

**From:** [IndiaAustraliaAssociation Inc](#)  
**To:** [IAAC MailingList;](#)  
**CC:**  
**Subject:** [IAAC] Diwali Mela, 2005  
**Date:** Monday, August 29, 2005 11:02:04 AM  
**Attachments:**

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Greetings All,

It gives IAAC great pleasure to inform you that in late October 2005, the India Australia Association of Canberra Inc. (IAAC) is once again organising Diwali Mela in the heart of the Canberra city. This year we hope to make it bigger and better than the previous years. The Diwali Mela has been funded and supported by the ACT Government.

Diwali Mela is aimed at;

- Show casing the great Indian Cultural Heritage to the Australian Community.
- Bring together communities with an Indian cultural heritage as a single unified force.
- Demonstrating Indian "Unity in Diversity" to the wider Canberra and Australian community.

India is known throughout the world for its celebratory fervour and Diwali is one of the most important and vibrant of the Indian festivals. Diwali is a festival of joy, splendour, brightness and happiness and there is no better way to show cases this than by a vibrant display of 'Cultural Items" at the Mela.

The success of last years Mela was driven largely by your support and the Cultural items that were presented by you. This year we are again seeking your participation and support to show case the beauty of India. We are seeking to present an array of vibrant, lively, colourful items that will enthrall the audience and at the same time highlight the talent that resides within the community.

The event will be advertised on the IAAC website ([www.iaac.org.au](http://www.iaac.org.au)). Information will also be disseminated through radio, newspapers, flyers, leaflets, newsletters, emails and other informal community networks, community venues, shops, universities etc. The Federal Minister, ACT Chief Minister, Senators, High Commissioner of India and other dignitaries are once again being approached to grace the function.

Unfortunately due to the scarcity of time we would like to impose on you to act quickly and forward your nominations by **cob Friday 9/09/05**. In order to register your interest

and secure your places, in the first instance send an email to: [cultural@iaac.org.au](mailto:cultural@iaac.org.au)

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### **(Stalls Food & Promotional)**

As this year the Diwali Mela is being held in the heart of the city, the setting presents a very exciting opportunity for businesses to promote themselves in a very high exposure environment. The projected number of people attending Diwali Mela this year is between 8,000 and 10,000.

The IAAC has permission from the ACT Government to set up a limited number of stalls during the function. In order to offer variety to the public, food and other goods and service providers are encouraged to participate. The executive committee invites business owners to forward their expression of interest to be part of this premier yearly event held by the IAAC.

The benefits to businesses include:

- Exposure to the wider Canberra community
- High traffic of people
- Expected high sales
- Long trading hours (12 noon till 9 pm)
- Opportunity to showcase their business
- Dedicated Marquee

In order to register your interest and secure your places, in the first instance send an email to: [diwalistall@iaac.org.au](mailto:diwalistall@iaac.org.au)

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### **(Souvenir)**

The IAAC will be preparing a 'Souvenir' booklet for the Diwali Mela and you are invited to contribute articles, poems, stories or any other matters of interest by 30 September 2005. The Souvenir will be distributed at the Mela and will be read by thousands of attendees from Canberra and interstate.

Your contributions are of valuable and of interest to the Indian Community.

### **Some suggestions for the Souvenir are:**

- interesting travel stories about India
- poems about India, its culture, Diwali or related events
- stories about India or what it is like to be a non-resident Indian
- first time visits to India (especially from someone who was born and raised overseas or from someone who has an Indian partner)
- stories of some famous or memorable Diwali celebrations, anywhere in the world, including India

- your personal perspective - what Diwali means to you?
- your personal observations - the evolution of Indian society, its people, music and dance
- your personal feelings or thoughts about why you are proud to be Indian, how you promote your heritage or how you pass on Indian values to your children/family. . comments or stories about the rising profile of India and Indians in the world . Patriotic poems or stories that are special to you and why. . success stories about non resident Indians - personal, business or otherwise . articles, stories, gossip about Bollywood and their stars
- comments, stories about Indian fashion trends
- jokes or Indian riddles

We also invite children (under 12 yrs) to submit essays or stories on Diwali, its celebrations or the meaning of Diwali - what does Diwali mean to you?.

Winners of this competition will be notified and presented with a prize at the Mela itself.

Please register your interest at [diwalisouvenir@iaac.org.au](mailto:diwalisouvenir@iaac.org.au)

Regards,  
Terry Hunjon  
Secretary, IAAC

[www.iaac.org.au](http://www.iaac.org.au)

Send instant messages to your online friends <http://au.messenger.yahoo.com>

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