# **Table of Contents**

Editorial	3
Schedule of Events	4
Note from Festival Director	5
Note from IAM Trustees	7
Sponsor's Spotlight	9
Mayor's Proclamation	10
Interesting Facts On India	15
Festival Décor	19
India Fest In The Making	20
Festival Recipe	24

The background shown is one of the most beautiful structural compositions in the world, the Taj Mahal is also one of the world's most iconic monuments, visited by millions of tourists each year.



©2019 International Paper Company. All rights reserved.

# Editorial - More than just memories...

With the arrival of November, we hit the high season and get into fest and fun over-drive. Decking up to host its prestigious annual event, India Fest has now become a flagship event of India Association of Memphis, where it showcases Indian culture to the Memphis community. This is where we share the story of India to approximately 10-12K visitors. And every year, there is a new blend of theme with a glimpse of the Indian culture, heritage, and historical legacy. This year, the fest will hint at the theme – "Incredible Journey to Culture, Traditions and Tourism".

Understanding India with its long history of civilization, traditional beliefs, numerous customs, and religions can seem strange and daunting from an outside perspective. When we talk of India, you may think of it as chaotic and colorful, with sounds



of the crowded bazaars and aroma of spices, or bollywood with its music and dance. But extending from the snow-covered majestic Himalayas and tapering into the tropical rain forests of the south, India is also a traveler's haven that offers beauty, warmth and amazing scenery. The long stretch of the coastline is home to some of the serene and pristine beaches. With a diverse landscape like the mountains of Uttarakhand, deserts of Rajasthan or forest of Karnataka, there is an ample opportunity for adventure and wildlife photography. Home to people of different religions and to a plethora of cultural backgrounds, the uncountable temples, churches, mosques, gurudwaras and serene monasteries gives the crazy cocktail of spirituality. Grand palaces, forts and ancient temples testify of the grandeur of historic era and is like walking through time. While you marvel at the cultural diversity of the North and South India, you will also be greeted with a Namaste, Salaam Alaikum or Sat Sri Akal that depicts coexisting religious harmony.

India Fest reminds me of how much I miss the hum and chaos from back home. The crowded bazaars, hollering hawkers, the smaller shops with its own army of enthusiastic salesmen who shout after you until you disappear or buy something from them! Crammed with interesting places to eat provides the full gamut of possibilities. The idea behind India Fest – celebration, community, identity – takes a deeper meaning while adding a dimension of pleasure and fun. The engaging experience of music and storytelling for the ear, dance and costume for the eye, and an abundance of food for the stomach! The Special dishes that is looked forward to all year long. Performances that you see only once a year. The décor that captures the best of India and inspires and enriches audience with variety of work. Inspiring enough to make you happy, educational enough to enrich your knowledge about India and enticing enough to bring you back again to see what this year has to offer and on the whole, giving you the feeling of having a good time.

Take a break from routine, meet new people or come try new food. Hop on the journey with us that will surprise and amaze you at the same time. Go home happy, feeling refreshed and knowing more about this land with the hope one day you will embark on actually visiting India. Celebrating 'India' and much more, there are some fun facts about India that are worth knowing. Go on, pass it on to your friends and let their minds be blown away too!

Maya Nair



Namaste (pronounced 'NAH-muh-stay') is used to welcome guests and is a respectful way of saying 'hello.' Pair it with a folded hand gesture and a gentle bow of your head, and people from India will be quite pleased with your manners.

# Nov 2, 2019 India Fest Schedule

Cultural Events

Gates Open at 10:00 am

Youth Corner

#### **School Band Performance**

10:30 am: Dome Area

Band Performance by Germantown Middle School

### **Renegades of Rhythm Drummers**

11:00 am: Dome Area

### **Flash Mob Dance**

11:25 am: Dome Area

#### **Instrumental Performance**

11:40 am: Dome Area

# **Rangoli Dance Performances (Cultural)**

12:00 pm: Auditorium Main Stage

Opens with American and Indian National Anthems followed by variety of Dance Performances by 6-10 yrs

# **Navrang Dance Performances**

1:30 pm: Auditorium Main Stage

Variety of dance performances by 11 yrs and above

#### **India Fest Team Introduction**

4:30 pm: Auditorium Main Stage

Special segment dedicated to all volunteers

### Rangmanch Dance Performances

4:45 pm: Auditorium Main Stage

Special segment showcasing culture & traditions

**Activities:** Face Painting, Henna,

Arts & Crafts, India Photo Booth,

Palaki Photo Booth, Saree Draping

\* Pop Corn to Buy

\* Books to Buy

Games: Cup Pong, Ping Pong,

Darts, Bean Bag Toss, Inflatables,

**Board Games, Trivia Questions** 

**VISIT BOOTHS FOR KIDS ACTIVITIES** 

**SPECIAL FEATURES** 

12:30 - 1:30 pm KARATE DEMO

3:00 pm Art of Living

Yoga & Meditation Workshop

"Fullness with Sri Sri Yoga"

After Cultural Program

**Dance to latest Bollywood Music** 

Explore Incredible India by Visiting Corridor Décor & State Décor Booths

\*\*\*Bazaar, Food Court and Shopping opens 10:00 am - 8:00 pm

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

# Note From Festival Director



Namaskar, Vanakkam and Sat Sri Akal!

There is a rhythm to all things—life, nature, and of course, India Fest.

This year we are doing something new—talking about tourism in India, and we are going to showcase several states that have never been represented in Memphis before. Growing up as an army brat, we never lived in any one place for more than three years, and I have intimate knowledge and fond memories of the North-East, specifically the states of Assam, Meghalaya, Manipur, Mizoram, Nagaland, West Bengal and closest to my heart, Sikkim. These are all largely mountainous areas with snow in the winter and fantastic weather in the summer. Yes, life is hard in the mountains, but the views are spectacular!

As you know, I have served in some capacity or other in setting up the festival over the last seven years, and the team that has evolved over the last several years. While not effortless - definitely not effortless - the amount of effort that has gone into the planning

and execution is just unbelievable. Just like a Swiss watch, the machinery of India Fest was triggered, smoothly purred into life and accelerated like a dream to what is now accustomed, even expected, finale - another perfect Festival.

While the processes and mechanisms are now in place, and everything works and fits together like a high-precision piece of machinery, it never ceases to amaze and humble me that these are all people, unpaid volunteers that put in hours of work planning, making phone calls, polishing the prose on an email, perfecting a presentation, soliciting and gathering sponsorships, organizing vendors and booths...calling it a well-oiled machine is not to trivialize it but rather to celebrate the enthusiasm and gusto with which our volunteers give of their energy. Thank you one and all. Volunteers, sponsors and biggest of all - the people that attend the festival every year.

Already I can feel the anticipation and press of unmanageable crowds, colorful and vibrant vendor booths teeming with eager shoppers, and spectacular dance performances on the stage. This year, we celebrate the 17th India Fest in Memphis on Saturday, the 2nd of November, at our usual location - Agricenter. It gives me great pleasure to welcome each one of you to this amazing annual India Festival.

The theme "Incredible Journey to Culture, Traditions & Tourism," presents a picture of India that has not been presented before in Memphis; many states that have not been showcased before but nevertheless represent indivisible part of the varied nation that is India will be on full display.

There are educational opportunities for kids in the Youth Area through several interactive activities, a plethora of mesmerizing Indian cultural performances, and a whole lot more. If you are looking for traditional ethnic clothing, jewelry, or arts and crafts, there's a bazaar where you can shop until late in the evening and you don't want to miss the opportunity to try variety of authentic food.

I would like to take this opportunity to thank our major corporate sponsors, especially FedEx, Atos Syntel, Mphasis, Hicks, Regional One Health, International Paper, Autozone, SunTrust, ServiceMaster, and our new sponsor this year 4TH Source for supporting the festival over the last several years. Without their generous and continuous support, the festival would not have achieved the grandeur, glory and success it is known for today. I am grateful to all city officials, community leaders and local businesses for their incredible support.

Last, but not least, thanks to my kids Nikita and Rohan, and my husband Sri for being so patient. Staying away from home during the preparation of India fest, at times they would show their unhappiness for not being there for them, especially during the evenings but in the end, I guess they realize it's worth the effort.

Once again, Welcome aboard! Come with your family and friends and enjoy the fest. Take home some levely memories of this festival and do share your experience on Memphis India Fest Facebook page. See you at the India Fest on November 2nd.

Manjit Kaur



India Fest in collaboration with Mem Beats organized "A Musical Journey through India", a benefit concert for the Germantown residents impacted by June 7th flood. Special thanks to Leena Wagle for leading for this event.





India Fest 2019 Supports Mid-South Food Bank

Kids can bring food cans for FREE entry









# SPICEMARKET of India

1215 MAIN STREET SOUTHAVEN, MS 38671

PH: 662.510.5744 Fax: 662.470.4666

Open Daily 11am-8pm www.spicemarketofindia.com

# Note from IAM Board of Trustees

On behalf of IAM Board of Trustees, welcome to the 17th India Fest 2019! Attracting thousands of visitors to celebrate the Indigenous culture, country and people, you can expect to learn about one of the oldest culture on earth through several exhibits, performances and interactive workshops. The large number of people visiting the fest in the past years is a testimony of its success. The number of attendees keeps—growing and it presents an important platform for a quick reach to the Indian Community in Memphis and the nearby cities. This fest provides a great opportunity for everyone to explore the rich and diverse culture of India, from food, bazaar, art, fashion, performances and music by local artists. We would like to thank all our Sponsors and Volunteers who support us in this huge task. Thank you for your commitment, hard work, smiling faces, and willingness to do whatever task needs to be done.

Best Regards,

Vijay Rawtani, Vijay Surpuriya, Ramki Padmanabhan, Milind Ganoo, and Arun Kumtha



# **VARIETY CUISINES**

Desi Darbar

Flavors of Hyderabad

Amma's Kitchen

||SHREE|| Sweets & Snacks

All About Food

Oh Calcutta

Desi Galli Chatpati Chat

Café India

# PREMIUM CUISINES

India Palace

**Curry Bowl** 

**Bombay House** 

Mantra Indian Grill &

Sai Biryani Point

Cauvery Calling

# STATE CUISINES

Gujju Chaat corner

Mid south Tamil Sangam

Malayalee Association of Memphis

Telugu Memphis

Taranga Kannada Sangha

Marathi Mandal

Odisha State

# INDIA FEST 2018 - RECAP































Without the generosity of our amazing community of sponsors and supporters, India Fest wouldn't be here today. It is with great pride and gratitude that we thank our dear sponsors and supporters who's had a hand in supporting the fest to help it survive and thrive. Being a non-profit organization, we rely on their support and generosity. These corporate companies, officials and organizations give us money, supplies, and many other types of help to allow us to stretch our limited budget and resources to create a full day event like India Fest. Please show appreciation and support to our sponsor family in the community. They are working hard to continue to push Memphis as a world-class destination. Thanks for all the love & support!

# Anil Nair

VIP & Business Development Director















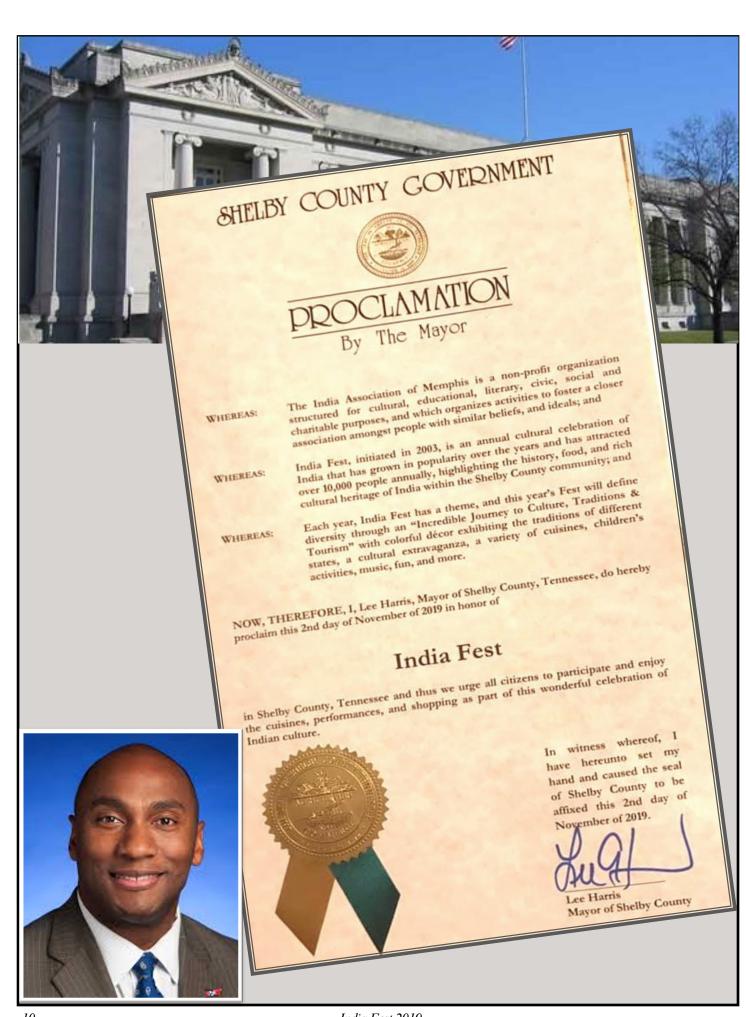








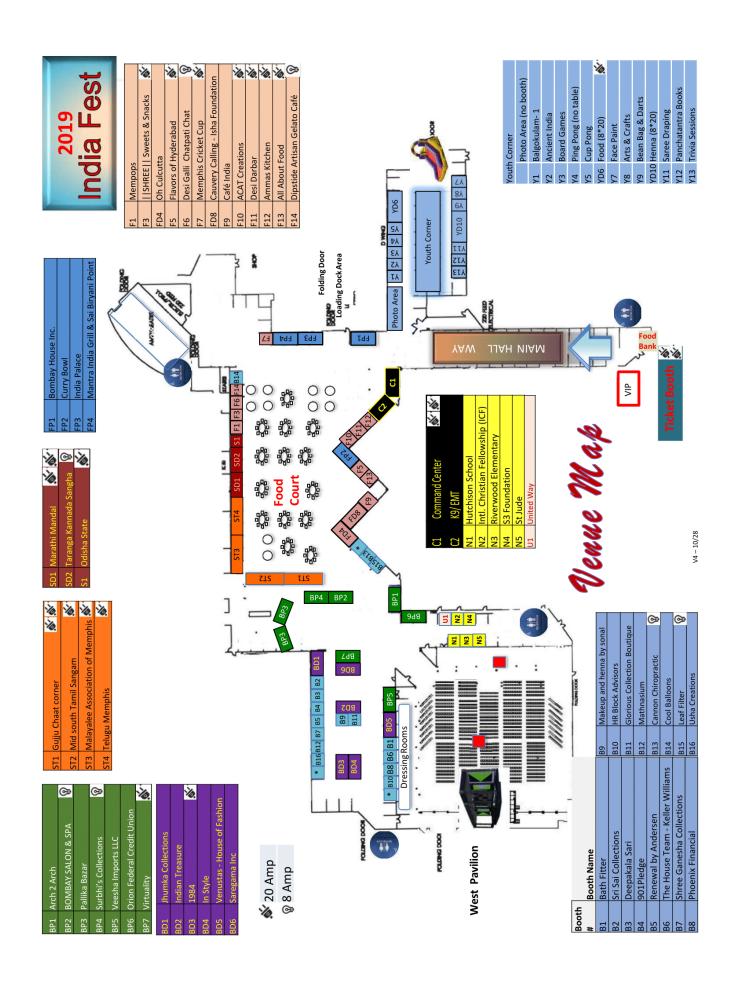
THANK YOU!









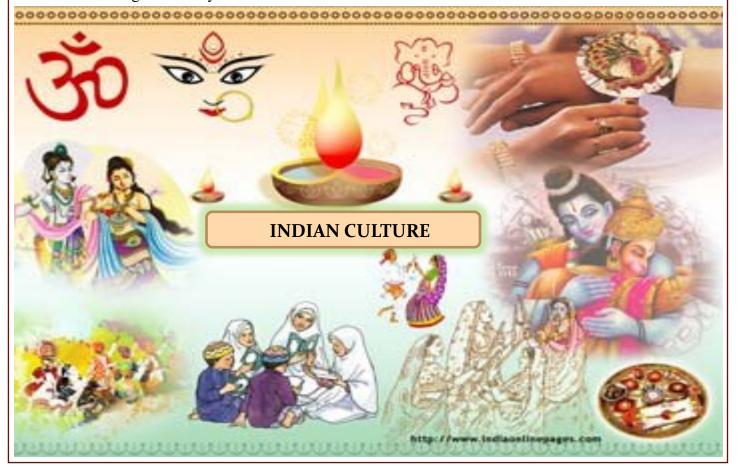


# India & its rich Heritage

Leaping many boundaries in sectors of science, technology and commerce, India is looked up as an upcoming and progressive nation. Little needs to be said about the concept of zero and decimal system that were the contributions of ancient Indian mathematicians. With a population of over one billion, the immensely diverse country can also boasts of its share of timeless mysteries, and fascinating architecture. Its history has seen many civilizations and empires that rose and fell. Invaders galloped with the intent of conquering the rich culture and wealth but left not without leaving an impression of their way of life. To India, the Mughal reign gifted magnificent historical monuments comprising mosques, and forts which not only attract Indians but international tourists as well. Fatehpur Sīkri is one of the finest mosques of the Mughal period. Tombs, churches, historical buildings, temples and museums show once upon a time foreign colonies influence. The 5000 year old culture has absorbed some customs, traditions, and rituals from invaders and immigrants. The dialect to dressing style differs around the country as it is home to different ethnic groups and cradles some of the major religions. This gives it the myriad of traditions and rituals.

The diverse culture can be seen here in everything like dance, clothing, music, social norms, food, architecture etc. The traditional dance of Kathak is the main dance form in North India and comes from the Islamic invasion. Bharatnatyam, Kathak, Kathakali, Manipuri, Odissi, and Mohini Attam are the few leading forms of classical dance that is also said to have originated from spiritual beliefs. This is also seen in the two style of classical music - one in the north is called Hindustani music while in is the south Carnatic style of singing. Indian art has been influenced by the religious beliefs. The temples of the south, the caves of Ajanta & Ellora and Khajuraho are living testimony to the artistic excellence.

India is also blessed with a diverse topography with great oceans, rivers, mountains and valleys. The scenic beauty, wild life sanctuaries, forests, places of architecture have now become the source of revenue due to tourism. The concept of tourism is no longer limited to holiday or leisure but has spread out to become more focused like spiritual, culture, wild life, adventure, medical tourism and so on. All this and more is what makes India a magical country to visit.



# **FUN FACTS**

#### **FLOATING POST OFFICE**

India is not only known for the largest number of post offices in the world, but has world's only floating post office on Dal Lake in Srinagar.



### **SACRED COWS**

Apart from being known for worshipping "Cows", India is also ranked as the largest milk producer in the world.



#### Mini Switzerland of India

Khajjiar, a small town in Himachal Pradesh is termed as the "Mini Switzerland" of India given its resemblance in terms of greenery & mountainous beauty.



### **ONCE-UPON-A-TIME**



Bengal: Kalimpong - Tibetian Buddhist monasteries



Delhi: Humayun Tomb - Persian influenced architecture



Tamil Nadu: A rustic Danish colony of yore in Tharangambadi

# FOREIGN COLONIES IN INDIA

# **FUN FACTS**

# **Largest Gathering**

100 million people come to India's Kumbh Mela Festival, the world's biggest gathering of



humans.



Pondicherry: A slice of France in India

Daman: Living the charming Portuguese dream

#### **Eco Feminism**

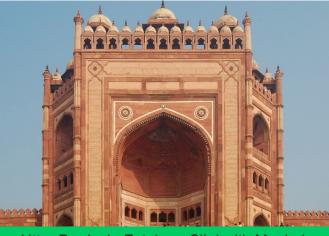
A village in Rajasthan plants 111 trees every time a girl is born, ensuring the trees survival over the years. The village has planted over 250,000 trees.



# **Highest Bridge in the World**

About 35 metres taller than the Eiffel Tower, the arch-shaped Chenab bridge in Jammu and Kashmir is the world's tallest rail bridge.





Uttar Pradesh: Fatehpur Sikri with Moghul inspired architecture



# An AutoZoner Always... EMBRACES DIVERSITY

An AutoZoner Always... Embraces Diversity, Cares About People and Strives for Exceptional Performance.

These are just some of the values we live each and every day.

Learn where your *DRIVE* can take you. Visit AutoZone.com/Careers



# Festival Décor Concept

Think of all the visual treats you are greeted with whilst walking through the fest... the signage, the grand centerpiece, traditional artifacts, the things hanging in the hallways! A fest wouldn't be the same without them. The spectacular decor sets the tone for the fest, and is fun and inviting for the guests! What starts as an empty hallway gets cultivated and transformed with ideas and imagination and doodling and dotting of artwork.

India has been known as the land that portrayed cultural and traditional vibrancy through its conventional arts and crafts. Highlighting the theme of Culture, Traditions and Tourism, we take you on a tour around the country to find some of its most beautiful sights. The folk and tribal art of India speak volumes about the country's rich heritage. These are ethnic and simple, and yet colorful and vibrant ranging through wall paintings, folk dances, music, and so on.

Driven by the strongly knit smaller regional Indian communities, the décor will inspire you to actually visit India. The North-Eastern states of India has an impressive natural beauty and merits a lot of unforgettable travel. Away from the chaotic life of the city, we take you on a trip to a tea garden in Assam that is a paradise for the tea lovers. Nagaland, considered as the wild east of India, abounds in dazzling hills and valleys and tribal culture. The Naga tribe attire in colorful feather and spear represents the cultural heritage of those regions. When it comes to capturing the beauty of nature, the state of Jammu & Kashmir is known as "Paradise on Earth". You can't beat the scenic and mesmerizing Dal Lake in Kashmir.

Lotus, a type of water lily, that holds a special place in Indian culture and is symbolized as the National Flower of India was chosen as our center piece. Called "Kamal Ka Phool" in Hindi, it holds enormous pride as it must grow through muck and mud before it can fully blossom in the sun. Lotus signifies strength, as it moves from darkness into the light and determination to come out of difficulties. Lotus temple is the most popular attraction in the city of Delhi.

All this and more awaits you at India Fest 2019! A vast range of craftsmanship goes into making this decor and creating the ambience. With skills in painting, carpentry, layout planning, fabric work, research, our volunteers spent lot of time and effort in creating a stellar festival. But the Oohs and Aahs and the smiles on your faces makes all of the hard work totally worthwhile.

We welcome you to enjoy the visual feast and vibrant potpourri of India!

# BEHIND the SCENES



# **Track Leads**

India Fest Director: Manjit Kaur

Business Development: Anil Nair

Finance: Ramki Padmanabhan

Communications: Vishal Chheda

Culturals: Chandni Sood

Operations: Sunil Menothuparambil

Vendor Booth Business: Anith Larson

IT, Media & Website: Bala Ramachandran

Souvenir Editor: Maya Nair

Graphic Design: Renu Sharma

VIP: Manjit K, Anil Nair

Ticketing: Deepak Joshi

AV Control: Reghu Gujjar

Decor: Swapna Vontary

Youth: Sarita Kosuri

Volunteers: Vishal Chheda

Regional Decor Booths: Manjit K





# THE CREW













# Meet the Crew Behind



Want to see India Fest from a different perspective? Here's a peek into how the puzzle is put together from the other side. You'd be amazed at how few people are behind the scenes creating the event of this scale. As fast-paced as any other massive event, it requires the ability to problem solve, multitask, and think on your feet all while moving at a speed of 100 mph. This could not happen without the energy and hard work by our volunteers! These volunteers blend in with the rest of the crowd and the only thing that sets them apart are their brightly colored volunteer tags and their diligent effort to keep the festival running smoothly. And know that this is just one part of the story. The second part of the story is completed by wonderful audience who make time to visit the fest.

India fest has grown from a handful of volunteers to a committed team of 20-25 volunteers who step up every year to plan and spend hours hammering away the details of the event. I have had the honor on multiple opportunities to work with these amazing individuals and over these years have seen the dedication that they put forward to ensure successful execution. Astutely positioned in Business Development, Finance, Vendor Booth Business, Operations, IT Media, Creative Décor, Culturals & Ticketing, these volunteers translate the set ideas into reality. Community outreach, marketing, parking, security, audio, video and lighting are some of the responsibilities under these. It's not just the event schedule or the performances that needs to be coordinated but an event of this magnitude requires the cooperation of local law enforcement, city officials, and many others to ensure that everything is according to plan. These are the dreamers, doers, makers, creators, thinkers, put-it-togetherers, take down-ers that transform the venue for the day. The excitement and satisfaction of seeing a job well done is what brings them back year after year.

If you are looking to dip your toe into the Indian community of Memphis, or want to meet lots of new and lovely people, then this is for you. It is the perfect way to see the magic from behind the scenes. Be one of the amazing people that makes India fest possible.





# IAM BEST STUDENT AWARD





By Dr. N. V. Raghavaiah in memory of his mother





### Vegetable Pakoda



Cuisine: South Indian

Category: Traditional Savory Snack/Appetizer

Vegetable Pakoda is an authentic traditional snack perfect for a rainy day! It can be prepared easily without much prep time, to entertain guests or kid's quick healthy evening snack

#### **Ingredients:**

Besan/Chickpea/Garbanzo Bean flour – ½ cup\*
Rice flour – ¼ cup
Water – as needed for a thick dough
Ghee / Clarified Butter – 1 teaspoon
Spices:
Chilli powder- ¼ teaspoon
Black pepper powder – ¼ teaspoon
Turmeric powder – pinch
Salt – 1 teaspoon or as needed
Veggies - Shredded Carrots, Spinach, Cabbage,
Onion– all together – 1 cup

Seeded Diced Jalapeno -1 teaspoon Minced Ginger – 1 teas Tablespoon Canola Oil for deep frying

\*1 cup = 8 oz Standard Measure

#### **Utensils:**

Heavy bottom pan for Deep frying Stainless steel slotted spoon Tray lined with paper towel Mixing bowl

#### Method:

Heat the Canola oil in the pan to reach 425 °F. While the oil is heating, mix all the ingredients in the bowl to get a thick consistency. Drop roundfuls into the medium hot oil. Deep fry until golden and crisp. Drain in the paper towel lined tray. Enjoy plain or with ketchup!

# From The Kitchen of Vijaya Subramani

#### **Mysore Pak**



Cuisine: South Indian

Category: Traditional Sweet/Dessert

Mysore Pak is an authentic traditional sweet, an alltime favorite for all ages, made and shared during all Festivals and Holiday celebrations in Southern India. It's texture and color require lot of culinary talent, though it has only three ingredients!

#### **Ingredients:**

Besan/Chickpea/GarbanzoBean flour – 1 cup\* Sugar – 2 cups
Water – ½ cup
Ghee / Clarified Butter – 1 cup

\*1 cup = 8 oz Standard Measure

#### **Utensils:**

Heavy bottom pan Flat Wooden spatula Greased Metal Square Tray & Knife

#### **Method:**

Roast the Besan in 2 Tablespoons of Ghee in a heavy bottom pan to give a slight aroma. Transfer the roasted flour into a bowl. Take Sugar and water in the Heavy bottom Pan and heat to get a 1 string sugar syrup. Add the roasted flour to the syrup and add 2 Tablespoons of ghee and start stirring. Keep adding warm ghee spoon by spoon until all the ghee incorporates and the mixture comes together as a thickened mass, leaving the sides of the pan. Look for a network pattern emerging at the bottom of the pan when your stir. At this stage called the "Breakpoint", pour into the greased tray. Allow to set and cool slightly and cut into rectangle pieces. Serve at room temperature and Enjoy!

# **GENERAL FACTS ABOUT INDIA**

• Total Population: 1.3 billion

• Capital: New Delhi.

• Biggest City: Mumbai.

National Day: 15th August.

• **Highest Mountain:** Kangchenjunga – 8586 meters.

 Biggest Lake: Shivaji Sagar Lake of Koyna Dam (man-made) and Wular Lake (fresh-water) and Pangong Tso (salt)

• Prime minister: Narendra Modi

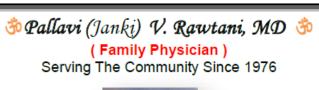
Currency: Indian Rupees (INR)

 Languages: 23 official languages: Hindi, Tamil, Bengali, Punjabi, Sanskrit, Urdu, Konkani, Malayalam, Sindhi, Santali, Telugu, Odia, Nepali, Marathi, Manipuri, Maithili, Kannada, Kashmiri, Gujarati, Dogri, Bodo, Assamese.

National song: "Jana Gana Mana"

• Official website: www.india.gov.in

Time zone: Indian Standard Time (IST) = UTC +5.30





#### CORDOVA 150 Timber Creek # 5 (901) 756-MYMD Tue, Thu, & Sat.

#### MEMPHIS

910 Madison Ave. # 704 (901)527-6556 Mon. Wed, & Friday

Call (901) 756-6963 For An Appointment



At MYMD Family Care Clinic

ॐ Congratulations IAM - India Fest TEAM 2019 త

# Best Compliments

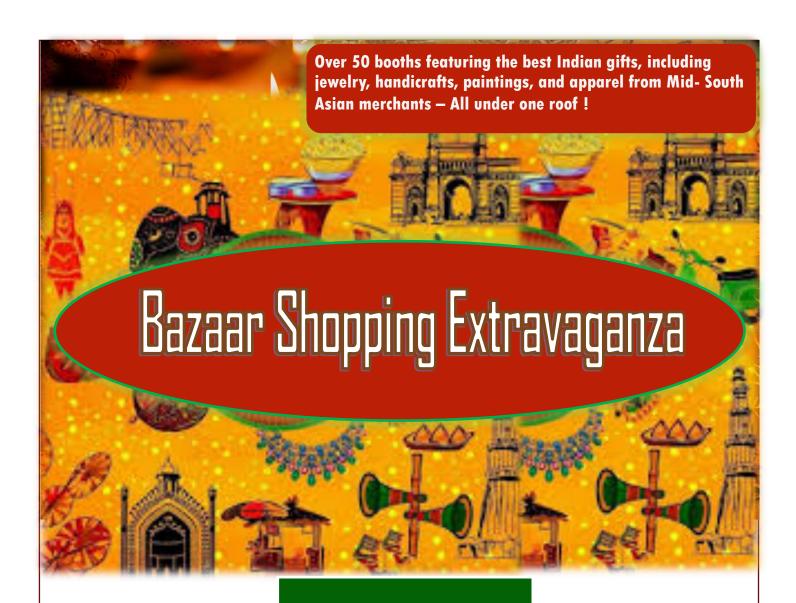






4th Source helps the world's top pharmacy & healthcare organizations accelerate their digital agendas.

www.4thSource.com



Shree Ganesha Collections
Indian Treasure
Saregama Inc
1984
Glorious Collections
Boutique
In Style

PREMIUM BOOTHS
Arch 2 Arch
Bombay Salon & Spa
Pallika Bazar
Surbhi's Collection
Veesha Imports

Sree Sai Collections
Venustas - House of
Fashion
Jhumka Collections
Deepakala Sari
Usha Creations



