Harvard College

South Asian Association

A Publication of a Harvard College Student-Run Organization
The South Asian Association:

*Seeks to provide a vehicle to express a unified voice for South Asian interests on campus.*

*Celebrates the cultural, religious, and regional diversity of South Asia.*

*Promotes awareness of and represents the academic and political concerns of South Asia.*

*Exists to build a sense of community among its members and to build relations between its members and student groups on and off campus.*
ABOUT US 1
CULTURAL EVENTS 3
ACADEMIC AND POLITICAL EFFORTS 7
SOCIAL EVENTS 9
OUTREACH INITIATIVES 10
SAA PROGRAMS 11
AFFILIATED ORGANIZATIONS 13
ALUMNI RELATIONS 17
CORPORATE RELATIONS 19

EXECUTIVE BOARD
PRESIDENTS JOSEPH THUMPASERY & RIA TOBACCOWALA
TREASURER KIRAN BHAT
SECRETARY SAMIR PAUL
ACADEMIC/POLITICAL CHAIR NICOLAS ROTH
CULTURAL CHAIR AMARDEEP GREWAL
SOCIAL CHAIR UPASANA UNNI
OUTREACH CHAIR ARHANA CHATTOPADHYAY
PUBLICITY CHAIRS SHREYA MAHESHWARI & VIDYA VISWANATHAN
HISTORIAN VISALI RAMANATHAN
The Harvard South Asian Association (SAA), founded in 1986, has served Harvard College as a vehicle for students, faculty, and community members to engage with South Asia and its diaspora. Through academic, political, outreach, social, and cultural initiatives SAA strives to create cultural unity, increase awareness, and initiate change while celebrating South Asia. Open to people of all backgrounds, SAA unites those with interests in any aspect of the nations of South Asia, including but not limited to Bangladesh, Bhutan, India, the Maldives, Myanmar, Nepal, Pakistan, and Sri Lanka.

As part of our continued effort to promote understanding of South Asian academic and political issues, we have hosted numerous discussions with esteemed faculty members, public figures, business leaders, artists and authors on campus, while also working to expand the focus of South Asia in the undergraduate curriculum through the South Asian Studies Initiative.

Recognizing the unique role that college students can play in development and community-building, SAA helps its members serve the communities within the Subcontinent and diaspora through fundraising, placement in internships with NGOs, service projects, and collaboration with organizations tackling the problems faced by South Asia, including education and medical care.

Every year, we seek to bring members of SAA closer together through a variety of social events, including weekly chai, parties and study breaks, allowing members to create friendships that will last long beyond their time at Harvard.
Through high quality student-produced performances and dynamic workshops, SAA brings the culture of South Asia to Harvard. In fact, the hallmark of the year for SAA is its annual cultural production Ghungroo. Without a doubt, Ghungroo has become one of the most anticipated cultural events at Harvard, drawing a capacity crowd for each of its four performances. With over 200 Harvard undergraduates directing, producing and performing a wide variety of dances, musical selections, dramatic pieces and poetry inspired by the traditions of South Asia, Ghungroo conveys the strength, enthusiasm and energy of our members.

Beyond its strong presence on campus, SAA hosts many intercollegiate events to both unite and educate students across the nation with regards to the rich traditions of South Asia. Through events with Harvard graduate schools, SAA seeks to increase the depth of its discussions and to create a cohesive South Asian Harvard community.

Since its inception, SAA's size has grown with its scope. SAA has over 300 members and become one of the most prominent and dynamic student groups at Harvard. With activities and events ranging from the South Asian Journal, our journal of South Asian political and economic affairs, to Andaaz, a biennial South Asian Fashion show, SAA has expanded to reach out to students across Harvard's campus and beyond. True to its initial mission, SAA continues striving to increase cultural, social, and political awareness of South Asia and the diaspora while tying the South Asian community to Harvard College.

SAA hopes you will stay involved with the organization and that you will join the celebration of SAA's accomplishments, as it grows in the many exciting years to come.
Cultural Events

The cultural aspect of SAA constantly brings the immensely varied cultures of South Asia to the Harvard campus. By broadening the scope and depth of the cultural events it holds, SAA attempts to convey a fuller picture of South Asian diversity. Some of the major avenues for cultural discovery and fashion; its artistic culture of theater, literature, and performing arts; and its folk culture that draws from the very heart of its varied countries and regions. In previous years, Cultural Committee members have played key roles in large events such as Kalpanam, the annual showcase of South Asian classical music and dance; the Spring Play, a collaborative effort between Harvard and a professional South Asian theater company; and Andaaz, the first ever South Asian fashion show to dazzle Harvard's campus. The Cultural Committee also unites SAA members though smaller, more intimate events, including screening of current Bollywood movies and the delicious Food Fest which takes place in December. The Cultural Committee has rightfully earned its reputation as SAA's most active and energetic committee.
This year the Cultural Committee plans to launch *Virsa*, the first South Asian Literary Journal at Harvard. Consisting of short stories, poems, art and photography, *Virsa* will provide an outlet for an innovative and creative dialogue on South Asia. The organization will also start a new event series called *Spotlight on South Asia*, which will feature a different region of South Asia every month through a variety of cultural expressions, such as food, film, music, and dance. Finally, the cultural committee will plan the first Bhangra Competition hosted by Harvard College to provide a new venue for Bhangra dancing and also teach the Harvard Community about the acrobatic dance form.
The hallmark of the year for SAA is its annual cultural show called Ghungroo, which is one of the largest and most widely acclaimed shows at Harvard. We are looking forward to celebrating its 20th anniversary in March 2009. Ghungroo brings the diverse and ever-changing traditions of South Asia to the Agassiz Theatre at Harvard, inviting the whole campus to celebrate South Asian culture. Against the background of a new stunning, student-built set every year, over 200 undergraduates present student-choreographed dance pieces, musical performances, dramatic selections, and artwork all inspired by the Subcontinent and the diaspora. The dances include traditional folk dances like Bhangra and Garba Raas, classical dance in the form of Bharatha Natyam, as well as modern adaptations and pieces inspired by Bollywood. Other acts bring student musicians to the stage to sing Qawwalis and bhajans along with fusion pieces. Between each act, Harvard’s dramatic performers bring student-written skits to the stage, playfully presenting the stereotypes that characterize the South Asian and South Asian-American life.
With cast members who are diverse in both experience and ethnicity, Ghungroo creates and maintains a close-knit community among its participants, drawing alumni back to the show every year. The proceeds from Ghungroo support other programs run by the South Asian Association. With four sold-out performances and a unique program at every show, Ghungroo presents an energetic, enthusiastic glimpse into the arts in South Asia.
The Academic/Political arm of SAA seeks to promote understanding of the academic and political issues relevant to South Asia. It facilitates discussion of these issues within the SAA membership through townhalls and open dialogue. Also, SAA facilitates discussions with the wider Harvard community and brings in speakers from diverse backgrounds to shed light on important scholarly and civic issues. In fact, Larry Summers spoke about economic development in the subcontinent upon his return to Harvard. The organization continues to seek diverse speakers to share their experiences and viewpoints.
One of Ac/Pol’s biggest undertakings is Passport to South Asia Week, which takes place in December. On each day of Passport Week, SAA offers the whole College a different glimpse of South Asia. Ranging from discussions about Madrassas with Harvard professors, to serving hot chai to undergraduates outside Harvard’s student center, to a Food Fest showcasing the diverse cuisines of the region, Passport to South Asia Week serves to pique the interest of people outside the South Asian community.

Ac/Pol also serves as SAA’s liaison to the South Asian Studies Initiative, an SAA affiliate. SASI is dedicated to advancing representation of South Asia in the College’s coursework. SASI leads the fight to increase South Asian academic offerings, its most recent victory being the establishment of a variety of South Asian language courses.

Lastly, the Committee hopes to further emphasize the political aspect of the organization. By providing its membership with a variety of avenues of communication, including political forums and townhalls, SAA aims to increase discussion and awareness.

Assemblymen Upendra J. Chivukula at SAA’s Lecture Series
The Social aspect of SAA is perhaps one of the most active and enjoyed components of the organization. In offering a variety of events, the Social Committee aims to creating a tight-knit community within the SAA membership. SAA encourages its membership to be actively involved in the planning and execution of SAA social events. With an inclusive approach to preparing for the events, the Committee holds regular meetings, during which Committee members are encouraged to take ownership of an event from the planning stages to the final execution.

Social Committee members are behind some of SAA’s largest social events, such as Soiree, an annual spring semi-formal event in downtown Boston, but are also responsible for smaller, more casual events such as weekly Friday Chai. One of the Social Committee’s boldest undertakings is the annual semi-formal, SPICED which takes place each fall. SPICED brings students from various Boston-area schools together for an evening cruise in Boston harbor to raise funds for South Asian charities. It is an excellent venue for students to have fun, meet those outside of the Harvard community, and give to a good cause.
Outreach strives to connect SAA to individuals and groups beyond Harvard. Through service, community building, collaborations, internships and mentoring, the Outreach committee communicates with other Boston area collegiate groups, South Asia and the diaspora.

Beyond connecting SAA to service events such as Be the Change Day, Gandhi’s National Day of Service, as well as awareness weeks, rallies, and lectures, the Outreach Committee is invested in a long-term service campaign focusing on causes that are pertinent to our community. SAA plans to work directly with organizations in South Asia in hopes of seeing real change in the communities it reaches out to.

The Outreach Committee initiates collaborations with other Harvard organizations, collegiate groups, and NGOs. Working with other groups on campus, the Committee has conducted a Harvard-wide bone marrow registration drive to help face the heightened challenges in this area for minorities. During the College’s Tsunami Relief Drive, SAA raised over $3300 through its own study breaks and panel discussions. SAA and its affiliates also work with NGOs, such as Pratham, an organization dedicated to educating Indian children and eradicating illiteracy. Finally, Outreach further serves SAA’s membership by initiating mentor relations with Harvard Graduate Schools and by seeking out internships in South Asia through SAA’s Summer Fellows Program and the South Asian Initiative.
SAA Programs

Lecture Series

SAA has brought distinguished community members who have done exciting work related to South Asia to Harvard College as well as scholars who have made significant contributions to the study of South Asia or the South Asians at home and abroad. The lectures have been conducted by South Asians who have made their mark on the U.S. and global communities, offering the membership fresh perspective on issues that are particularly pertinent in South Asia and its diaspora. The Lecture Series, connecting the cultural, social, academic and ranging from literature to politics to economics, allows for a more comprehensive understanding and thus an informed and reasoned response from the undergraduate community. In its first year, the South Asian Association Lecture Series brought a variety of speakers to the College.

In its short history, the Lecture Series has given undergraduates the opportunity to take part in conversations with Upendra J. Chivukula, a state assemblyman in the New Jersey General Assembly since 2002 as well as Dinesh D'Souza, who spoke with the membership about the role of South Asians in discourse on culture and politics. Raghuram Rajan, Chief Economist of the IMF from 2003-2006 lead a discussion regarding the past and future of India's growth. South Asian scholar and bestselling author, William Dalrymple spoke with students about his latest book, The Last Mughal. For a complete list of past speakers, please visit www.harvardsaa.org. The wonderful variety of speakers gives the Lecture Series a unique and distinguished place within SAA's events as well as the Harvard Community.

The success of this Series is a result of its strong lecturers. The SAA Lecture Series hopes to continue this trend in future years with hopes of bringing to the College leading international entrepreneurs, politicians, and those involved in the arts from the Subcontinent.
Passport to South Asia Week

SAA’s annual Passport to South Asia Week aims to bring the South Asian Subcontinent, its diaspora, and intersections in fields such as economics, public policy and health care to the whole undergraduate Harvard community. Starting with a cup of chai or a South Asian barbecue, past Passport Weeks were filled with discussions ranging in focus from politics to medicine to gender roles in South Asia; food, cultural and art exhibits; explorations of case studies regarding microfinance in South Asia; and a theatrical production presented by the South Asian Women’s Collective.

Members of Harvard faculty and individuals with first-hand experiences in the South Asia are primary contributors to the discussions of Passport to South Asia Week. Passport Week also creates wonderful opportunities to interact with other organization on campus. Most recently, SAA collaborated with Harvard Islamic Society, Harvard Dharma, Harvard-Radcliffe Christian Fellowship, and Harvard Investment Association.

A week-long exhibition of posters introducing all the topics, displayed in the Science Center, publicizes the events to the Harvard community. As South Asia plays an increasingly larger role at Harvard and on the world stage, SAA’s Passport to South Asia Week presents a week of informative, eye-opening events.
Along with the Executive Board and Committees, there exist a number of affiliated South Asian groups on campus dedicated to examining specific South Asian issues within the SAA. These groups address specific issues relating to South Asia, varying from gender programs to mentorship programs.

South Asian Journal

As the only publication focusing on South Asian issues at Harvard, the South Asian Journal (SAJ) taps into the political, socioeconomic and cultural intricacies of South Asia. Published biannually by students, SAJ is dedicated to covering South Asian issues from both a student perspective as well as from the view of more experienced individuals. SAJ enjoys a wide distribution across Harvard University, Boston-area colleges and institutions within South Asia.

South Asian Studies Initiative

The South Asian Studies Initiative (SASI) exists to advocate for greater resources for those studying the Indian sub-continent at Harvard. SASI disseminates information about academic opportunities pertaining to South Asia among the student body, solicits meetings with members of the faculty and administration, and works closely with the South Asia Initiative and the Department of Sanskrit and Indian Studies. SASI also engages in public advocacy efforts such as proposing bills to the Undergraduate Council and publishing op-ed pieces in student newspapers.
Shades of Brown

Shades of Brown, another affiliate of the Harvard South Asian Association, is a service and academic outreach program. Shades’ mission is to provide underprivileged high school students with the information and preparation needed to succeed in college and beyond. Through workshops and seminars, Shades both helps disseminate information about the application and financial aid resources as well as offers personal mentoring to high school students. By providing guidance to high school students through its college application workshops, Shades impacts the lives of students in the greater Boston area.

The fall academic program revolves around two major meetings between mentors and students. The first workshop focuses on teaching students about the application process, school selection, resume and essay writing, and interviews while the second workshop discusses financial aid and scholarship programs. High school students are given opportunities to interact with Harvard undergraduates on a one-on-one basis about their college options and their future.

In the spring, Shades hosts its final conference on character and leadership development. While Shades is primarily focused on college guidance, it is also committed to providing support to the students outside the classroom. This is often the most rewarding aspect of Shades, empowering the students with enthusiasm and confidence for their futures.
South Asian Women’s Collective

The South Asian Women’s Collective (SAWC) exists to meet the needs of Harvard College students interested in forming a sisterhood among South Asian and South Asian-American women as well as exploring the diverse issues impacting this community. SAWC is committed to addressing issues pertaining to South Asian women through many different mediums. Along with community-building events such as sleepovers, study breaks and off-campus outings, SAWC also addresses social issues pertaining to the membership. From candid group discussions to the annual SAWC Play, SAWC advances the community’s perspective on social issues spanning a range of topics from cross-cultural expectations to issues women face around the world.

Lastly, SAWC focuses on sisterhood through service by choosing a charity of the year, focusing on awareness and fundraising for the organization through SAWC events. Through a yearly auction, fundraising social events, awareness meetings, and movie screenings, SAWC proudly raises thousands of dollars for their charity of choice. Most recently, SAWC devoted its efforts to Asha, a non-governmental organization in New Delhi, India, dedicated to improving the lives of slum dwellers in the urban city.
Activate South Asia

Activate South Asia (ASA) is a collective of students within SAA devoted to the promotion of social justice, human rights and development in South Asian and South Asian American contexts. ASA serves as both an open social and political forum for the South Asian community at Harvard as well as an activist collective. Through awareness campaigns, townhall discussions and film screenings, ASA seeks to inform the campus community about the major issues that afflict South Asian and South Asian abroad. Through grassroots collaborations with local, national and international organizations, ASA provides concrete avenues of action for SAA members. ASA tackles a wide array of issues, including injustices relatively unique to South Asia, such as caste discrimination, honor killings, slave labor, dowry deaths and child marriage, as well as more universal issues like poverty and AIDS.

In the coming year, ASA hopes to strengthen its ties to grassroots human rights and development organizations around Boston and in South Asia, energize the activism component of SAA to tangibly address the aforementioned issues, contribute to existing South Asia-oriented campaigns at Harvard (Bhopal and Kashmir groups), and reorient the focus of SAA’s awareness component to address culturally-rooted prejudices in particular. ASA aims to encourage critical examination of the issues affecting South Asia and raise the political profile of South Asians at Harvard.

Henna Study Break to raise money to aid the victims of the Bangladesh earthquake in 2007.
Growing from a membership of 25 to over 300, SAA is dedicated to maintaining ties with all past Harvard SAA members. SAA has long been dedicated to developing alumni relations. In fact, it was recently recognized as one of 11 Shared Interest Groups by the Harvard Alumni Association. The alumni aspect of SAA serves to further networking among graduates beyond the realms of the College, build community and organize social programs among alumni, advocate for South Asian interests at Harvard and to fundraise and support the South Asian Association as it strives to initiate change both in and beyond the realm of the College. As the alumni branch of SAA develops, it hopes to put into place sustainable initiatives, such as internship programs and infrastructure for alumni networking and communication, to benefit both alumni and current undergraduates.
SAA maintains a strong connection with its alumni. Drawing on its database of alumni, SAA organizes not only the Ghungroo Alumni Reception during Ghungroo Weekend, but also an annual reunion simultaneously spanning 6 cities, 3 continents, and 20 years of Harvard College classes. The alumni aspect also strengthens the voice SAA presents; through the South Asian Studies Initiative, SAA alumni recently helped undertake a student campaign to achieve tenure for Professor Ali Asani, professor of the Practice of Indo-Muslim Languages and Cultures. Another facet of graduate-level interactions is rooted in relations with other Harvard institutions. SAA has held panels and created mentoring relationships with South Asian students at Harvard Medical School, Harvard Law School, Harvard Business School, the Graduate School of Arts and Science, the Kennedy School of Government, the Graduate School of Education and the Harvard School of Public Health. Through an evolving database and a strong commitment from alumni and graduate students, SAA has helped expand its efforts and its abilities to connect with South Asia and its diaspora.
SAA provides numerous events a year addressing a variety of issues pertinent to South Asia and the diaspora. The organization is, however, always looking for ways to forge new relationships and improve its events. Please visit our website www.harvardsaa.org to see how to collaborate with the organization and contribute to the SAA’s activities. In addressing several aspects of South Asia, SAA also captures the attention of a diverse audience, both within the collegiate community and beyond. Thus, one of the most mutually beneficial ways to help the SAA, is to take advantage of the advertising opportunities that the organization offers.
Advertising Opportunities

Spiced!

Spiced is a charity boat cruise that takes place on one of Boston Harbor’s luxury liners. It is the annual intercollegiate mixer for South Asian organizations at Boston-area universities and is considered the highlight of the Fall social calendar. Each year, over 700 students from Harvard, MIT, Boston College, Boston University, Rensselaer Polytechnic Institute, Northeastern, Wellesley, and Babson attend this sold-out event, with all proceeds going to a charity to benefit South Asia; this year, the charity will be Pratham. All profits and money donated by sponsors will be given to Pratham.

When: September 26, 2008
Where: Boston Odyssey, 60 Rowes Wharf
Audience Size: 700+ (sold out in past years)
Students from Harvard and 10 other Boston-area colleges
Event publicized on 11 different college campuses

Opportunities to Advertise in Spiced publicity:

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Benefits</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supporter</td>
<td>Company name and logo on posters</td>
<td>$200–$349</td>
</tr>
<tr>
<td>Sponsor</td>
<td>Company name and logo on posters, Facebook publicity, website and email fliers</td>
<td>$350–$499</td>
</tr>
<tr>
<td>Platinum Sponsor</td>
<td>Company name and logo on ALL publicity, including posters, Facebook publicity, website, email fliers and tickets. As well as your company announced at event and company banner displayed on ship during the event. Company promotional products (if provided) will be handed out at the event.</td>
<td>$500+</td>
</tr>
</tbody>
</table>

To become a sponsor contact Arhana Chattopadhyay at achattop@fas.harvard.edu.
Kalpanam

Every fall, SAA celebrates classical South Asian dance and music through the cultural production, Kalpanam. The show’s centerpiece is a full-length Bharatha Natyam dance drama with original choreography. Students also perform original musical compositions using traditional South Asian instruments such as the tabla, sitar, and veena.

When: November 1, 2008
Where: Lowell Lecture Hall, Harvard University
Audience Size: 352 (sold out in past years)
- Students from Harvard and other Boston-area colleges
- Visiting Harvard parents
- Harvard University faculty members affiliated with South Asian studies
- Greater Boston residents interested in classical South Asian dance and music

Opportunities to Advertise in Kalpanam Program:

<table>
<thead>
<tr>
<th>Placement</th>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back cover</td>
<td>Full page</td>
<td>$200</td>
</tr>
<tr>
<td>Inside front cover</td>
<td>Full page</td>
<td>$150</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>Full page</td>
<td>$150</td>
</tr>
<tr>
<td>Standard</td>
<td>Full page</td>
<td>$100</td>
</tr>
<tr>
<td>Standard</td>
<td>Half page</td>
<td>$80</td>
</tr>
<tr>
<td>Standard</td>
<td>Quarter page</td>
<td>$65</td>
</tr>
<tr>
<td>Standard</td>
<td>Eighth page</td>
<td>$40</td>
</tr>
</tbody>
</table>

To place an ad, contact Kiran Bhat at bhat@fas.harvard.edu.
Ghungroo

When: March 5–7, 2009:

Audience Size: 1,300 over 4 sold-out shows
Audience Profile
Students from Harvard and other Boston-area colleges
Parents visiting for Junior Parent’s Weekend
Harvard University alumni
Greater Boston residents who heard about the show in the media or by word of mouth

Opportunities to Advertise in Ghungroo Program:

<table>
<thead>
<tr>
<th>Placement</th>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>2 Adjacent Pages</td>
<td>$700</td>
</tr>
<tr>
<td>Back Cover</td>
<td>Full Page</td>
<td>$600</td>
</tr>
<tr>
<td>Inside front cover</td>
<td>Full page</td>
<td>$400</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>Full page</td>
<td>$400</td>
</tr>
<tr>
<td>Standard</td>
<td>Full page</td>
<td>$300</td>
</tr>
<tr>
<td>Standard</td>
<td>Half page</td>
<td>$200</td>
</tr>
<tr>
<td>Standard</td>
<td>Quarter page</td>
<td>$100</td>
</tr>
</tbody>
</table>

To place an ad contact Ria Tobaccowala at rtobacc@fas.harvard.edu or Joseph Thumpasery at thumpas@fas.harvard.edu
South Asian Journal

When: Fall Issue published in December, Spring Issue in May Estimated
Readership: 2,000

Readership Profile
Students and faculty at Harvard and other universities across country
Academic and other institutions within South Asia
Interested Harvard University alumni and community members worldwide

Opportunities to Advertise:

<table>
<thead>
<tr>
<th>Placement</th>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back cover</td>
<td></td>
<td>$200</td>
</tr>
<tr>
<td>Inside front cover</td>
<td>Full page</td>
<td>$300</td>
</tr>
<tr>
<td>Color</td>
<td>Full page</td>
<td>$400</td>
</tr>
<tr>
<td>Standard</td>
<td>Full page</td>
<td>$100</td>
</tr>
<tr>
<td>Inside Back</td>
<td>Half page</td>
<td>$200</td>
</tr>
<tr>
<td>Back Cover</td>
<td>Quarter page</td>
<td>$100</td>
</tr>
</tbody>
</table>

Fall or Spring Cost B/W $700
Half page Full page $600 Full page Full page $400 Color Full page $400
Inside front Full page $300 Inside back Half page $200 Back cover Quarter page $100

Advertising Packages
Buy ads for all 3 projects: 20% off regular prices
Buy ads for 2 out of 3 projects: 10% off regular prices

To place an ad, contact Kiran Bhat at bhat@fas.harvard.edu.
To learn more about the Harvard South Asian Association or to get involved in SAA, contact Ria Tobaccowala (rtobacc@fas.harvard.edu) and Joe Thumpasery (thumpas@fas.harvard.edu)