decor:** Bala Ramachandran, Anitha Balakrishnan, Michal Summers, Manjit Kaur

**India Fest Centerpiece:** Cameila Johns, Philji Johns, John Oommen, Susan John, Michal Summers, Sree Vidya, Sridhar Shankar, Manjit Kaur, Babitha Agarwal, Naina Thakur, Deepa Pradeep, Sarita Ganoo, Ajay Madhavan

**Thanks to all Regional Organizations for their participation in India Fest creative decor .**



# City of Memphis



## Proclamation

WHEREAS, the City of Memphis takes great pride in its diversity and is honored to join in the celebration of the Indian culture during the **18th Annual India Fest**; and

WHEREAS, the many Indian families that call Memphis home bring us an awareness of the rich heritage of India; the festival highlights the history, delicious food, vibrant culture, and civilization of India with the theme **"Celebration of Culture and Traditions"** for its décor and artistic performances; 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 more than 20 officially recognized languages and hundreds of dialects; and

WHEREAS, the India Association of Memphis (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, Memphis recognizes the contributions of its Indian neighbors – professionals, entrepreneurs, and creative thinkers who enhance all aspects of Memphis' cultural, economic, and business life within all industries in our city.

NOW, THEREFORE, I, **JIM STRICKLAND, MAYOR OF THE CITY OF MEMPHIS, TENNESSEE**, do hereby proclaim Saturday, October 28, 2023, as,

**"INDIA FEST DAY."**



IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the seal of the City of Memphis to be affixed this 28<sup>th</sup> day of October 2023.

*Jim Strickland*  
JIM STRICKLAND



Mayor Jim Strickland  
Memphis



Mayor Mike Palazzolo  
Germantown

## Office of the Mayor TOWN OF COLLIERVILLE, TENNESSEE



## Proclamation

WHEREAS, the town of Collierville, TN takes great pride in its cultural diversity and invites people from all over the world to make Collierville their home; and

WHEREAS, India Fest, initiated in 2003, is an annual cultural celebration of India, has grown in popularity over the years and has attracted 10,000 -12,000 people each year, highlighting the history, food, art and culture with a focus on "Celebrations of Culture and Traditions" as the theme for the festival décor and cultural performances; and

WHEREAS, The India Association of Memphis (IAM) is a non-profit organization, serving the socio-cultural needs of more than 3,000 families of Indian origin who are residents of Collierville and Shelby County area; and

WHEREAS, India Fest provides a great opportunity for everyone to explore rich and diverse culture of India, from the bazaar section to food, art, fashion, talent show exhibiting Indian dance and music performed by local artists.

Now, Therefore, I, Stan Joyner, Jr. Mayor of Collierville, Tennessee, do hereby recognize this 18th annual celebration of INDIA FEST 2023 on Saturday, October 28 from 10 am – 8 pm at Agricenter International and encourage all citizens to participate in the festivities surrounding this great annual event.



IN WITNESS MY HAND AND SEAL OF THE TOWN OF COLLIERVILLE, TENNESSEE, THIS 28<sup>th</sup> DAY OF OCTOBER, 2023.

*Stan Joyner*  
STAN JOYNER  
MAYOR



Mayor Stan Joyner  
Collierville



## City of Germantown PROCLAMATION

WHEREAS, India Fest, initiated in 2003, has grown in popularity by leaps-and-bounds and has consistently attracted between 10,000-12,000 people each year, and

WHEREAS, India Fest is a great opportunity for everyone to explore the rich and diverse culture of India -- from the kids' corner to the food and clothing of the various Indian states, from talent shows to dance performances by local artists, there will be something for everyone to explore, learn and enjoy; and

WHEREAS, Each year India Fest has a different theme, and this year's Fest will showcase "Parampara – Celebration of Culture & Traditions" highlighting the traditions of different States, colorful décor, cultural extravaganza, a variety of food, bazaar, music, fun and more; and

NOW, THEREFORE, I, Mike Palazzolo, Mayor of the City of Germantown, do hereby encourage all citizens to participate in

## India Fest 2023

On Saturday, October 28, from 10 a.m. to 8 p.m., at Agricenter International, 7777 Walnut Grove Road, to savor the cuisines, experience the art, and connect with services and resources particular to the Indian culture.



IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of Germantown to be affixed this 29<sup>th</sup> day of August, 2023.

*Mike Palazzolo*  
Mike Palazzolo, Mayor



# Instant Doodh Peda



4 servings



20 minutes

## INGREDIENTS

- ☐ Unsalted butter- ½ cup ( 110 grams)
- ☐ Sweetened Condensed Milk – 1.75 cups ( 14 oz can)
- ☐ Instant non fat dry milk powder- 2 cups
- ☐ Few Pistachio for garnish
- ☐ Cardamom powder (optional)

## DIRECTIONS

1. Melt the butter in the microwave.
2. Add the sweetened condensed milk and milk powder to the melted butter and mix well.
3. Microwave for a minute, remove and mix the mixture.
4. Microwave for another minute and mix again.
5. Finally microwave for another minute and mix. The total amount of cooking is 3 minutes in the microwave.
6. Let cool for five minutes ( not more than that, if not the mixture will become dry and it will be hard to make pedas)
7. Apply some ghee on your palms, take a small portion of the mixture and make a ball. Flatten the ball and sprinkle pistachios at the center. Repeat with the rest of the mixture.
8. Store the peda's in the refrigerator. Stays fresh up to a week.





## PARAMPARA: INDIA'S TIMELESS TRADITIONS

India, a land of rich diversity and cultural heritage, has a tapestry woven with the threads of time-honored customs and traditions, collectively known as "parampara." These customs have been followed for generations, serving as a testament to the continuity of Indian culture and the values it holds dear.

One of the most cherished customs in India is the celebration of festivals. Be it Diwali, Holi, Eid, Christmas, or Pongal, Indians from various religious backgrounds come together to mark these occasions with joy and fervor. These celebrations not only reflect the religious diversity but also underline the unity that binds the nation. The practice of yoga and meditation, deeply rooted in Indian parampara, has transcended generations. Yoga, with its physical and spiritual benefits, has gained global recognition and continues to be a way of life for millions. It promotes mental and physical well-being, fostering a sense of inner peace and harmony.

The institution of arranged marriages, while evolving, remains a custom deeply ingrained in Indian society. The emphasis on family compatibility, shared values, and community approval has sustained this practice over centuries. Respect for elders is a paramount value in Indian culture. Touching their feet as a sign of reverence and seeking their blessings is a tradition passed down through generations. It symbolizes the wisdom, experience, and love that elders bring to the family and community.

The art of storytelling through epics like the Mahabharata and Ramayana has been passed down orally from generation to generation. These stories serve not only as a source of entertainment but also as repositories of moral and ethical teachings.

India's parampara, encompassing festivals, yoga, arranged marriages, respect for elders, and storytelling, reflects the country's profound connection to its cultural roots. These customs, upheld through centuries, serve as a bridge between the past and the future, reminding us of the enduring values that define the Indian way of life. They are an essential part of what makes India a land of vibrant traditions and timeless wisdom.



# INTERESTING FACTS OF INDIA

Namaste—and its common variants namaskar, namaskaara, and namaskaram—is one of the various forms of formal traditional greeting mentioned in the Vedas, and the word mean: "The divine in me bows to the divine in you." This spiritual connection comes from its Indian roots, and is used in yoga classes around the world at the end of class.

Arranged marriages in India traces its origin to Vedic times. Even today, the concept of arranged marriage remains a favorite among Indians and is an integral part of 'Indian Traditions'. Families meet priests or astrologers to decide on a auspicious date.

Fasting is an integral part of Hindu Culture. Fasts or Vrats or Upvas are a way to represent your sincerity and resolve, or express your gratitude to the Gods and Goddesses. People throughout the country observe fasts during various religious occasions.

In India, there exists the concept of a joint family, wherein the entire family (parents, wife, children and in some cases, relatives) all live together. This is mostly because of the cohesive nature of the Indian society, and also reportedly helps in handling pressure and stress.

In India, eating with your bare hands is considered normal, given that it was started within the ancient Ayurvedic teachings. It is believed to improve our consciousness of the taste of the food we eat. Not only are you feeding your body but also your mind and spirit.

Guru-Shishya Parampara is an age old tradition which has existed for centuries and has transformed over the years in Indian religion and culture. This system required students to stay at the Gurukul (the teacher's residence) till their shiksha (education) was completed. Knowledge is passed from guru (teacher) to shishya (student) through the spiritual, intellectual and emotional bond between them. The guru guides his pupils on their path to knowledge and enlightenment.

It is customary for Indians to remove shoes before entering temple or mosque. It is a sign of respect, humility and submissiveness. Guests remove their shoes while entering someone's home as well.



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