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An initiative by FIA

Sunday / November 22, 2020 Issue: 23 100% VOLUNTEER RUN 0



Thanksgiving: A Supreme Festival Celebrating the Harvest and Other Blessings of the Past Year



3 Indian Americans, 1 Indian Among Forbes' World's Most Influential Chief Marketing Officers List



Indian American Pia Dandiya Appointed 2020 White House Fellow

Thanksgiving: A Supreme Festival Celebrating the Harvest and Other Blessings of the Past Year



By Chandrakant Trivedi

Thanksgiving is one of the most popular holidays celebrated annually in the United States on every fourth Thursday in the month of November. The tradition began as a day of giving thanks and sacrifice for the blessing of the harvest and other blessings of the preceding year.

The history of Thanksgiving in North America is rooted in English traditions dating from the Protestant Reformation. It also has aspects of a harvest festival, even though the harvest in New England occurs well before the late-November date on which the modern Thanksgiving holiday is celebrated.

Pilgrims and puritans who emigrated from England to New England in the 1600s, carried the tradition of Days of Fasting and Days of Thanksgiving with them. Recorded information reveals an event held in 1619 in Virginia and a 1621 celebration in Plymouth, Massachusetts, which resulted from the

arrival of ships at an assigned place and a good harvest.

The 1619 arrival of 38 English settlers at Berkeley Hundred in Charles City County, Virginia, concluded with a religious celebration as dictated by the group's charter from the London Company, which specifically required "that the day of our ships arrival at the place assigned ... in the land of Virginia shall be yearly and perpetually kept holy as a day of thanksgiving to Almighty God." The 1621 Plymouth feast and thanksgiving was prompted by a good harvest, which the Pilgrims celebrated with Native Americans, who helped them get through the previous winter by giving them food in that time of scarcity.

According to historian Jeremy Bangs, pilgrim holidays in 1621 and a Puritan holiday in Boston, Massachusetts, in 1631, marks the beginning of the Thanksgiving tradition.

Most early Thanksgiving days were

Voluntary Content Compilation FIA NY-NJ-CT and Community Volunteers

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Voluntary Graphic Compilation **Gracia Marcom**





spontaneous celebrations. However, by the midnineteenth century, an annual fall Thanksgiving meal was customary throughout much of the United States and its territories. During the gold rush, miners far from home observed a day of thanks. On December 1, 1850, Alfred T. Jackson of Litchfield County, Connecticut described his California Thanksgiving.

Thanksgiving proclamations were made mostly by church leaders in New England up until 1682, and then by both state and church leaders until after the American Revolution. During the revolutionary period, political influences affected the issuance of Thanksgiving proclamations. Various proclamations were made by royal governors, John Hancock, General George Washington, and the Continental Congress, each giving thanks to God for events favorable to their causes.

In his first presidential proclamation, George Washington designated Nov. 26, 1789 as a Day of National Thanksgiving, "a day of public thanksgiving and prayers to be observed, acknowledged with grateful hearts the many and signal favors of the Almighty. God."

The next president to issue a Thanksgiving Proclamation was Abraham Lincoln, who in 1863, also designated Nov. 26. In October of his third year in office, Lincoln invited Americans to "set apart and observe the last Thursday of November next as a day of thanksgiving and praise." President Abraham Lincoln is credited with setting Thanksgiving by proclaiming the final Thursday in November, explicitly in celebration of the bounties that had continued to fall on the Union and for the military success in war.

On Oct. 31, 1939, President Franklin D. Roosevelt signed a presidential proclamation changing this holiday to the fifth Thursday in November by a special resolution in the Congress. On Dec.26, 1941, he signed a joint resolution of Congress changing the national Thanksgiving Day to the fourth Thursday in November.

Since 1971, when the American Uniform Monday Holiday Act took effect, the American observance of Columbus Day has coincided with the Canadian observance of Thanksgiving.

Based on the founding a charter of Berkeley Hundred in 1691, President John F. Kennedy, issued a proclamation 3560 on Nov. 8, 1963, stating: "Over three centuries ago, our forefathers in Virginia and in Massachusetts, far from home in the wilderness, set aside a time for Thanksgiving. On the appointed day, they gave reverent thanks for their safety, for the health of their children, for the fertility of their fields, for the love which bound them together, and for the faith which united them with their God."

Besides the U.S., Thanksgiving is celebrated in other countries on various dates, including Australia, Brazil, Canada, Saint Lucia, Grenada, Puerto Rico and Liberia, among others. A similar festival is celebrated in Germany, the UK and Japan. Thanksgiving is celebrated on the second Monday of October in Canada and on the fourth Thursday of November in the United States and Brazil, and around the same part of the year in other places. Although Thanksgiving has historical roots in religious and cultural traditions, it has long been celebrated as a secular holiday as well.

In India, festivals observing the importance of the harvest season have various names depending on the region. It is celebrated as Pongal in southern India, Sri Lanka and Malaysia; while in Gujarat and North India, it is celebrated as Makar Sankranti and in Odisha it's called Pausa Purnima.

modern times and the environment, the festival assumes additional significance. Family members make special efforts and plan to have family and friends over to celebrate the holiday. They have a nice feast, exchange gifts and in the late afternoon, they enjoy a game of football.

The big stores and malls come out with special sales and bargains on big tickets as well as small household items, clothes, electronics, etc., a few days before, and especially on the day after Thanksgiving, which is popularly known as 'Black Friday.'

The Thanksgiving weekend is also regarded as the heaviest travel time. Millions of people travel by air, road or public transport causing unprecedented traffic. In this unprecedented time, the FIA urges everyone to exercise restraint in visiting family members, friends.

The world famous Thanksgiving Parade by Macy's in New York City has been one of the most memorable and traditional events to commemorate the festival. Each year, the parade attracts thousands of spectators from around the world, as well as the media. The parade includes cultural and entertainment floats and displays.

The FIA, recently revived the intent and sport of the holiday spirit by organizing food drives in soup kitchens at seven locations in the tristate area, as well as in Ahmedabad and Vadodara in Gujarat.

This year, due to the Covid-19 pandemic, Thanksgiving festivities will be conducted on a low key, observing government issued safe distance and mask mandates.

These festivals sweeten our lives and sharing happiness with others strengthens the society.

3 Indian Americans, 1 Indian Among Forbes' World's Most Influential Chief Marketing Officers List

Three Indian Americans and one Indian are among Forbes World's Most Influential Chief Marketing Officers, who uniquely understand both consumers and customers, drive corporate growth agendas and represent and make clear what companies stand for. The list was curated using data from news reports, websites and social networks to measure influence, and in collaboration with research partners Sprinklr and LinkedIn.

Indian American CMOs in the list include: Mayur Gupta, CMO, Freshly; Raja Rajamannar, Chief Marketing and Communications Officer, Mastercard; and Vineet Mehra, Global CMO and Chief Customer Officer, Walgreens Boots Alliance. Also listed is the Mumbai-based Ravi Santhanam, CMO of HDFC Bank.

Forbes says CMOs, who are "responsible for brands, marketing messages and engagement vehicles, are consumer experts within corporations, with data key to understanding. That consumer understanding has become so incredibly valuable not just to marketing organizations, but to businesses as a whole because it drives growth." According to the magazine, "the global pandemic, followed by the death of George Floyd and the ensuant propulsion of the Black Lives Matter movement, have caused company executives to kick into overdrive so many things—from how people work to how people support one another to diversity in the C-suite, and from digital transformation to inclusive messaging. CMOs have been at the center of that rethinking, making key decisions and expressing their positions and views and values, and influencing colleagues, partners, employees, customers and consumers with those expressions.

Certainly, the priorities for standout CMOs when the pandemic appeared were immediate: taking care of employees, nurturing corporate culture, rethinking customer experience, speaking to communities, driving true digital transformation, managing a remote workforce and rethinking the most effective marketing strategies when budgets took a hit. For example, SAP Global CMO Alicia Tillman transformed Bring Your Child To Work Day into a virtual event. And Anheuser-Busch U.S. CMO Marcel Marcondes shifted the company's sports-marketing budget to the Red Cross as a donation."



Mayur Gupta



Raja Rajamannar



Vineet Mehra

Gupta told Forbes that in April, when he was still CMO of the meal-delivery company, Freshly "pulled back on a lot of its usual marketing and is instead relying on organic traffic and word of mouth while also switching from a top-of-funnel strategy to something more focused on partnerships and customer engagement." It also partnered with Nestlé to donate \$500,000 to Meals On Wheels to serve senior citizens across the country. "We felt that during this time even though we're still a growth-stage company, we had the responsibility to take care of people who are highest at risk," Gupta told Forbes. Gupta left Freshly in May and is now chief marketing and strategy officer at media-company Gannett.

Rajamannar is known for his innovation and industry leadership. In an April thought piece in Mastercard's LinkedIn newsletter, "Making Sense," Rajamannar explained how he believes brands should respond to Covid-19. "In these uncertain times, brands can be either destroyed or elevated," he wrote. "The outcome depends on their response. Brands' considerations must reach beyond businesses. In these trying times, marketers need to identify how their brand can best convey compassion." He believes that in the current times, marketers need to operate like general managers, "general managers that have a deep knowledge in marketing," he said in an interview with Brand Equity.

Mehra is committed to democratizing health and wellness, and prioritizing databased, personalized shopping and experiences for Walgreens and Boots customers. In an interview with tech partner Microsoft, he said: "The recent events around the racial equality movement are showing there are 'haves' and 'have-nots' in our society. Your postal code, in some cases, dictates your health outcome more than your genetic code. We have pharmacy deserts in America. We have food deserts. We have areas without access to health care. But imagine if we knew who you were, we could offer those experiences to you in multiple ways. We can offer up an experience to deliver it directly to your door. And we'll set up delivery lockers in certain neighborhoods where people can pick things up."



Ravi Santhanam

Santhanam is a marketing leader who prioritizes personalized and relevant customer experience and believes that machine learning and data science are critical tools for marketers; he expressed so in a recent Netcore Solutions blog. And he led the Indian bank's response to the coronavirus outbreak, launching the #HDFCBankSafetyGrid campaign to help people keep safe distance in public. "As social distancing is the need of the hour to fight Covid-19, we want to use our logo to send this important message across to the people," he said in an interview with Financial Express. "The cause that we are fighting for today is much greater than any marketing rules and norms, and every effort or contribution counts." He also led creation of the inspirational "Hum Haar Nahi Maanenge" music video about overcoming adversity, featuring Indian musical talents.

Indian American Pia Dandiya Appointed 2020 White House Fellow

Pia Dandiya of Jupiter, Florida, is the only Indian American among 14 other White House Fellows announced last month. The founding principal of Democracy Prep Endurance High School in Harlem, New York, Dandiya is placed at the United States Department of Education.

The coveted White House Fellowship provides professionals from diverse backgrounds an opportunity to engage in public service for one year by serving in



various roles in the Federal Government. Created in 1964 by President Lyndon B. Johnson, the White House Fellows Program was designed "to give the Fellows first hand, high-level experience with the workings of the Federal Government and to increase their sense of participation in national affairs." The Fellowship was created as a non-partisan program and has maintained this tradition throughout both Republican and Democratic administrations. The mission of the White House Fellows Program is to encourage active citizenship and service to the Nation. Throughout the year, Fellows participate in an education program that expands their knowledge of leadership, policy-making, and contemporary issues.

Community service plays a vital role in the program, and Fellows take part in service projects throughout the year.

Dandiya founded the high school at age 28, making her among the youngest principals in the country at the time. Every single graduate of her school went on to attend college despite 90 percent of students living under the poverty line. Dandiya started the school with two grades of students and grew to four grades of students over three year, according to her LinkedIn profile. Her school remains one of the highest performing in New York and has earned the title of "Recognition School" for its high academic achievement.

Dandiya began her career in Boston with Teach For America as a middle school math teacher, where she led her students to the highest growth percentile in state assessments at her school. Before transitioning to school leadership, Pia was a Manager of Teacher Leadership Development for Teach For America in New York, and a teacher at the first all-boys charter school in the country, Excellence Boys Charter School.

She has been featured in national news pieces on effective teaching and speaks three languages, including Spanish and Hindi. She earned a Bachelor of Arts in Government from Harvard University and has a Master of Education from Boston University.

Applications for the 2021-2022 Fellowship year will be accepted from November 2, 2020- January 6, 2021, at 5:00 p.m. ET. The application link and additional information is available at https://www.whitehouse.gov/get-involved/fellows/.

Geeta Anand Appointed Dean of UC Berkeley Graduate School of Journalism

The UC Berkeley Graduate School of Journalism has named Geeta Anand as its new dean, effective immediately. Anand, who was an interim dean at the school, is a veteran journalist specializing in narrative writing and investigative reporting. She began teaching at Berkeley in 2018. She also serves as director of the Investigative Reporting Program. She worked as a journalist for 27 years most



the Investigative Reporting Program. She worked as a journalist for 27 years, most recently as a foreign correspondent for The New York Times and the Wall Street Journal in India.

Anand began her career at a free weekly newspaper, Cape Cod News, and then covered local government and courts at the Rutland Herald in Vermont. At her next job at the Boston Globe, she served as City Hall bureau chief and then covered the Massachusetts State House. She spent the next 17 years as a reporter and senior writer for the Wall Street Journal, where she covered the biotech beat and focused on investigative reporting. She spent nearly a decade in India, the country where she was born and raised, first as a foreign correspondent for the Journal and then The New York Times.

She met her husband, Gregory Kroitzsh, in college. During her time as a foreign correspondent in India, he started Mumbai's first microbrewery. They have two daughters who are in college in the U.S.

Anand was a key member of the team of reporters that won the 2003 Pulitzer Prize in Explanatory Reporting for their coverage of the history and consequences of corporate scandals in America. She was a finalist for a 2004 Pulitzer Prize for her contributions to a series of articles that revealed how hidden decision makers make critical choices about who gets health care, writing the lead article for that series. Among her other honors, Geeta is also the recipient of the Gerald Loeb Award for Distinguished Business and Financial Journalism, the Victor Cohn Prize for Excellence in Medical Science Reporting, and the Danny Pearl Award for Outstanding International Investigative Reporting. She is the author of the non-fiction book "The Cure," about a dad's fight to save his kids by starting a biotech company to make a medicine for their untreatable illness, which was made into the Harrison Ford movie "Extraordinary Measures" in 2010.

FIA Fraternity Pays Tribute to Vijay Dalal, Stalwart and Founding Member of Share and Care Foundation



By Chandrakant Trivedi

The vast and vibrant Indian American community in the metropolitan New York and New Jersey area, lost an eminent and dedicated philanthropic leader, Vijay Dalal, to acute myeloid leukemia on Nov. 11, at his residence in Ramsey, New Jersey. He is survived by his wife, Asha, two kids, their spouses and four grandchildren.

Vijaybhai was one of the founding members of the Share and Care Foundation. Along with his wife, Ashaben, and five other like minded couples, he co-founded the foundation in 1982. It has now blossomed into an inspirational and service-oriented organization. Through the Share and Care Foundation, Vijaybhai spearheaded several initiatives in the field of education, medicine, disaster relief, and support to the less fortunate. The foundation has raised millions of dollars for its charitable projects in India.

Vijaybhai was born in Mumbai, and studied accounting and economics. He later completed his graduate studies in accounting in the UK. He

married Asha, and both immigrated to the U.S. They have been living in Ramsey for the past 50 years. A reputed accountant and investment advisor, Vijaybhai worked for Western Union and Leob Rhodes. Along with his son, Yash, he formed the Dalal Group in 1998. Along with Ashaben, Vijaybhai travelled worldwide and had interests in literature, music, spirituality and service to humanity. He believed in "Gupt Daan," and donated a sizable amount to temples and projects beneficial to the community.

The FIA fraternity expresses it's heartfelt condolences to the Dalal family and pray that his soul rests in peace at the Lotus feet of the God Almighty. The Share and Care Foundation is a continued member of the FIA and has participated annually in the India Day Parade, with immense honor and pride for the motherland. On a personal note, I have had the privilege of working with the Share and Care Foundation leadership for over 30 years. Under my presidency in 1998, the FIA recognized SCF for its community service.

Koehler Instrument Company's Technical Director Dr. Raj Shah Awarded Fellowship at UK's Institute of Measurement and Control

Dr. Raj Shah, technical director of the Koehler Instrument Company (InstMC) has been named to the Institute of Measurement and Control, making him the first Indian American to be inducted into the London-based organization. The InstMC is recognized by the Royal Charter, UK as the professional body for scientists and engineers working in measurement, automation and control. The Long Island-based Shah was elevated to the title of Fellow by his peers at InstMC, a rare honor for an American engineer.

Founded in 1944, the InstMC members original priority was to maintain the national infrastructure and support wartime logistics. During the postwar reconstruction years, attention shifted to developing new major infrastructure programs including nuclear power, oil and gas, the transport network and major industrial and chemical facilities. Currently the members of INSTMC are still involved in all the above areas, but the digital age has opened a new sphere of involvement in the area of sensors linked to intelligence. This includes the Internet of Things, cyber security, smart cities and transport networks, driverless cars, and innovation in petroleum and petrochemical engineering.

Shah is no stranger to distinction. Just a couple of months ago, he was named a Fellow at the Royal Society of Chemistry, UK which boasts worldwide by the American standard of testing such historical members as Sir Isaac Newton, materials (ASTM International) with three charles Darwin, and Albert Einstein.

The Royal Society of Chemistry has over 54,000 members and is one of the largest professional bodies for chemical scientists, supporting and representing our members and bringing together chemical scientists from all over the world. The Royal Society of Chemistry was founded in 1841 and incorporated by a Royal charter in 1848, and its main patron is her Majesty the Queen of England.

Shah was also honored recently by the Energy institute with the title of a Chartered Petroleum Engineer this summer. The Energy Institute (EI) is the largest professional membership body that brings global energy expertise together.

Shah is widely recognized worldwide for his contributions to the field of Fuels, Lubricants, and Greases. His specialization is in the development of laboratory analytical instrumentation used primarily in the petroleum laboratory. He has been recognized for his inventions and his efforts



worldwide by the American standard of testing materials (ASTM International) with three awards of Excellence and an ASTM Eagle award (a sui genres distinction). He currently serves, or has served on the Board of Directors/ Advisors of various institutions such as the Department of Chemical Engineering, State university of New York, Stony Brook, NY, The School of Engineering, Design, Technology and Professional Programs (SEDTAPP) at Penn State University, the Foundation Board at Developmental Disabilities Institute in Smithtown, NY until 2009, and he served on the board of directors of the National Lubricating Grease institute for almost two decades.

A recipient of multiple awards at ASTM over his career, more recently he was awarded the PM Ku medal (the youngest recipient of this medal), and the prestigious John A. Bellanti Sr. Memorial Award as well. Shah's other interests include kayaking, mixology and mobile photography. He lives currently in Long island with his wife of 23 years Dr. Niloufar Faridi and their son Kian.

Life Sciences Entrepreneur, Dinesh C. Patel, Honored With Utah Governor's Lifetime Achievement Medal for Science and Technology

Life sciences entrepreneur, Dinesh C. Patel, of Salt Lake City, Utah, has been honored with the Governor's Lifetime Achievement Medal for Science and Technology for his contribution in the field of biotechnology and pharmaceuticals.



From ideation to creation to implementation, Patel has worked tirelessly and quietly to make Utah's science and technology footprint substantive and strong. It has been nearly 40 years since Patel came to Utah. His innovations and hard work brought financial success and improved the lives of thousands across the globe.

Patel founded TheraTech Inc., in 1985 serving as president and CEO. He led the company in a successful initial public offering in 1992, and successful acquisition in 1999 when Watson Pharmaceuticals, Inc. purchased the company for over \$350 million. With over 250 employees at the time of acquisition, TheraTech was a research and development company that specialized in technologies used to administer controlled, time-release medicines, including transdermal patches, oral systems for delivering pain medications, topical preparations and cell-targeted technologies, which are commonplace today. He has continued to start and grow companies in the state, founding and co-founding other successful ventures, including a family investment firm, Patel Family Investments, which has a current portfolio of over 25 early-stage companies and 12 private equity/venture funds.

Patel has become known across the country for his business ventures. He is the co-founder of Spring Capital, a Salt Lake City-based investment firm where he is currently founder emeritus – it is now known as Signal Peak Ventures and manages more than \$450 million. He is also a primary angel investor in at least 20 IT and biotechnology companies, including TheraTech (which he co-founded and which was acquired by Watson Pharmaceuticals (now Actavis) for \$350 million), and Ashni Naturaceuticals, where he was formerly CEO. Patel has received distinguished honors locally and across the globe for his leadership, mentorship and contributions to the scientific communities, including the State of Utah's Governor's Medal for Science and Technology Award – Industry Category in 1996.

Additionally, Patel holds 15 patents in both the U.S. and abroad. In 2006, he was awarded the Utah Technology Council Hall of Fame Award and the Ellis Island Medal of Honor. In 2009, he received the University of Michigan's College of Pharmacy's Alumni Distinguished Lifetime Achievement Award, and in 2013, he was awarded the Willem J. Kolff Lifetime Achievement Award from BioUtah.

A native of Zambia, Africa, Patel earned his bachelor's degree in pharmacy from Gujarat University, followed by his master's degree from the Philadelphia College of Pharmacy. In 1979, he earned his Ph.D. in pharmacy from the University of Michigan. He currently resides in Salt Lake City, Utah with his wife Kalpana. The couple has two children, Ashish and Avni, and three grandchildren.

Veteran FIA Member Sudhir Vaishnav Appointed Executive Director of Bharatiya Vidya Bhavan, USA

Sudhir Vaishnav has been appointed the new executive director of the Bharatiya Vidya Bhavan, USA. Vaishnav succeeds Deepak Dave who served as the executive director from 2008 through 2020. The organization is dedicated to promoting and preserving the arts, culture and heritage of India. Current board members of the organization include Dr. Navin Mehta, Dr. Bhupendra Patel, Harish Mistry, Dr. Parveen Chopra, Yakub Matthew, Ravi Iyer, Riddhi Gandhi and Megha Bhouraskar. Swati Vaishnav has resigned from the Board of Directors, but she will continue to serve the Bhavan as the Director of Cultural Affairs. Minesh Patel was appointed as the Operations Manager for Office Administration.

"I am really humbled and honored to serve such a prestigious institution as its executive director and will try to live up to the Board's expectations in





trusting me to promote Indian culture. My whole family has been associated with BVB since its inception in 1981," Vaishnav is quoted saying in a Bhavan press release, as reported by the United News Network. Vaishnav been integral part of the organization, since its inception 30 years ago, as well as the Gujarati Samaj of New York

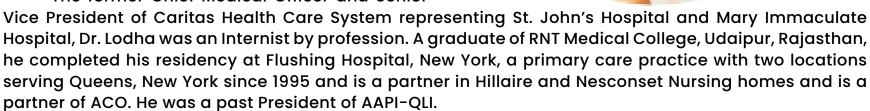
Vaishnav is the CEO and President of GEN-I; a leading international distributor and content aggregator representing international television channels with distribution in the U.S., UK and Canada on various platforms. With over 32 years of varied corporate experience in the U.S., Vaishnav has built a strong background in sales and marketing working with Fortune 500 companies. Known for being a pioneer in bringing South Asian entertainment to North America, Vaishnav is the first Indian producer in the 130 year history of New York City's Broadway to present a South Asian production, Andrew Lloyd Webber and A R Rahman's "Bombay Dreams". He also co-produced an off- Broadway production, India Awaiting, while working with Sony Music Classics to promote Rahman's international album, Between heaven and Earth, in North America.

Vaishnav has been actively involved with the community for over three decades and has served on the board of advisors with various leading community and non-profit organizations. His unwavering support and involvement with organizations such as the FIA, Share and Care Foundation, the Association of Indian in America (AIA), the America India Foundation (AIF), Nargis Dutt Foundation and Children's Hope India, has cemented his position as a pillar in the Indian American Community. Vaishnav lives on Long Island, New York, with his wife Swati, who is also actively involved with the South Asian community. They have a daughter, Siddhi and a son, Shivang.

Former AAPI President Dr. Ajay Lodha Dies of Complications From COVID-19

Dr. Ajay Lodha, former president of the American Association of Physicians of Indian origin or AAPI died at the Cleveland Clinic in Ohio on Nov. 21 due to complications from COVID-19. He was 58. He is survived by his parents, wife Dr. Smita Lodha and their two children Amit and Shweta. The Long Island, New York-based Lodha was battling with the coronavirus for the past several months. He took over as the AAPI president in 2016 and is credited for growing the organization.

The former Chief Medical Officer and Senior



In 2008, Dr. Lodha was part of a coalition that built a state-of-the-art 11 bed Surgical Intensive Care Unit for Government Hospital located in Udaipur, Rajasthan, – free care is given to all the patients. Dr. Lodha in his commitment to the health of the community has organized numerous Health Fairs, Blood Pressure Screenings, and Medical Awareness programs as well as the delivery of educational materials at churches, temples and senior centers. He was appointed a member of the Nassau County Comptroller George Maragos's MWBE Advisory Council last year.

He was honored with the prestigious Ellis Island Medals of Honor in 2016. He is the recipient of Lawrence J. Scherr Award of Excellence for being an Outstanding Physi-cian. He has also been honored for Out-standing Contributions to Research & Hypertension Department at the Flushing Hospital, NY. In 2008, he was bestowed with the Nargis Dutt Memorial Foundation Physician of the Year Award.

