



# namaste austin

[www.iccaustin.org](http://www.iccaustin.org)

India Community Center of Austin

## Message from the 2011 ICC Board

Namaste, Austin!

Happy Mother's Day and Father's Day to all.

It's almost summer! With summer in Austin comes not only the 100°F heat but also great parties, festivals, and vacations. For those of you who are staying in Austin, remember that we'll be celebrating the event of the year on August 14<sup>th</sup>. Yes—it is iFest!

For this year's event, we hope to see new contestants as well as the more-seasoned participants on stage again for another fun competition to see who will be crowned Austin's Desi Star 2011! If you who wish to participate, please contact us at [iccaustin@gmail.com](mailto:iccaustin@gmail.com). Besides the competition, we will have more activities for the entire family.

Do write to us, share your ideas and showcase your talent (art, poetry, prose—everything is welcome!). We'd love to hear from you.

- Abdul, Harshita, Mary, Radhika, Raga, Ruhi, Salil, Sohail, and Sridhar



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# PRAYOJANA

SPONSORSHIP

This month's paid *Prayojana* features an advertising sponsor in the Indian community.

## Intersections Match

What is Intersections Match? Intersections Match is a unique, premium-level matchmaking and dating coaching organization. You may be wondering why it is unique. As the website states, "Intersections is the Only National Elite Personalized Introduction and Dating Coaching Service designed for selective South Asian Singles Nationwide interested in optimizing chances of meeting that special someone."



Intersections Match is the creation of a happily married, second-generation attorney-turned-entrepreneur, radio host, and relationship expert by the name of Ms. Jasbina Ahluwalia. Intersections Match came about as a result of a dream and passion that Ms. Ahluwalia had both to promote thought leadership and spread dialogue on relationships, health, and wellness in order to bring about and contribute to meaning and fulfillment in the lives of individuals and couples.

The way the service works is that Ms. Ahluwalia has an interactive consultation with prospective clients in order to gain an in-depth understanding of their needs, desires, and values prior to recommending a customized course of action. Consultees have found the process of the in-depth consultation to be of value in and of itself—the process of thinking through the targeted questions and articulating one's responses is specially designed to explore one's own self-awareness and expectations, enabling search efforts to be more effective.

One of the many avenues Intersections Match utilizes to find appropriate matches for its selective clients is by sending out "scouts," who attend social, charitable, and cultural events throughout the United States to search for potential matches. Other avenues include the company's exclusive "Active Search Plan" client base, Personal Consultees, "Register-For-Free" database, Professional Matchmakers Association's worldwide network, and search ads in both ethnic and mainstream publications throughout the country.

Ms. Ahluwalia earned a law degree from University of Michigan Law School in 1995 and a bachelor's and a master's degree in philosophy from Vanderbilt University. She worked for three law firms over a number of years. And she began Intersections Match in 2007 in the San Francisco Bay Area.

Ms. Ahluwalia is also the host of Intersections Talk Radio, which is a monthly holistic lifestyle show. The show is focused on "our continual evolution into the best versions of our authentic selves through conversations with published authors/experts on relationships and health and wellness." Distinguished guests include *New York Times* best-selling authors Rachel Greenwald and Lori Gottlieb and the star of the Bravo TV show *Thintervention* Jackie Warner.

Ms. Ahluwalia has received worldwide press including in *Business Week*, *Chicago Tribune*, *Entrepreneur Magazine*, *San Jose Mercury News*, live TV, and radio. Ms. Ahluwalia was also one of the finalists in Oprah Winfrey's search for a new TV host.

Ms. Ahluwalia also actively participates in the community; she has participated on and moderated panels at Harvard Business School, Wharton, Northwestern University, and Columbia University. She has also anchored "Questions and Answers" for NETIP, NetSAP Boston, Indus Women Leaders, Cornell India Association, and Indo-American Arts Council. Additionally, she has served as a relationship expert in publications and online forums throughout the country such as *India Currents*, *ABCDLady.com*, *Washington Masala*, and *YourTango*.

For more information about Intersections Match please visit its website: <http://www.intersectionsmatch.com/>

If you wish to make an appointment for a Personal Consultation, you can contact Ms. Jasbina Ahluwalia via email [Jasbina@IntersectionsMatch.com](mailto:Jasbina@IntersectionsMatch.com) or call her at (650) 814 8091.

**Have relationship questions? Email them to [iccaustin@gmail.com](mailto:iccaustin@gmail.com) for answers from Ms. Ahluwalia.**

# PARICHAY

## INTRODUCTION

Each month, *Parichay* turns the spotlight on Indian community, organizations or non-profits that enrich Austin with their presence.

### Chai N' Chaat

#### Hosted by We Flap

We Flap presents its first event, Chai-N-Chaat 2011, on June 25th at Community Renaissance Market in South Austin to help increase awareness for Austin's diverse ethnic population and to get the community involved in learning, interacting, and helping three local non-profit organizations—iACT, SAHELI, and LifeWorks. All proceeds from the event will benefit these non-profit organizations. Any non-perishable food donations will benefit the Eastside Community Connection.

Chai-N-Chaat 2011 will be the first of its kind in helping to bridge the cultural divide, where all event visitors are encouraged to mix, share, and learn with one another. It will showcase the diversity of Indian cultures with food, performances, bazaar, fashion, music, and art and will feature local non-profits and businesses contributing to the Austin-Indian diaspora. "Austin will serve as the example and springboard for the We Flap concept. We are very enthused by all the excitement that the event is generating in our community," said Chikki Venkat, CEO & co-founder of We Flap.

Entry for Chai-N-Chaat 2011 is \$5 for those above the age of 12. For individuals 12 and under, entry is free with the donation of two canned goods. The event will begin at 10 AM and go on until 7 PM.

The event venue, Community Renaissance Market, is a micro-business incubator and community hub that is a multi-cultural, accessible, fun experience for all members of the community. A "slow tech" development focused on Sustainable Local Organic Work organizations and businesses, it reflects the vision and values of the local community. We Flap is a non-profit organization that helps other non-profit organizations by connecting them with a diverse community of people through cultural events, educational programs, and an online presence. It helps these organizations by spreading knowledge about their work, expanding their reach, and thereby increasing their impact.

We Flap's fundamental belief is that people want to help and, if we can all come together and help in our own way, we can collectively create great philanthropic change. Learn more about We Flap at <http://weflap.org>.

*Would you like Parichay to feature your organization in the next edition?  
Please contact us at [iccaustin@gmail.com](mailto:iccaustin@gmail.com) .*

# UTSAV

FESTIVALS and CELEBRATIONS



## Memorial Day

Memorial Day is a day of remembrance for those who have died in our nation's service. Memorial Day was first proclaimed on May 5, 1968, by General John Logan as a day for observance for those who died in the Civil War and was observed on May 30, 1968, when flowers were placed on the graves of the Union and Confederate soldiers at Arlington National Cemetery. After World War I, the definition of this holiday changed to honor Americans who died in any war.

## Indian Arrival Day (Trinidad and Tobago)

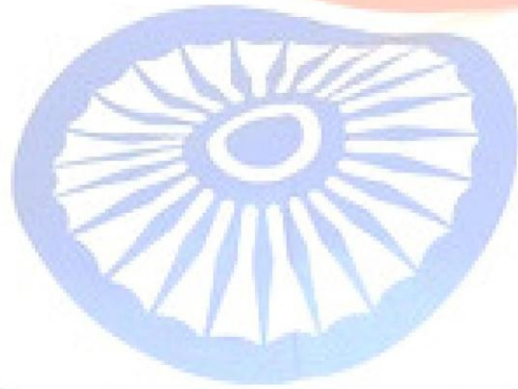
Indian Arrival Day commemorates the arrival of the first Indian indentured laborers (225 adult passengers) from the Indian sub-continent to Trinidad on May 30, 1845, on the ship *Fatel Razack*; from 1845 to 1917, over 140,000 Indians were transported to the dual-island Caribbean nation and brought with them a new culture. It was declared an official public holiday in 1994. On this day, the participants take time to honor and pay respects to their ancestors by offering prayers, seeking guidance and blessings for the future, and providing education to increase public awareness of the history and heritage of the Islands.



## Asian-Pacific American Heritage Month

This month was created to both honor the achievements and to recognize the contributions of Asian/Pacific Americans in the United States. In June 1977, a bipartisan bill proclaimed the first ten days of May as Asian-Pacific Heritage Week. This recognition was due to the efforts in the 1970s of Chinese descendent Jeanie Jew. The first week of May was chosen because of two significant anniversaries: the arrival of the first Japanese Immigrants in America on May 7, 1943, and the completion of the transcontinental railroad on May 10, 1869; the majority of the workers who laid the tracks were Chinese immigrants. On October 5, 1978, President Jimmy Carter signed a resolution designating the week an annual celebration. And twelve years later President George H.W. Bush signed an extension making it a month-long celebration; in 1992, the official designation of May as Asian-Pacific American Heritage Month was signed into law. During the month of May culture, traditions, and history of Asian Americans and Pacific Islanders in the United States are celebrated.

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