

Sankara Eye Foundation (SEF) presents Klose to my Soul - Sonu Nigam Live in Concert

MILIPITAS

Sankara Eye Foundation is extremely proud to join hands once again with Sonu Nigam and bring forth an unforgettable event for the entire family. Mark your calendars and save the date for San Jose: Sunday - May 25th; Seattle: Friday - May 30th; and Los Angeles Saturday - May 31st. Sonu Nigam is back to set the stage ablaze again!

Sonu Nigam, born July 30, 1973 in Faridabad, Haryana, India and is mainly known for his amazing vocal chords. Sonu is also an actor, comedian, musician and composer. He has redefined the meaning of music all together. Sonu Nigam is a living legend in the music world and has captured the hearts of millions. He started his career in Bollywood singing for an album called "Rafi Ki Yaadein" which was a collection of the late Mohammad Rafi songs.

His passion, energy, hard work and dedication to music is felt by every music lover. It's music from the heart that captures your soul when Sonu Nigam sings. No wonder why his 2012 tour was called "Klose to my Heart" and now he's back yet with another electrifying concert "Klose to my Soul". In 2012, Sonu Nigam did something no other artist had ever done before for his "Klose to my Heart" tour. For the first time ever he performed with a live symphony orchestra which had critics and fans raving about his performance.

Teesha Nigam was introduced for the first time and gave an outstanding perfor-

mance. Sonu Nigam performed "Kya Hua Tera Vaada" on stage with his father Agam Nigam. The highlight of the show was when his son Nevaan Nigam joined Sonu on stage to sing "Abhi Mujh Mein Kahine" from the 2012 film Agneepath. He had the entire audience up and dancing to his all-time hit song "Bijuria". Do not miss the opportunity to experience the music extravaganza. Book your tickets now!

Established in the Bay Area, SEF is a non-profit organization that has been working for the past fifteen years for the cause of eradicating curable blindness in India. Driven by the truly inspirational mission of "Vision 20/20 by the year 2020," Sankara has established 8 community hospitals as well as 2 city hospitals, soon to inaugurate their ninth community hospital in Uttar Pradesh, and in the process of launching their tenth hospital in the state of Rajasthan. By far the most unique and remarkable characteristic of SEF is that they provide free eye care for those unable to afford it, those members of the rural poor, and this accounts for 80 percent—which is approximately 145,000 people per year—of the surgeries performed at their hospitals. Their tireless efforts have enabled over a million people to receive the gift of vision, utterly free of cost. But none of this would be possible without the generosity and support of SEF's donors. Join our cause and share in the joy of bringing light to someone's eyes. Please visit at www.giftofvision.org for more details.

Sankara Eye Foundation USA gets over \$2 million for a Hospital

CHICAGO, ILLINOIS

Sankara Eye Foundation (SEF) had a shot in the arm for its Vision 2020 project which aims to build at least 20 Eye hospitals across India by the year 2020. Their recent charity concert in Chicago inspired an anonymous donor to pledge US \$ 2 Million in support of a charity hospital in West Bengal.

The event was all the more significant because this was not a Rock n' roll or Pop concert but a first of its kind *Trigulbandhi* – a coming together of three distinct classical styles of India – Carnatic, Hindustani and Odissi dance. The feature artistes of the event were *Sangeet Samrat* Chitravina N Ravikiran, hailed in world music circles as "the Mozart of Indian music", highly acclaimed santoor maestro Pt Tarun Bhattacharya and innovative Odissi exponent, Guru Sanchita Bhattacharya, on a nationwide tour for SEF covering about 15 cities including Los Angeles, Dallas, New York and Detroit. One of the prime movers for this was Ramesh Srinivasan, a noted mrdangam performer and guru in California.

The organisation, the world's biggest charity of its kind with over 1 million free eye surgeries so far, already has hospitals in several cities including Coimbatore, Krishnankoil in Tamil Nadu, Bangalore and Shimoga in Karnataka, Guntur in AP, Anand in Gujarat, Ludhiana in Punjab and Rishikesh in Ut-

tarakand. A ninth in Kanpur is opening in June 2014.

Shri Murali Krishnamurthy, founder and executive chairman of SEF-USA was overjoyed at the response in Chicago. "This is a tribute to all the volunteers and well-wishers of SEF's great cause. A special thanks to the great artistes who have supported our fundraisers by not only performing the concerts at highly subsidized fees but also by promoting it in every city in order that Shankara gets high revenues. With 8 hospitals and over 150,000 free eye surgeries per year, we are now the largest charitable eye care provider in the world", he said.

Chitravina N Ravikiran said, "While every credit must go to the donors and organisers, this is still a tremendous reinforcement of the motivating power of pure classical music and dance that can inspire people to respond generously to such positive causes. We feel proud and humbled at the same time." Pt Tarun Bhattacharya and Guru Sanchita Bhattacharya said, "Since the donation is aimed towards our state, we are thrilled! A hospital like this will make a huge impact there."

SEF board member, Shri Divyogi Patel said, "While the \$2 million would be a wonderful boost for our hospital project, we are expecting even bigger things to happen in the near future. Please visit our website at www.giftofvision.org for more details and join this great cause".

Xoom Announces Instant Deposit Service to HDFC Accounts in India

ADVERTORIAL

SAN FRANCISCO

Xoom Corporation (NASDAQ: XOOM), a leading digital money transfer provider, announced on March 31, 2014 a partnership with HDFC Bank Limited (NYSE: HDB), by offering instant deposits to INR denominated HDFC Bank accounts in India. This breakthrough service allows Xoom customers to instantly deposit money directly into their recipients' HDFC Bank accounts in India. The instant service is available 24 hours a day, seven days a week, 365 days a year—even on banking holidays.

"Unlike other transfer services to India which typically take five days or more, Xoom is relentlessly working towards providing 'instant' for all of our services, and we are excited to launch instant deposits to HDFC Bank," said Julian King, Senior Vice President of Marketing and Corporate Development for Xoom. "This is great news for people who send money to HDFC Bank accounts. Now NRIs can send money anytime, anywhere from their computer, mobile phone or tablet and their bank deposits reach their recipients' HDFC Bank account instantly."

"At HDFC Bank, we are consistently looking at new ways in which we can make a difference in the lives of our customers. Through this tie-up with Xoom we will be



able to provide this breakthrough service of instant deposits," says Mr. Rajender Sehgal, Group Head, Financial Institutions Group, HDFC Bank.

"We look forward to bringing a whole new world of convenience and flexibility to our account holders, allowing them to receive money from the US in a secure manner, at any time of the day or night."

Xoom provides great locked-in exchange rates for money transfers to India, and there is no fee when customers send more than \$1,000 and pay with their U.S.-based bank account. Plus, Xoom continues to provide fast bank deposits within four hours to all other banks in India, including to NRE and NRO accounts, when sent during bank processing hours in India. Customers can also download the Xoom App for Android and iOS mobile devices for free. Visit <https://www.xoom.com/india> for more information.

The New York Indian Film Festival announces full lineup for the 14th Annual Film Festival

NEW YORK

The New York Indian Film Festival (NYIFF) announced the full lineup April 8, 2014 for their 14th year of celebrating independent, art house, alternate, and Diaspora films from/about/connected to the Indian subcontinent (May 5 – 10) at the SoHo Tiffin Junction. Dedicated to bringing these films to a New York audience, the festival will feature 34 screenings (23 narrative, 11 documentary) – all seen for the first time in New York City.

The festival highlights various cinemas of India's different regions - Marathi, Bengali and two films from the Northeast. In addition the festival covers cinemas from the neighboring South Asian countries - four films by Pakistani filmmakers, two from Sri Lanka - a feature and a documentary, and one from Nepal.

The festival's Marathi films include POSTCARD and multiple-award winning films ASTU and FANDRY. Directed by Nagraj Manjule, FANDRY received rave reviews in India, winning the grand jury prize at the Mumbai Film Festival in October 2013. The film revolves around an 'untouchable' or Dalit boy and his love for a girl from a higher caste. *Hollywood Reporter* calls FANDRY "a film made with anger and indignation at India's caste system," and names Manjule "an explosive new filmmaking talent."

"We are thrilled to be able to share this film with New York audiences," states Aseem Chhabra, NYIFF festival director. "FANDRY is, in my book, perhaps the best film made in India in 2013."

Among the Pakistani entrants, Meenu Gaur and Farjad Nabi's ZINDA BHAAG is notable for being Pakistan's very first submission for the foreign language Oscar race. Set in Lahore, the film follows three young men desperate to get on the fast track to success in an eye-opening glimpse of modern Pakistan. The film features the acting talents of veteran performer Naseeruddin Shah, whose credits include Western crossover hits such as MONSOON WEDDING and THE LEAGUE OF EXTRAORDINARY GENTLEMEN.

ACCEPTANCE, by Ryan Matthew Chan (World Premiere), tells the true story of an underprivileged scholar from India (played by newcomer Vinesh Nagrani) who lies about being accepted into Harvard to gain access to the opulent life of his peers. Chan is somewhat of a filmmaking prodigy well acquainted with the pressures of Ivy League culture, as he is still working on his undergraduate Yale degree while touring ACCEPTANCE on the festival circuit.

AN AMERICAN IN MADRAS a documentary by Karan Bali traces American-born filmmaker Ellis R. Dungan's years in India. Born in 1909 and hailing from Barton, Ohio, Dungan reached the shores of India on February 25th, 1935 intending to stay for 6 months but ended up staying for 15 years! During this period, he brought many technical innovations to the developing Tamil Film Industry of the 1930s and '40s, and infused a sense of professionalism into its filmmaking. All this, without understanding a word of the language!

The documentary SONGS OF THE BLUE HILLS, directed by Utpal

Borpujari, will also be a NYIFF 2014 World Premiere and is one of the two films from the Northeast. This wide-sweeping exploration of the Nagas, a series of ethnic communities spanning from Northeast India to Northwest Myanmar, examines the link between Naga folk songs and their tradition of oral history, and is the first-ever film to present such a wide range of Naga music and musicians.

"The 2014 festival features a wide array of films from all over the South Asian diaspora," states IAAC founder Aroon Shivdasani. "This is exemplified by Borpujari's fascinating work highlighting Naga culture, and also through the inclusion of three Bengali films, four films by Pakistani filmmakers"

Mahesh Pailoor's BRAHMIN BULLS, a character study about the reunion of a disillusioned architect and his distant father, is another film sure to delight for its star-studded cast. The film features the estimable Roshan Seth as the father (GANDHI, MY BEAUTIFUL LAUNDRETTE, MISSISSIPPI MASALA, and MONSOON WEDDING) opposite Sendhil Ramamurthy as the architect (HEROES), in addition to Justin Bartha (THE HANGOVER).

The 2014 festival will also feature a film that even those in India might not have gotten the chance to see. Nagesh Kukunoor's LAKSHMI missed its January 17th Indian premiere date due to censorship issues, because of its daring subject matter of child prostitution and human trafficking. Instead the film premiered at the Palm Springs International Film Festival, where it won the Audience Award for Best narrative feature and received much critical acclaim.

