



Pashchimi – A Profile

PASHCHIMI's MISSION

- Raise funds to provide urgent economic assistance to families during sudden medical emergencies
- Promote Indian culture and heritage in the West
- Raise funds to support children from low-income families in India
- Foster socio-cultural and ethnic harmony among the Bay Area communities
- Encourage dissemination of our heritage to second and third generation Indian children in US

Pashchimi is a non-profit organization (a 501 (3) (C) public charity incorporation) based in the San Francisco Bay Area. Founded in 2004 and run by a dedicated group of business executives and professionals living and working in the Bay Area, *Pashchimi* seeks to support the ethnic diversity and culture in the Bay Area as well as provide economic support for the charitable institutes that work for the uplift of children from low-income families in India.

A FRIEND IN NEED

Pashchimi also raises funds to support families resident in the Bay Area during medical emergencies. *Pashchimi* has raised more than \$70,000 in the last two years itself to provide assistance during such emergencies. *Pashchimi* is proud to be the leading organization among the Bay Area charities in this regard.

SOCIAL COMMITMENTS

On Socio-cultural front, to promote Indian culture and heritage in US as well as to support charitable institutions working for the Indian community, *Pashchimi* has been organizing large community events since its incorporation. *Pashchimi* plans to work more directly in India thru its members to utilize these funds in future. Since 2004, *Pashchimi* has raised more than \$70,000 in support of this cause.



Honesty to the Indian tradition is our uniqueness

EVENTS – DURGA PUJA/ DUSSERA AND SHAROD MELA



The milling crowd at the event premises

Pashchimi's flagship event and one of the largest of its kind in the Bay Area is the **Durga Puja and Sharod Mela**. Since its humble beginning in 2004, this event has grown in size and popularity. Last year, it attracted over 15,000 visitors over five days. The popularity of the event has spread not only within the Bay Area, but also



to other parts of US and even to the neighboring countries. (We are often thrilled to hear stories of visitors to the Bay Area residents planning their trip around the dates of our event!)

UNIQUENESS

While multiple events are organized on the same theme, this *Pashchimi* event is one of its kinds in its approach. Honesty to tradition and sheer grandeur are its main strengths. Usually spread over five consecutive days, the main attractions of the event are its

Over 10,000 visitors
Five-day event, open to public, no entry fee
Cultural shows, musical performances
Colorful fair, food stalls
Free lunch served to all

colorful fair,
diverse cultural programs,
authentic and



The stalls overflowed with buyers

traditional Indian *Puja* - all organized within the same facility. It is an eagerly awaited festival for all local Indians and a “must see” for all visitors who happen to be in the Bay Area during that period. Internationally acclaimed artistes from India regularly grace the cultural stage. *Pashchimi* tradition has been to promote local talent and give them an opportunity to perform alongside these famous performers. It has become an honor for the local talent to perform on the *Pashchimi* stage. The event has been covered by the TV and News media like India Post, Siliconeer, The Economic Times, TV Asia, etc.

WE NEED YOUR SUPPORT

A modest initiative started by a small bunch of people with their own contribution has grown to a full-fledged movement today. In order for *Pashchimi* to succeed in its mission, it needs continuous financial support. *Pashchimi* has been fortunate to receive funding from recognized brands and local businesses that want to reach out to the Indian community and from generous donations from our well-wishers. Many of the corporate sponsors have been regular contributors to the *Pashchimi* cause. Needless to mention, the exposure to and face-time with potentially 10000+ visitors is certainly not unattractive!

Multiple sponsorship opportunities
Reach out to 10,000+ people at once
Banners, magazine ads, handouts, flyers, stalls

Some of our major sponsors

