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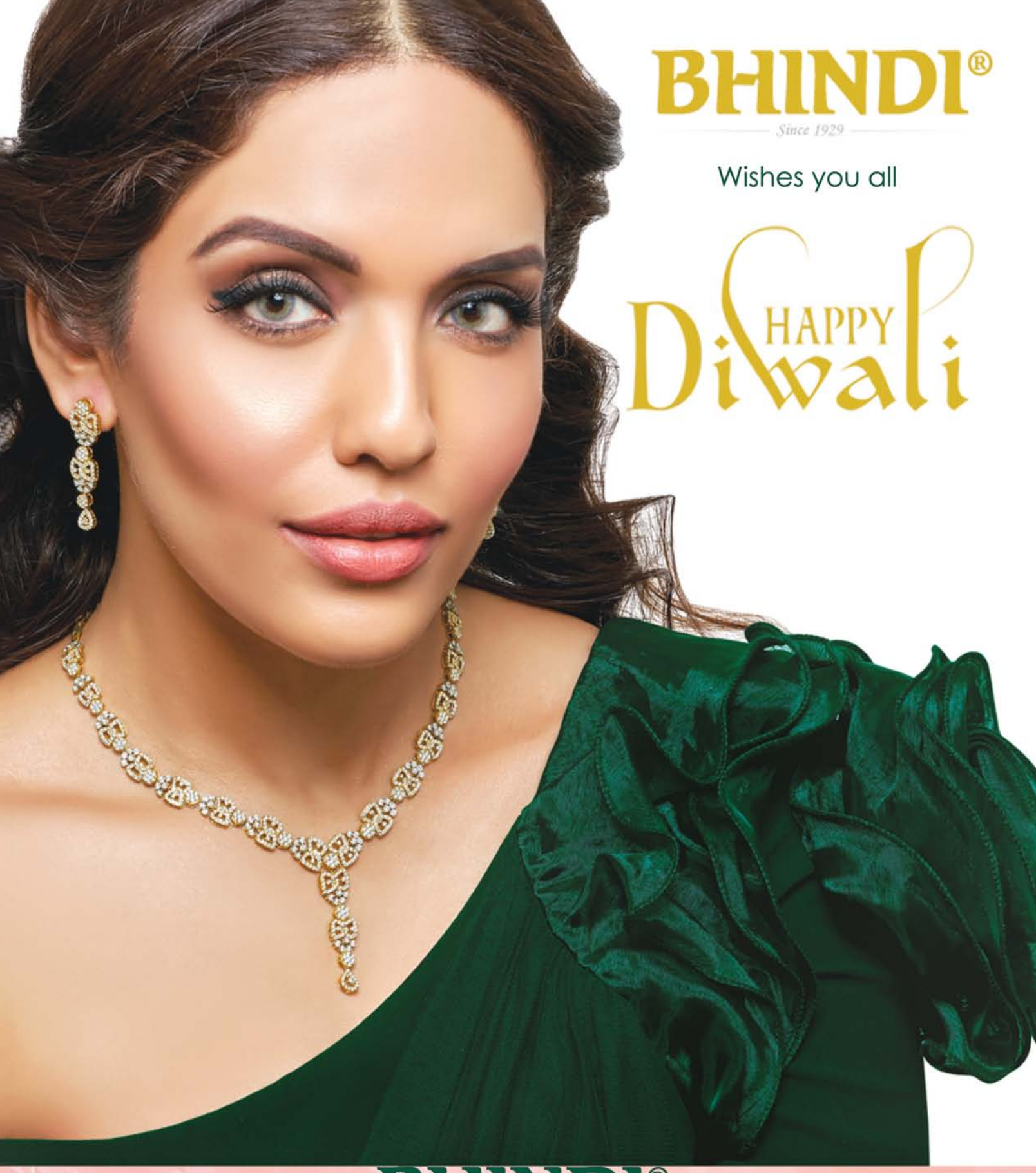


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Shree means Goddess Lakshmi, the embodiment of wealth and prosperity. Shree also means Beauty, Grace, Power, Brilliance and Dignity. Shree Saini, the first Indian-American to become Miss World America stands for the qualities depicted in 'Shree'.

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This is a unique programme: An e-book of the Gita with commentary by Swami Chidbhavananda Ji is being launched. I would like to appreciate all those who have worked on this. Thanks to this effort, traditions and technology have merged.

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India has been the pioneer in respecting, celebrating and upholding the power and supremacy of women. Naari or women have always been a source of Shakti or power in Indian tradition.

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A CMO or the Chief Marketing Officer is the anchor of any company because it is the CMO who describes the marketing strategies, play a pivotal role in making the people aware of the brand.

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As we approach the fall and winter seasons, it is important that we continue to keep ourselves balanced by keeping up with our *ritucharya* (seasonal routine).

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What is a human body? This may seem a facetious question, but the answer will be very different according to which medical tradition you consult.

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- MISSION STATEMENT-
To serve and support members of the Indian subcontinent community with an inspirational and educational magazine and to empower readers with an awareness of local, national and international news, events, and social happenings.

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Desh-Videsh (USPS 024575/ISSN: 1941-2398) is Published Monthly Feb, Apr, Jun, Aug, Oct, Dec and Semi-Monthly Jan., Mar., May, July, Sep., Nov. (18 issues Annually) by Desh-Videsh Media Group, Inc. 10088 W McNab Rd, Tamarac, FL 33321-1895 • Telephone: (954) 784-8100 • E-Mail: info@deshvidesh.com.

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Subscription Services: Subscription rates are $7.00 for 6 Issues, $12.00 for 12 Issues, $18.00 for 24 Issues, $25.00 for 36 Issues. PERIODICAL POSTAGE PAID AT FORT LAUDERDALE, FLORIDA AND AT ADDITIONAL MAILING OFFICES

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Editor's View

Dear Readers,

On behalf of the entire team of the Desh-Videsh Media group, let me wish all our readers, supporters, advertisers, and well-wishers a 'Happy and Healthy Diwali!' May this festival of lights bring you and your family bright days ahead. To my Gujarati readers, I wish you and your family a healthy and happy New Year.

Given what all of us have gone through over the last two years with the COVID pandemic, let us pray to the Almighty that 2022 will bring us happiness. It would be appropriate to mention the Shanti Mantra from the Brihadaranyaka Upanishad. The Sarvesham Svastir Bhavatu (ॐ सर्वेषां स्वस्तिर्भवतु ।) mantra is a divine chant for peace, compassion, and prosperity across the universe.

The meaning of the mantra in English goes like this:

May there be happiness in all

May there be peace in all

May there be completeness in all

May there be success in all

Om - peace; peace; peace.

Through this mantra, we seek to connect with the community of our humanity and seek well-being for all (be it a person, an animal, or a plant). This feeling of infinite empathy and kindness is what makes this mantra perfect for empathy for the world. By practicing goodwill and righteous acts, and by using mantras like this to keep these ideas in our hearts and minds, we reduce the suffering of the world - and thus, of ourselves.

Now let me talk about the articles we are covering in this issue. We are covering success stories of Indian Americans. Let's start with our cover story, Shree Saini, the first Indian American to become Miss World America. She is not only beautiful and smart, but she is also a fighter. From her childhood to now, she has fought through difficulties and come out on the other side a winner. We are also very proud to cover the top 5 Indian American Women who made it to the Forbes' List of America's Richest Self-Made Women. It is also very momentous to report about three Indian Americans honored in the Forbes list of the Most Influential Chief Marketing Officers.

Sometime back, President Joe Biden - while talking to Dr. Swati Mohan who skillfully landed the spacecraft rover that landed on Mars - said that Indian Americans are 'taking over the country'. Several media outlets and anti-Indian groups were upset about this comment. But everybody knew that President Biden didn't mean literally 'taking over the country'. He was indicating his belief that Indian Americans make great contributions to the fabric of society - whether in science, education, the government, business, a beauty pageant, or a spelling bee competition. To put it another way, we can imagine Mother India - proudly celebrating the successes of her beloved sons and daughters - letting everyone know her children are taking the world by storm!

Now let me talk about an article which covers two of my most favorite subjects: Indian Prime Minister Narendra Modi ji and the *Bhagavad Gita*. The article includes the speech given by PM Modi when he launched the Kindle version of Swami Chidbhavanandaji's *Bhagavad Gita*. In his speech, PM Modi ji emphasizes that the *Gita* makes us think, inspires us to question, encourages debate, and keeps our mind open to new ideas.

Some of you may have received emails from the Desh-Videsh Media Group about our webinars and video interviews, where I am talking to community members about Hinduism and the *Bhagavad Gita*. The first video interview in this series was with my good friend Samir Desai, whom I consider to be a management guru. He talks about the *Bhagavad Gita* in his management lectures. Samir has also written an article in this issue titled 'Life is a Sport ... Drink it Up.' Please make sure you read this article and apply some of its principles in your corporate life.



If you've missed the email about our video interviews, please go to our website:

www.deshvideshlive.com

Let me end my column by wishing all of you again a happy, healthy, and prosperous New Year!

Raj Shah
Managing Editor





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Shree Saini: The Winner with a Golden Heart




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'Shree' means 'Goddess Lakshmi', the embodiment of wealth and prosperity. Shree also means 'beauty', 'grace', 'power', 'brilliance', and 'dignity'. Shree Saini, the first Indian-American to become Miss World America, stands for the qualities depicted in the name 'Shree'. Along with all these qualities, she possesses the outstanding and indomitable spirit of a fighter who never gives up; a fighter who rises above the hindrances that come her way, but who never overcomes them by taking advantage of other people. She has the tremendous ability not only to overcome enormous stumbling blocks but to cross them powerfully with strength, confidence, and dignity.

25-year-old Shree was born in Ludhiana Punjab and moved to America when she was a 5-year-old kid. A dancer by passion, she began her dancing lessons in early childhood. But fate had a different story for her. At the age of 12, she was diagnosed with heart disease and had to undergo open-heart surgery. A permanent pacemaker was implanted on her heart in order to ensure its proper functioning. Doctors strictly forbade her from dancing. In fact, normal life activities were also restricted for her. Yet, from the ashes of life as she had known it, the fighter in this little girl would rise. She courageously continued with her dance lessons and gradually became a trained ballerina.

At the tender age of 19, Shree survived a fatal car accident that left marks on her face. She again bounced back to normal life within a month! The struggles of her life helped shape her into a person full of empathy and love. Facing a lot of bullying due to her heart condition and burn marks made her stronger and more resolute. Ashe had a dream of becoming Miss World and serving her community. That congenial spirit of service and benevolence prompted her to start her own nonprofit at the



age of 15. Since then, she has written thousands of articles that have helped many nonprofits.

Apart from being a good writer, Shree is a great orator who has been invited to speak in over 8 countries and 30 states. She is a successful motivational speaker and a model. Her academics speak of her versatile talent. She earned a degree in Nonprofit Management from Harvard University, a degree in Performing Arts from Yale School of Drama, a degree in Social Entrepreneurship from Stanford University, and a degree in Journalism from the University of Washington. She can truly be called a 'beauty with brains'.

Upon achieving her childhood dream (which she viewed as a stepping stone to helping her community), she profusely thanked her family and friends (especially her mother) for having encouraged her. She emphasized 'America's inclusivity' and framed her victory as the victory of that inclusivity. She aspires to encourage the entire community of human beings with her story of struggles and pain so that everyone

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can be inspired to rise above their obstacles and limitations--and come out with flying colors.

This first Indian-American to win the pageant was awarded the crown of Miss World America on October 2, 2021, the birthday of the Father of the Indian Nation, Mahatma Gandhi. Shree is also a former Miss India United States of America 2017-2018 winner and Miss India Worldwide 2018-2019 winner. Her success and her extraordinary congenial nature of compassion and positivity are bound to inspire one and all. It is not just her beauty, but her charity and humanity that has been victorious--making both America (her nurturing land) and India (her motherland) proud of this exceptional daughter.

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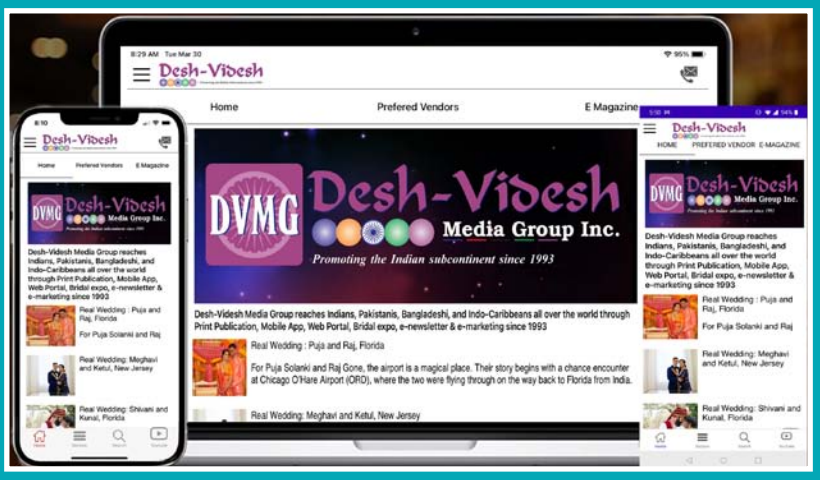
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PM Narendra on the *Bhagavad Gita*

Editor's Note: This is the speech Given by PM Modi when he launched the Kindle version of Swami Chidbhavanandaji's Bhagavad Gita.

Distinguished guests and friends!

Vanakkam!

This is a unique programme: An e-book of the *Gita* with commentary by Swami Chidbhavananda Ji is being launched. I would like to appreciate all those who have worked on this. Thanks to this effort, traditions and technology have merged. E-books are becoming very popular among the youth. Therefore, this effort will connect more youngsters with the noble thoughts of the *Gita*.

This e-book will also deepen the connection between the eternal *Gita* and the glorious Tamil culture. The vibrant Tamil diaspora, spread globally, will be able to read it easily. The Tamil diaspora has scaled new heights of success in many sectors. Yet, they are proud of their cultural roots. They carry with them the greatness of Tamil culture wherever they go.

I would like to pay homage to Swami Chidbhavananda Ji. Mind. Body, heart, and soul, his was a life devoted to India's regeneration. He planned to study abroad, but destiny had different plans for him. One book he saw at a roadside bookseller - *Swami Vivekananda's Madras lectures* - changed the course of his life. It inspired him to put the nation above everything else - and serve the people. In the *Gita*, Shri Krishna says:

यद्य यद्य आचरति श्रेष्ठः
तत्त तत्त एव इतरे जनः ।
सयत् प्रमाणम कुरुते
लोकः तद अनु वर्तते ।

This means, 'Whatever great men do, many are also inspired by them to follow.' On the one hand, Swami Chidbhavananda Ji was inspired by Swami Vivekananda. On the other hand, he went on to inspire the world with his noble deeds. The Shri Ramakrishna Tapovanam Ashram has been carrying forward the noble work of Swami Chidbhavananda Ji. They are doing commendable work in community service, healthcare, and education. I would like to [say that I] appreciate the Shri Ramakrishna Tapovanam Ashram and wish them the best for their future endeavours.

The beauty of the *Gita* is in its depth, diversity, and flexibility. Acharya Vinoba Bhave described the *Gita* as a mother who would take him in her lap if he stumbled. Greats like Mahatma Gandhi, Lokmanya Tilak, [and] Mahakavi Subramania Bharathi were inspired by the *Gita*. The *Gita* makes us think. It inspires us to question. It encourages debate. The *Gita* keeps our mind open [to new ideas]. Anybody who is inspired by the *Gita* will always be compassionate by nature and democratic in temperament.

One would think [that] something like the *Gita* would have emerged in



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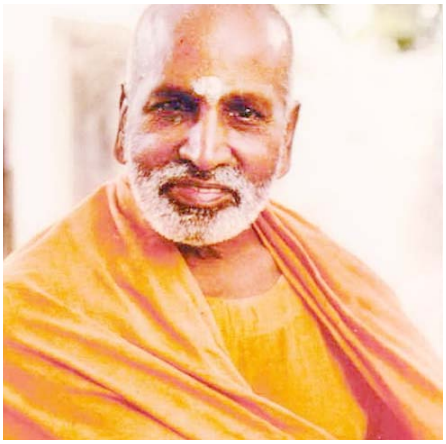
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peaceful and scenic surroundings. But, as you all know, it was in the middle of a conflict that the world got the finest life lesson in the form of the *Bhagavad Gita*.

The *Gita* is the greatest source of knowledge about everything that we can hope for. But have you ever thought what causes this knowledge to pour out from the words of Shri Krishna? It is *vishaad* or sadness. The *Bhagavad Gita* is the treasure of thoughts that reflects the journey from *vishaad* to विजय. When the *Bhagavad Gita* was born, there was conflict; there was *vishaad*. Many feel today [that] humanity is passing through similar conflicts and challenges. The world is fighting a tough battle against a once-in-a-lifetime global pandemic. The economic and social impacts are also far reaching. In such a time, the path shown in the *Srimad Bhagavad Gita* becomes ever relevant. It could provide strength and direction to [help us] once again emerge victorious from the challenges humanity faces. In India, we saw many instances of this. Our people-powered fight against COVID-19; the outstanding spirit of the people; the courage of our citizens - one can say that behind this are glimpses of what [the] *Gita* highlights. There is also a spirit of selflessness. We saw this time and again when our people went out of [their] way to help each other.

The Gita makes us think, inspires us to question, encourages debate, and keeps our mind open [to new ideas]. PM Modi







Last year, there was an interesting article in the *European Heart Journal*. This is a peer-reviewed journal of cardiology published by the University of Oxford. Among other things, the article talked about how the *Gita* was most relevant in these COVID times. The *Bhagavad Gita* was described as an accurate guide for living a fulfilling life. The article compares Arjun to the healthcare workers, and the hospitals as battlegrounds for the war against the virus. It [showed] appreciat[ion] [to] the healthcare workers for doing their duty; overcoming any fear and challenge.

The core message of the *Bhagavad Gita* is action. Bhagwan Shri Krishna says:

नियतं कुरु कर्म त्वं
कर्म ज्यायो ह्यकर्मणः ।
छारीर यात्रापि च ते
न प्रसिद्ध्ये दकर्मणः ।।

He is asking us to [take] action - because [action] is far better than inaction. In fact, he says, we cannot even take care of our [own] bodies without action. Today, the 1.3 billion people of India have decided their course of action. They are going to make India *aatmanirbhar*, or self-reliant. In the long term, only a self-reliant India is in everyone's [best] interest. At the core of *aatmanirbhar bharat* is to create wealth and value not only for ourselves but for the larger [set of] humanity [as a whole]. We believe that an *aatmanirbhar bharat* [India] is good for the world. In the recent past, when the world needed medicines, India did whatever it could to provide them. Our scientists worked [quickly] in a [short amount of] time to come out with vaccines. And now, India is humbled that vaccines made in India are going around the world. We want to heal, as well as help, humanity. This is exactly what the *Gita* teaches us [to do].

I would [e]specially urge my young friends to have a look at the *Bhagavad Gita*. The teachings are extremely practical and relatable. In the middle of fast-paced lives, the *Gita* will provide an oasis of calm and peace. It is a practical guide for several dimensions of life. Never forget the famous verse -

कर्मण्ये-वाधिकारस्ते
मा फलेषु कदाचन.

It will free our mind from fear of failure and put our focus on our action. The chapter on Gyan Yoga deals with the importance of true knowledge. Bhakti Yoga, teaching us the importance of devotion, is touched upon in one of the chapters. Every chapter has something to offer, to cultivate a positive frame of



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mind. Above all, the *Gita* re-enforces the sentiment that each one of us is a spark of the Supreme - the all-powerful Divine.

This is something even Swami Vivekananda highlights. My young friends would be having to cope with many tough decisions as well. During such times, always ask yourself: 'If I were in place of Arjuna, facing this dilemma, what would Shri Krishna ask me to do?' This works brilliantly, because you suddenly start detaching your own likes and dislikes from the situation. You start looking at it from the eternal principles of the *Gita*.

And it will always take you to the right place and will always help you make tough decisions. Once again, congratulations on the launch of [this] e-book [of the *Gita*], with commentary authored by Swami



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Best Buddies Champion of the Year Nominee Dr. Nishant Patel

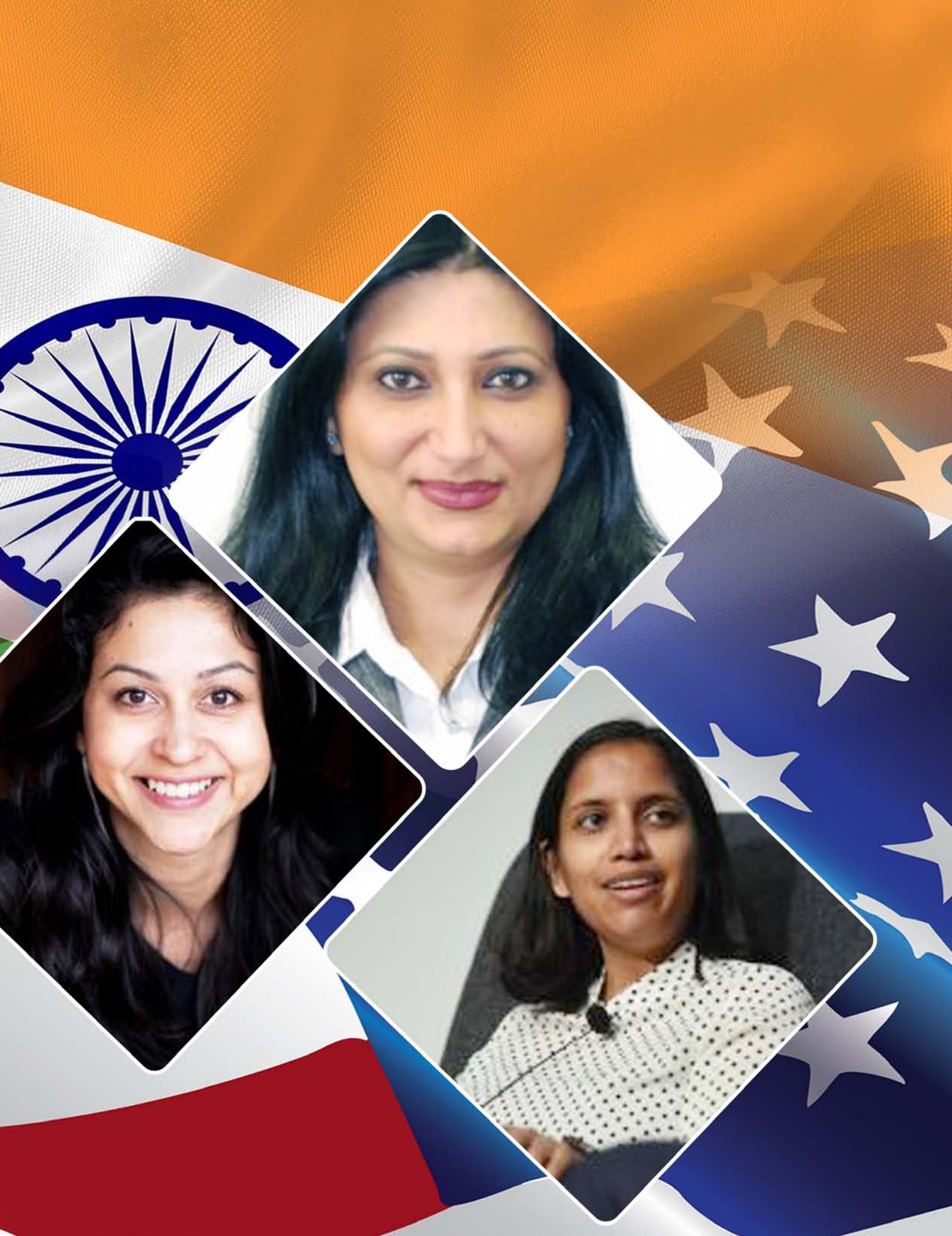
Dr. Nishant Patel takes on a challenge of being one of 8 Champions to raise awareness and funds for the Best Buddies non-profit organization that creates programs throughout Palm Beach County for individuals with disabilities. Dr. Patel and his Best Buddies Mission Partner Drew McSweeney are running a campaign with various local fundraiser events throughout Palm Beach County in the next month. His passion for helping others shines through his renowned work as a Cardiothoracic surgeon in Palm Beach Gardens and extends to being an involved citizen in his community making a difference for individuals with intellectual and developmental disabilities. He has devoted his time to provide care for inner city youth and has become an avid Champion for this year's Best Buddies Champion of the Year Gale "Under the Stars" which will be held on December 3rd at the Hilton Downtown West Palm Beach. Dr. Patel enjoys his family time with his wife Rina and three children while residing in Jupiter.

For gala tickets or donations please visit
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Rich in Wealth and Humanity: The Top 5 Indian American Women on Forbes' List of America's Richest Self-Made Women







India has been the pioneer nation in respecting, celebrating, and upholding the power and supremacy of women. *Naari* (women) have always been a source of *shakti* (power) in the Indian tradition. That power has been well represented by numerous Indian American women (five of whom we'll celebrate here) throughout our history. The significant achievements and success stories of these dominant, powerful women have not only represented monumental milestones of accomplishment in their own right but have also become great sources of encouragement, hope, and inspiration for budding professionals (including other women) striving to make a name for themselves.

This year, five extraordinary women - leading ladies honored in Forbes' seventh annual list of America's Richest Self-Made Women (2021) - have made India even more proud of her daughters.

Jayshree Ullal



Jayshree is a team player who believes in respecting the value of teamwork. She is a firm believer in the value of fully mobilizing team members' participation and contributions to help everyone achieve their goals. Ranked 16th on the Forbes list, she has held the position of president and CEO of Arista Networks, a networking company, since 2008. Presently, she is a member of the board of directors of the emergent cloud computing company Snowflake, which went public in 2020.

This electrical engineer was born in London, was brought up in India, and studied in the USA.

Jayshree is unquestionably rich in terms of wealth. For instance, she owns a 5% share of Arista Network stock; and her real-time net worth is $1.8 billion. However, she is also bountifully rich in generosity and kindness. For instance, a large part of her stock is kept aside for her children, niece, and nephew.

Jayshree lives in Saratoga, California with her husband and two kids.

Neerja Sethi



This Delhi University graduate girl began her career working for Tata Consultancy Services. Being an aspiring entrepreneur, she (along with her husband Bharat Desai) started the IT consultancy and outsourcing firm Syntel in 1980. Her prescient cutting-edge thinking and pioneering spirit paved the way for her successful career track. In October 2018, Syntel was bought by the French IT firm Atos SE for $3.4 billion. For her stake in the company, Neerja got approximately $510 million.

This highly esteemed, self-made woman had not taken the easier route of joining Atos. Instead, over the years, she had chosen to continue her independent consulting and outsourcing work until Atos had to buy from her. Her pioneering spirit, leadership skills, and hard work have ranked her 26th on the Forbes list. Her real-time worth is $1 billion.

This 66-year-old woman and mother of two children lives on Fisher Island, Florida.

Neha Narkhede



A Bachelor of Science graduate from Pune University, Neha Narkhede flew to America where she went on to become a high-tech data processing consultant. After studying Computer Science at Georgia Tech, she joined LinkedIn as a software engineer and worked in developing the messaging system Apache Kafka - handling the site's huge inflow of data.

The hidden entrepreneur in Neha prompted her to take a major step. That inner voice inspired her to join two of her LinkedIn colleagues in establishing a cloud computing company called Confluence together. That was the beginning of her success story as a self-made woman. The revenues reached $237 million, and the company went public in 2021 with a valuation of $9.1 billion. Neha and her family are the owners of an 8% share.

And now, the 37-year-old Neha Narkhede is ranked 29th on the Forbes list. She has a net worth of $925 million.

Neha enjoys a happily married life and lives in Palo Alto, California.

Reshma Shetty



Holding a PhD in Biological Engineering from the Massachusetts Institute of Technology, Reshma Shetty is a focused-research person. Along with her batchmates at MIT (which - delightfully - also included her husband, Barry Canton), she founded Gingko Bioworks. (Even the name of the company is innovative; it refers to a tree from the dinosaur age.) The intellectual and research aptitudes of Reshma and her team are impressive - and are given a perfect outlet in the team's use of robotics and data analytics for the purpose of discovering new organisms.

Backed by high-profile investors like Bill Gates, Gingko has achieved the heights of success as a company and has contributed greatly to the advancement of research during the COVID-19 crisis. Reshma's targeted goal is to provide convenient research facilities at a reasonable price.

Her vision, coupled with its successful implementation, has ranked her 39th on the Forbes list. Her net worth is $750 million.

She is a resident of Boston, Massachusetts.

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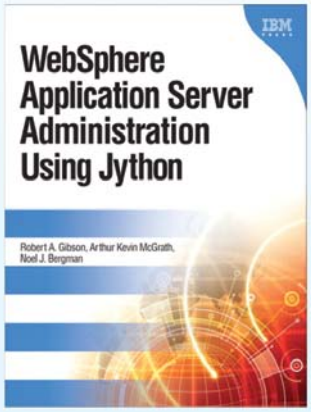
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Indra Nooyi



Her name is synonymous with being a powerful and successful Indian woman in the new millennium. A graduate from Madras Christian College, and holding an MBA from Yale School of Management, Indra Nooyi achieved global recognition as an influential corporate leader in America. One of the few female CEOs of America, she became the chairwoman and CEO of PepsiCo in 2006.

As the CEO, she successfully raised the sales figures of PepsiCo and lifted the company's image to a great extent. She was granted stock in PepsiCo while holding her position there. After retiring in 2019, she joined Amazon's board of directors.

She is ranked 91st on the Forbes list. Her net worth is $290 million.

Indra Nooyi's success cannot be measured only by her professional achievements. Her values and gratitude make her an extraordinary person. She has expressed deep, heartfelt thanks for a whole range of people including her husband, two children, and close-knit family, along with her professional team - gratefully acknowledging and crediting their contributions to her success. Not only that, but she has even gone on to express that gratitude in amazingly kind ways by doing beautiful things like donating a humbly undisclosed amount to her alma mater, Yale Business School. She is exemplary in so many ways.

Now age 65, she is a resident of Greenwich, Connecticut.

These are Forbes' top 5 Indian American self-made women. Rich in Wealth and humanity, they are achievers not only as successful career women, but also in their embracing of the traditional Indian values and responsibilities related to being a wife, mother, and family person. They are true (and truly cherished) daughters of Mother India - making her beam with pride and joy!

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Vernica Pulukuri

Hi, I'm Vernica Pulukuri and I am in 6th grade. I have always wanted to help those in need but I never really knew how or where to start. After hearing about Akshaya Patra through my family and its mission to educate kids in India by ensuring they are not hungry, I looked into the cause and decided to give the youth ambassador program a try.Through the Youth Ambassador program, I have been able to take part in many great events.We have participated in things such as bake sales, a school supply sale, a plant sale, and a clothes sale. During fundraising activities, I was able to help set up and organize the stand and explain to others about the organization. I joined the organization less than a year ago and I feel that it's crazy how much we have accomplished already. I am extremely lucky for what I have and I feel that these kids deserve as much as we do and we can help them get to where they need to be by giving them meals to focus on what they love the most- learning. In the future, I hope to make a difference by continuing to feed these children and raising as much money as I possibly can for the Akshaya Patra organization.

At Akshaya Patra, the world's largest mid day meal program, we dream of a world where families won't have to choose between food and education for their children. A wholesome meal prompts children, especially girls, to stay out of the workforce and attend school thereby addressing both classroom hunger and education. With the continued kindness of donors and supporters, Akshaya Patra feeds more than 1.8 million children every school day. Akshaya Patra, Youth Ambassadors (YAs) are motivated and socially conscious young people who are looking to make this world a better place! If you are a 8 – 21 year old student living anywhere in the United States, our YA program is open to you! Learn more about how YAs are contributing:

Vedith, a Youth Ambassador for Akshaya Patra

Hello, my name is Vedith and I am a Youth Ambassador for Akshaya Patra. Akshaya Patra is a Non-Profit Organization that feeds more than 1.8 million kids in India and is helping many families get through tough times. I came to know about this organization from a friend who showed us how they help kids in India. Akshaya Patra allows kids from poor families to come to school and get a free hot lunch every day. This inspired me because some kids do not have enough money to go to school or have daily meals. Doing this allows them to study happily without worries. In the past, we have had multiple bake sales, clothes sales, plant sales, and school supply sales. I love to cook so I really liked the bake sales. I was able to raise money and awareness about Akshaya Patra. To me that is a win-win. The school supply sale went well as we made



specialized kits so that customers can order what they need. The clothes sale made a good chunk of money. We made stalls including all these sales at 5 different locations. In total from this we raised more than $1000 which can feed more than 50 kids for one whole year! It felt nice to help that many kids. I feel that these kids have a chance to be something big but are limited because they are poor. I am blessed that I can live worry free and live in a safe neighborhood. I am blessed that I have a place to call home and can have food on the table every day. I plan to make a difference by having more events to raise awareness and money for the organization. More kids will be fed, and more kids will be happy in return.

At Akshaya Patra, the world's largest mid day meal program, we dream of a world where families won't have to choose between food and education for their children. A wholesome meal prompts children, especially girls, to stay out of the workforce and attend school thereby addressing both classroom hunger and education. With the continued kindness of donors and supporters, Akshaya Patra feeds more than 1.8 million children every school day. Akshaya Patra, Youth Ambassadors (YAs) are motivated and socially conscious young people who are looking to make this world a better place! If you are a 8 – 21 year old student living anywhere in the United States, our YA program is open to you! Learn more about how YAs are contributing:

Karthik, a youth ambassador for Akshaya Patra, South Florida chapter

Hi, my name is Karthik, and I am a youth ambassador for Akshaya Patra, South Florida chapter. Akshaya Patra is a nonprofit organization that provides hot free lunches to 1.8 million, underprivileged school kids in India every day. It is the world's largest NGO school meal program. These hot lunches encourage parents to send their kids to school, since for many, this is their only meal of the day. Once educated, the kids are able to stand on their own feet and get out of poverty.

As a youth ambassador, my job is to spread the word about the organization and mission, as well as coordinate events to raise funds. My father and my aunt introduced me to Akshaya Patra. They are a part of the chapter and are also the reason I wanted to be a part of Akshaya Patra. My friends and I have contributed to the organization through bake sales, clothes sales, fruits sales, etc. and we plan on continuing to do so. With the funds we raise, the kids in need get access to food and education, thereby making the gap between them and privileged kids smaller. When helping the kids, I feel as if I am doing something that I enjoy and also growing from the experience. Seeing the kids' smiles as they ate their food made me proud of myself, and I felt as if I was doing something worth my time with the impact I make on their lives. If you or your parents would like to know more, please drop us an email at apsfchapter@gmail.com and follow us on facebook https://www.facebook.com/AkshayaPatraMiami/

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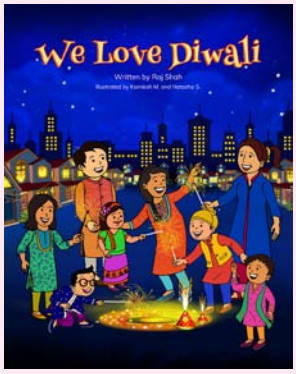


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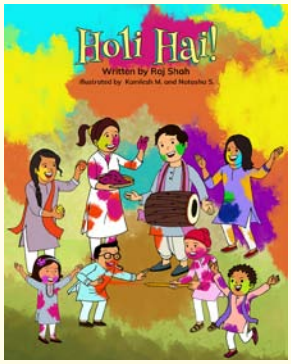
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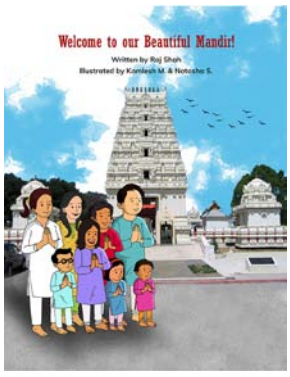
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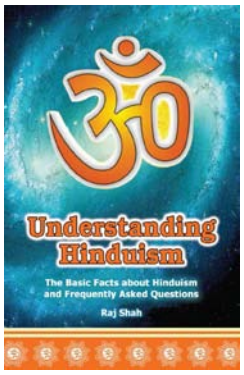
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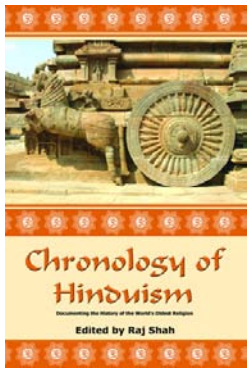
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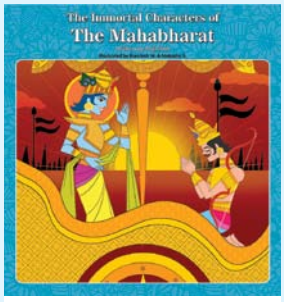
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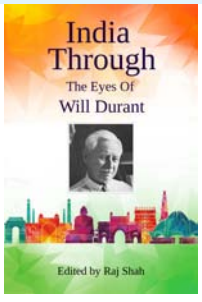
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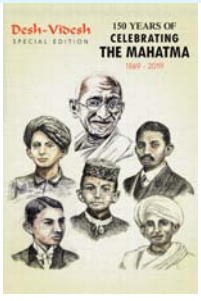
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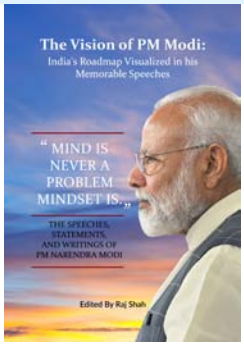
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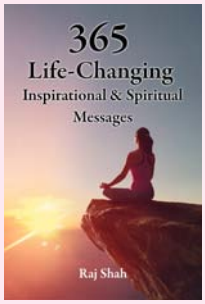
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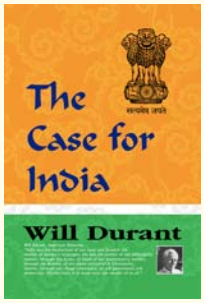
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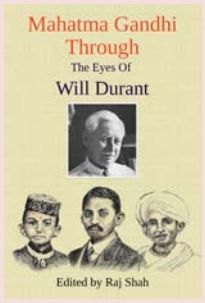
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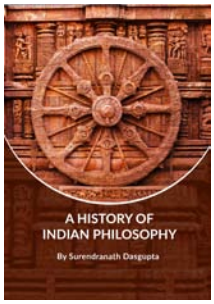
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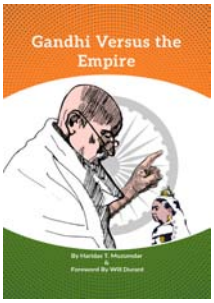


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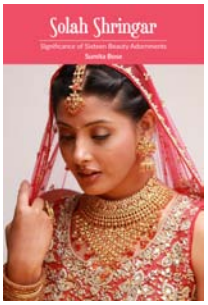
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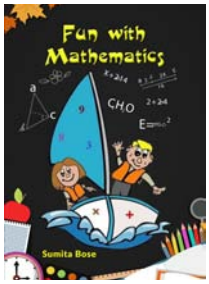


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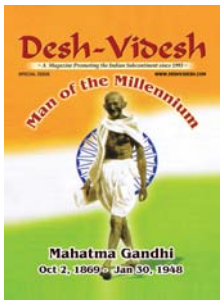


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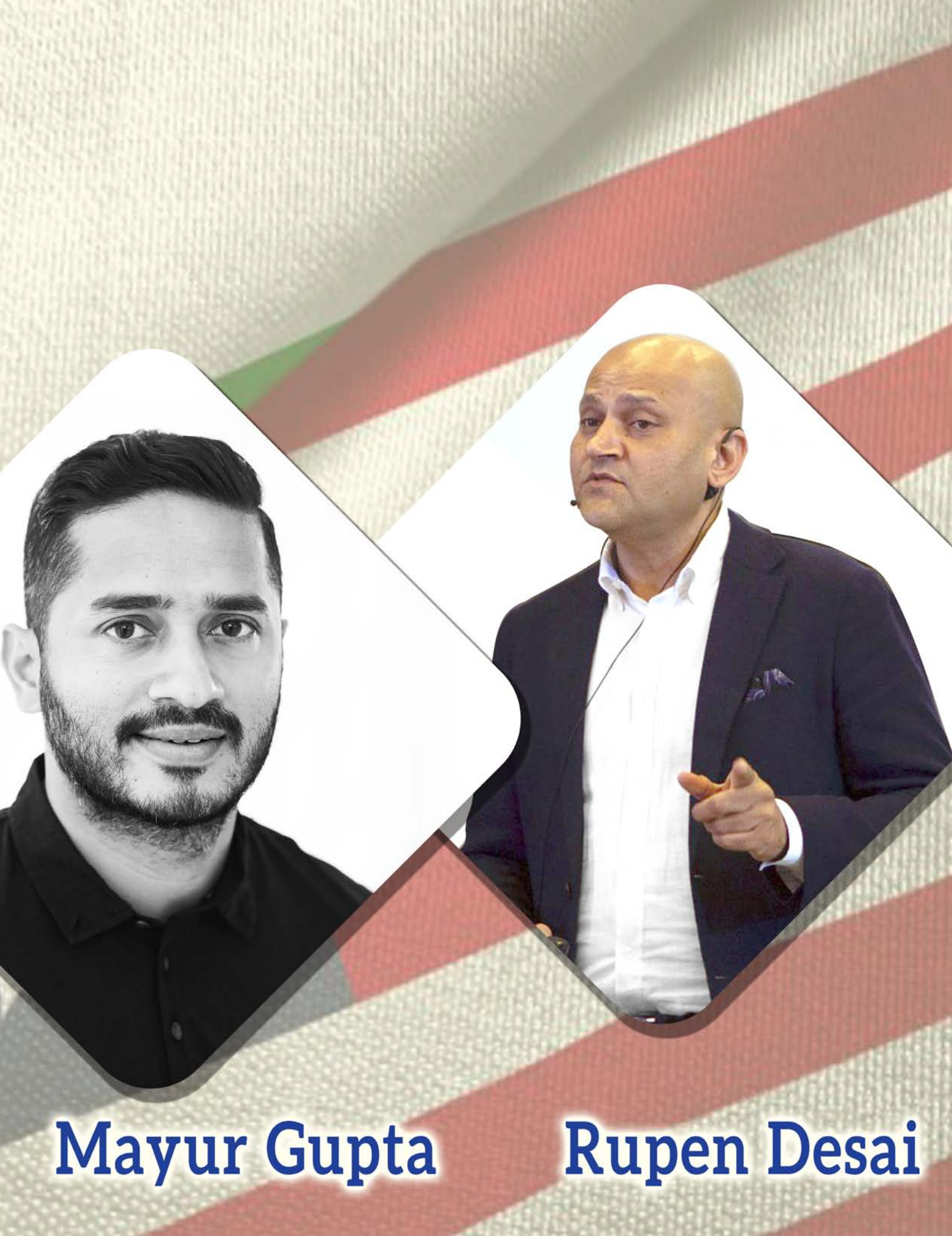
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Three Indian Americans in the List of the Most Influential Chief Marketing Officers of 2021



Raja Rajamannar


Mayur Gupta
Rupen Desai



A CMO or Chief Marketing Officer is the anchor of any company because it is the CMO who describes its marketing strategies - playing a pivotal role in making people aware of the brand. Precisely, a CMO is the leader who heads the promotional aspect of a company and whose job it is to create a lasting impression in the minds of people who, in turn, become devoted customers of the products and/or services being promoted.

As the policymaker, the CMO is extremely influential not only within the company but also among the customers. However, to become a successful and truly influential CMO, one should understand the pulse of the market; human behavior and preferences; and, most importantly, the changing approaches with the advancements of technology over time.

Forbes determines the most influential CMOs based on their achievements and contributions to the consumer market along with their successful promotion of specific products or services. This year, three Indian Americans made it to the list. They are high achievers. Their career track is a clear indicator of their success; and they have certainly made India proud of her sons.

“Precisely, a CMO is the leader who heads the promotional aspect of a company and whose job it is to create a lasting impression in the minds of people who, in turn, become devoted customers of the products and/or services being promoted.”

Raja Rajamannar

The CMO of MasterCard, Rajamannar is ranked 4th on the Forbes list. He played a pivotal role in promoting a hitherto unknown concept called ‘True Name Credit Card’. It was the first of its kind, in which transgender and nonbinary people can use the name of their own choice (instead of their birth name) on their credit card. The idea was innovative, but difficult to implement as no bank was ready for such a credit card. However, Rajamannar - fully confident as to the feasibility of the idea - went ahead with the concept. In the end, the concept was not only a commercial success but also a humanitarian landmark.

A chemical engineer from Osmania University, with an MBA degree from the Indian Institute of Management (in Bangalore), 58-year-old Rajamannar has more than 25 years of corporate experience. He joined MasterCard



in 2013, where he currently serves both as its Chief Marketing & Communications Officer and as the President of its Healthcare Business division. A firm believer of following the technological revolution in creating marketing strategies, Rajamannar authored a book entitled *Quantum Marketing* (published this year), in which he advocated the need for a changing mindset to keep pace with the ever-changing pace of technology.

Mayur Gupta



Ranked 34th in the Forbes list, Mayur Gupta is a young marketing expert with a breadth of experience in product marketing as well as concept marketing. He is the first Chief Marketing and Strategy Officer of Gannett. Before holding this position, he was a member of the company's board of directors. He holds the influential position of Revenue and Content Channels Director for this prestigious mass media company. Gannett, which is in the process of becoming a subscription-based content generator, has entrusted Mayur with the responsibility of revenue generation for *USA Today*. He also leads revenue generation strategies for different types of content.

Mayur has a great deal of experience in content marketing and revenue generation for companies like Kimberly Clark as well as startups like Spotify and Freshly that has given him a breadth of exposure to the field, within which he has developed excellent marketing and communication skills.

Rupen Desai



The Global Chief Marketing Officer of the Dole Sunshine Company is a firm believer in the conscience economy. He plays a significant role in spreading the message of equality, sustainability, and food security through cooperation. Holding 48th ranking in the Forbes list, he has been playing a positive role in spreading the message of Dole Sunshine through a variety of innovative campaigns. These include finding an alternative to leather - from pineapple leaves.

Rupen Desai has been unconventional, right from the beginning of his career. He followed his gut feeling in making his career choices; and rather than chasing after the usual accoutrements of success, Mr. Desai focused on what made him happy. Bringing the principles of mutual cooperation and equality to bear on his life's work has been - and still is - his life motto. He aspires to build brands and businesses that human conscience can live with.

He founded TS/28 to work with organizations and help them prosper. Before joining Dole, he was Vice-Chairman of Edelman in the Asia Pacific, Middle East, and Africa. His first job was at Mullen Lowe, where he spent two decades. All throughout his career, he has been a great supporter of humanity.

Making India Proud

All three of these Indian American business leaders, despite having different areas of work and varied job profiles, have been extremely dedicated and successful in implementing and pursuing their policies and principles. This has made them great influencers. Their achievements have been acclaimed internationally, making India proud.

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Sesame, My Love, You're Oil I Need

By Chahna Tailor Gupta

Happy November!

As we approach the fall and winter seasons, it is important that we continue to keep ourselves balanced by keeping up with our *ritucharya* (seasonal routine). These seasons have *guna* (qualities) that are the same as *vata dosha* which can bring our body out of balance. *Vata dosha* is the *dosha* of movement. It helps with circulatory movement in the body and the movement of different biological processes such as digestion. However, it can also move us from balance to imbalance.

Vata dosha can manifest with primordial symptoms such as constipation, on-and-off metabolism, dryness (of the skin, hair, mouth, eyes, or lips), aches and pains, nervous system issues, the cracking of joints, twitching, insomnia, the feeling of always being cold, bad circulation, headaches, anxiety, and more. Although these seasons can bring *vata* out of balance more easily than other seasons can, a *vata* imbalance can occur any time of the year due to one's diet, lifestyle, and/or environment.

Because *vata dosha* is characterized by dryness, cold, and movement, we can balance it with moisture, warmth, and slowness. A perfect way to balance *vata dosha* (regardless of the season) is with daily self-massage with oil, or *abhyanga*. In *Sanskrit*, *sneha* means oil - and love. *Abhyanga* is considered self-pampering (showing yourself some well-deserved love), so this is the perfect way to balance yourself if you're feeling any *vata* symptoms.

"These seasons have *guna* (qualities) that are the same as *vata dosha* which can bring our body out of balance. *Vata dosha* is the *dosha* of movement."

Steps for self-*abhyanga*:

- Open a bottle of sesame oil and warm up about half a cup
- Generously apply the oil to your whole body
- At a relaxed pace, massage up and down your arms and legs
- In a clockwise circular motion, massage your chest, abdomen, back, rear, joints (front and back), scalp, face, ears, and neck
- Massage your feet (don't forget to massage in between the toes).
- Keep the oil on your body for 15 minutes to allow the skin to absorb it
- Finish showering yourself with love by taking a warm shower to wash off



If your skin is more prone to drying out, you can do your *abhyanga* after your shower (if you don't mind leaving the oil on). That's what I do! In *Ayurveda*, there are 7 tissues in the body, and it takes 2 minutes for each tissue to absorb the oil. Leaving the oil on for 15 minutes allows each tissue to take in the oil.

Abhyanga is a great way to keep you and your *vata dosha* healthy and happy. It should definitely be a part of your *dinacharya* and/or *ratricharya* (day and/or night routine). It should be done at a faster, more stimulating pace two to three times per week for those with kapha dominance. For those with pita dominance, massage with moderate pressure at a slightly slower pace, three to four times per week. Those with vata dominance, should massage with light pressure at a slow pace for four to five (or more) times a week. Everyone has the three *doshas* within them. Sesame oil is considered to be *tridoshic* and is suggested for all people regardless of their dominant *dosha*.

When all else fails, remember: *Oil* will always be there for you! So will I. Feel free to reach out for consultations.

About the Author



Chahna Tailor Gupta a certified yoga instructor, has a background in occupational therapy and health science & administration. Chahna deepened her yoga practice by training in Rishikesh, India, where she studied the science behind yoga as a whole. Chahna provides yoga, pranayama, and meditation services through her company Namaskar To You. A volunteer for Ekal Vidyalaya, Chahna also Registered Yoga Teacher with Yoga Alliance. She is currently pursuing a doctoral degree in Ayurvedic Medicine while continuing her self-studies in yoga.

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A Peek into The Lives of Some People in Himalayan Villages

by Maria Worth







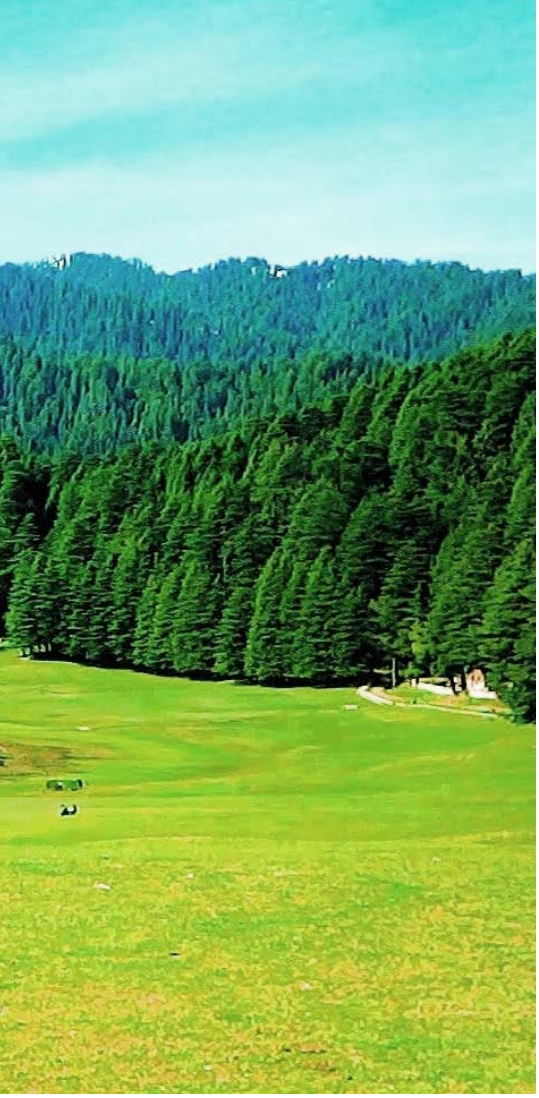
It is again this beautiful time before Diwali. Five years ago, I got a glimpse into the simple and spiritual lives of villagers off the beaten track in the Himalayas.

'Would you like to come to some villages around Chamba?' a friend had asked. I happily said yes. He wanted to visit the people who had formerly worked as domestic helpers for his family; and bring them gifts before Diwali. After buying boxes of sweets and drawing money from an ATM, the three of us set off from Mussoorie.

The air was crystal clear, and the snow peaks shone in great splendour. How beautiful to be out in the open at the height of 2,000 metres! What wonderful surroundings the villagers live in. Blue mountain ranges were rolling, one after the other, like waves of the ocean. Kids in school uniform walked on the road. Their school may be much simpler than those in cities, yet the location is enviable and the openness of the space may be conducive for an open mind.

Our first stop was in a tiny village near the old road to Tehri town, which has been submerged in the Ganges due to the Tehri Dam. It was a steep climb down the hill. An old woman was sitting in a courtyard sieving grain. She had few teeth left, yet her smile was warm and welcoming. It was a surprise visit, and immediately her neighbours gathered, too. 'Kursi lao', I heard; and children brought chairs from a neighbouring house. The woman lives alone in an old house. Her husband, who had worked for my friend's family for decades, had passed away several years ago. Her only daughter is staying with her in-laws.





'Would you like to come to some villages around Chamba?' a friend had asked. I happily said yes. He wanted to visit the people who had formerly worked as domestic helpers for his family; and bring them gifts before Diwali. After buying boxes of sweets and drawing money from an ATM, the three of us set off from Mussoorie.

We had to stress really hard that our stomachs were very full and had no place even for a cup of tea. Yet we took water, and she sent a girl to pluck some limes. My friend had to show her how to use the zip on the jacket he had bought for her; and then the talk was mainly about people she knew from the olden times, and about crops.

When we left, she said she would come to Mussoore to see the father of my friend; who was about her age. Will she still be able to climb up the hill? She can probably do it. Village folk are hardier than city folk.

Next, we drove to a tiny village some 30 km away. It was a two hours' drive in wonderful surroundings. The car climbed over a mountain range, plunged down into a valley, and ended up very high up on a kachha road only as broad as our jeep. It was frightening. A mantra kept automatically repeating itself non-stop in my mind.

We were expected, because Panditji (as his former cook was called) had a



mobile. Two boys waited for us at the head of the road to guide us further up to where a table had already been laid with sweets and namkeen. His three daughters are married and live nearby; and his eldest son is working in Hyderabad.

After leaving my friend's house some years ago, Panditji became a part-time *pujari* (priest) in a *mandir* (temple) further down the hill – for Rs. 150 a month. Even five years ago, this was an incredibly meagre salary. Meanwhile he stopped going there. The climb was too tough for him. He was offered a full-time job as *pujari* for Rs. 1100. (No, I did not forget a zero, only Rs. 1100 for a month). It would have required him to stay the whole day and sleep in the *mandir*, too. He declined the offer as he felt that he was too old to live alone. If something happened to him, nobody would know. His son is sending him money from Hyderabad.

His house had two rooms with a buffalo staying downstairs, and here too, neighbours gathered straight away when we arrived. The view from his narrow veranda was truly spectacular. It became dark and the hills lit up with lights sparkling everywhere, down in the valley and above in the sky.

Lastly, we went to a house near Chamba on the new road to Uttarkashi to visit the widow of one more former help. My friend was all praise for this man who was with his family over 40 years ago in Kolkata, when my friend was still in school. Once, he went home to Chamba for a holiday. While there, he started working for daily wages on road construction. After a few days a rock fell on him and he died on the spot.

His wife was young, his only son barely two years old and physically slightly handicapped. Now his wife was in her sixties and lived with her daughter in law and three grandsons in the village and her son worked in a restaurant in Ludhiana over 200 km away.

When we reached the simple house made from mud and wood, she had just come back from Ludhiana after a check-up in a hospital. Her health is not good. She has water in her lungs. Yet her nature was very sweet and loving. It was a pleasure to be with her, her bahu and the grandchildren in the small room, which had a garlanded photo of her husband on the wall.

Their belongings were stashed away in trunks and boxes, quilts were neatly folded, and only school books were piled up on a trunk. Though she must have been tired from the long journey, apart from being ill, she enquired about everyone she knew from that time, while her grandsons were leaning on her. Her hard life has made her into a beautiful person.

I once again realized that it is neither status nor money that ultimately counts. Important is how one takes the experiences in one's life; whether one can accept them or not; whether one has trust and faith in life or not; whether one feels support from within or not and whether one can ultimately let go of one's life when the time comes.





Once, he went home to Chamba for a holiday. While there, he started working for daily wages on road construction. After a few days a rock fell on him and he died on the spot.

While walking up to the road two young men passed us on the narrow track. "Hi!" one of them said in a tone that one hears occasionally in cities, yet it sounded odd in the village. "Where are you from?" he asked further. "Germany", I replied. "Oh, I worked for 3 years in a restaurant in Munich", he surprised me in German.

Driving back to Mussoorie several jackals got trapped in the light beam of our jeep. We stopped in the silent night and admired the vast expanse of flickering lights down in the valley which was Dehradun.

What a rich, inspiring day it was! I had been allowed a glimpse into different lives which are side by side on our beautiful earth. Each person is the centre of a unique, private world that depends heavily, if not fully, on the mind. The outer circumstances may be determined to a great extent. Yet the option to be at peace with one's life seems to be open to everyone.

About the Author



Maria Wirth is a German who came to India on a stopover on her way to Australia after finishing her psychology studies at Hamburg University. She visited the Ardh Kumbh Mela in Haridwar in April 1980 where she met Sri Anandamayi Ma and Devaraha Baba, two renowned saints. With their blessing she continued to live in India and never went to Australia.

She dived into India's spiritual tradition, sharing her insights with German readers through articles and books. For a long time, she was convinced that every Indian knows and treasures his great heritage. However, when in recent years, she noticed that there seemed to be a concerted effort to prevent even Indians and the world from knowing how valuable this ancient Indian heritage is, she started to point out the unique value of Indian tradition also in English language and shared them on her blog. She also wrote the book *Thank you India – a German woman's journey to the wisdom of yoga.*

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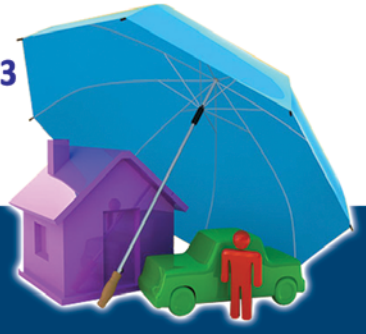
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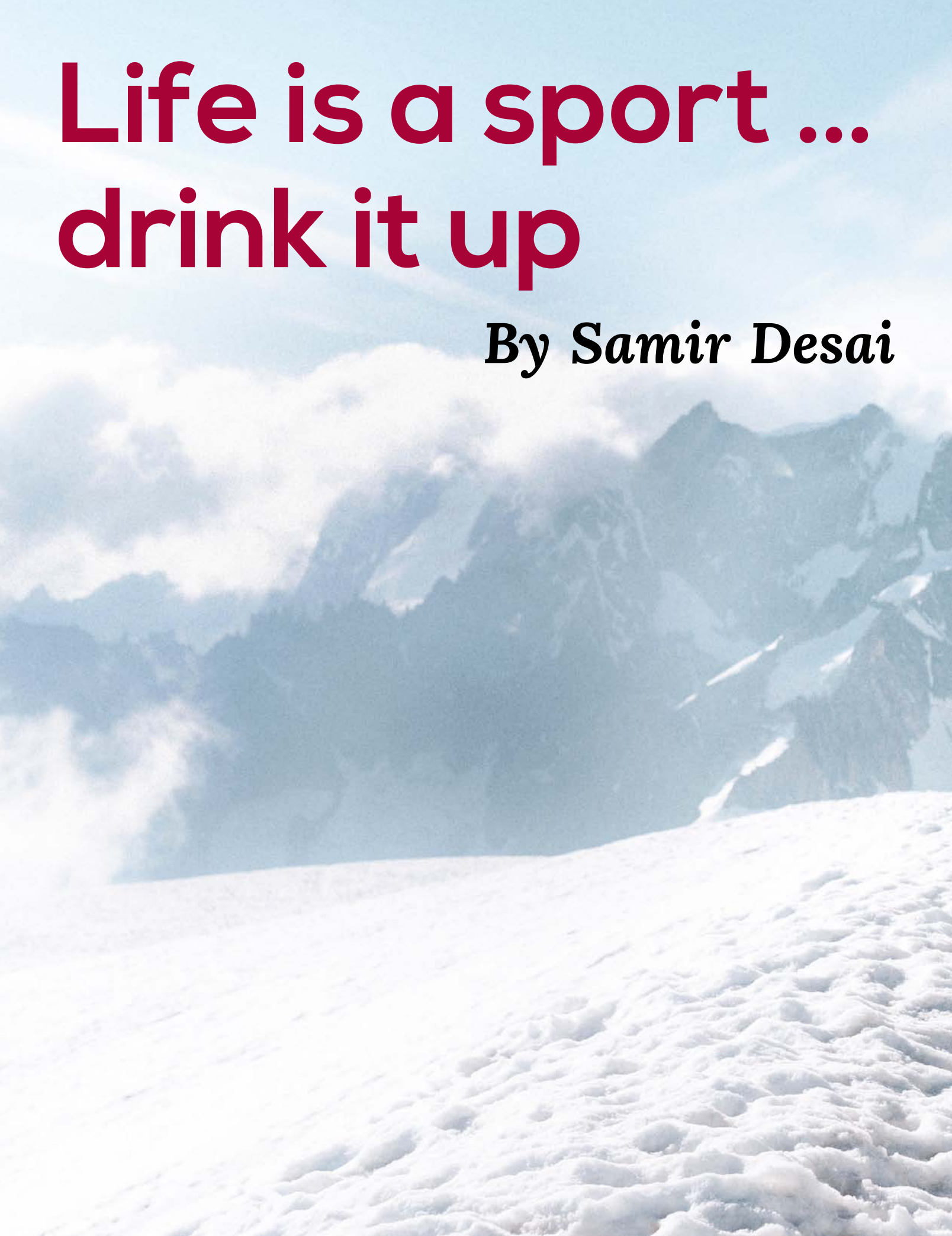
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Life is a sport ... drink it up

By Samir Desai





In 1995, Gatorade launched an advertisement pairing NBA superstar Michael Jordan with the slogan "Life is a sport ... drink it up." It turned out to be one of the best advertisements of all time--with its excellent, inspiring message.

Now, if life's a sport, then what are the rules of this sport called life? And where do we find these rules?



Before we play this sport called life, let's first understand life.

We have grown from a primitive and barbarous society to a more civilized and intelligent society. Modern science has provided us with nearly heavenly creature comforts. We have been enjoying those comforts as if there is no tomorrow - without any restraint, without any control, and without any limit. So why is it that despite having accumulated mountains of wealth and prosperity to enjoy, so many of us live lives of worry, anxiety, and dissatisfaction?

This sad paradox has been the subject of investigation by the spiritual masters and religions of the world. They have discovered that uncontrolled and excessive involvement in sensual enjoyment changes one's personality and leads to sorrow and misery.

For example, the first helping of a sweet dish is delicious to eat. The second and third serving has a diminishing value. The tenth helping is not only sickening but is harmful to one's health. Thus, our most favorite dish - if we eat without any control and without any restraint - will make us sick.

Hence, the question before us is, 'Is there any way we can enjoy worldly objects and achieve happiness at the same time?'

The answer is 'Absolutely, YES!!!' So what must we do? Let's discuss this subject.

Our essential nature is one of absolute freedom, and we resist any shackles being placed on us. We do not relish being told what to do or what not to do. However, we forget a basic fact: True freedom is essentially built on intelligent self-control, self-restraint, and self-discipline.

For example, the stop lights on our roads are unquestionably a restraint laid down by the government on our freedom; however, because of stop lights on roads, because of this restraint, we have meaningful freedom of movement.

Let's consider two more examples.

We have the freedom to use electricity in our house in any manner we choose. However, to benefit from it, we must religiously follow the laws of electricity. Otherwise, the same power can mercilessly destroy us. Thus, because we religiously follow the laws of electricity, we derive our comforts from it.

Let us take an example from sports.

Can we play the game of basketball without observing the rules and regulations of the game? The answer is: 'Absolutely not.' We must follow the rules of the sport we want to play. Similarly, we can enjoy worldly objects and still be happy - provided we follow some restraints or rules of life. Here, we return to the questions we started with: 'What are the rules of this sport called life?' and 'Where do we find these rules?'

> "In 1995, Gatorade launched an advertisement showing NBA superstar Michael Jordan with the slogan "Life is a sport, drink it up." "

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Religions provide us precious guidance by which we can intelligently understand and appreciate the necessity for such voluntary self-restraint. Religions will guide us by giving insight into life and will give us rules by which we must play this sport called life.

At the beginning of the article, I quoted the slogan, 'Life is a sport ... drink it up.' I want to modify this slogan by saying, 'Life's a sport ... play it right. Play it by the rules of religion.'

May the River Ganges be with you.

About the Author



Samir (Sam) Desai was with Motorola for more than 34 years. He served as Sr. Vice President & General Manager for iDEN® Networks, managing over six billion dollars' worth of business.

He has a MS in electrical engineering from the Illinois Institute of Technology, Chicago. He also holds an MBA from Loyola University, Chicago. He is known as a management guru who has applied principles from the *Bhagavad Gita* in the corporate world.

After retiring from Motorola, Sam Desai served as an independent consultant for the Board of Directors of three companies: Larsen & Toubro Infotech, Larsen & Toubro Technology Services, and Welch Allyn.

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Email: unitedmediaboxoffice@gmail.com
Host: United Media

USA India Business Summit

When: 11/17/2021, 8:30 AM
Contact: 404-394-6678
Email: ani@usaindiabusinesssummit.com
Host: USA India Business Summit

Carnatic Vocal by Aishwarya Srinivas

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When: 11/20/2021, 7:00 PM
Contact: 503-308-1050
Email: info@kalakendra.org
Host: Kalakendra

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Orlando

Diwali & Annakut 2021

When: 11/06/2021, 2:00 PM
Where:HinduSocietyofCentralFlorida
1994 Lake Drive,
Casselberry, 32707
Contact: Balaji Kottapak 407-417-4585
Email: info@hscforlando.org
Host: HSCF

Boat Tour

When: 11/14/2021, 10:30 AM
Where: Scenic Boat Tour
312 E Morse Blvd, Winter Park, 32789
Contact: Dev Sharma 407-862-9920
Email: hscfnewagegroup@gmail.com
Host: HSCF Newage Group (NAG)

Annual Ashoka Awards Gala

When: 11/20/2021, 6:00 PM
Where: Four Seasons Resort & Spa
10100 Dream Tree Blvd.,
Lake Buena Vista, 32836
Contact: 407-391-5151
Email: info@iaccorlando.com
Host: Indian American Chamber of Commerce

South Florida

2021 Florida International Trade and Cultural Expo

When: 11/17/2021
Where: Greater For Lauderdale Broward County Convention C
1950 Eisenhower Blvd.,
Fort Lauderdale, 33316
Con: 954-357-6400
Email: econdevinfo@broward.org
Host: Broward County

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Winter Gala

When: 11/07/2021
Where: India Cultural Center
5511 Lynn Road, Tampa, 33624
Contact: Gopa Rautray 813-992-5234
Host: Academy of Odissi Dance

Kali Puja 2021

When: 11/08/2021
Where: Indian Cultural Center
5511 Lynn Rd, Tampa, 33624
Contact: 813-264-4638

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Atlanta Metro

Sri Lakshmi Narayana Yagam

When: 11/19/2021, 10:35 AM
Where: Hindu Temple of Atlanta
5851 GA Hwy 85,
Riverdale, 30274
Email: htaspecialevents@hindutempleofatlanta.org
Host: Hindu Temple of Atlanta

Ustad Rahat Fateh Ali Khan

When: 11/21/2021, 6:00 PM
Where: Coca-Cola Roxy
800 Battery Ave SE #500,
Atlanta, 30339
Contact: 678-235-8539
Host: Anand Entertainment

Best Buddies Champion of the Year 2021

When: 12-03-2021 at 6:00 PM to 10:00 PM
Where: Hilton Downtown West Palm Beach
600 Okeechobee Blvd, West Palm Beach, FL 33401
Contact: 561-972-5312
www.bestbuddieschampion.org/palmbeach
Host: Best Buddies Champion of the Year 2021

Akshaya Patra Gratitude Gala

When: 11-20-2021, 5:30 PM EST
Where: Online
Contact: Meena Rajgopal
apsfchapter@gmail.com
Website: www.akshayapatrausa.org/live/
Host: Akshaya Patra South Florida Chapter

Gujarati Jeevansathi Matrimonial

When: 12-11-2021
Where: Gokuldham Haveli
2397 Satellite Blvd, Buford, GA 30518
Contact: 770-492-4346
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Website: Gujaratijeevansathi.org
Host: Gokuldham

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From Ayurveda to Biomedicine:

Understanding the Human body

Dr. Suzanne Newcombe



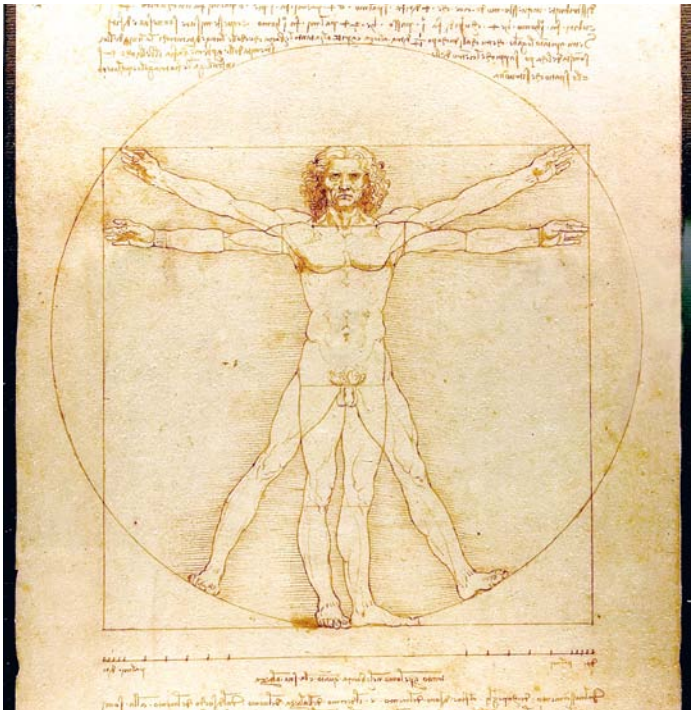
What is a human body? This may seem a facetious question, but the answer will be very different according to which medical tradition you consult. Take Ayurveda, a traditional system of medical knowledge from India which has enjoyed a renaissance of popularity in the West since the 1980s – and is the subject of a new exhibition at London's Wellcome Collection.

Walking round the show, one is encouraged to explore different ways of understanding and visualising the human body. The Ayurvedic body differs significantly from that of European biomedicine, which is based on dissection. The Ayurvedic body is a body of systems. It is conceptualised as being composed of five constituent parts (mahābūta), seven body substances (dhātu), and three regulating qualities (doṇa). According to Ayurvedic theory, by attending to imbalances between these principles in a body, health might be promoted and illness avoided. The Ayurvedic concepts of the doṇas – vata, pitta, and kapha – can be seen today in the Western promotion of teas, soaps, and massages.

But of course, there are many other different conceptions of the human body. There is the tantric understanding, often conflated with that of Ayurveda. Tantra focuses on the concept of energy channels (nāṇīs) which have particular centres of concentration along a line in the centre of the body (chakras). The traditional Chinese model, on the other hand, emphasises the dynamic principles of ying and yang as being paramount for ensuring health. Meanwhile, indigenous healing in many traditional cultures identifies problems between the individual and the greater social and metaphysical context as the cause of illness.

Competing medical systems

So what, then, has determined the dominance of one medical system of thought over another? The answer is far more complex than the 'correct' or 'most accurate' one.



Political analysis, without partisanship

This complexity is epitomised by the central piece of the exhibition, one of very few illustrations of the classical Ayurvedic systemic descriptions of the human body. This 16th-century drawing, as Dominik Wujastyk's research has shown, was probably produced at the request of a rich, Nepalese patron by a scholar-physician, a scribe, and a painter – none of whom were fluent with the original Sanskrit source. The Nepalese artist was clearly influenced by Tibetan medical illustrations.

We don't know how this image was originally used or how influential it was, but its creation was dependent upon patronage and intercultural exchange. It was out of this mix of cultures, then, that came one of the most iconic visual presentations of the 'Indian' Ayurvedic body.

Economic and political powers are strong influences on the shape and popularity of Indian concepts of the body today. Yoga is currently the most widespread Indian approach to promoting the health of the body. It is flourishing globally. Millions attest that yoga makes them feel better; and Ayurvedic concepts are often presented as being integral to yoga practices.

However, it is not well known that the contemporary global interest in Ayurveda and yoga is partially a result of the colonial mismanagement of India. This point is creatively illustrated in Wellcome's new show through an interactive commission by artist Ranjit Kandalgaonkar. Millions of lives were lost throughout the colonial period due to the forcible redistribution of food and other resources away from local Indian populations – to serve what were considered to be the greater needs of the British Empire.

As I have argued elsewhere, reactions to the tragic deaths of millions of Indians transformed yoga. Swami Vivekananda was inspired by the effects of famine and plague to redefine Karma Yoga as a social-service mission. Many leaders of the Indian independence movement, including Mahatmas Gandhi and Mohan Malaviya, promoted Indian approaches to medicine and health.

And so the establishment of the modern Indian nation was closely linked with the health of millions of individual Indian bodies through

'Indian' systems of healing. This continues today as prime minister Narendra Modi demonstrates through his association with Indian's popular 'yoga-televangelist' Swami Ramdev and the elevation of traditional medicine to that of an independent governmental department.

The promotion and preservation of Indian medicinal knowledge is laudable. But it is important not to oversimplify complex and sophisticated descriptions rooted in different worldviews. Economic imperatives often flatten traditions into marketable exports – and intercultural exchanges both enrich and confuse our models of understanding.

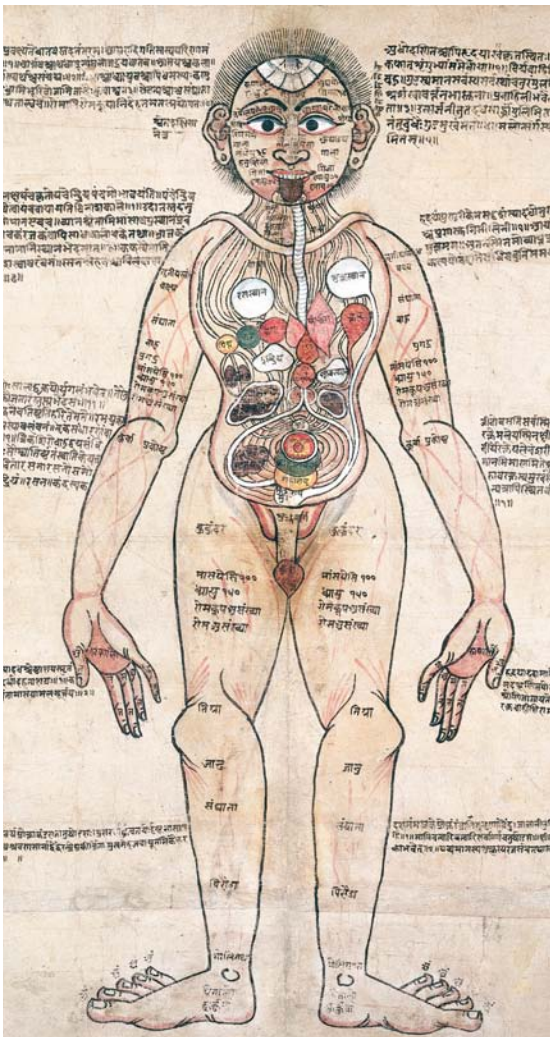
Many understandings

So should there be one answer; one dominant understanding of the body? I'm currently part of a team researching the overlaps between yoga, Ayurvedic medicine, and Indian longevity practices (rasāyana) over the past 1,000 years. Our research emphasises a plurality of understandings through time. Both yoga and Ayurveda are characterised by a diversity of practices, as well as by internal conceptual coherency. Millennia of intercultural exchange has created problems for asserting national ownership of traditional medical knowledge.

> **Ayurveda is a rich and complex tradition that has always encompassed influences from a variety of cultures as well as retaining very specific**

All medical systems have shared interests in promoting human health and longevity. But it is important to understand the differences as well as the similarities between them. As early as 1923, Indian commentators were expressing concern about the potential biomedical 'mining' of traditional remedies for single active ingredients. One commentator in the Usman Report, a pan-Indian survey of over 200 indigenous medical practitioners, asks: 'Does this amount to quackery' by biomedical physicians?

Today, our mental image of our bodies is largely a picture built up from dissection and, more recently, x-rays and various other scans. Yet in practice, we understand our bodies as a changing system. We monitor our energy levels. We adjust how we feel with food, drink, sleep, exercise, and drugs. The Ayurvedic, system-oriented body, then, is perhaps not that far from most people's daily experience. So how might we better visualise our bodies based on our lived, somatic understandings?





Ayurveda is a rich and complex tradition that has always encompassed influences from a variety of cultures as well as retaining very specific, local applications. Ayurveda cannot be reduced to a simple definition, marketing slogan, or quantifiable national export. Wellcome's new show explores these complicated relationships and raises important questions. If we are not to become 'quacks' ourselves, we must continue to resist reductions of the human body into a single visual model.

About the Author



Dr. Suzanne Newcombe is a Lecturer in Religious Studies at Open University and a Research Fellow at Inform, based at King's College London. She researches yoga and ayurveda from a sociological and social historical perspective. Her book Yoga in Britain: Stretching Spirituality and Educating Yogis has recently been published by Equinox.

She is also a Research Fellow on a project funded by the European Research Council entitled 'Medicine, Immortality and Moksha: Entangled Histories of Yoga, Ayurveda and Alchemy in South Asia'.



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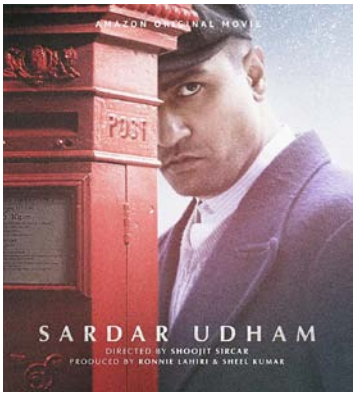
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Sardar Udham is Highly Praised



'A biopic with a difference' – that is the opinion of critics and viewers of the newly released film *Sardar Udham*, featuring Vicky Kaushal portraying the role of the famous revolutionary. The film is based on the life of Sardar Udham Singh, the revolutionary who executed General Michael O'Dwyer in London as revenge for the Jallianwala Bagh Massacre (the infamous Amritsar Massacre, in which the British army brutally and callously murdered hundreds of peaceful protesters in a holy city). The film, directed by Shoojit Sircar, is highly acclaimed for its excellent treatment of the subject matter; its portrayal of the character without hyper-dramatics (as is common in most of the biopics); and its spectacular script (written by Shubhendu Bhattacharya and Ritesh Shah).

The portrayal of Udham Singh's character - including his struggles, principles, and ideologies - has been presented by Vicky Kaushal so successfully that (even for him) this is one of Kaushal's best performances ever. Moreover, the narration of the events, and the presentation of the Jallianwala Bagh Massacre, is highly poignant and engaging in a realistic way that intentionally lacks melodrama or high-spirited dialogues. The cinematography of Avik Mukhopadhyay has contributed a great deal in creating the authentic ambience of this period film.

Critics and other viewers of the film have showered its director and lead actor with huge rounds of applause. Some have compared the film to Stephen Spielberg's *Schindler's List*. Vicky Kaushal expressed his gratitude to director Shoojit Sircar for having even considered him for such a role. He also dedicated the film to the late actor Irrfan, who had been Shoojit's first preference for playing the role of Udham Singh. The film has received an excellent rating (9.2) at IMDb and has been shortlisted for potential submission to the Oscars as India's official entry.

Sherni and *Sardar Udham* are shortlisted for consideration for India's Oscar entry



That time of the year has come – the time when the film that India will be officially entering into the Oscars is in the process of being selected. This year, there are 14 films on the shortlist. These include *Sherni* (starring Vidya Balan). and the recently released *Sardar Udham* (directed by Shoojit Sircar, and starring Vicky Kaushal in the lead role). Both have both been shortlisted for potential entry in the category of Best International Feature Film.

A 15-member jury will see the final selection as to which film is going to be India's official entry for the 94th Academy Awards in the Best International Feature Film category. Other shortlisted films include the Malayalam film *Nayattu* (directed by Martin Prakkat) and the Tamil film *Mandela* (written and directed by Madonne Ashwin). The head of the 15-member Jury Board is filmmaker Shaji N. Karun, who is the chairman of the board. The selection process is being undertaken at Kolkata.

Sherni is a film based on the courage and struggles of a forest ranger dedicated to solving the crisis of conflicts between human beings and animals in the forest regions. The film is directed by Amit Masurkar, and it was released on the OTT platform Amazon Prime Video.

Sardar Udham, also released in the Amazon Prime Video on October 16, 2021, is the story of the revolutionary figure Sardar Udham Singh. The film is directed by Shoojit Sircar, and the lead role is played by Vicky Kaushal.

The 94th Academy Awards, or Oscars, will be held on March 27, 2022, at the famous Dolby theater in Hollywood, California. India's entry for the 93rd Oscars (an entry which ultimately hadn't been able to make it to the final list) had been Lijo Jose Pellissery's Malayalam film *Jalikattu*.

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Viewers are in total awe of Vidyut Jammwal's acting in *Sanak: Hope Under Siege*

The action drama *Sanak: Hope Under Siege* was released on the OTT platform Disney + Hotstar on October 15, 2021. Directed by Kanisk Varma, the film stars Vidyut Jammwal along with Rukmini Maitra (in her debut performance), Neha Dhupia, and Chandan Roy Sanyal.



The film centers around the story of a devoted husband named Vivaan whose ailing wife is recovering from heart surgery. The hospital is attacked by terrorists - and it's up to our brave hero to heartily mount a courageous attempt to rescue his wife (along with the other hostages, to boot). How does he do it? Why, with his usual brand of power-packed action, of course!

Is the storyline well trod and highly predictive? Okay, maybe ... but it's Vidyut and his mesmerizingly high-powered action sequences that make this film great. Utterly spectacular, jaw-dropping action sequences will leave viewers spellbound and in total awe of the character and of the actor himself (he doesn't use a body double).

It is this action hero who is the prime attraction of the movie and carries the entire story (and the movie itself) on his muscular shoulder. Vidyut has done full justice to the central character of the film. Viewers have not been deprived of Vidyut's ability to electrify his audience by delivering on the promise of amped-up, high-voltage action. This film will be a real treat for action-loving viewers.

Neha Dhupia as the lead police officer, Chandan Roy Sanyal as the terrorist leader, and Rukmini Maitra as Vidyut's debutante wife have each played their part nicely. However, this is a film principally featuring Vidyut Jammwal and his character's crowning achievements as hero of the story. His stunts, actions, and stage presence have made this film worth watching, especially for action-fim lovers and fans of his. Despite various limitations of the script and loopholes in the storyline, It is Vidyut's excellent performance that has made *Sanak: Hope Under Siege* a particularly enjoyable film.

Trailer drops for *Meenakshi Sundareshwar*, a New Age film about a long-distance marriage

(film to be released on Netflix on 5 Nov.)

Karan Johar is offering another story about love and an interpersonal relationship in his upcoming film *Meenakshi Sundareshwar*. The trailer was released on October 20, 2021, while the film will release on November 5, 2021. The story is based on a Tamilian family in Madurai. The film centers around the story of a long-distance couple, their love for each other, and the problems of long-distance relationships.



Produced by Karan Johar's Dharmatic Entertainment and directed by Vivek Soni, *Meenakshi Sundareshwar* is a New Age film discussing an all-too-common situation: long-distance marriage. The trailer has received positive responses from its viewers. Sanya Malhotra has already done two films for Netflix - namely, *Ludo* and *Pagglait*. One of the lead actors has said that this film elicits the feeling of homecoming. This is the digital debut film both of actor Abhimanyu and of director Vivek Soni.

The trailer has already given glimpses of the twists and turns of the long-distance relationship to be depicted, where the guy goes to Bengaluru for his job and the gal stays back at Madurai with the in-laws. The content being contemporary and relatable for the younger generation, the film is expected to get a good response.

The trailer shows a bit of everything - including, love, togetherness, separation, long-distance relationships, and some tragedy and drama. This New Age drama is expected to appeal to viewers, especially to young couples facing a similar experience. Both Sanya and Abhimanyu look impressive in their respective roles.

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Actress Deepika Padukone joins Adidas as global ambassador

Adidas, the German giant in the field of sportswear and sports goods, has signed Deepika Padukone as its global brand ambassador. She will be seen endorsing Adidas Products in a product campaign that will feature their stores and digital/social media platforms. Deepika has probably been chosen for several reasons:

1. Firstly, she is an internationally acclaimed Bollywood and Hollywood actress and youth icon celebrated for her performances in top-grossing films.
2. Secondly, she has garnered well-earned popular media exposure for her Impressive championship sports background both as a state-level basketball player and as a national-level badminton player (and that in addition to being the daughter of an international badminton champion).
3. Thirdly, she is a great supporter of mental health awareness. She has successfully battled depression and is the founder of



the Live Love Laugh Foundation, a positive-focused nonprofit organization created 'to give hope' - an encouraging mission made all the more relevant as a world in need of hope battles its way through the COVID pandemic).

4. Fourthly, *Time* magazine (just three years ago) listed her as being one of the 100 most influential people in the world.

Deepika joins a group of famous female sportspersons of India - a prestigious group of Adidas ambassadors that includes the Olympic weightlifting medalist Mirabai Chanu and the Olympic boxing medalist Lovlina Borgohain. Deepika's inclusion is targeted to attract women, encouraging them to buy into the brand.

According to Sunil Gupta (senior director, Adidas, India), Deepika is a symbol of the positive spirit and excellence among the youth, and especially among women. Her acting and athletic achievements, together with her charitable work and international influence, symbolizes women's power. Therefore, her inclusion as an Adidas brand ambassador will uplift the image of the brand; along with promoting sales and generating revenue.

Deepika has also expressed her gratitude and pleasure over becoming a part of the acclaimed brand name of Adidas. Mentioning that both physical and mental health are parts of her fitness regime, she expressed her joy and delight over being appointed as brand ambassador for Adidas.

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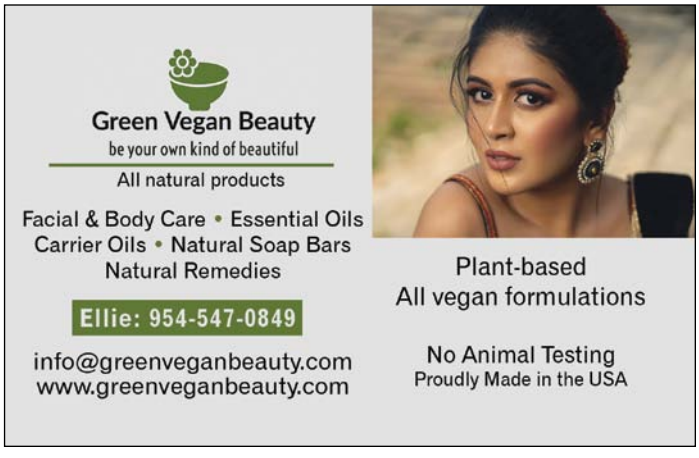

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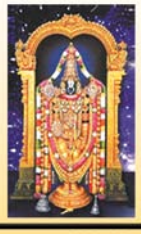
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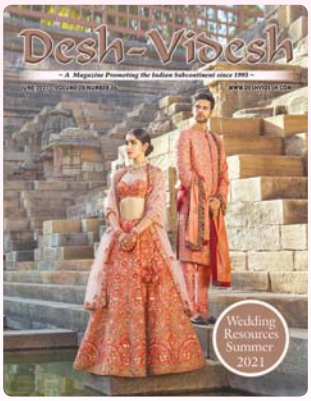
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