

# Sewa International USA-Atlanta Holi 2016

## The Largest Color festival of Georgia

Atlanta Celebrated Holi, the colorful Hindu festival which has people across the world digging their hands deep into heaps of colored powder, smearing friends, family and strangers with it, and filled with fun, music and masti, on Saturday, March 26 2016 at Pinckneyville park Norcross GA where a record number of about 3000 people gathered in-spite of bad weather.



**"Vasudhaiv Kutumbakam" The Sewa Team**



**Counsel General of India Mr. D V Singh addressing the attendees at SEWA Holi**



Sewa International USA-Atlanta has been organizing this festival at the same park since 2005. Since last 11 years the gathering grew from 50+ to 3000+ people. Sewa International USA runs on the philosophy of, “*Vasudhaiva kumtumbakam*” where it is believed that the world is ONE family. Through this festival Sewa bring every culture, every religion, and every faith under one umbrella to celebrate the festival. This year Sewa partnered with other prominent organizations of Atlanta viz. IFA ,HSS, VHPA, Ekal Vidayala, Siddhi Vinayak Temple, Shiv Mandir, Rajasthan Association of Atlanta, Greater Atlanta Panjabi Society, Shiv Yog, Art of living, Isha, Indian Awareness Foundation, AIM for Seva etc to bring the community to celebrate this vibrant festival together under one roof.



**A record number of about 3000 people attended SEWA Holi 2016 despite of bad weather**

The morning on Saturday, March 26<sup>th</sup> 2016, was cloudy. While the weather report showed that it would be 65F, it started raining. The volunteers, who were prepping the ground for Holi, were a bit worried as it is an open event and it was a bit cold outside. The event started at 10 am with very few people walking into the park. However, by noon crowd started pouring in. DJ Yani



(Shyam Brahmhatt) kept the crowd on their toes with old and new hit dance numbers. Dance performances by NetIP, Northview high school dance team and others added energy to the event. The rain amid the celebration could not stop the enthusiastic crowd from having fun and they kept dancing with more energy. The team of sevikas (ladies volunteers) prepared delicious home food. "We feel so fortunate to be cooking and serving homemade food to the attendees" said Madhavi Gunasekaran the food coordinator for Sewa Holi for last two years. IFA team successfully managed the parking. All the parking lots were full and additional parking lot across from the park was used for the overflow. IFA team distributed free T shirts to the crowd. HSS, VHPA volunteers helped with Setup and logistics, Our Dholi Jazz's awesome performance engaged the crowd in an amazing way. The official photographer for the event Kiran Mudigonda did an awesome job clicking all the colors of this wonderful event that declares the arrival of spring.



Sewa Atlanta President Mr. Pratap Singh welcoming Mr. D V Singh.



The IFA Team handled the parking responsibility very efficiently. Thank you!!



The Chief Guest of the event was Consular General of India, Mr. DV Singh who graced the event with his daughter and her friends. In his address to the attendees Mr. Singh conveyed best wishes for Holi and said he is so glad to see the community celebrating together in such large number. Mr. Pratap Singh Chauhan, president of Sewa Atlanta Chapter, thanked Mr. DV Singh and said he was so happy to see people enjoying the event.



**Happy & Colored faces. Sewa Holi 2016 – A family friendly event**



**Atlanta youth having lot of fun and masti at Sewa Holi 2016**



**The jubilant SEWA Holi 2016 Team after another successful event of the year. There are more to come.**

Sewa International thanks all the collaborating organizations and the community for their participation and support in making Holi 2016 a big success and fun filled event. There was a huge following on Facebook, post event, with many mentions of “The largest color festival of Georgia”.

**Pictures by: Kiran Mudigonda**