



India Association of Minnesota:  
Association Records

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To : President

June 26 '84

Groups on the distribution list

From : S.Ramakrishnan

Indian Music Society  
1459, 16th Street N.W  
New Brighton MN 55112  
631-8622

Sub : India Festival - 1985

Many of you know that during 1985, the governments of USA and India plan to promote joint cultural events and programs. This agreement was reached during Prime Minister Indira Gandhi's visit to USA two years ago. I would like to propose that all the organizations get together and arrange an INDIA CULTURAL FESTIVAL during the year 1985. Depending upon the ultimate scope of this event, we should start planning for it now.

Suggested scope:

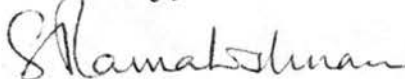
1. The festival will take place during a long weekend with national holidays.
2. All the Indian organizations in the Twin Cities will get together and present various items.
3. Some of the events:
  - a. Cultural exhibits, slide shows and movies
  - b. Documentaries, book stalls, records
  - c. Group discussions, speeches on various US-Indian national topics
  - d. Music concerts and dance recitals
  - e. display of musical instruments
  - f. food stalls, food preparation demonstrations
  - g. address by Mayors, Congressmen and others
  - h. joint presentations by local organizations such as Minneapolis Institute of Arts, University of MN
4. Select a building with facilities to cover all the events under one roof.
5. Prepare an operating budget for this event. This budget will be separate from each group's own normal budget. Apply for grants to partially underwrite the costs.
6. Charge one ticket for admission to cover all events.
7. Promote over local radio and television.
8. Print a color brochure on India for free distribution.
9. Each organization will share the profits/loss from this event.

I would like your organization and people associated with it to review my suggestions for this event. If we receive a general consensus from all the groups to proceed ahead, the following actions will be required.

1. Select one person from each group and appoint a task force.
2. Define scope and framework of the event.
3. Explore available resources and talents.
4. Prepare an operating budget.
5. Apply for grants.
6. Assign specific events to different groups
7. Plan publicity and promotion.
8. Plan operational details
9. Conduct the event.

This event will bring all the local indian groups together and promote a better understanding of various aspects of India to the local Twin Cities community. Let me <sup>know</sup> what your feelings are.

Sincerely,



S. Ramakrishnan.

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Distribution List

Bharathi Cultural Assn  
Gujarathi Samaj  
India Club  
Kannada Koota  
Twin Cities Telugu Assn  
Bengali Samaj

Geetha Ashram  
Hindu Mandir  
Indo American Assn  
SILC  
Malayalam Assn



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(7 orange tablets containing inert ingredients are included in the 28-day regimen.)

Please see last pages of this pad for full prescribing information.

Thank you party, For  
Festival of Indie Women.

Grut. Single. Natch, Hollis, Wadsworth  
Freistads.  
Bill Arden. Bill y Torgman. Nov. 20.  
Stacy, A

371-1600 ~~Riverside~~

324.45  
50.00

352.26

50.00  
27.81  
22.19

374.45 ~ Seen  
290.00 ~ Realized  
84.45  
22.19 ~ Depent.  
62.26 Balance

Gave Debit to Trd...	374.45
Realized from Sales	290.00
De fruit.	<u>84.45</u>
Depent from Debit	22.19
Done	<u>62.26</u>
Balance	62.26
to 2dch	

SUNDARARAJAN'S FUNERAL  
PEOPLE WHO HAVE PLEDGED AND CONTRIBUTED

SOMASUNDARAM

SADAGOPAL

SADASIVAN

DR. PREMANAND

DR. REDDY

DR. NAIDU

GEETH SETHAANAR

SIVANEESAN

DR. DIXIT

S. RAMAKRISHNAN

RAMADAS

P. PALANISWAMY

VEKAT AND CARLA PRAKASH

DR. MURTHY (SLEEPY EYE, MN)

DR. ATHINARAYAN

T. V. RAO

BALASINGHAM

RAMASWAMY

PERIAKARUPPAN

DR. BALASUBRAMANIAN (CONNECTICUT)

BALUYER

RAJAN MENON

DR. VARADACHARI

VENKATASETTY

R. SURIANARAYANAN

DHAYALAN CUMARASAMY

S. RAMACHANDRAN

XAVIER SELVAM

AMBOOROSE MANNING

S. KRISHNAN

(See next page)

P.T. 0



V. NARAYANAN  
 PRAKASH PURAM  
 GANAPATHY SWAMY  
 SUBRAMANTAN  
 AROKIASWAMY  
 GODHAN NAMBOORI  
 SATHYAKUMAR  
 SHIVAJI  
 SITARAMAN  
 RAJA SHESHADRI  
 KANNANKUTTY



Date: September 10, 1985

To: Festival of India Marketing Team.

From: Vijay Balakrishnan.

Sub: The Festival.

Just a brief note to thank all you folks for a fine effort. A few facts might make you feel good:

⊗ Total attendance was 4025!

⊗ Event was covered by all 3 TV stations (Channel 11 gave us a whole story on the 10PM news--Thanks Kashmiri!!)

⊗ Landmark Center received calls the next day... expressing satisfaction/compliments and when-can-we-have-this-again!

⊗ Teresa Roerich of Landmark Center told us that the Festival was one of the best events, to take place at the Center.

We have learned several valuable lessons from the effort this time which will help us do even better next time around. So, once again --- Thanks team!!!

Sincerely,

Vijay Balakrishnan  
VIJAY BALAKRISHNAN.

INDIA CLUB.

Those Listed:

R. Seshadri (Raja)

P. Mathur (Prithi)

K. Irani (Kashmira)

U. Balakrishnan (Usha)

D. Sadagopal (Gopal)

Those Copied:

P. Rao. (Prakash)

Zeke Zdenek.

C. Prakash (Carla)

Padu Annilli.

P. Lahiri (Pranab)



CONSUL GENERAL  
OF INDIA

230 NORTH MICHIGAN AVENUE  
CHICAGO, ILLINOIS 60601  
TEL.: 726-0659 or 726-0660

No.CHIC/551/CG/85

21 August, 1985.

Dear Mr. Zdenek,

I am writing to thank you and Dr.(Mrs.) Anu Zdenek for all your kindness to me and my family during our recent visit to Minneapolis. The arrangements made by you were excellent and it gave me great pleasure to attend the Independence Day celebrations so meticulously planned by you and your colleagues. It was heart-warming to attend these celebrations and to be part of them.

2. I felt greatly honoured by the Honorary Citizenship conferred on me by the Mayor of Minneapolis. I have no doubt that it was largely due to the efforts made by you that he honoured me in this fashion. As I stated in my acceptance speech, the Mayor was really honouring you and your colleagues and the entire Indian community by awarding the Honorary Citizenship of Minneapolis to me.

3. Finally, I would like to thank you for your very warm and lavish hospitality extended to me immediately following the Independence Day celebrations. I do not have Dr. Sane's address and I would request you, therefore, to convey my deep gratitude and appreciation to him also.

4. I look forward to meeting you on your next visit to Chicago.

5. My wife joins me in sending to you and Mrs. Zdenek our warmest regards,

*With best wishes*

Yours sincerely,

*Rajanikanta Verma*  
(Rajanikanta Verma)

Mr. F.F. Zdenek,  
President,  
The India Club of Minnesota,  
1694 Como Avenue,  
St. Paul, Minnesota 55108.

FESTIVAL OF INDIA SEPTEMBER 1985

**Expenses**

Music Concerts

(Lalgudi Jayaraman,  
Buddhadev Dasgupta)

Artists Fees.	\$1,800.00
Auditorium rental	\$400.00
Audio Technician	\$100.00
Brochure, mailing	\$200.00

Subtotal for music	\$2,500.00
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Exhibit Area

Construction of Stalls	\$900.00
Transportation	\$100.00
Rental for floorspace	\$350.00
Cleanup	\$50.00

Subtotal for exhibit area	\$1,400.00
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Food Stall

Rental for Floor space	\$150.00
Cafeteria equipment rent	\$100.00
Printing for tickets	\$20.00
Cleanup	\$30.00

Subtotal for food stalls	\$300.00
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Publicity

Posters, flyers	\$300.00
Sunday Advertisements	\$1,500.00
Brochure for the event	\$750.00

Subtotal for publicity	\$2,550.00
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TOTAL EXPENSES	\$6,750.00
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**Income**

From Indian Music Society	\$500.00
From the Landmark Center (in kind for space, and facilities)	\$1,000.00
From India Club	\$500.00

Subtotal contributions	\$2,000.00
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Food Sales	\$1,000.00
Souvenir sales and other colletion from stalls	\$300.00

TOTAL	\$3,300.00
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