



Team Driven, Service Oriented



Happy New Year
2015

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Editor:

Meena Narasimhan

2014 Fourth Quarter Report

A Message from the IWA 2014 Board

Dear IWA Members,

We began the year by defining and presenting the yearly map, goals, and core strategies for maintaining and enhancing our organization's well being. Together, we embarked on the journey to promote social advocacy, enhance

organizational effectiveness internally and externally, and strengthen community bonding. Our Board worked diligently throughout the year to bring the vision to fruition. Here's the recap of the year:

SOCIAL RESPONSIBILITY AND ADVOCACY

IWA Research Scholarship For Graduate Students:

Along with our focus on charitable giving, we established IWA research Scholarship Award at Purdue University. We identified prevention of domestic violence and education of marginalized children, especially the girl child as the focus of our "activism". This scholarship supports students doing research in our focus areas. This award is competitive and open to all graduate students. The grant is for **\$1000** for one year at the end of which the recipient will present the findings at a national or an international conference with proper attribution to IWA. The wider exposure not only supports a student in research, it also provides a global platform for our advocacy. Our heartfelt thanks to Dr. Managla Subramaniam for helping us establish the award.

Supporting IWA Partner Organizations:

We continued to support our partner organizations-- **YWCA** Greater Lafayette, **ASHA** for Education and International Center for Research on Women (**ICRW**), in their efforts to improve lives of marginalized women and children.

(continued on pg. 2)

Meet

The First IWA Research Scholarship

Awardee

Ziyu Long

Ziyu Long is a doctoral student in the Brian Lamb School of Communication, and a recipient of the Ross Fellowship, Bilsland Strategic Initiatives Fellowship, and W. Charles Redding Scholarship at Purdue University.

Ziyu's research focuses on career organizing in today's technologically advanced and globalized workplace. Specifically, she is interested in the interplays of entrepreneurship, design principles, career and technology, and the communicative constitutions of meanings of work and workplace resilience. She employs a variety of different methodologies, including qualitative, quantitative, and social network analysis in her research.

Ziyu's dissertation, titled "Communicatively Constituting Careers: Paradoxical Design Processes of Women Entrepreneurs in China, Denmark, and the United States," situates communication as a central explanatory lens in the examination of women entrepreneurs' career processes.

Ziyu's project has important practical implications for developing initiatives and policies to enhance the development of women's entrepreneurship, and strategies to inform women's everyday career practices.

2014 Fourth Quarter Report

(continued from pg. 1)

YWCA- We participated in YWCA's Clay Bowl Giving Project--one of YWCA's biggest fund raising events for rehabilitating victims of domestic abuse. Our contribution was both in cash and kind and 18 members attended the dinner on April 17th. IWA raised and donated **\$1000** toward this cause.

ASHA- We partnered exclusively with ASHA for Education on the annual 5K run to raise funds for the following two projects:

- Manasa--a school for mentally challenged children located in Hyderabad, India. <http://www.manasaindia.org>
- SAIS Basundhara--a home and school for orphaned, abandoned children. <http://www.saisbasundhara.org>

We had an excellent show of support and close to 40 IWA members participated in the event! With your generous help (through registration, T-Shirt sale and donation) we were able to raise and donate **\$1000** for this cause.

ENHANCING ORGANIZATIONAL EFFECTIVENESS

IWA Banner: We now have a portable banner with our logo and motto inscribed on it. We unveiled the banner during our 2014 Celebration of India/Diwali event.

IWA Website: We are excited and proud to announce the launch of our redesigned website! Our goal was to design a website that was aesthetically pleasing, user-friendly and easy to navigate. You will find user interface to be simple, minimally hierarchical, with rich content experience. The site is linked to Facebook and Twitter. The page shows up equally beautifully on desktops, laptops, iPads, and smart phones. The redesign project was initiated by Gayathri Krishnan and later taken over by then future Microsoft employee Namita Balachander. Our thanks to Gayathri and Namita for helping us with this project.

COMMUNITY BONDING

IWA Yoga For a Cause: We continued with our yoga sessions offering 4 yoga sessions in all thanks to our yoga gurus

Manju Jarori, Veena Sagi, Malathi Balachander and Vidhya Merugureddy who together did a phenomenal job of helping us exercise our mind, body and spirit throughout the year.

IWA 'Simply Divine' eBook: We are published worldwide through Amazon.com thanks to Charu Balachander! Check out our ebook cookbook and help us promote the sale of the books through your social network.

The IWA banner was a favorite photo spot for proud IWA members at the 2014 COI/Diwali event and the Holiday Party.

IWA Picnic: We had a very enjoyable picnic attended by approximately 46 families. The weather was perfect and food par excellence. Thank you all for making it such a great success.

IWA 2014 Celebration of India (COI)/ Diwali: Our 2014 COI/Diwali event was a smashing success. Attended by approximately 700 people, it proudly showcased Indian arts, crafts and cuisine to the delight of the onlookers. One of the highlights of the event was the presence of ICRW's President, Sarah Kambou. Dr. Kambou highlighted some of their flagship projects and how IWA's donations are being used to further the GEMS (Gender Equity and Sensitization) project in India. You can read the details of the entire event in this issue of Sanskriti.

IWA Holiday Party: As usual, our end of the year party brought in merriment all around. It was a perfect showcase of what IWA stands for: a microcosm of sharing, caring and joyous bonding.

THANK YOU!!

Our Board owes immense gratitude to all the IWA members and their families for supporting our vision and our cause. As we close the chapter on 2014 we would like to thank you all for giving us the opportunity to work for the organization and entrusting us with the task of steering IWA for a year.

Wishing you all a wondrous, joyous, prosperous 2015!

Anju Dev, Deepa Diwakaran, Kumari Govindraj (Trustees)

Lakshmi Garimella, Rashmi Chaturvedi (Co-Presidents)

Debjaya Misra, Meena Narsimhan, Punam Mittal, Riwiti Roy, Sangita Handa (Executive Board)

Hema Suresh (Legal Adviser)

Renu Bajaj (Treasurer)

5th Annual Celebration of India

Attendance	~700 persons
Net Revenue	\$8,000

2014 IWA Charitable Contributions

ASHA Purdue	\$1,000
IWA Research Scholarship	\$1,000
YWCA, Lafayette	\$3,000
ICRW	\$2,500
Kashmir disaster relief	\$1,500
Andhra disaster relief	\$650
TOTAL	\$9,650

If You Missed 2014 COI/DiwaliA Recap

by Hema Suresh

The 5th Annual *Celebration of India event (COI)* took place on November 1, and was a resounding success. The Greater Lafayette/West Lafayette community enjoyed a treat for all the senses, from colorful and rhythmic songs and dances and in-

spiring stories of courage and hope, to delectable treats and an ethnic bazaar.



Behind the scenes, the preparations to put together

an event of such proportions was underway several months in advance by the meticulous work of the team of dedicated volunteers who make up the IWA board. Sponsors were approached, publicity was generated and widely dispersed, posters and printed materials were created, showcase performances were booked, community youngsters and adults started rehearsing song and dance numbers, Purdue student talent was recruited, food and drink menus were set and tasteful venue decorations were put up. The excitement started mounting the week leading up to the event day. IWA leaders Rashmi Chaturvedi and Riwiti Roy were interviewed on WLF Channel 18 morning news to talk about the COI event. Photographs and articles appeared in several local news media outlets such as the *Journal & Courier*, *Purdue Exponent* and *WBAA Radio*.

The COI event was held at the Faith West Community Center in West Lafayette. The event backdrop included a large multipurpose performance hall that was setup with a stage, overhead projector with two large screens and plenty of seating for all. In addition, there were separate halls for the sale and consumption of food and drink, for the bazaar, and for mingling by the attendees. The Celebration of India program began with a musical flourish. IWA members rendered a soulful invocation to Devi *Saraswati*, the Goddess of Learning in Hindi

mythology as well as '*Mann ke Manjire*', a song that inspires women to find courage within themselves. A highlight of the evening was the coming together of several generations of the IWA community from babes in arms to great grandparents in the delightful performance of '*Sangam - The Stages of Life*', presented as a theater. Four dances depicted the four stages of life, starting from the *Bramhacharya* (the student stage), *Grihastha* (household stage), *Vanprastha* (retired stage) and *Sanyasa* (renounced life).



Several Purdue University student organizations presented outstanding performances throughout the evening. The Student Think Tank of India enacted '*Umeed Ki Kiran*', a play about womanhood. The play encouraged critical thinking about women's issues as the audience was drawn in to the protagonist's journey through injustice, oppression, sorrow, anger and finally, hope. The student a Capella group *Taal* delighted our senses with an eclectic blend of Western and Indian rhythms. The musical talent of the student group *Tatwam* then continued to enthrall with a fusion of classical and popular Bollywood melodies. The ever popular Purdue student dance organizations such as the PIDC and the Boiler Bhangra groups had the audience thoroughly entertained with Bollywood and Bhangra moves.

Throughout the event, a renowned professional dancer *Samarpita Bajpai*, performed several stunning dances includ-

ing the classical *Kuchipudi* dance style from the state of Andhra Pradesh and the rhythmic *Lavni* dance from the state of Maharashtra. But the moment that had the audience spellbound had to be the *Matka Bhawai* folk dance from the state of Rajasthan, where Samarpita danced on several sharp underfoot props, all while balancing several pots on her head!



Alongside the entertainment, attendees were treated to the vast array of mouth-watering dishes such as made to order *doosas* and *idli-vada*, prepared fresh and served piping hot, *Biryani*, *Kathi rolls*, *chaat* and *bhel puri*, Indo Chinese delicacies such as *Gobi Manchurian* and fried baby corn, among others. Drinks included masala chai, bubble tea, freshly made Red Mango smoothies and Mango lassi. Exotic jewelry and designer handbags was on display and for sale. Throughout the event, attendees could also get henna tattoos done and professional photographs taken.

The event's icing on the cake was the charismatic young performer, a top 4 finalist at *Indian Idol*, Rajdeep Chatterjee. With his infectious smile, jovial personality, golden voice and natural performing ability, he won the hearts of the audience with his lilting melodies. The grand finale of the evening had most of the audience joining him in song and dance as we danced the night away upon the close of yet another successful COI event!

South Asian Intimate Partner Violence Attitudes: Examining Acculturation and Gender Roles

by Chandni D. Shah, MS.Ed. & Ayşe Çiftçi, Ph.D.

This research was conducted at Purdue University by Chandni Shah, a counseling psychology doctoral student, under the guidance of her advisor, Ayşe Çiftçi. The project is currently in the final stages of manuscript submission to a journal.

Chandni is a valued supporter of IWA, where she has contributed as a dancercise teacher, dance choreographer and an emcee. Her research interests align with the focus of IWA on prevention of domestic violence and IWA is proud to feature her work in this issue of Sanskriti.

When I worked at domestic violence shelters, I noticed that while the agencies provided resources for all women that experienced domestic violence and fear of danger, there were fewer resources outside of the agency for minority communities. For example, South Asian women with dependent children and parents struggled to leave because of fear of losing children and not enough resources for the parents. Also, these women experienced a high sense of shame, felt isolated and floundered without resources and support. South Asian women who were threatened with knives, guns, deportation, and **shame** in the community were forced to have sex, stay with abusive partners, and become victims of domestic violence in their own home. One woman who called the agency was afraid of her boyfriend, who threatened to release intimate pictures of her to the community if she tried to stop having sex with him.

These stories and significant rates of intimate partner violence are rarely mentioned or recognized in the wider South Asian communities because victims of intimate partner violence are highly stigmatized in South Asian cultures (Preisser, 1999). Furthermore, the South Asian victims may already be facing racism and negative stereotypes in their communities. This could make it difficult for victims to speak up and seek help, leading to isolation. Therefore, I chose to do research to understand attitudes about intimate partner violence and to see if acculturation experiences and gender role beliefs are related.

Acculturation is considered the process by which individuals of immigrant communities choose how much of their culture of origin (South Asian) to hold on to and how much host culture (U.S.) to absorb. In the research study, I performed surveys to determine how much the sampled individuals hold on to traditional Asian values.

Intimate partner violence includes threats as well as physical, sexual, and psychological/emotional violence (Saltzman et al., 2002).

In a recent publication by National Center for Injury Prevention and Control, Centers for Disease Control and Prevention, Atlanta, GA: [Breiding, M.J., Chen J., & Black, M.C. (2014). Intimate Partner Violence in the United States — 2010], the following statistics are reported:

The lifetime prevalence of rape, physical violence, or stalking by an intimate partner is 43.7% among Black non-Hispanic women, 53.8% among multiracial non-Hispanic women, 34.6% among White non-Hispanic women and 19.6% among Asians and Pacific islanders.

Prevalence rates between 21 and 40.8% have been reported among South Asian women sampled across the US in other studies.

In this study we examined sexist gender roles, meaning how much someone thinks men and women have separate roles and expectations. Examples of sexist gender roles include believing that women have a more refined sense of culture and taste or that a man is invariably nagged by his partner once they are married. In the research study, I asked questions to ascertain how much the sampled South Asian individuals hold on to sexist gender roles.

The research study was performed using an online survey with a sample ($N = 102$) of South Asian college students. We conducted a hierarchical regression to examine to what degree do traditional Asian American values (i.e.,

collectivism, conformity to norms, emotional self-control, family recognition through achievement, humility) and gender roles (i.e., benevolent sexism, hostile sexism) related to intimate partner violence.

Results suggest that Asian American values and gender roles collectively contributed 34% of the variance in intimate partner violence attitudes. Furthermore, Asian American values contributed 20% of the variance in intimate partner violence attitudes, while gender roles contributed an additional 15% to intimate partner violence attitudes.

Therefore, our results suggest that the more South Asians believe in Asian American values and sexist gender roles, the more likely that person will also be supportive of domestic violence. However, results also indicate that while believing in Asian American values was related to intimate partner violence attitude, the beliefs of sexist gender roles were more strongly related to intimate partner violence attitudes than belief in Asian American values .

While this data is not conclusive and we cannot say what causes someone to be supportive of domestic violence, this study shows that it is important to use the lens of culture specific values and gender roles or expectations while discussing domestic violence among South Asian communities. While intimate partner violence unfortunately runs across cultures, South Asian communities may have a unique integration of acculturation of values and gender roles that are important to consider when discussing and developing interventions for the community. It is time we re-examined what our communities say and think about women and men in relationships and how these ideas may be contributing to domestic violence cycles among our family, friends, and children.



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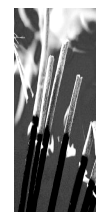
PHOTO: JESSICA A.

Member SIPC

Impressions Of India

By Aruna Moidu

Beautiful India...
 Bewildering India...
 Palace and hovel side by side...
 Nothing seems to stem the tide
 Of humanity
 Rushing, rushing....!!
 Opulent shops, full of fancy goods...
 Affluence, ...luxury to suit all your moods...
 Yet beggars in every street,
 With twisted paws and bent feet...
 Crooning for a handout!
 Monstrous constructions
 Where once there were fields and serenity.
 Pulsating traffic...
 That terrifies with its ferocity!
 Hospitals that rival hotels
 In style, and ceaseless ebb and flow...
 Yet ambulances still fight to make their way
 In traffic,.....that will not pause to let them go.
 Smells.....frying puris at a roadside stall..
 Uncollected garbage moldering in the sun...
 Essence of agarbathis...
 The fragrance of flowers for prayer...
 Riches of variety everywhere!
 India has made of me a Believer....



Smart Distinction!

*source unknown,
submitted by Sangita Handa*

No dictionary has ever been able to satisfactorily define the difference between "complete" and "finished." However, during a recent linguistic conference, held in London, and attended by some of the best linguists in the world, Samsundar Balgobin, a Guyanese linguist, was the presenter when he was asked to make that very distinction.

The question put to him by a colleague in the erudite audience

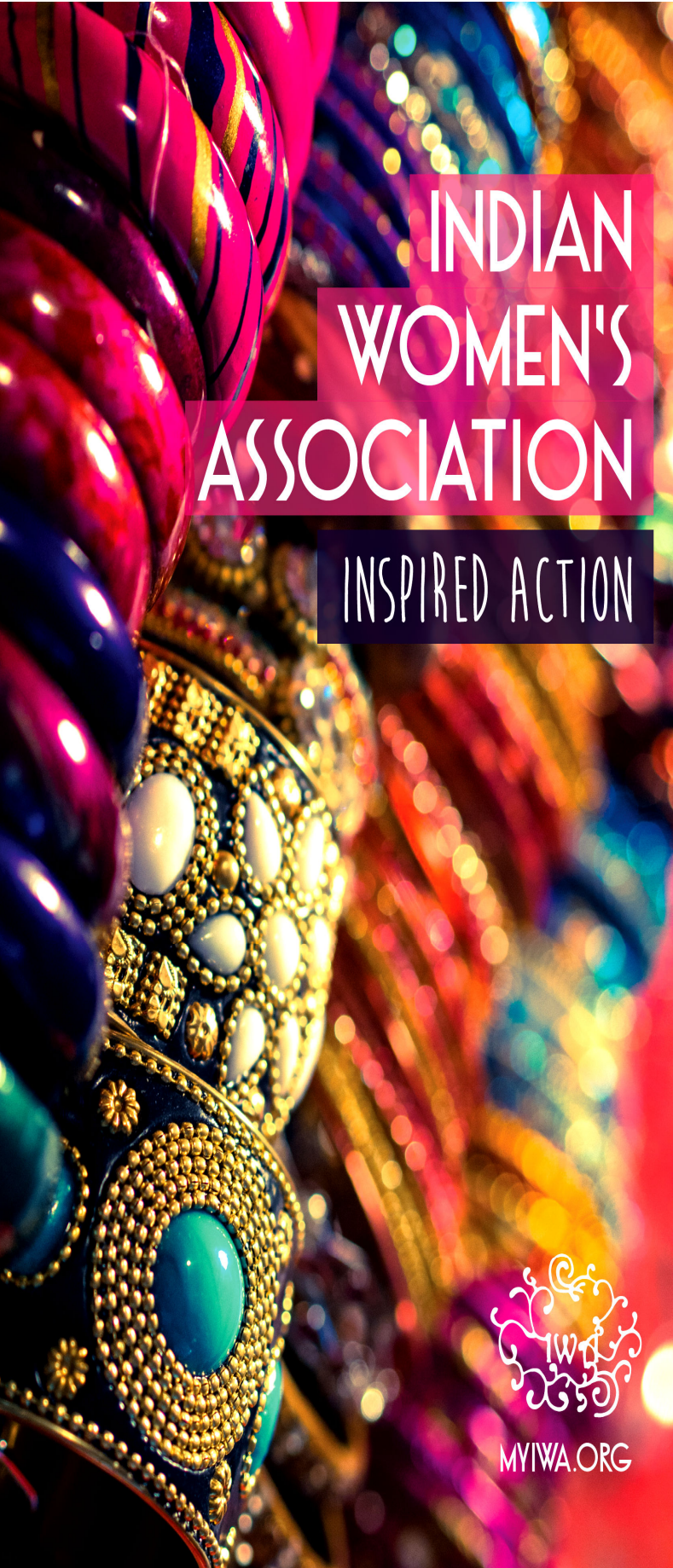
was this: "Some say there is no difference between 'complete' and 'finished.' Please explain the difference in a way that is easy to understand."

Mr. Balgobin's response: "When you marry the right woman, you are 'complete.'

If you marry the wrong woman, you are 'finished.'

And, if the right one catches you with the wrong one, you are 'completely finished.'"

His answer received a five minute standing ovation.



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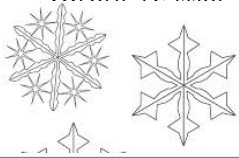
www.myiwa.org

Annual Dues: \$25.00
Payable online or by
check

Checks in the amount of \$25.00 should be made payable to IWA and mailed to Renu Bajaj at 710, Noble Court, West Lafayette, IN-47906

Benefits

- Discount Admission to IWA functions
- Participation in committees is limited to members
- Priority given to members for participation in cultural, social and educational events
- Members recommend charities that receive donations from IWA for the board's consideration
- Distribution of appropriate e-mails of services and events offered in Lafayette to members depending on board discretion
- Vote in IWA elections and run for the Board
- IWA member's Directory
- Sanskriti, the quarterly IWA news-magazine



Winter Recipes



Tofu Curry

by Shail Bhargava

- 1 lb firm organic tofu
- 3 tbsp oil
- 6 - 8 oz reduced fat or regular sour cream
- 1 medium onion chopped
- 1" ginger piece chopped
- 3 - 4 garlic cloves chopped
- 1 big tomato chopped
- chopped cilantro leaves
- pinch of asafetida (hing) powder
- 1 tsp salt or to taste
- 1/3 tsp red pepper
- 2 tsp coriander (dhania) powder
- 1/3 tsp turmeric
- 1 tsp cumin (jeera) seeds
- 1 tsp dry mango (amchoor) powder
- 1/2 tsp garam masaala

Take a medium size non-stick or regular pan, put it on medium heat and add 1 tbsp oil. Cut tofu into 1" pieces and pour into the pan. Saute it with a pinch of salt till it turns little golden color and the water evaporates. Scoop it out into a bowl and keep aside. Now pour 2 tbsp oil in the same pan on medium heat. Add asafetida, cumin seeds, onion, ginger and garlic, stir it till it turns light brown. Add turmeric, tomato, salt, red pepper and coriander powder, and cook until the tomato gets mushy. Add tofu and a cup of water and let it cook for 5 minutes. Take sour cream in a bowl, add 1/2 cup water and mix to make it a smooth liquid. Pour into tofu on high heat stirring till the mixture comes to boil. Reduce to medium heat and let the curry cook for 10 min. Add dry mango powder and garam masaala. Sprinkle cilantro leaves for taste.

Enjoy!



A Yummy High Protein recipe.



Sweet Potato Casserole

by Patricia Rhymmer

- 3 cups sweet potatoes, cooked and mashed
- 1/4 cup milk
- 1/3 cup butter, melted
- 1 teaspoon vanilla
- 2 eggs, beaten
- 1/2 teaspoon salt
- Topping:
- 1 cup pecans, chopped
- 1 cup brown sugar
- 3 tablespoons flour
- 1/3 cup butter, melted
- 1 cup coconut, optional

Mix mashed sweet potatoes, milk, butter, vanilla, eggs and salt. Spoon into a 1 1/2-quart oiled casserole. Combine topping ingredients and sprinkle over sweet potatoes. Bake at 375°F for 25 minutes. Serves 6.



* An Editor's Choice recipe.

From: Best of the Best of Texas

Cranberry Sauce

by Meena Narsimhan

- Zest of one Navel orange
- 1 cup orange juice
- 1 apple (peeled, cored and chopped fine or crushed. Preferred varieties are Golden Delicious or Gala)

- 1 pear (peeled, cored and chopped fine or crushed. Preferred variety is Bartlett)
- 1 12 oz. bag ripe cranberries (washed and free from white unripe berries)
- 1 cup sugar
- 1/2 cup walnuts (chopped finely)

Mix sugar and orange juice in a large saucepan. Heat with stirring on medium setting until sugar is dissolved. Add in all other ingredients except the nuts. Cook at the medium heat setting with stirring until the cranberries pop. Depending on the dimensions of the pan and heating rate, this can take up to 15 min. Stir in the nuts and keep warm on low heat for 3-5 min.

The sauce will be pale. The color deepens over time. It is therefore best refrigerate it after it has cooled and serve it after a day or two.

Serve warm. Excellent with cornbread.

* A Reader's Request recipe.



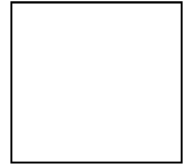
Coconuts and Bananas

by Lakshmi Garimella

Why are coconut and bananas offered in temples?

Because nothing will grow from the inedible portions of these fruits. This distinguishes them from all other fruits that have seeds.

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West Lafayette, IN 47906



Team Driven, Service Oriented



Sanskriti

Indian Women's Association Newsmagazine



Editor's Notes

What is Inside?



Goodbye

Dear IWA members:

This is my last issue as editor of Sanskriti. It has been fun being the editor. I thank all of you for supporting this endeavor by gladly sending me articles, jokes, tidbits, suggestions and also answering my questions. This is your magazine and without your input, it would not be interesting.

In this final issue of 2014, we recount the projects undertaken by IWA this year and report on the accomplishments. If you have not been participating in our activities, I am sure that you will be impressed by the scope of the social/charity work and the

quality of the 2014 social and cultural events that we have recounted here.

It has been a privilege being a part of the IWA board. I hope the new members will enjoy and appreciate it as much as I have.

Please renew your membership today.

Meena Narsimhan

Travel Agents' Anecdotes

Source unknown, contributed by Sangita Handa

A woman called and asked, "Do airlines put your physical description on your bag so they know who's luggage belongs to who?" I said, "No, why do you ask?" She replied, "Well, when I checked in with the airline, they put a tag on my luggage that said FAT, and I'm overweight. Is there any connection?" After putting her on hold for a minute while I "looked into it" (I was actually laughing) I came back and explained the city code for Fresno is FAT, and that the airline was just putting a destination tag on her luggage.

A businessman called and had a question about the documents he needed in order to fly to China. After a lengthy discussion about passports, I reminded him he needed a visa. "Oh no I don't, I've been to China many times and never had to have one of those." I double checked and sure enough, his stay required a visa.. When I told him this he said, "Look, I've been to China four times and every time they have accepted my American Express."