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www.IndianCulturalAssociation.Org

January 27, 2020

Happy Anniversary to ICA members, volunteers, and patrons!

WE THANK YOU FOR YOUR SUPPORT
and for all the wonderful friendships!



We made significant progress:
Much remains to be done.

Kindly email us if you can **volunteer** for the betterment of your fellow citizens. It is our honor to serve you. **ICA** has quickly grown to become the

largest Indian organization in Maryland.

Like and Follow us on [Facebook.com/icahoward](https://www.facebook.com/icahoward)



It was a BUSY 2019 for ICA!

Here's what we've been up to (the abridged version);

A few of the highlights below.

Community Integration Programs & Events – ICA held multiple community-bridging events in 2019 and will expand on these in 2020. These include the **Festival of India, Holi, Golgappa Contest, Health & Community Fair, Diwali, Senior Socials, Meet and Greet, Antakshari, CPR training, Youth Essay Contest & Internships**, etc.

In 2019, ICA events were attended by an estimated **30,000 people**. ICA was able to introduce the community to Indian culture, food, entertainment, dance, fashion and Indian customs. We were able to keep our events free of charge due to the generosity of our Sponsors.

Our events are Indian themed and attended by our diverse community. We welcome people of all ethnicities to come enjoy the Indian food, dance, music, clothing, jewelry, handicrafts, and more.

We believe that cultural exchange and community involvement is the key to promoting diversity, understanding and a kinder and gentler society. It is also the means by which the next generation will learn to live together in peace.

Our communities are stronger when we Integrate, Appreciate, and Reciprocate.

We celebrated **America's Independence Day on 4th of July** and marched in the River Hill parade. ICA sent a children's dance team to perform at the **Martin Luther King, Jr.'s birthday celebration**.

ICA IS THE HOME OF THE LARGEST GOLGAPPA CONTEST IN THE USA!

On June 15th, 2019, ICA hosted thousands of people for the massively popular **GOLGAPPA EATING CONTEST** AT MERRIWEATHER PARK IN COLUMBIA MD. It was amazing to see so much diversity, so many non-Indians taking part in the competition. Many more enjoyed watching the contest, all in good fun.

Join us again on May 30, 2020 for the 2nd Annual Golgappa Eating Contest at the Great Indian Food and Fashion Festival at Howard County



FESTIVAL OF INDIA WAS A MEGA SUCCESS!

ICA's FESTIVAL OF INDIA was another record-breaker. People from ALL OVER MARYLAND AND THE EAST COAST CELEBRATED WITH US. We are humbled by the overwhelming support and love you have shown us.

It was an **ENTERTAINMENT & SHOPPING EXTRAVAGANZA!** Our vendors came from New York, New Jersey, Pennsylvania, Delaware, Virginia, North Carolina, West Virginia, Florida, not to mention, all around Maryland. We have received rave reviews from them with epithets like "Best event of the season", "phenomenal event" and other

superlatives. The Fashion Show was a runaway hit, the food was delicious, and the ambience like nothing Western Howard County had seen before.

The Fashion Show and Regional Exhibits, including a special Exhibit section on the life and lessons of Mahatma Gandhi (Exhibits loaned to us by the Gandhi Memorial Center) were greatly appreciated by the crowd.

Mark your calendar for the **2ND ANNUAL FESTIVAL OF INDIA ON SEPTEMBER 5TH, 2020** @ Howard County Fairgrounds. See you there!



ICA Health & Community Fair

In 2019 ICA held its inaugural Health & Community Fair as a part of its local, community-outreach effort to bring better health to all Howard County residents. We partnered with leading healthcare providers to promote health awareness and no-cost screenings and free flu shots. Our goal is to expand outlooks and the introduction of alternative healthcare to Howard County residents to achieve better health, wellness, and nutrition to Howard County residents. ICA will continue to do health fairs in about October, each year.



ICA kicked off 'Holi – Festival of Colors' with flying colors!

There was an explosion of color and culture in March when “Holi – the Festival of Colors” was celebrated by ICA with much fervor. The beauty of Holi is that it breaks down all barriers and everyone is colored as one. It is the great equalizer and is great fun.

This year, we are celebrating Holi on April 18th – save the date!



PARTNERSHIPS, ALLIANCES, COLLABORATIONS

We are happy to report that we have built important partnerships, alliances, and collaborations with area organizations. This helps us in our offerings to you as a consumer and in our mission for community service. Our goal is to make the lives of Howard Countians better.

Community Building

We provide a platform for linkages, dialogues and communications between different communities beyond just the Indian Americans to improve cooperation and understanding. Help us share the role in promoting unity and solidarity among communities and become recognized as an active, highly visible part of the community.

SENIOR SOCIALS



DURING 2019, ICA HELD SEVERAL 60+ SENIOR SOCIALS – These were designed to engage the active adult in Howard County. It was a tremendous success in 2019. We will continue to expand our socials in 2020. Due to popular demand, we have made them FIFTY-PLUS! Our senior socials have a new name - **DESI 50+ SOCIAL CLUB.**

The next Desi 50+ Social Club is meeting on **February 15th at the Elkridge Library** in Howard County, Maryland. It will again be a fun event. Meet Indian adults in Howard County, network, make friends, hang out, and, yeah, enjoy great food!

SPECIAL ATTRACTION: This time, we bring you **BOLLYWOOD DANCE LESSON** for FREE by talented dancers from Thumak Dance Group! While ICA will provide snacks, we are doing a POTLUCK. If you want to show off your culinary skills and can bring food for 10 people, please let us know. We could use your help.



In addition to fun events, ICA is working in the background to enhance the delivery of services in the following important areas:

Mental Health and Youth in Howard County - ICA is taking the lead with the Horizon Foundation to promote awareness about mental health among Asian youth. This is a major initiative for ICA in 2020. We seek your help in spreading the word. Like and Follow our Facebook page to learn about upcoming Mental Health First Aid Workshops.

Speak Easy – ICA, with the Horizon Foundation is working to bring attention to Advance Care Planning, appointing a healthcare agent, medical preferences, advance directives and planning. ICA will expand its involvement with this initiative in 2020 to help the Indian community take the appropriate steps related to their healthcare.

Census Complete Count Committee – ICA is part of the Howard County Census Complete Count committee and we're spreading the word and the importance of participation in the Census. The population of Asian Indians is increasing - we are the largest minority in Howard County, yet services for Indian Americans are lacking. It is very important to be counted – from getting Hindi in HCPSS schools to getting Indian programming at 50+ Centers in Howard County, we are working behind the scenes on your behalf.

Tutoring Services - No cost to low cost, individual tutoring to underprivileged youth in Howard County.

Translation services - In 2019 ICA worked to successfully translate key Howard County publications to Hindi. ICA is working for the inclusion of Hindi in Howard County Public Schools.

We use Facebook and our mailing lists as our primary means of communication with our members and the community. Stay connected with ICA.

LIKE OUR FACEBOOK PAGE AND SHARE AND SUBSCRIBE TO OUR NEWSLETTERS ON OUR WEBSITE.

[FACEBOOK.COM/ICAHOWARD](https://www.facebook.com/ICAHOWARD)

[INDIANCULTURALASSOCIATION.ORG](https://www.IndianCulturalAssociation.org)

WHAT WOULD YOU LIKE TO SEE IN 2020?

STAY TUNED – We will make some exciting announcements in the coming days and weeks. We have an exciting line –up of events in 2020 and hope to see you then. Many programs are underway, and more are in the pipeline. As always, your feedback and suggestions are invaluable. Some comments received by patrons:

“I truly appreciate all the volunteers, sponsors and organizers of ICA for such a wonderful Senior 60+ Diwali event. My parents and Mother-in-law enjoyed the event & company of other seniors. I will try to volunteer, provide space and sponsor an event sometime soon. Excellent work ICA team, kudos to you. Thanks!”

“You did it again ICA. Wonderful job. Enjoyed every minute of it.”

How can you help?

We are always looking to expand our volunteer pool. Please volunteer, if only for an hour. We can always use an extra pair of hands. We also need help with design, marketing, organization, representation, and seek your help. Email to contact@icahoward.org or call 410-567-6599.

Thanks for your support! Because of the support of folks like YOU, our *community* will continue to grow and flourish! Namaskaar! Milte hain!

Niti & Sanjay Srivastava

On behalf of the ICA Team

INDIAN CULTURAL ASSOCIATION

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