



Nongin

NAMA Quarterly Newsletter



“Migi Mama Mashak Phajabiduda Ima Kouruba Yaroi, Mashak Thijarabashu,
Phimal Shetcharabashu, Ima Leibak Manipur-di Keidounungda Kaothokpiganu”

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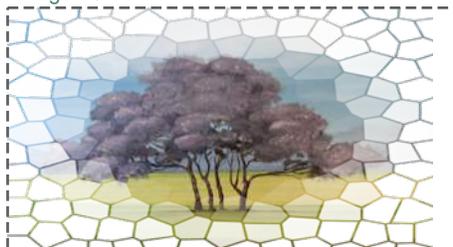
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Message from NAMA Executive team

Greetings!! Hope everyone is enjoying this festive season with family and friends along with good food coupled with laughter and bonding. The year 2014 has ended faster than we thought. We started this year by sending out the 2014 Calendar to many members for the membership drive. We also had several Patron Members who supported the fund drive. The NAMA Project Launch event in March was graced by global diaspora members in presence of Tamo Mr. N.J.Gangte Deputy Consul General, Indian Consulate Chicago. NAMA Youth Forum and NAMA Career Counseling projects were key announcements made. In July, the 23rd Annual NAMA Convention was hosted in San Francisco Bay Area with support from families in the Bay Area. This created history in NAMA since the convention was held in California for the first time. The event was a grand success and we would like to once again thank the host and all the members who attended. NAMA Excellence Award in the area of Academics, Sports and Arts was announced in October. The results will be announced soon. Our fundraising this year for a student who wanted to pursue medicine received huge response. NAMA also endorsed all the five events of Dynamic Manipur's Inspiration Series held this year. These Inspiration Series has been acclaimed as one of the best events to inspire the youth of Manipur. NAMA Members participated in the Startup Weekend Imphal event which ignited the entrepreneurial spirit of youth in Manipur. In December, the ChaCup Amatang Project was launched via a conference call. Also, a session on how to become an entrepreneur was held with an expert panel. All in all, we had a successful 2014 and we want to thank every member who participated and supported our activities. Your effort is what really matters at the end.

We have a good horizon for 2015 and beyond. In January, we will announce our membership drive for 2015 which is open to all Manipuris residing in North America. We will continue our expert panel discussions on entrepreneurship career counseling and share columns for ChaCup Amatang Project. We are happy to announce that our 24th Annual Convention will be held at Washington D.C. during the 4th of July weekend. The event will be jointly hosted by the families of D.C. Metro Area. Details for registration will be available in our website starting 1st February 2015. During the Convention, a new Executive Committee will be elected. Please look out for more information from the Sub-Committee who will conduct the Election process. We hope that many members will volunteer to work for the future of NAMA.

Our family has significantly grown over the past few years. We now have a substantial number of members in every zone. Our network is so strong today that we already have several Manipuri diasporas reaching out to us before they even come to America. We are known in Manipur much more than before due to our event endorsements and partnerships with organisations and institutions. We will continue our efforts to reach out to every Manipuri individual and families residing in North America who are still not a NAMA member. We will also continue our efforts to network



Message from NAMA Executive team (contd.)

more with other NAMA like organisations in North America. On this effort, we are happy to announce that NAMA will participate the Republic Day Celebrations on 26th January 2015 in Washington D.C. along with several other Indian diaspora organisations.

The Executive Team is committed to spread the core values that have been laid down by our founding members in our Constitution. Our Advisory Committee continues to guide us in several key decisions we take. We are open to your suggestions, constructive feedback and above all new ideas that we should pursue as an organisation. Your participation and morale support is required to achieve the goal of any project we take up. Collectively, we need to build NAMA to become a premier diaspora organisation. And collectively, we need to leave a legacy for our younger generations so that they remain connected to our roots.

Lastly, we wish you and your family a very Happy and a Prosperous New Year 2015. May this year bring good health, prosperity and success in all your endeavors. Looking forward to seeing you and your family at Washington D.C.

Sincerely,

NAMA Executive Team

Current Executive Members (2013 - 2015) :

- President – Amom Ruhikant Meetei (Cincinnati)
- Vice President – Sapam Shyamananda (Cincinnati)
- General Secretary – Irombham Hori Singha (Chicago)
- Asst General Secretary – Shilpa Phairembam (Columbia, Missouri)
- Treasurer – Lily Sharma (Rockville, Maryland)
- IT Leader: Kunjakishor Maimom (Columbus, Ohio)
- IT Support – Sagar Sharma (Charlotte, North Carolina)
- IT Support – Omnath Khundongbam (Detroit, Michigan)



23rd NAMA Convention San Francisco Bay Area, California - A Detail Report

For the first time in the history of the North American Manipur Association (NAMA), the annual convention was held at California. This was the 23rd Convention and the event was hosted by the San Francisco Bay Area members at Thockchom's residence on the 4th and 5th of July, 2014. More than seventy five members including children across North America attended the gathering. The celebration of Manipuri culture, exhibited through dance, food, artifacts and language, filled people's hearts with the memories of Manipur besides building relationship and bonding amongst all members who were meeting for the first time. The convention clearly demonstrated the commitment that NAMA members have to sustain and strengthen the organization. This year messages were received from Korea Manipuri Association (KMA), Director and Students from Manipur Institute of Management Studies (MIMS), Dynamic Manipur (DM), Jeremiah Pame for the support NAMA provided on The Halflong Tamenlong Road Construction and Ragesh Keisham, CMD, The SuiGeneris Inc.

July 4th, 2014: Reception at Thockchom residence

The first day of the convention began with several members for a seven hour long tour of the San Francisco City. The bus had two pick up points and was fully packed when it headed for San Francisco City. After a joyful trolley ride, the team headed to Fisherman's Wharf.





23rd NAMA Convention San Francisco Bay Area, California - A Detail Report

Right after lunch, the group headed for the Golden Gate Bridge from where they started their return journey to the host's residence. In the evening, the host's residence was packed with all members joining us for the evening event. The potluck dinner was a grand success with all the NAMA families of the San Francisco Bay area bringing a dish to add to the menu. The sumptuous food of the evening cooked by the Ningols included – Ooti with ushoi (Steamed White peas cooked with sodium bicarb and fresh bamboo shoot), Yen-Thongba (Chicken curry), Shingju, Nga Thongba (Fish curry), Shoibum Iromba (Steamed fermented bamboo shoots with potato). Post dinner an impromptu music session kicked off, several members playing the guitar and the host playing a special African style drum – 'Djembe'. The night was young and everyone had a fantastic time of knowing one another. The bonfire set up was just right to keep us warm. Children were seen roasting marshmallows and having fun.

July 5th, 2014: Main Event: Backyard of Thockchom residence

Morning Session: The tent was just the right size to fit the members who had gathered on that bright sunny morning at Fremont, California. Members started arriving at 9:30 AM. The reception at the entrance was busy with members registering for the event. Breakfast of assorted fruits and muffins were laid out near the entrance along with Starbucks coffee sponsored by Khuraijam family. The anchor of the day Bonny Sharma hailing from New Jersey opened the event by welcoming all members and kicking off the NAMA General Body Meeting.





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The event began with a short welcome note from the host of the convention, Gautam Thockchom. He expressed his gratitude to all the Bay Area members for their support and participation. In his welcome speech, NAMA President Amom Ruhikant Meetei called upon all NAMA members to come forward and support in several activities hosted by NAMA. He said "Migi Mama Mashak Phajabiduda Ima Kouruba Yaroi, Mashak Thijarabashu, Phimal Shetcharabashu, Ima Leibak Manipur-di Keidounungda Kaothokpiganu" (One cannot claim a beautiful woman as his mother; even if she is poor and not as beautiful, do not ever forget your motherland Manipur). In order to bring the patriotic feeling to the audience he closed his speech with the song 'Ho Ima Poknapham Ima Nangumbi Leite Ima koina Thiduna Lapna Chatuna Nangumbi Phangloi Ima' (O-Mother, my motherland there is no one like you. Wherever I go, I will not find someone like you).

One of the founding members of NAMA, Dr. A. Surjalal Sharma from Maryland came online via google hangout. The session was supported and moderated by IT Team – Sagar Sharma from Charlotte, North Carolina. Dr. Surjalal gave an overview of NAMA in general and highlighted the changing times and generations. He mentioned that NAMA needs to evolve so that it is relevant to the new generations and work on inclusiveness of all members from different communities of Manipur. He also emphasized on maintaining proper records of Executive proceedings. In the same google hangout session, former Treasurer of NAMA, Moirangthem Ongbi Elangbam Ningol Sarita from Houston, Texas thanked the current Executive team for their dedication and commitment and for taking the Convention to the West Coast.





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She called upon all Ningols residing in North America to work on a project called 'Cha Cup Ama-tang Thakmjin-nashi' – 'Let's have a cup of tea together'. The main theme behind this project is for the Ningols to share their learnings of settling down in America and raising their children in Manipuri ways. This project will help any new families who are joining the NAMA family in future. The yearly report of NAMA activities was presented by General Secretary Hori Singha. The main events in the last one year being the various festivals, endorsements of two events in Manipur and hosting of several Manipuris in New York. He also mentioned about the New Year gift that was sent to all members. He also gave an overall history of how NAMA started and called for members to support in the ongoing activities of NAMA. The yearly financial report was presented by Treasurer, Lily Sharma. A short video of NAMA accomplishments till date was also shown. It was followed by several video messages from organizations with whom NAMA has joined hands. Lunch was served at noon with assorted pizzas. The children were having fun with the bouncy castles that was set up for the whole day.

Afternoon Session: The session kicked off with the member introduction. The bonding and the love was pouring out with many members expressing their delight to be at the event. The first debate of the event was on the theme "Discussion on ideas for new initiatives/activities" The debate on what NAMA can do to help Manipur and the people of Manipur, it lasted for more than one hour. Gautam Thockchom who was playing the Devil's advocate, putting forward thought provoking questions to the audience. The highly interactive discussion elucidated the various challenges and issues facing Manipur.





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The NAMA members identified opportunities for improvement in Manipur and also discussed the potential steps that can be taken to bring about meaningful changes in the state. Some of the areas that were considered worthy of development include, but are not limited to, education, the IT sector, and entrepreneurship. It was agreed that NAMA will be revamping the official NAMA website by adding resourceful links and documents related to visas, careers, and education for the people of Manipur to access. NAMA is also actively planning on how best it can provide monetary assistance in various endeavors in Manipur. In collaboration with the residents of Manipur, NAMA plans to analyze the strengths of the state and execute appropriate actions for its development. The highly engaged debate was participated by Roshan Ngangom, Vimol Kshetrimayum, Chanam Kulabidhu, Niang Hangzo, Hori Singha, Amom Ruhikant, Rima, Sandeep and several other members. Due to shortage of time, the second debate on what NAMA should do for members was put on hold for a discussion after the Convention.

After a short tea break, the afternoon session resumed in a round table set up. Members gathered to hear Senior NAMA member Mrs. Advanimayum Ongbi Maibam Ningol Jamuna's introduction to her new book *The Letter: A Memoir* – a book that narrates the journey of her life. Mrs. Jamuna Advani also gave an overview of the Meitei / Meetei Mayek, the Maipuri language on how she learnt to write from a book she recently got during her trip to Manipur.





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It was a tough task but she said she can now read and write the alphabet which was highly encouraging. The intellectual discussion was then followed by jokes from Premjeet Sougrakpamcha who is known for his naturally amusing personality and filled the atmosphere with joy and laughter.

To close the formal event, Shilpa Phairembam, Assistant General Secretary of NAMA, delivered the Vote of Thanks on behalf of the NAMA executive team. Shilpa extended special thanks to Thockchom family and Khuraijam family for their support throughout including the initial planning of this special Convention where Eventbrite and early registration process was introduced for the first time. She thanked all the San Francisco Bay area families and members for their hospitality and care during the entire event. She expressed gratitude to all the members who have come from across North America who graced the occasion, making the event and the trip to San Francisco an unforgettable experience. The evening was drawing in fast. All the members gathered for a quick group photo session – one that will remain as a memory for many years to come. Right after that Sudeep Khuraijam, NAMA Area Representative (California) who has been running around engaging the members for the special 'Iron Chef Competition' kicked off the competition. Members were grouped by numbers and the Starter items of Shingju (Manipuri style mix vegetable salad), Kelichana (Steamed white peas stirfried in Indian spices) and Chana Kanghou (Steamed black chickpea stirfried in Indian spices) were prepared by three different groups at a set time. Another group got busy with the main course items which included Iromba, Yen Thongba, Makan Ngouba, Nga Thongba, Hawaii Thongba.





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Parents of NAMA members of Ngangom family and Aribam family were the judges for the competition. While the competition was in progress, Noopur Singha, the talented dancer from Washington DC was engaged in a Manipuri dance workshop with few children. Later in the day, to our surprise, it turned out that the Nga Thongba and Hawai Thongba tied in terms of taste which was the most amusing result of the evening. Roshan Ngangom's makan thongba and Jonathan Zingkhai's pork curry with bamboo shoots was a big hit for the evening.

As the sun was setting on the western side of Mission Peak, Fremont, it was just the right time and the right amount of light for Noopur to perform her Krishna Natan dance. For a moment everyone felt that the event went into a Rās Līlā dance session in the heart of Imphal. The glittering costumes and swift movements including the music were simply mesmerizing for the audience. In between Prety Amom sang a beautiful cover of the song 'Someone Like You'. Her sweet voice left the audience enthralled adding more colors to the sunset. As if it was not enough, Noopur performed Thougai Jagoi which again left the audience speechless. She then led a team of Ningols in a traditional Leima Jagoi. She also showed few steps of what she taught the children during the workshop. Immediately after that, the much awaited Thabal Chongba (meaning dancing in the moonlight) continued. The beautiful ladies started with Gautam Thockchom and Dhaneshwar Laishram on drums. Men and women, boys and girls clutched each other's hands and danced in a circle to the rhythm of the drum while the sun was setting and the flood lights were put on as darkness was setting in. The dance continued until everyone was very exhausted.





23rd NAMA Convention San Francisco Bay Area, California - A Detail Report

The laughter, the cheer, the excitement was indescribable and that is what the members believe the Annual Convention is all about.

Families and Individuals from Cities or States who attended the Convention: New Jersey, Virginia, Maryland, Houston (Texas), Irvine (California), Los Angeles (California), Missouri, Cincinnati (Ohio), Chicago (Illinois) and various suburbs of San Francisco Bay Area.

Handicraft Items & Books Displayed: Manipuri Sagol Kangjei (Polo stick) - two types; 'Arambai' - Poison Darts used in war both during attack and retreat; Books written by Jamuna Advani, Polloi (made in California), Tangkhul dining table, male hat, smoking pipe, model spear, Kangpak, Lukmai and Sum. 'Chainarol' - a book based on mortal combat practiced in olden days of Kangleipak as written in Puya – courtesy Babloo Loitongbam. The Royal An English translation - Crimson Rainclouds – Asangba Nongjabi by MK Binodini (courtesy Thema Books) was on sale – courtesy Somi Roy. 'Tattooed with Taboos' - a book which is an anthology of Poetry by Three Women authors – courtesy one of the authors Chaoba Phuritsabam. Brochure of World War II - 70th Anniversary Commemoration – courtesy Rajeshwor Yumnam.

The NAMA Executive Team would like to extend our big 'Thank You' to members who volunteered their time to organize and attend the convention. The experience was enlightening and enjoyable for every member young and old. The opportunity to relish and share our food and get an exposure of our culture so far away from home has been one of the goals of NAMA from its inception. For those members, who could not make it this time, we hope to see you all in our next convention. You will soon be hearing from us on the venue so that we can have another grand event.





Annual NAMA Convnetion 2014 Message from Memeber

- Premjeet Sougrakpam

Hi All,

Khurumjari Mayambu.

Ngasi nongmagi lou-oo singu gi wafamda leijare, SFO da Nama gi thabal.

To begin with, we were completely overwhelmed by the kind of warm welcome that showered upon us by niceest Manipuris of SFO area. The beautiful and calm weather added its own flavor to the occasion. Getting to know each one of you and later the way we had quality time together was so fulfilling which matches no words to describe.

To see everybody fully engrossed and involved in making the event successful was another display of brothers in arms, in heart and spirit. Tamo Gautam and Bhaviji Garima, you left no stone unturned, even before the event till the last minute to make the event a solid success. Presence of Ine Jamuna and other elderly people made the event more beautiful. The executive team of NAMA made sure that everything was executed precisely without any glitch. Indeed a well co-ordinated effort.

The cable car was rocking, due to the overload.





Annual NAMA Convention 2014 Message from Member (contd.)

I am not sure how Tamo Sudeep came up with the idea of making dinner for 50+ people in no time with ease. Every body was involved yet enjoyed the way the plan was executed. The event flow was never disrupted but everyone got the time to do their bit yet enjoy the other program also. That's the kind of leadership and event management skill I admire.

The food was so sumptuous, filled with aroma, mouth watering. Tamo Roshan gi yen ngoubadudi mei tabanehe. The aroma still lingers.

Nupur gi ningthiraba jagoi khuthek tu urubada meepum khudingmak Amerika da ni haiba kaothokhi, Such a nice presentation. The leima jagoi and the mou jagoi added more beauty to the event.

The thabal that followed was ultimate rock with Iche Kebola leading from the front. Those who missed, will have to wait for complete 1 year.

I could not stop mentioning the contribution of the never tiring team of Dhruba(Tara), Motilal(Slim trim), Aerosil (not kerosin), Lamyamba, Open(never closed), Anand and many others.

Hope to see more such events. Let's keep the spirit of Manipuris high, wherever we are.

Once again thanks everyone.





Life Experience - Jamuna Devi Advani

As you know already, my name is Jamuna Advani and from Keishampat. And I am Maibam Ningol. I did my study from Amritkaur College of Nursing under university of Delhi. I graduated in 1958. After I worked for five years became a full time housewife and mother Mr Shyamanda has asked me to speak on my experiences in USA. Well since my first arrival was in Canada my experience starts there. I turned sixty when I moved to Canada. But to me age didn't bother me, I wanted to do something for myself This is the time people here are planning to retire. But I made my choice.

Since I had my nursing background I wanted to take up this profession. I applied to the Canadian Board of Nursing education and I was allowed to take the exam for license but I had to complete a course for psychiatric nursing which was for four months. We did not have in our colleges this subject those days. I started seriously preparing myself for state board exam.

But something happened that time, while watching TV one fine day my course of action changed. I saw a news in TV, some nurses were fired and I was shocked to see that. I thought nurses were in demand. That day itself I decided not to take up this profession any more. I never bothered to ask anyone's opinion nor discussed with someone who was in this profession. I didn't do any research. This was my first mistake I made after moving to Canada.

In the meantime I got a job as a caregiver in one of the nursing facilities. I worked only for few months and resigned from that as I was hardly getting any time off. That time I also joined AMWAY which I found the most difficult business and likely to lose all your friends. I quit after few months.

My second alternative choice was beauty and hence I joined the cosmetology course in Southampton Community College, Toronto. Just as I finished my first semester I got a call from my daughter in US. She asked me if I could go and live with her so that I could help her with the twin kids. By this time my husband was back to India to complete some of his work there. I called him and discussed with him about it. Finally we decided, I to go to USA. I left Canada in 1996 for Valencia Santa Clarita, in Southern CA. There I got admission in Beauty College immediately. I loved the college. Got my license within six months after taking the board examination. My job was waiting for me even before I got my license. I immediately started working after I got my license. After five years in Southern California we moved to Bay area as my son-in-law had joined a company here.

One thing is good about this profession. There is no dearth of job and I got offer at two places here and I chose the beauty salon in JCPenney. I enjoyed working there but after few years, as I was approaching 70, long hours of standing was again a strain on me. For the first time I realized that it was a mistake for me to take up this profession so late in life. This is the profession to be taken up when one is young and can work long hours. This was my second mistake.



Life Experience (contd.)

As soon as I completed 40 units and could get my social security benefits I took retirement in 2006. After the retirement my life path changed. I took up golf and played with the ladies' group of golfers. I always used to admire the golf courses whenever I saw in Shillong and Kalikota, while in India. So I took the opportunity to play golf here and I doubt my husband would have liked the idea. I joined the writers club and as well as poet s' society and I started writing seriously. I have published poems and short memoirs through Trivalley writers' club anthology as well as California writers' club literary review. The Story circle network is an online organization for women writers only and it is a platform to express your thoughts and feelings through your writing. I have contributed poems and short memoirs through the journals of SCN. Another hobby I love doing is water color painting. I did for sometime but now I have switched to Chinese brush painting which I love it. I published my first poetry book in 2010 "Land of the Dancing Deer." My second poetry book "Symphony of heart songs" was published in 2013. My memoir "The Letter" has just come out and it is written in letter form to my nephew and journal entries which I had been recording since I moved to Canada and USA. It is published through Partridge India a branch of Penguin India. It will be available in Amazon.com, Barnes and Noble as well as in www. Flipkart.com for those who live in India.

To all the younger generations my advice is, it is the land of opportunities take advantage of it. Nothing should be a barrier. I want to read this quote "Let your passions be the reasons for your existence and the successes the product of your persistence." Follow your dreams, passions and heart. Wishing you all, best of luck and enjoy your stay here.



Message from Roshan Ngangom (Houston , TX)

A big shout out to all involved in this year's NAMA convention specially to the NAMA executive members & Bay area families and individuals for such a wonderful NAMA convention. Special mention to Tamo Gautam Thokchom & Eteima Garima for opening up their lovely home for 2 full days. Noopur for wonderful performances. Premjit for the light moments. To all the attending members, it was a pleasure meeting you all in person. To all the virtual attendees, thank you for tuning in to the proceedings. It was a memorable couple of days. Thank you all very much.



Cha-Cup amatang Project A short essay on the theme

- Sarita Moirangthem

Cha-Cup Amatang Project - Discussion & Launch

As reported by NAMA Anchor Sapam Shyamananda

The Cha-Cup Amatang Project was formally launched on 14th December with Eteima Sarita Moirangthem as the main guest over a conference call with several NAMA members. This project is a platform for NAMA members to share experiences of bringing up a child in America. Eteima and the NAMA Executive team believe that the learning will help many new parents in dealing with the challenges of bringing up a child.

Message from Eteima Sarita Moirangthem before the conference call.

Thank you all for this historic moment in the history of NAMA. I am not an expert but just a mother who like to contribute to my people who are far away from home and establishing a community in this land of immigrants. We need support to give to our children the strong skill of survival. Since we all know that America is a country with diverse culture and ethnic group a strong tolerance and positive thinking is what I am looking forward to share with you all. Hopefully this should be small step for a bright future ahead.

We all live with busy schedules taking care of our professional and family lives but we all can spend just one hour in one year to contribute to this forum. I strongly suggest this blog should be the ownership of NAMA and all the sharing such as stories, articles, video or any website should be family oriented and children and parent friendly. Any comments, compliments and suggestions are highly acceptable and willingness to participate is the main goal. I believe in team work and pretty much sure one day our children will be considered as heroes.

The Precious Gift

To every mom, your child is a precious gift; you enjoy nurturing them, taking them to school, and being there for their daily life. The precious moments do not last forever as we all must grow older every day.

From preschool to high school, the anxiety of separation scares me. But I have to follow the time and let go of my anxieties, while providing them with positive and challenging thoughts so that they can face this world.

Raising a child away from your home town, from your near and dear ones, parents are everything to the child. You are his or her first teacher, caretaker, doctor, chauffer, cook, and cleaner. So we call ourselves "Super Mom or Super Dad". Being a mom, we all have the thoughts of raising our children the best way we can. My children and I were able to bond, to explore the fantasy of childhood and to develop an identity in the teenage stage. Well to me, the process is still going on; however, the following books helped me in raising my children.



Cha-Cup amatang Project

A short essay on the theme (contd.)

For the new moms, I would like to share some of the books I read when my first child was a baby. Dr. Benjamin Spock's Baby and Child Care, is a book that all moms should read. The book gives details starting from natural birth to the wide ranges of children's emotional needs, from breast feeding to bottle feeding, and nursery to daycare. It also covers a topic if you want to adopt a child and raise a child as a single parent. To me it is a good book and helped me raise my children during their infant stage.

To the moms who are raising toddlers I salute you, this is the time you cannot sit in one place. Following their every move is your priority, they are very curious and adventurous as they climb, bite, pull the toilet roll, and knock everything out of the way. This stage is the best time to play "peek a boo!" So moms, going to the library is your best resort, you can start joining "Story Time" or a "Mom and Me Club" if you have one in your neighborhood. If not you can gather some of your friends whose children are of the same age and have a play group at the park. There are lots of books for this age; a lot of writers especially the Scholastic Co. have published hundreds of books. Most children are visual learners at this time so pictures books are the best. One of the books my daughter and I enjoyed reading was My Potty Book, because every time I read it, she would go and flush the toilet. Picture books on fruits, animals, and colors are some of the topics I would like to suggest. There is a book called No Biting, and it is also very popular. It is helpful since toddlers are infamous for biting, and the best way to stop them is to say, "NO."

At the Preschool age, exploration and adventure starts. The word "I" represents everything as they leave the baby stage and believe they are big enough to conquer the world. Books on rhyme, vocabulary, counting, colors, shapes and manners are definitely the books to read. Reading and teaching them pronunciation should be top priority. Since we are in the digital era, there are so many apps to learn words that are difficult to pronounce. Here are the books I would like to suggest to read along with them; all of the Dr. Seuss books help to expand their vocabulary, Chicka, Chicka Boom Boom is for the future rapper, Brown Bear, Brown Bear teaches rhymes and color, and Go Away Green Monster is helpful if your child has nightmares. Furthermore, The Very Hungry Caterpillar teaches the stages in the life cycle, color, and counting. However, my personal favorite is Goodnight Moon by Margaret Wise Brown. I don't remember how many times I have read this story. There are thousands of children books, but these are the classics which will go on for generations to come. Also all PBS series and books are valuable, Dora the Explorer improves the Spanish vocabulary, Arthur teaches about friendship, and many more series demonstrate good values for children to adopt. I also enjoy sharing Manipuri stories (funga wari) like Hanuba and Hanubi Paan Thaba about how the old man and the old lady hide themselves in the big pot when the monkeys attack them. Other stories include Keibui Keirouba and Shandrembi and Chaisha which is our version of the Cinderella story to my knowledge. Sharing Manipuri stories allow my children to stay in touch with their culture while nurturing their imagination as we fantasize. After all, I believe this is the best time to explore together.



Cha-Cup amatang Project A short essay on the theme (contd.)

Elementary years are quite inquisitive, competitive, and independent. For girls, a sense of fashion develops and for boys, more of their so called “macho stuff”. Some of the books we read together were all of the Junie B. Jones books, American Girls’ books, most of the Scholastic publications, and PBS series such as Bernstein Bears, Arthur, and etc. For later elementary years, Harry Potter is a popular series though not all parents my age will agree or allow their children to read it. However, I do encourage reading the American Girls’ series on self-help. As for the boys their taste is different and catered to like books such as The Teenage Mutant Ninja Turtles, Pirates of the Caribbean, Batman, and Avatar. Also the Amar Chitra Katha and Manga (Japanese Comics) are handy in teaching about the different cultures and heritages. Thus, biographies on popular and influential people can be introduced to them along with science and foreign language books.

For middle school and high school parents, time management is the first priority. Along with the school work and other extracurricular activities pre-teens and teenagers face a busy life. For the first time you as a parent sense your children’s urge to be more independent. Sometimes, it is what we call the “parent’s nightmare” age. Open communication is the best advice I can give in order to understand their perspectives. Meanwhile, you must respect their opinions and privacy to maintain peace in the household.

During these years one of the books I read was Talking to Tweens: Getting It Right Before It Gets Rocky with Your 8-12-Year-Old ; trust me, this book really helped me understand the generation gap of thinking and practice the relation of healthy and emotional living. I highly encourage every parent to read this book. Other books I recommend for the older teens are 7 Habits of Highly Effective Teens and The Guide For Teens- The 6 Most Important Decisions You’ll Ever Make, these books are totally based on the choices a teenager must face, from handling stress, surviving and thriving in college, choosing partners and money management. Last but not least, Chicken Soup for the Girl’s Soul from Scholastic Publications, or any of their Chicken Soup books, I strongly recommend to read in order to gain perspective on American children.

Currently, I am still raising a middle schooler, and I appreciate your comments, suggestions and other helpful websites or activities that can be shared from a parent to parent in order to raise our children in a positive way. My entire goal is to raise strong, productive citizens of the future.

Thank you.

Sarita Moirangthem

Houston, Texas

Books mentioned above:

Dr. Benjamin Spock Baby and Child Care. Published by Pocket Books ISBN:0-671-80492-8

Scholastic Books

Chicka Chicka Boom Boom—Simon and Schuster Books for Young Readers, New York.

Goodnight Moon ---By Margaret Wise Brown

Talking to the Tweens-By Elizabeth Hartley-Brewer-Lifelong Books ISBN 0-7382-1019-6

The 7 Habits of Highly Effective Teens and The 6 Most Important Decisions You’ll Ever Make. By Sean Covey published by Simon & Schuster, New York.



Abstract

ASEAN envision becoming a successful inter-governmental organization. The geography, political and economic factors in the region contribute to the vision of one-ASEAN. ASEAN has the vision of a European-style union, a single market and possibly some form of political cohesiveness and has set a target of Union in 2015. The paper explains why ASEAN should establish stronger linkages with emerging economies like India. There are plenty of reasons why links with India is essential for ASEAN and India's emerging economy offers great trade and investment potential. As economic activities relate with the social and environmental activities the article reason why there is need for taking into account the social and environment factors also while considering economic objectives. The paper put emphasis on the practice of ethics and how it would build trust and transparency and reason how ASEAN has the opportunity and advantage of harmonization of social and environmental policies that would balance economic, social and environmental objectives and strategically create shared values to achieve sustainable development.

Key words: ASEAN, one-ASEAN, Economic integration, Look East Policy, India, Vibrant eco-system, Social impact, Shared values, Sustainable development.

ASEAN or Association of Southeast Asian nations is most likely the most successful inter-governmental organization now. ASEAN is emerging as significant entity today and geography, political and economic factors in the region contribute to the vision of one-ASEAN. The region neighbors with emerging economies such as China and India. ASEAN has become an interesting topic of discussion as the region is considered promising and emerging economy with tremendous potential and when unified can be a big presence and influence in the world socio-economic and political affairs and scenario. Besides, the ten countries are located at a strategic place, and fall on important economic traffic line of strategic global trade. ASEAN region is geographically continuous and there are many similarities in the culture among the members of the region, and the world envisions great growth potential and strategic significance in the region. When united, ASEAN would be a great force to reckon with in matters of economic and political implications of the world and will have more negotiation power in multilateral institutions and bodies. Besides, ASEAN has the advantage of learning from the European Union experiences as ASEAN follow the path of economic integration. ASEAN is not a recent phenomenon. The root of ASEAN has been traced way back in 1967 in Bangkok, Thailand with the ratification of the Bangkok Declaration, which popularly referred to as ASEAN Declaration and the participating countries in Bangkok declaration namely Thailand, Singapore, Indonesia and Philippines are considered the Founding fathers of ASEAN. Subsequently, with the joining of Brunei Darussalam on 7 January 1984, Vietnam on 28 July 1985, Lao PDR and Myanmar on 23 July 1997 and Cambodia on April 1995, ASEAN has now ten members: Brunei Darussalam, Vietnam, Lao PDR, Myanmar and Cambodia, besides Thailand, Singapore, Indonesia and Philippines. ASEAN is considered geo-political and economic organization of these ten countries. ASEAN was founded with the purpose of cooperation in the economic, social, cultural, technical, educational and other fields, and promotion of regional peace and stability. ASEAN covers an area of 4.46 million km², which is 3 per cent of the total land area of the world. It covers a large market of the world with a population of 600 million people, which is 8.8 per cent of the world's population. ASEAN economy has been robust. In 2012 it grew by 5.7 per cent compared to 4.7 in 2011 and the nominal GDP reached US \$ 2.31 trillion (Table 1). ASEAN5 grew higher than BCLMV country group at 5.8 and 5.3 respectively and improvements in the economies of Philippines and Thailand contributed significantly to the ASEAN5 GDP growth.



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Further, the average income in the region grew by 5.1 percent. ASEAN members are strong in the service sector. The service sector has contributed the largest share in GDP in all ASEAN Member States followed by the industry sector whereas the agriculture sector has decreased over the last seven years (Table 3). The service and industry sector constitute 80 per cent of the GDP of most ASEAN economies. The contribution of the service sector has been on the rise. In 2012 service sector has contributed the maximum in the GDP of eight ASEAN Member States while four years ago only six ASEAN Members – Cambodia, Indonesia, Lao PDR, Malaysia, Philippines, and Singapore – while Brunei Darussalam, Thailand and Vietnam were predominantly in the industry sector and Myanmar, agricultural sector. The Table 3 clearly depicts that ASEAN members are moving towards service economy. Now the significance of ASEAN economy is such that if ASEAN were a single entity, it would rank as the eighth largest economy in the world.

The Efforts, Experiences and Challenges of Integration

There is diversity in the economic performance of the ASEAN members. In terms of GDP per Capita (PPP\$) Singapore scores a high of \$ 61,461 compared to Myanmar's \$ 1,490 (Table 2). In ASEAN the member countries are classified into three groups. The classification is based on World Bank criteria. Singapore, Brunei Darussalam, and Malaysia are classified the high-income level; Thailand, Indonesia, and Philippines belong to the upper middle-income while Vietnam, Cambodia, Lao PDR and Myanmar are in the lower middle income group. The diversity in the performance will be a challenge in harmonization of economic policies for the economic integration.

In 1993 ASEAN had already launched the initiative to ASEAN Free Trade Area in goods through the ASEAN Agreement on Common Effective Preferential Trade Scheme under AFTA (CEPT). The significance of service sector in the ASEAN economy is on the rise (Table 3), trade in services has become important link for the economic integration. As early as 1995 ASEAN Member States signed the ASEAN Framework Agreement on Services (AFAS) which would expedite negotiations on opening up of trade in services. These are the steps taken up early in understanding that intra-ASEAN economic cooperation would cement and augment trade and investment among ASEAN Member States. Trade in services is an important initiative to achieve ASEAN economic integration. In 1995, which was only two years after ASEAN launched the initiative to work towards ASEAN Free Trade Area (AFTA) for trade in goods through the ASEAN Agreement on Common Effective Preferential Trade Scheme under AFTA (CEPT) signed in 1993, ASEAN Member States signed the ASEAN Framework Agreement on Services (AFAS), mandating progressive negotiations on the liberalization of trade in services. This was also in recognition that intra-ASEAN economic cooperation will strengthen and enhance trade and investment among ASEAN Member State. The ASEAN members find themselves in the region of manageable inflation, moderate interest rates and rising prosperity that leads to domestic consumption (Economic Insight, 2013). Domestic consumption would further lead to economic growth. Strong growth and prosperity are important indicators for smooth integration of the ASEAN Member States. Diversity in economic growth would pose the challenge of migration of capital and human from low to high income state.

The path to economic integration is illustrated in Table 4. In the Free Trade Area (FTA) the members agree to abolish all the internal tariff, and barriers for trade amongst themselves. So the purpose of a free trade area is to encourage trade and economic transactions among the members.



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Customs Union is the logical evolution of FTA. Not only has the members agreed to abolish internal tariff barriers, they also agree to a common external tariff. A common market goes beyond the removal of internal barriers and establishes a common external barrier to the free flow of factors – labor and capital – within the market, and thus creating a market with free flow of services and capital. The realization of an economic union require the creation of a unified central bank, the use of single currency; and common policies on agriculture, social services and welfare, regional development, transport, taxation, competition and mergers, construction and building, and so on (Keegan & Bhargava, 2011). An economic union requires heightened consensus, and political unity, making it similar to a nation where a central government brings together independent political states into a single political framework (Keegan & Bhargava, 2011).

The vision of ASEAN is to create an Economic Community. In 2003, ASEAN envision creating a single market, ASEAN Economic Community, by 2020 where goods and services would flow freely, in which there would be freer flow of capital and skilled labor and for this to succeed, the creation of ASEAN Customs Union (ACU) will be essential. (Plummer, 2006) Globalization process has speed up the understanding to greater economic integration among the member countries of ASEAN. In the 18th Meeting of the ASEAN Coordinating Committee on Customs (CCC) at the Clark Freeport Zone in the northern Philippine province of Pampanga, Philippine Customs Commission Ruffy Biazon highlighted the importance of creating One-ASEAN, one Customs environment within the region. Further he cited that “Globalization is a reality we have to face and trade facilitation is at the forefront of the ASEAN economic endeavor.” There are geo-political factors that facilitate the formation of ASEAN. Globalization offers opportunity of freer trade and transaction. The other factor is also because the ASEAN borders growing economies like India and China. According to Lees (2006) the imposing presence of India and China have propelled the ten much smaller nations of Southeast Asia to speed up the dream of an European-style union, a single market and possibly some form of political cohesiveness and ASEAN have set an ambitious target of Union in 2015. One of the challenges of the ASEAN today is the disparity and contrast in the economy among the member countries and also differences in the stages of development. These will be barriers in the flow of capital and human resource in multi-direction. Unhindered and free flow of capital and human resource will go a long way in realizing the dream of One-ASEAN. Another challenge for the ASEAN is the slow growth in the world economy today. As per the United Nation’s World Economic Situation and Prospects (WESP), 2013 report, the global economy is still struggling to recover from the impact of the global financial crisis. There was a weak growth of the global economy in 2012 at 2.2 percent though it improved slightly to 2.4 in 2013 and expected to grow at a slightly better rate of 3.2 in 2014. The slow growth in the world economy today will have an impact on the market of the ASEAN members. The impact can be insulated to a great extent by strong growth among ASEAN members. Slow recovery and weak growth in the developed economies are the reason for the world economic slowdown. It is timely for the ASEAN to establish stronger linkages with emerging economies like India.



ASEAN and India's Look East Policy

India's Look-east policy was launched in the 1992. India's Look-east policy coincides with India's liberalization and end of cold war after the collapse of the erstwhile Soviet Union. Before the collapse of the Soviet Union, India was reliant on the market of the Soviet Union. After the collapse of the Soviet Union, India found itself losing an ever reliable big market, so it had to explore opportunities elsewhere. It was a strategic shift. There were many reasons for the past neglect of the east. As the region was less developed, was not attractive trading and economic partner for India. Till 1992 India's economic policy was flawed, insular and protectionist. India, in 1992, realized that the prize of protection is inefficiency. Though slow but steady, India has realized the significance of the South-east Asia. To quote Prime Minister Manmohan Singh, "it was also a strategic shift in India's vision of the world and India's place in the evolving global economy". The Annual Report of the Ministry of External Affairs, 1995-96 makes mention of the term "Look East Policy" for the first time (Annual Report, 1995-96). I. K. Gujral mentioned "What look east really means is that an outward looking India, is gathering all forces of dynamism, domestic and regional, and is directly focusing on establishing synergies with a fast consolidating and progressive neighborhood to its East in Mother Continent of Asia*." Over the years the relationship between India and ASEAN has stepped up. In March 1993 India became a Sectoral Dialogue partner in trade, investment and tourism and subsequently a full dialogue Partnership in 1995. Relationship with ASEAN further strengthened when India became a member of the ASEAN Regional Forum (ARF) in July 1996 and finally to a Summit Level Partnership in 2002. Further, India became a member of ASEAN Regional Forum (ARF) in July 1996 and subsequently a Summit Level Partnership in 1995. In August 2009 India finally signed the ASEAN-India Free Trade Agreement with ASEAN.

Till date India has signed FTA with select ASEAN nations – Malaysia, Thailand and Singapore – and is restricted to flow of goods. Prime Minister Manmohan Singh announced in the East Asia Summit on October 10, 2013 that India is ready to sign ASEAN-India FTA with all the remaining countries by end of this year. The FTA would cover services, which would enable India's strong service industry entry into East Asia. There has been growth in India-ASEAN trade that touched US \$ 71 billion in 2012 and is expected to reach US \$ 100 billion by 2015. However, India has a huge trade deficit as imports from ASEAN nations far exceed the imports from India. Indian economy has been growing steadily (Table 6). There has been remarkable growth from 2005 to 2008 and 2010-11 and fluctuations in growth in some years were also there. However, except for 2002-03, the economy has been growing above 5 per cent. The year 2013 does not look good for the growth of Indian economy as it had grown by 4.7 percent in October-December 2012 quarter. So, the average of three quarters of 2013 stands at 4.6 percent which is the slowest since 2002. Indian economy, though slow in 2013, nevertheless, is an emerging economy.

*Statement by I.K.Gujral, Minister of External Affairs of India, in ASEAN Post-Ministerial Conference, Jakarta, July 20-21, 1996. <http://www.aseansec.org/4308.htm>



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India is a growing economy that would offer lot of opportunities for ASEAN. The importance of such emerging economies increases for ASEAN because of the slow growth of the world economy which is by and large because of weak performances in the developed economy. According to the release of Press Information Bureau, Government of India on December 28, 2013, an analysis of the service performances of top 15 countries that include top countries along with Brazil, Russia, India and China for the 11 years period from 2001 to 2011, the increase in share of services in GDP which is 8.1 percent is the highest for India and the share of services in India's GDP at factor cost (at current prices) increased from 33.3 percent (1950-51) to 56.5 per cent in 2012-13 as per advance estimates. Including construction, this would increase to 64.8 per cent.

India's look-east policy will have considerable implications for the eight states in the North East India region (NER) of India, especially the state of Manipur. The eight states in NER are Assam, Nagaland, Manipur, Arunachal Pradesh, Tripura, Sikkim, Mizoram and Meghalaya. Dynamics of ASEAN and growth in connectivity and possibilities the NER will have strategic significance for India's look east policy and movement towards one-ASEAN. The dynamics in the social and economies in India and ASEAN today is such that the NER, especially Manipur, one of the North East states of India, has become strategic and significant while exploring possibilities to reconnect India and ASEAN. NER is similar to ASEAN in many ways, especially, geographically and culturally. The North East India is already the natural link to East Asia and India's Look East Policy will be with eyes in the North East. The region is a natural link to ASEAN. NER has historic significance for the ASEAN community. There have been many historical events that link members of the ASEAN to NER, especially with the state Manipur. There are multifarious ways to link ASEAN and NER. The region, when compared to the rest of the Indian states, is underdeveloped. However, the region is growing in terms of economy and while on the path to economic progress can offer tremendous potential for investment for the ASEAN. According to Census of India 2011 the NER covers an area of 262,000 sq. km which accounts for 7.9 p.c. of the geographical space of India and with a population of 44 million, it is 3.66 p.c. of India's population. NER, especially, the state Manipur of India, shares border with the ASEAN. The diversity, geographical significance and economic growth potential of NER make the region a strategic link to the South East Asian region. Regarding movement of people and goods, the ASEAN highway when completed would form an important link not only for the movement of people but also for livestock, and materials among others. In the near future, roads, railways and air connectivity would step up the volume of transport in many ways. One of the major reasons for the tremendous increase in the interest of linking between the NER and ASEAN has been economic. According to External Affairs Minister of India, Salman Khurshid the free trade agreement (FTA) between India and ASEAN is expected to boost bilateral trade to USD 100 billion by 2015 and FTA will help in developing the North East region of India*. Furthermore, the Great Asian Highway between India, Myanmar and Thailand when completed would provide a boost in trade within and outside India for North East**.

* The comment was made by Salman Khurshid, External Affairs Minister of India at round table discussion on "Opportunity North East: Emerging International Connectivity" organized by industry body Federation of Indian Chambers of Commerce and Industries on Dec 13, 201

** Ibid.



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No doubt the link would increase the volume of trade and economic transactions.

There are plenty of reasons why links with India is essential for ASEAN. India neighbors ASEAN and with a population of one billion people the market is almost twice of ASEAN's 600 million population. Both ASEAN and India are strong in services and a lot can be shared in the knowledge domain and gainful market accessibility for both. Opening up service sector in both can offer economic values and synergy. India has trade deficit in goods with ASEAN, and India's emerging market offer great trade potential especially export for the ASEAN.

Looking beyond Economy

There are long standing needs of society and Leadbeater (1997) emphasize that there are entrepreneurial opportunities in the social sector also. Economic activities relate with the social and environmental activities. So there is need for taking into account the social and environment factors also while considering economic objectives and to do so social and environment sectors need indicators so that performances can be compared and impacts can be analyzed and understood. Performance in the social sector is about social impact, not profitability (Dees, 2001). As the global economies are increasingly becoming interdependent, a downturn in economic performance in a country affects the prospect of another and this phenomenon has been well demonstrated in the economic crisis of 2008. So, consequences of economic activities are becoming global. As economic activities are dependent on utilization of resources, there is need to be concerned about how meeting the present economic objectives create impacts on the prospect of resources, ecosystem and society. In fact the study of the impacts and creating values in the environment will strengthen the sustainability of advantages. There is the need to address how economic activities have made the society and the environment better off.

World Health Organization have well highlighted the impact of environment on health – “The environment is a major determinant of health, estimated to account for almost 20% of all deaths in the WHO European Region.” Besides hazards to human health, environmental problems compromise the ability of future generations to meet their own needs. An economy relates with the eco-system as the economy thrives on the transactions and exchanges in the eco-system. When environment degrades, the eco-system becomes less vibrant. Ironically large scale environmental degradation are to satisfy economic needs but the impact, even economic, is felt much later. Countries in various parts of the world are facing the problem of pollution like air pollution, light pollution, noise pollution, soil contamination, radioactive contamination, thermal pollution and water pollution besides others. Environment existed before mankind, man can survive because of environmental support, and environment creates opportunities for economic and social advancement, such are obvious reasons that require no research to prove. Environment is wealth and hurting the environment hurts the future.

One-ASEAN has the opportunity to create social and environmental policies. Social and environmental indicators can be designed to assess development in the sectors.



The Practice of Ethics and Strengthening the Links

Globalization has profound impact on ways of life, and aspiration of people. The growth happening in the space of technology, especially information technology has added to profound possibilities, ways of life and decision making. More and more real life activities are finding presence in the net world, which is popularly referred to as the virtual world. Organizations are transforming into paperless organizations, more and more governments are embracing e-governance, electronic commerce has been on the rise, more citizens' identity details will be entering into the net, world knowledge and information are finding presence in the net, social media and conventional media are penetrating the net and even citizens would preferably exercise their franchise through the net. Further, the emergence of cloud computing, data-mining and miniaturization of computing devices provide continuous stream of more possibilities.

The net world is seamless, democratic and transparent. The free flow of information and knowledge and exponential growth in connectivity are enabling more citizens in participating in decision making and forming opinion. As the practices of government, organizations and institutions are available in the net, citizens are empowered. Unethical practices that are gainful for few and harmful for many in the society are becoming known and the consequences of such practices are creating awareness about good and bad practices. By the same token, the impact of ethical practices of organizations, institutions government and people are also getting highlighted which educates the world about the consequences of ethical and unethical practices. Ethics makes sense. Akif (2011) argue that the need for ethics has been brought to the agenda as the unethical behaviors of originations especially in developed countries generate negative impacts. Further he cites the examples of Enron, World-com and Bernard Madoff in the USA, the scandals of Parmalat in Italy, Siemens in Germany as incidents highlighting unethical practices of the companies and the negative consequences. On the other hand ethical practices results in positive impact. Ethics' is a win-win game, and ethics and good management practices are not two sides of the coin; they are on the same page and go hand in hand together. Management is about optimal utilization of resources. Non-optimal utilization breeds mistakes leading to waste and ultimately the burden of the cost of waste are borne by the society. Such practices will be increasingly in the public domain as the world becomes greater interconnected. These practices will not find favor in the society. Good practices are ethical practices. Institutions, organizations and individual practicing economic gains at the cost of society will not be practicable as the society increasingly learn about the consequences to the society and citizens increasingly empowered to take decisions and form opinions. Ethical practices will lead to advantage of acceptability, favorable opinion, and growth. Ethics makes sense. Akif (2011) argue that the need for ethics has been brought to the agenda as the unethical behaviors of originations especially in developed countries generate negative impacts. Further he cites the examples of Enron, World-com and Bernard Madoff in the USA, the scandals of Parmalat in Italy, Siemens in Germany as incidents highlighting unethical practices of the companies and the negative consequences. On the other hand ethical practices results in positive impact. Ethics' is a



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In fact, it is but natural that the stakeholders and the public desire institutions to be ethical in their practices. The ever increasing network in the world offer great opportunity in ethical practices since the practices are increasingly possible to be noticed by the stakeholders. Robust process deliver robust products and services, and robust process is not about wasting resources, cheating the customer and the public, degrading the environment and harming the ecosystem for economic miracles and increasing shareholders' wealth. Robust process and ethical practices are integrative and in the real sense, it is not possible to be unethical in practice and being robust in process at the same time. Unethical in practice for economic gain and performance are possible by keeping the public and the society in the dark but will not get public approval as the possibilities of detection are ever on the rise. Ethical practices will build the real advantages. Such practices need to integrate the value chain for building sustainable advantage. Ethics need to be integrated into institutional strategy.

Ethical practices can strengthen transparency and trust among individual, organization, institutions and society in ASEAN region. Society and government in ASEAN can encourage formulating ethical code of conduct and practices. This will encourage transparency in practices, and will go a long way in strengthening trust and linkages among public, organizations and institutions in ASEAN and can insulate the economy from economic bubble and financial crises.

In Search of Shared Values

According to Porter et al. (2011) societal problems create costs. Societal solutions lead to cost advantages. Social impacts are created by providing solutions to societal problems. When the environmental and social objectives complement each other symbiotic relations develop and results in vibrant eco-system that would sustain and support the societal objectives. Such environmental practices would build environmental justice and advantages. Further, real values develop when economy meets its objectives by supporting the environmental objectives also. In fact real values are created because the process of value creation does not adversely impact the environment and compromise



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environmental sustainability.

When economic, social and environmental objectives complement each other shared values are created (Fig 1). Shared values lead to creating sustainable economic values, social impact and vibrant eco-system. Growth in creating shared values lead to growth in development that can sustain because of simultaneous creating societal advantage, creating values in the economy and sustaining the environment. Creating shared values is strategic as it leads to win-win outcome in all the sectors. As creating shared values complement with economic, social and environmental objectives, lead to building economic, social and environment advantages that capacitate exploiting opportunities to develop the advantages. So, strategic shared values build sustainable economic, social and environment advantages leading to sustainable development. Besides, sustainable development is balancing economic, social and environmental objectives (Roseland, 2000). Economic, social and environmental objectives when complement with each other, create sustainable advantages. ASEAN is moving steadily towards one ASEAN. ASEAN region holds promise and has a lot to offer including in terms of history, geography and culture. However, much of the focus has been in terms of market size of 600 million and entrepreneurship opportunities. There also has been much focus on trade in goods and services. Of course all these are important for economic prosperity, growth in GDP and per capita income. What is of interest to the ASEAN is development and prime importance is development that sustains. To attain sustainable development ASEAN needs to look beyond the economics of ASEAN and cater to the opportunities of environmental and social opportunities that One-ASEAN can offer. Focusing on the sectors – economic, social and environmental – will lead to vibrant eco-system, social impact and value creation and which ultimately would lead to creation of shared values (Fig (1)). ASEAN region has rich biodiversity that needs protection. According to Environment and Natural Resources Secretary Ramon J.P. Paje, “ASEAN is one of the earth’s biologically wealthiest regions. Imagine this: South East Asia comprises only three percent of the earth’s total surface, yet it houses 18 percent of the world’s total plant and animal species. It is home to amazingly significant biological species and ecosystems!” it is the challenging role of the society in ASEAN to protect bio-diversity which will lead to vibrancy in the eco-system. The protected area of 13.2 per cent to total land area of ASEAN is considering the prospects of future generations. Cambodia, Thailand, Brunei, Philippines and Lao PDR have impressive percentage of protected area to total area of 23 per cent, 21 per cent, 18 per cent and 15.6 per cent respectively (Table 5). In the Association of Southeast Asian Nations Charter adopted in Singapore on November 20, 2007 ASEAN vowed to promote sustainable development in fields of environmental and cultural heritage protection.

ASEAN envision creating a single entity or One-ASEAN, and this require realization of heightened consensus, and political unity, making it similar to a nation where a central government bring together independent political states into a single political framework. The big dream of ASEAN offers opportunities way beyond economic objectives. As ASEAN can be considered a big country, there is opportunity of creating common public policy that encourages creating



social impact and meeting long standing needs of society, and there will be possibility and opportunity to enact environmental policy and law to protect environment and create vibrant eco-system. Ethical practices in attaining economic, social and environmental objectives will encourage transparency and build trust. Besides harmonization of economic policies, ASEAN has the opportunity and advantage of harmonization of social and environmental policies that would balance economic, social and environmental objectives and strategically create shared values to achieve sustainable development

Table 1. ASEAN's Rate of GDP Growth at Constant Prices (percent), 2005-2012

Country	2005	2006	2007	2008	2009	2010	2011	2012
Brunel Darussalam	0.4	4.4	0.2	-1.4	-1.8	2.6	3.4	1.0
Cambodia	13.6	10.8	10.2	6.7	0.1	6.0	7.1	7.0
Indonesia	5.7	5.5	6.3	6.0	4.5	6.3	6.5	6.2
Lao PDR	7.3	8.3	6.0	7.8	7.5	8.1	8.0	7.9
Malaysia	5.3	5.6	6.3	4.8	-1.5	7.4	5.1	5.6
Myanmar	13.6	13.6	13.1	12.0	10.3	10.6	10.2	5.9
Philippines	4.8	5.2	6.6	4.2	1.1	7.6	3.6	6.8
Singapore	7.4	8.6	9.0	1.7	-0.8	14.8	5.2	1.3
Thailand	4.6	5.1	5.0	2.5	-2.3	7.8	0.1	6.5
Vietnam	8.4	8.2	8.5	6.3	5.3	6.8	6.0	5.0
ASEAN	5.9	6.1	6.7	4.7	1.7	7.8	4.7	5.7
ASEANS	5.4	5.7	6.4	4.3	1.1	7.9	4.4	5.8
BCLMV	9.1	9.1	8.9	7.0	5.6	7.3	6.8	5.3

Source: AMSs submission as of 17th October, 2013

Notes: ASEAN, ASEANS and BCLMV growth rate are calculated as a weighted average using PPP-GDP share of the World Total as used in the IMF-WEO Database of April, 2013



Table 2. ASEAN's GDP per Capita (PPP\$), 2005-2012

Country	2005	2006	2007	2008	2009	2010	2011	2012
Brunel Darussalam	48,998	51,803	52,816	52,262	51,115	52,208	54,357	55,405
Cambodia	1,450	1,632	1,809	2,114	2,030	2,157	2,308	2,516
Indonesia	3,199	3,447	3,716	3,986	4,174	4,354	4,664	4,971
Lao PDR	1,815	1,755	2,052	2,213	2,350	2,522	2,648	2,904
Malaysia	12,035	12,925	13,814	14,523	14,165	14,813	16,028	16,976
Myanmar	788	894	1,055	942	1,099	1,195	1,406	1,490
Philippines	3,061	3,260	3,550	3,661	3,664	3,920	4,069	4,339
Singapore	45,369	49,120	52,735	52,329	50,812	58,063	61,068	61,461
Thailand	6,839	7,365	7,905	8,227	8,053	8,742	8,902	9,609
Vietnam	2,163	2,391	2,630	2,859	3,108	3,289	3,442	3,706
ASEAN	3,917	4,230	4,581	4,822	4,901	5,221	5,520	5,869
ASEANS	4,785	5,154	5,561	5,845	5,887	6,264	6,606	7,010
BCLMV	1,711	1,885	2,093	2,202	2,382	2,530	2,708	2,906

Source: AMSs submission as of 17th October, 2013 and IMF WEO April 2013 to compute Capita in PPP\$

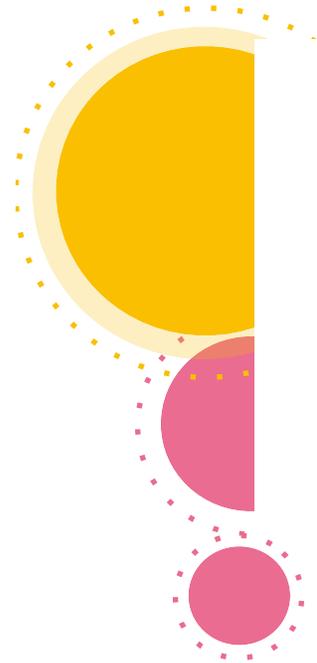




Table 3. Share of GDP by Sectors (percent), 2005-2012

Country	Agriculture			Industry			Services		
	2005	2008	2012	2005	2008	2012	2005	2008	2012
Brunel Darussalam	1.3	1.1	1.3	61.2	54.8	51.0	37.5	44.1	47.8
Cambodia	29.4	28.4	25.0	26.8	29.5	29.7	38.5	42.1	38.4
Indonesia	14.5	13.7	12.5	44.1	42.1	40.3	41.4	44.3	47.2
Lao PDR		32.4	26.9		21.6	28.3		39.0	38.5
Malaysia	8.3	7.8	7.3	43.8	40.1	36.8	46.8	50.9	54.6
Myanmar		43.6	34.9		19.8	27.4		36.5	37.7
Philippines	13.3	12.8	11.1	32.7	32.4	32.0	54.0	54.8	56.9
Singapore	0.1	0.0	0.0	30.2	29.2	32.1	62.3	64.2	61.8
Thailand	9.0	8.8	8.4	46.9	47.9	47.1	44.0	43.3	44.4
Vietnam	19.6	17.7	15.8	40.2	41.5	41.6	40.3	40.8	42.6

Source: AMSs submission as of 17 October, 2013

Table 4. Degrees of International Economic Integration

Stage of Integration	Abolition of Tariff and Quotas	Common Tariff and Quota System	Removal of Restrictions and Factor Movement	Harmonization of Economic, Social and Regulatory Policies
Free Trade Area	Yes	No	No	No
Customs Union	Yes	Yes	No	No
Common Market	Yes	Yes	Yes	No
Economic union	Yes	Yes	Yes	Yes

Source: Keegan, Warren J.& Bhargava, Naval K (2002). Global Marketing Management, Pearson Education India.



Table 5. ASEAN: Protected Areas (PA) as percentage of Total Land Area

Country	Land Area (km ²)	Total Pas as of 2008 (km ²)	% of PA to Total Land Area (as of 2008)
Brunei Darussalam	5,765	1047	18.2
Cambodia	181,035	42,592	23.5
Indonesia	1,890,754	247,269	13.1
Lao PDR	236,800	36,992	15.6
Malaysia	330,252	22,178	6.7
Myanmar	676,577	49456 [#]	7.3 [*]
Philippines	300,000	54,491	18.2
Singapore	710	34	4.8
Thailand	513,120	108,958	21.2
Vietnam	329,315	25,417	7.7
ASEAN	4,464,328	537,931	13.2

[#] Protected Area Systems described both 3.39% of notified and 3.37% of proposed. Protected areas in Myanmar which have not been categorized into International Union for Conservation Nature (IUNC) classification.

Table 6. India's GDP Growth Estimate

(in %)

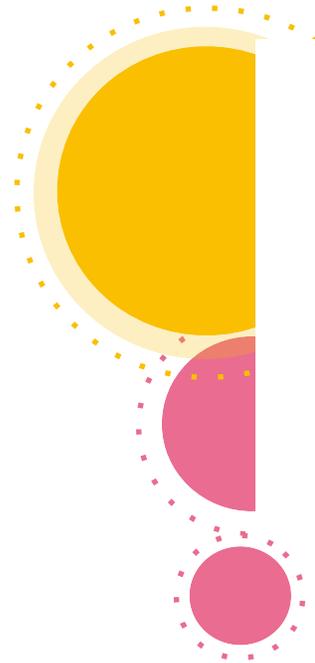
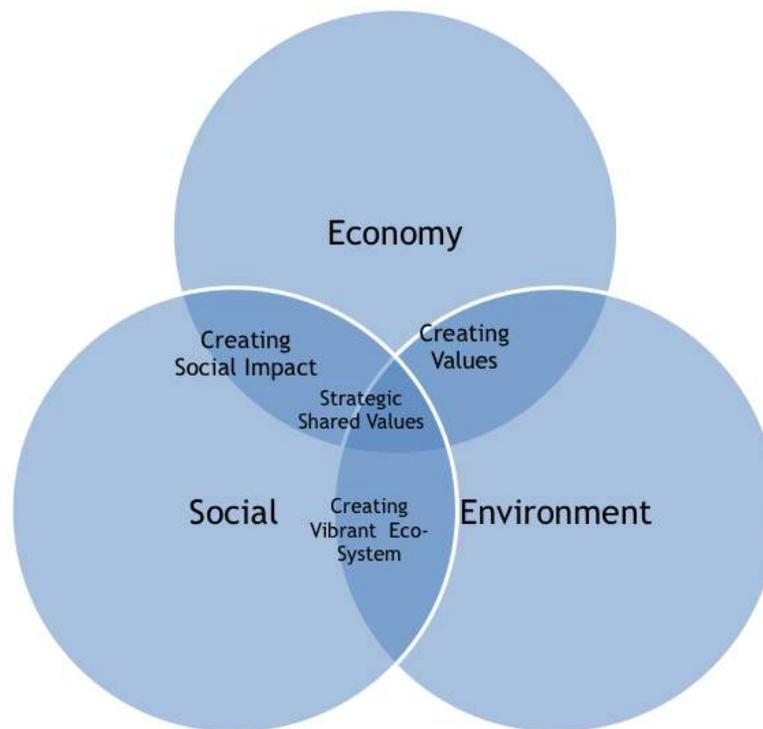
MACRO FUNDAMENTALS				
	GDP Growth	Investment Growth	Avg. WPI Inflation	CAD (as % of GDP)
2002-03	4.0	-0.4	3.4	0.0
2003-04	8.1	10.6	5.5	0.0
2004-05	7.0	24.0	6.5	0.4
2005-06	9.5	16.2	4.5	1.2
2006-07	9.6	13.8	6.6	1.0
2007-08	9.3	16.2	4.7	1.3
2008-09	6.7	3.5	8.1	2.3
2009-10	8.6	7.7	3.8	2.8
2010-11	9.3	14.0	9.6	2.8
2011-12	6.2	4.4	8.9	4.2
2012-13	5.4 [*]	2.3 [*]	7.6 ^{**}	4.7 [*]

^{*}April – September, ^{**}April - December

Source: India's GDP Growth Estimate, The Hindus Business Line, February 3, 2013.



Fig 1. Balancing Economics, Social and Environmental objectives*



* Sharma, L. Jibon Kumar (2013) *ASEAN and Sustainable Development: The challenges and opportunities of balancing economic, social and environmental objectives*, paper presented at the International Conference ASEAN Cooperation for Sustainable Development”, Surindra Rajabhat University, Surin Province, Thailand”, January 20, 2013

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New NAMA Members (Khundrakpam Anjalee Devi)



Khundrakpam Anjalee Devi

Khundrakpam Anjalee Devi from Bishnupur Manipur, India. I am full right international scholarship student by department of state under the program Community College Initiative Program. This is my first scholarship, I have tried and luckily, I got selected after going through many exams, telephonic interview, medical test etc. When I was pursuing my BBA 2nd year at Darwin School of Business, Guwahati, I got an opportunity to apply this scholarship and with the help of my Director, my parents and my one special friend, finally I am here in Houston, Texas. It is a One year diploma credit course. There are many different types of courses but I am pursuing Entrepreneurship.





New NAMA Members (Martin Haobam and family)



Martin Haobam and family

I'm Martin Haobam, professionally based out of Namma Bengaluru. But I grew up in Singjamei & Thangmeiband/Lamphel. Really glad to be here in Charlotte NC with my family. I'm touched by the warm hospitality and the support. Settling in here would have been difficult without the support of Sagar family, Ashish family, Dhurb family & Rosanta. My wife Khumanleima (Bemboi) Laishram, my little girl & boy Airi & Aaron completes me. Professionally I'm with Infosys as a User Experience Architect. In no particular order, I love music, food, beer, cycling, running & being outdoor. Thanks a lot all, hoping to meet everyone during my stay here in U.S.





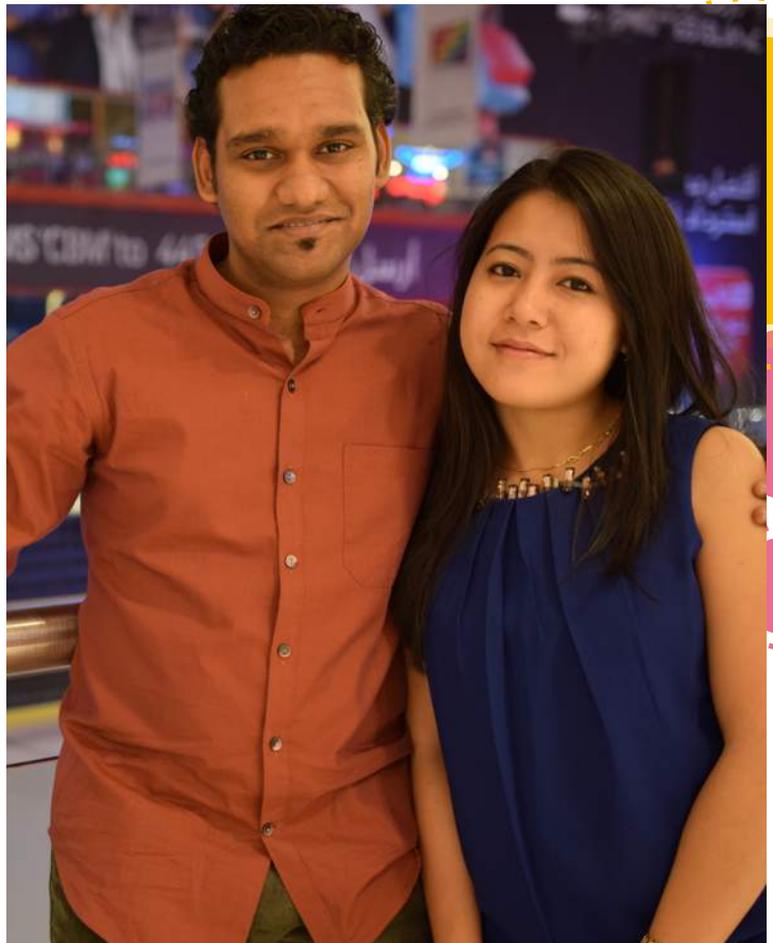
New NAMA Members (Sushma Chabungbam Lakhotia and family)



Sushma Chabungbam Lakhotia and family

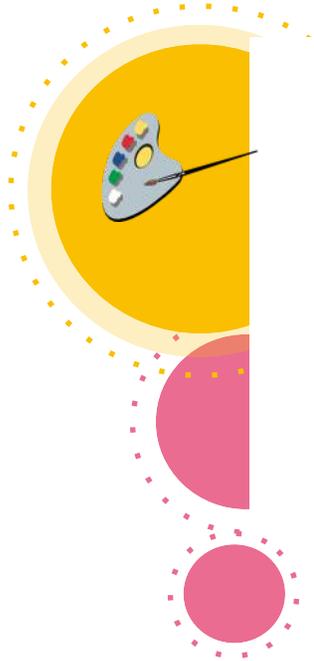
I am Sushma Chabungbam Lakhotia. I am from Kwakeithel Mayaikoibi Imphal. I did my B. Tech from NIT Durgapur and worked in Accenture Hyderabad for 5 and half years before moving to US. I am married to my loving husband, Kushal Lakhotia from Kolkata. I came to Bellevue, Washington in March 2014 with my husband.

I got to know about NAMA from my cousin who lives in Toronto. And I must say I am very glad that I found it and got to know some wonderful people like Tamo Sapam Shyamananda and Eche Romibala and her family. They make me feel like I am not far from home. Thanks to NAMA and all the people for making this platform for all the manipuris who are away from home.



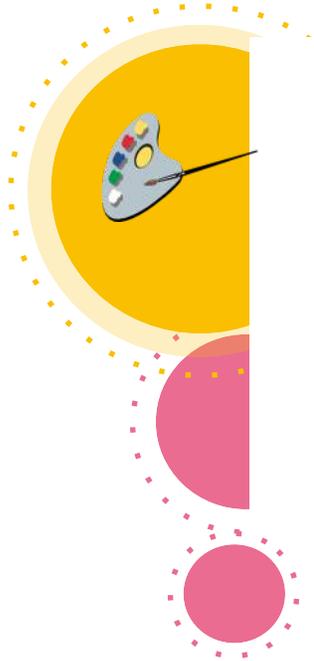


Painting by **Sushma Chabungbam**





Painting by **Sushma Chabungbam**





Alex Kangabam - Fund Raising



In September 2014, a fund raising was initiated for Kangabam Alex Singh, Topper AIPMT (All India Pre-Medical Test) Manipur, 2014. This fund was to help support Alex's first year of education. A total sum of \$1000 was raised and finally handed over to Alex Kangabam's mother on 30th October 2014. Alex is currently pursuing his MBBS course in Rajasthan. Under Gautam Thockchom's guidance, NAMA Imphal Co-ordinator Elizabeth Okram pursued for the scholarship with Foundation for Excellence (FFE). We received a great news on 31st December 2014 that Alex will now get a full scholarship under FFE.

A big Thank you to all the members who contributed for the fund raising. We wish Alex the very best in his career.





Thank you letter from Alex Kangabam

Dear NAMA,

First of all, I pay my deepest regards and respect for you. You have reminded me all over again what humanity means. I wholeheartedly thank you for your benevolence by raising fund and providing me financial support. I received a ~~sum~~ generous sum of 60,000 INR today, handed over to my mother by NAMA members (Boney Sharma and Elizabeth Oknam). I can never thank you enough for coming to my rescue when I was getting strained financially in my academic career. Your act is one of the noblest and I believe will boost the moral status of many more students like me. Our society needs more such organisations like NAMA. You have made me stronger, both mentally and spiritually, and I am quite prepared for my future now. Your support is remarkably appreciated not only from my side but also from the whole society. I hope that NAMA will keep on doing such great deeds in future.

Long live NAMA.

With regards,
Alex Kangabam



Hosting of Ranjan Waribam (National Coach, Archery)

On 16th August 2014 NAMA hosted Ranjan Waribam - Archery National Coach who came to Utah for a 10 day training along with a 10 member Indian contingent. International archer Lily Chanu was one of the archers in the group.





I am here, so, you can be too.

- Seine Yumnam
(NAMA Youth Member)



I am here, so, you can be too

I am sitting at a Starbucks shop in front of the Bean, Chicago, USA. I still can't believe what I am seeing now in front of me. I only used to see it in movies. Of one the movies was The Vow. How fascinatingly unrealistic the world in front of me could get. Not because of its surrealistic nature but the seemingly exotic things that I thought I would never see.

I am reflecting, debating, and deliberating with myself on how I reached the point I am in now, an Undergraduate in one of the prestigious Liberal Arts College. On the hindsight, there is not much that I did. Well, I did some work but all those were not unfeasible. It can be done by anyone.

When I was in fifth grade, I had two plans: go through an intense two year IB program during my 11th and 12th grade, and then attend a college in the USA. What were the underlying reasons for me to come up with such a plan at such a young age? I had two reasons. During that time my father, Amar Yumnam, was in University of Southern California as a Fulbright Scholar. While he was in the USA, his morning was evening back in Manipur. Whenever he wakes up, he would talk to my mom and sometimes I would join her. My father would always tell me the stark differences between the USA and Manipur. He would say, "there is no dirt, no holes on the road, no horn, but kind people." I always conjured dreams of myself riding my dinosaur bicycle in the streets of LA. In addition to my father's story, my eldest sister, Joshila Yumnam, was going through the IB Diploma program. She used to tell me about the intensity of the course and at the same time the fun involved in doing the studies.

Both of them inspired me in every aspect of my life. I knew life would be challenging and tough and not all hopes can be fulfilled. I also knew that, regardless, there is no harm in having a hope. All we need to do is put in inputs at the right time. I had five years to go to an IB program and seven years to go to a USA college. I thought it was enough time for me and it really was.

Until my sixth grade, I never passed the grades with any A grade. In fact, I never passed all the subjects. This is quite embarrassing to mention, but makes the point clear. I reached sixth grade by just touching the passing benchmarks. But things changed starting my sixth grade. All I needed was a spark of inspiration and a plan. With increasingly higher scores in my exams and better performance in the overall school activities, my hopes and plans looked more and more realistic and feasible. I gained confidence over the years. The two plans I had, kept me driving for the better result. Five years later, I got into an IB Diploma program with scholarships. One plan coming true meant one less plan to worry about. The next two years all I had to work for was to get into a USA college. Such goals, I believe made all the differences for me. My goal wasn't to get high scores, but something larger than that. Such minor achievements come by themselves when you have a driving force that pulls you forward and keeps your engine running.

I was lucky to have got into an IB Diploma program. Schools that offer such courses are international schools, and they have strong career advising office. My school, Pathways World School, also had one. It was easier for me to look for advice on how to go about applying in colleges in the USA. Without a Career Advisor, it would have been much difficult.



I am here, so, you can be too.



The first thing I was told to do was prepare for SAT. Most people talk about it as ridiculously challenging, but the truth is, it just requires some practice, and we all know how persistent Manipuris are. I practiced for SAT for couple of months using the College-board SAT bible. Consistent practice and reading helped me perform well in the exam. Well, to be frank it was not the most amazing score but good enough.

Colleges in USA also take into account the personality of the students as well. Only numbers and scores do not speak of the kind of personality one have. So, essays are major part of the decision making process to get into a USA college. I applied to college in the USA through common application. It gave me five topics that I could choose from, and then write a 500 words essay. I chose the one in which I have to write about an experience and tell how that experience shaped me as a person and a young adult. I talked about the cease fire we had around 2002. As much as terrible it was it had something to teach me and craft me in a way other experiences could not have done. This is a whole another story though. Besides this mandatory essay, there were other optional essays that I could write to portray my personality and qualities. These essays make one stand out of the other forty thousand applicants.

Colleges in USA want to hear from your teachers about you as well. When I applied, I had my Physics, Math, and Economics teachers write recommendations for me. I still don't know what they wrote about me. It is confidential, I guess. The important point here is that while looking for teachers to get recommendation from, one needs to be very careful. Some teachers are optimistic and believe that you will ultimately improve in the long-run. Some are very pessimistic and mean. One has to be very picky in this case and choose the teacher whom you think you have better relationship with.

Last but not the least, colleges in the USA ask for a document called transcript also. For me, my transcript had my tenth grade result, my CV, and my predicted IB grade. CV was a summary of my experiences such as internships and community services. With all of these – SAT score, three recommendations, personal essays, and the transcript- I was all set to apply. I started applying by September 2012. In USA, the colleges have semesters. Fall semester is from August to December, and spring semester is from January to May. So, to get into the fall of 2015, one needs to start applying during the fall of 2014, around September. But it also depends on the deadline that the colleges have. Some colleges accept applications till March which is not very usual. That's how I applied for colleges here in USA. One more thing, the fees here are exponentially high and it is growing every year, so it is barely possible to support such kind of fees without scholarships. Not every Universities offer scholarships to international students, but most do. One just needs to search for them.

If you want to be challenged, if you want to enhance your learning power, if you want to be creative and innovative, if you want to be in a fast-paced and continuously developing environment, and if you want to be successful, education in the USA is for you.



I am here, so, you can be too.



That's what I have got to tell everyone who aspire to study here in USA for Undergraduate (graduate in Indian system of education). There is nothing impossible about it. The idea that USA is only for the rich and the genius is a myth. Otherwise I probably won't be writing this. With determination in my mind, hopes in my heart, and wishes in my pocket, I have reached where I am now and have much more to venture in life. I hope whoever reads this finds it useful. I need to go take some pictures with the bean. For any further questions,

I am always available at syumnam17@wabash.edu.

Introduction from the Writer

"I am an Undergrad at Wabash College, Indiana, U.S.A. I am double majoring in Economics and Financial Mathematics. Six years down the line, after completing Business School, I want to see myself working in an Investing Banking firm or a Private Equity firm. In addition to my plans for my career life, I want to be a professional in fishing, cooking, playing soccer, and catching ngaprum! That being said, I want to be resourceful and assist anyone who needs help, especially through the processes of admission to U.S.A. Colleges and Universities. I may not be the perfect person, but I can offer some insight. If needed, please feel free to contact me through my email: syumnam17@wabash.edu."



Bridging the Personal & Professional: Entrepreneurship in Manipur

- Sanatombi Angomcha

Bridging the Personal & Professional: Entrepreneurship in Manipur

To decide and to organize a business venture of your own and to bear all the associated risks with it, in my opinion, requires proper planning, dedication and a go-getting attitude. Money really talks. But in my humble opinion, entrepreneurship is not just about money. It is also about pursuing our cherished dream in a professional manner.

For a government job, money of course matters. So, you want to crack MPSC exam? Have you arranged for 30–40 lakh? So, you want to apply for the post of SI, have you arranged for 10–15 lakh? Such is the norm that goes on in our state. But there is nothing to be proud about it.

In a land like Manipur where unemployment problem breeds like mosquitoes in a filthy nala (drain), I consider entrepreneurship as one of the probable solutions. The challenges of entrepreneurship are however of different types and nature.

Sometimes our own family would fail to understand what we love to do or want to do. Let me tell you a personalised example right from my family. My mom never understands what I do. In her opinion, I am wasting my time, money and energy investing on various activities that are apparently clueless as much as meaningless to her.

The same goes for all my relatives under the sun. Ever since I passed my graduation, my relatives expect (read want) me to get a stable job at one of the government offices. Their understanding of a stable job is however beyond my good understanding. Some of them keep nagging me, “Why do you keep wasting your time? Why don’t you apply for the competitive exams?” If I had 30 lakh, there is nothing to stop me from investing in some of the ideas that I have for my future ventures.

Alright, it’s not a shocking discovery that the value of an individual (as per the understanding of our society) is evaluated according to the post s/he holds in a particular government sector. For that matter, it is a matter of pride and prestige that is measured in the amount of money one can steal from the public exchequer. Such is the fate of our society.

I do not have anything personal against any of the government officials/employees but trust me I would be the last person on earth who is ever interested in a regular job in any of the government departments. I have never ever bothered to appear for any of the competitive exams so far (patting myself on the shoulder). Please excuse us, the opportunists, read optimists, who believe in changing from ‘inside’ the system.

Piles of files on the table, a cranky ceiling fan, giggles of ladies over gossips, the smell of bora-kanghou and the most important of them: marup houbi, fee yonbi and yengnabi among the staff — all these form the picture of a typical government office. To add, a file from one table to another takes days/weeks/months or even years depending on how much amount we are ready to pay the lazy clerks.



Bridging the Personal & Professional: Entrepreneurship in Manipur

A single signature that does not even take 10 seconds actually takes days, weeks or even months. It has nothing to do with piles of work loads of the particular official. We know it why.

Like bones for doggies, it's always money-money-and-only-money for the government officials. In quite a thou leitaba way, I wonder how they flaunt themselves as the educated lots when they have reduced themselves to a shameless breed who never run out of excuses to beg money from any Hongba, Chaoba or Tomba. It is no surprising though, when their seniors and heads of the departments are leading the bandwagon.

Over the last few months — after I have decided to start standing on my own, doing my own stuff in Imphal — I have been familiarised that muscle and money are the only two things that matter if we are desperate to get something done.

The other power which is genuinely needed by us is altogether a different topic of discussion here. Amid the mess, it is quite a challenge for any individual to sow the seeds of entrepreneurship in a land like ours where many are ready to criticise and demoralise with their unwanted comments. Comments are free and the Manipuris just cannot ignore the free stuffs. Look at our government for instance, waiting for the freebies from New Delhi year in and year out.

But then again, as some of the pioneers of entrepreneurship have shown us, it is a lucrative career option to invest in our ideas, especially for those who have taken a daily dose of anti-corruption pills. The guild of entrepreneurs has taken root over the last few years, much thanks to technology and the energy of our generation. It is time to look ahead for empowerment. It is time for a wind of change in Manipur.



Annual NAMA Convention 2014 Message from Member.

NAMA conference July 4-5, 2014. Written by Jamuna Devi Advani

This year's 23rd NAMA conference was my first experience. Being held in Bay Area for the first time the visiting members from other parts of USA were quite thrilled and excited to be at the alluring city of San Francisco. The host members of our Bay Area gave the guests a warm welcome. I was overwhelmed seeing the enthusiasm and the high spirit of all the members and non members attending the conference.

NAMA executive members did a good job. It was well planned and executed smoothly. The discussions among the members about Manipur's situation and what could be done to help improve was the hot topic. Mr. Gautam's opinion during the interactive panel session was well received. We need to take some concrete steps immediately otherwise it will go on as before and continue the same way at next convention too. Other members also participated and gave different suggestions like visiting the schools in Imphal and give the students ideas about their future and what they can do to succeed. The conference calls from other places like Houston, Michigan etc were indeed a connecting bond to keep our people together and united.

Our introduction to each other and getting to know was heartwarming. Coming from the same state I felt like a big family coming together while still far away from our home town.

Entertainment was superb as Noopur danced the typical Manipuri Dance of Lord Krishna and also Leima Jagoi. It was unbelievable that such an exquisitely crafted dance performed by her in USA. It was infused with excitement and delight when the womenfolk followed her dance steps doing the Leima Jagoi. It was really a scene to be remembered as all the women had a natural gift of the graceful movements of the dance.

Food was another thing we will remember as the Bay Area families got a sumptuous dinner ready for the attending members. The next day cooking competition organized by our smart Sudeep was astounding. Only I was slightly upset when he lured all the women folk to the kitchen just at the time I was scheduled to give a speech. At the end the competitors' preparation of snacks made me forget everything else. All the three groups' preparations were superb. I intended to send a message to all the women that to be successful one need not be just a doctor or engineers or other such professions. One can choose any line of work by following one's heart. Like Sameeta Angom who is an entrepreneur and it is really encouraging and motivational to see her endeavor. I really admire her.

On the last day, the evening program was another occasion we will never forget. Even though I had left early and could not attend the evening program, I could see from the pictures and hear from people that it was indeed enjoyed by everyone as they had good time together. No doubt it was a memorable NAMA convention on July 4-5, 2014 at Bay Area of San Francisco



A tête-à-tête with Gautam Thockchom & Garima Thockchom on Entrepreneurship.

A tête-à-tête with Gautam Thockchom & Garima Thockchom on Entrepreneurship.

As reported by NAMA anchor Sapam Shyamananda.

Tamo & Eteima touched upon so many points that I am sure has helped us ignite the entrepreneurial spirit that is lying dormant in each one of us.

Topics included VCs funding, Setting up a company in the US, when do one start to think about becoming an entrepreneur etc. Salient points from the discussion include:

1. VC Funding - Try to get about 20% funding of the current market value. Always try to approach via an introduction
2. Types of companies - Sole Proprietorship or Partnership; S Corp; LLC, C Corp. C Corp is the best for Start ups
3. Three deadly sins of an Entrepreneur as shared by Eteima:

Deadly Sin 1: Not doing enough market research - not knowing the competition?? Trends?? How these large companies are behaving?

Deadly Sin 2: Taking money from the wrong people

Deadly Sin 3: Wrong Co-Founders and Wrong Early Employees

Concluding Remarks from Tamo Gautam:

1) It is great fun to be an entrepreneur with your own faith in your hands, there are definitely a lot of challenges, however the fun of doing it outplays everything. If you think of building a company and selling it to Cisco or an XYZ company, and you jump in that may not work all the time. The challenge with that you might be disappointed if it does not happen. So start a company with the aim of, I am going to be solving a particular problem for whoever is target (customer). Focus on the product and all of those money will automatically follow. The focus should not be money but it should be serving the need of the customer.

2) Take the plunge, just do it. It is okay not to succeed, People will laugh at you. However, Failure is a part of growth, you fail, you learn, you move on - it is part of the entrepreneurial work. Be prepared to change, make adjustments as you move along.

Tamo & Eteima are willing to help, provide guidance and mentor anyone who is looking for any support with regards to starting a company and also VC funding. If you have questions, please write to us with your questions at namagroups@gmail.com

We will soon have another conference call in 2015.



Gandhi-King Lecture Series
on International Relations and Peace
West Virginia University, Morgantown, USA

- Ajailiu Niumai



West Virginia University invited Dr. Ajailiu Niumai to deliver Gandhi – King Lecture Series on International Relations and Peace Studies on 12th June 2014 at G21 Ming Hsieh Hall, Downtown Campus, Morgantown, USA, hosted by Eberly College of Arts & Sciences. Dr. Niumai delivered a lecture on “Strengthening Connections with North East India” in which she emphasizes that the North East region had contributed in Indian history. For instance, Rani Gaidinliu a Zeliangrong (Rongmei) Naga lady had fought against the British Raj for which she was arrested and sentenced to life imprisonment in 1932 by the British administration. She was released after India’s Independence. Symbolically in line with the aspiration of the mainstream India, Netaji Subhash Chandra Bose’s Indian National Army flag was unfurled for the first time at Moirang near Imphal in Manipur by Colonel Shaukat Hayat Malik, Commander of Bahadur group of the force and designated the place (Moirang) at its headquarters on April 14, 1944. In Kargil War between India and Pakistan, many dedicated jawans and Army officers of the North East India have made supreme sacrifices.

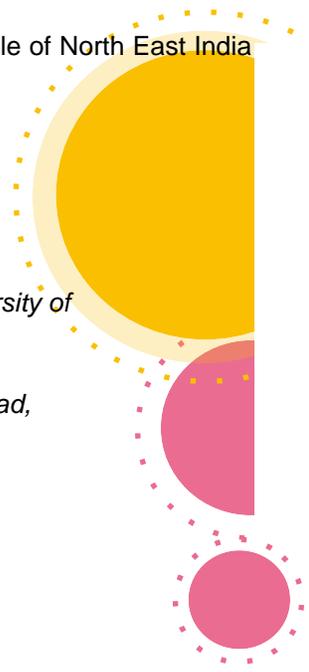
She mentioned about Armed Forces (Special) Powers Act that has come into-effect in North East states since September 11, 1958 after the Government of India declared the North East states as a disturbed area. It gives armed forces unlimited powers and impunity to tackle insurgency. She said that the problem of insurgency emerges, as people want sovereignty and autonomy but the state boundaries do not reflect the ethnic identity of the people. People aspire to possess and inhabit in their own land. She said that in such a situation, the region where conflict of interest exists, we have to explore, all possible avenues to resolve the conflict in consonance with the concept adopted by Gandhi and Martin Luther King Jr. She pointed out that the underlying purpose of AFSPA has failed miserably since the armed forces have not been able to achieve their goal of eliminating the insurgent groups. She argued that the chief role of the State armed forces is to defend, protect the country and invade the neighbouring country, if required. She raised a question as to what happens when the armies attack his own people within the country? She asserts that there has been a great sense of isolation, exclusion and lack of communication. She expressed her view that, the biggest social concern is the manifestation of the new ‘spirit of intolerance’ that has become the threat to humanity, unity and integrity of the nation. She said that the ‘idea of India’ and ‘Indian as an identity’ is questioned by the intolerance, ethnic/racial prejudices and social exclusion meted out particularly to some sections of society especially of those from the North East. She said that ‘race’ is not about physical look utterly but it has to do more with cultural groups. She quoted Gandhi, “Intolerance is itself a form of violence and an obstacle to the growth of a true democratic spirit” and highlighted that Gandhi’s vision of Ahimsa and peace has been shattered by extreme form of intolerance. She raised a question as to how to advance an atmosphere of tolerance, peace, unity and inclusion among its citizens? She stressed King’s words, “Our lives begin to end the day we become silent about the things that matter.” She asserts that King’s speeches, efforts and his march in Washington for racial equality of the Afro-Americans and other minorities in the US and Gandhi’s efforts to bring about freedom, equality and peace in India linger afresh before us.



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She expressed that concerned individuals and policy makers need to evolve strategies to make people of North East India as equals and not inferior, and make the region inclusive.

Ajailiu Niumai is the UGC Raman Post Doctoral Fellow under the INDO-US Knowledge Initiative (2013-14) & Visiting Scholar in the Department of Gender, Women's and Sexuality Studies, University of Iowa, Iowa City, Iowa, USA. She serves as Associate Professor, Centre for the Study of Social Exclusion & Inclusive Policy, and Joint faculty, Centre for Women's Studies, University of Hyderabad, India. Email: ajainiumai@gmail.com



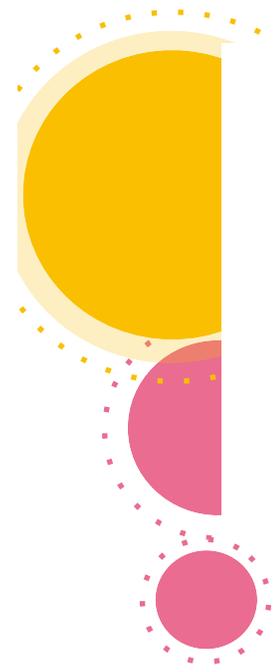


SORRI SENJAM

Menshinba ngamdraba
pukningee ayuba
makhulse.....



-@MANAS-





Swimming - Simi Moirangthem

Splash! The sound the water makes when I dive into the cold, refreshing pool. I submerge myself into another element, and with every stroke I pave my path through the water. From even before I can recall my oldest memory, I have always loved swimming. By the time I was five, I joined a swimming team; however, it was not until I qualified for the Junior Olympics when I was eleven that I truly found my passion for the sport. Unfortunately, times were tough back in 2008 with the recession, so I withheld from swimming for two years until I moved to Texas. In a new state, I entered high school excited that there was a swim team that I could join. From there, I met and learned many things from my teammates who became like a second family to me. The true beauty of swimming lies in the individual and team elements in the sport as each athlete may compete in individual events or in relays all of which benefit the team as a whole. Thanks to swimming, I have found a lifelong love that de-stresses me when I'm anxious, that keeps me healthy since I love to eat, and a hobby that will connect me with many more people. To me, no other sport can compare to swimming as it also demonstrates life skills. Therefore, I will continue to teach and coach others such as the senior citizens I volunteered to teach or the young ones still afraid of water at my part time job, because I have the opportunity to pass on the knowledge of how to survive and love being in water. Swimming lets me be free as I maneuver in the water, and I plan to treasure the feeling forever. I compare my life to swimming a race, because with every stroke I must pave my path in order to finish the event successfully. At times, I may hit a wall as life is never perfect, but I will flip turn and continue the race to reach my goals in both the race and in life. Thus, I will swim in college and even when I grow old.





Swimming (Simi Moirangthem)

My most recent achievement in swimming marked the end of my competitive swimming career as a high school student. However, it also reminded me of why I loved swimming in the first place. Every summer in the Houston area, recreational swim clubs exist for all age groups under the age of eighteen, and at the end of the summer season there is a huge meet known as the All Star Meet where only the top sixteen of all the divisions can compete. As this marked my final summer before college, I joined a new team that reminded me to have fun when I swim and not to worry so much about my times. Thus, this past summer, I truly swam freely without worrying about beating the person next to me or if I added time. Thankfully, because I stopped stressing about my times, I managed to gain speed and qualify for All Stars in all the events except breaststroke. I never liked breaststroke much since I tore my ACL (a ligament in my knee) a few years back plus, having to swim all the events was going to tire me out on the day of the meet so I needed a break. In all honesty, swimming my individual events was fun, but I love relays the most. With three other girls from my team, we swam our hearts out in the relays and even beat one of our biggest competitors. We didn't win first in the relay, but I didn't care because I had fun (and we beat that one team). Furthermore, just qualifying for All Stars was truly an honor after having a rough past couple of years. Thank you to this team for helping me find my passion again, and thank you swimming for always being my comfort in life.





Meetei/Meitei Mayek/script

- Jamuna Devi Advani

Overview:

Meitei script is supposed to be about 4000 years old and also believed to be originated from Sino-Tibetan language. It is spoken by about 1.6 million people including those who live in countries like Myanmar and Bangladesh and also Indian states of Assam, Tripura. Meiteilol is one of the official languages of India.

Beginning of eighteenth century, king Pamheiba embraced Vaisnavism, made it as state religion, and changed his name to Garibniwaz. At the same time he gave the order to perform mass burning of all the Meitei Mayek books including the historical documents. I wish we had computers those days.

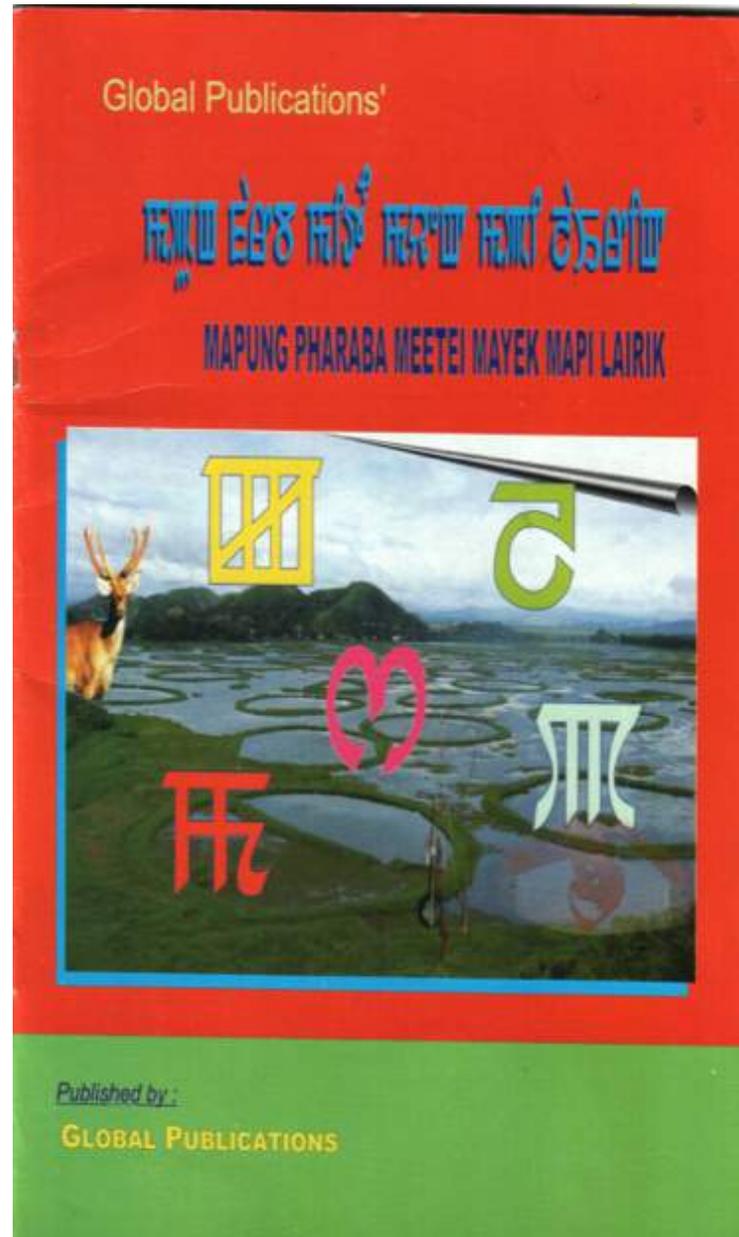
According to recent researchers the resurrection of the Meitei Mayek has taken place and now it is given its due place. This is a script which is now in a transition period. This script is taught since 1980 in government and private schools in Manipur. That is the plan to gradually replace the Bengali script which had been our alphabet since the eighteenth century.

We have 27 alphabets and plus other known as cheitap eg; aa,ae, ai, oo, ou,ng comma, and fullstop

It is very interesting to note that most of the alphabets are linked with human parts of the body: Kok, sham, lai ,mit, paa, na, chin, til, Khou etc.

I purchased this book from Imphal when I went there this year and learned the script from it. You can get the script on internet also. Once I learned the alphabet I rewrite using this script from books of original Bengali alphabet every day, sometimes half a page or a quarter depending how much time I have. This way I continue to learn and do not forget the ones I have learned.

The font for this script is available and can be downloaded in the computer. I have not done myself and am planning to do so.





Tharoi Thongba (Snail Curry)

by Kebola Wahengbam - Cincinnati, Ohio



Ingredients:

Tharoi (Snails - fresh water or sea) - 2 lbs
Ngari (fermented fish), dried fish (Ngamu-leirou)
Mukthruhi, Chives, Awa Phadigom (Culantro)
Ginger, Onion, Garlic
Green chillies, Smoke dried red chillies
Cumin powder, Hing, Methi
Potatoes
Loklei, Pullei (Lemon Grass)
Mustard oil
Tejpata
HeiriBob



Steps for preparation:

1. Pressured cooked Tharoi with ginger, Loklei, potatoes and salt. Pressure it two times, drain the excess water and save the broth for gravy.
3. Put the snail in a pan and heat up to dry the water with no oil (kangna-ngouba)
3. Now prepare an mixture (Iromba) with potatoes, Loklei, Ngari, dried fish, chillies and salt.
4. Heat up mustard oil and put the following ingredients in order of sequence.
5. Tejpata, Hing, Cumin seeds, Coriander seeds and Methi Seeds - fry for one minute upto brown color
6. Add Chinese Chives, Mukthruhi and Awa Phadigom (Culantro) - keep frying
7. Add Green Chilli (sliced in halves) and Mukthribi - keep frying
8. Add turmeric powder and cumin powder, salt - keep frying.
9. Add Iromba to the mixture (Shok toubu) - keep frying
10. Add the snail broth with extra hot water for gravy- Boil for 5 mins
11. Add Tharoi to the gravy, Simmer for 30 mins to cook at low heat
12. Add Heiribob and Kitchen King - simmer for 5 mins
14. Garnish with Mukthruhi and Awa Phadigom (Culantro)
15. Serve it hot with white rice



PicRecipe-Kongreng Ngouba

Step by step method of Kongreng (Clams) Ngouba

- Lourebam Bireswar (Naoba's Restaurant)



Step 1. Put the clams in a pot and pour hot water on it. Remove the flesh and clean it properly. Safe the cells and keep it aside.



Step 2. Put all the fleshes in a food processor along with garlic and green chili. Make a paste out of this.



Step 3. Mix beson or maida (very little to act as binder), chili powder, salt and your choice of masala and make a smooth paste.



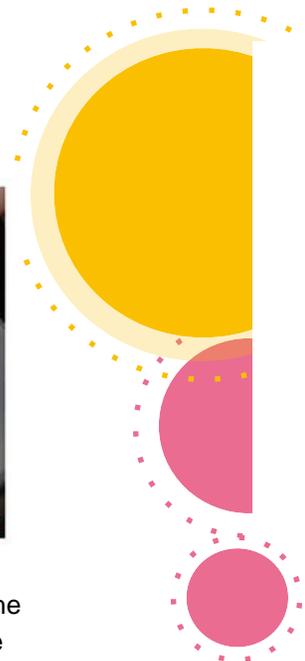
Step 4. Boil water in a sauce pan. Scoop the paste and drop it in the boiling water one after another.



Step 5. Scoop out the clam dumpling from the boiling water. Cut the dumpling to your desire sizes. Mix it with chopped onion, tomato, green chili and Asian chives (maroi nakuppi).



Step 6. Heat oil in a frying pan, cook the mixture adding salt, chili powder and garammasala till it starts sticking on the pan. Remove it from the heat.





PicRecipe-Kongreng Ngouba

Step by step method of Kongreng (Clams) Ngouba (Contd.)



Now serve it putting on the cells along with salad and lemon wedges.



Happy Cooking !



Colorizing Black & White Photo

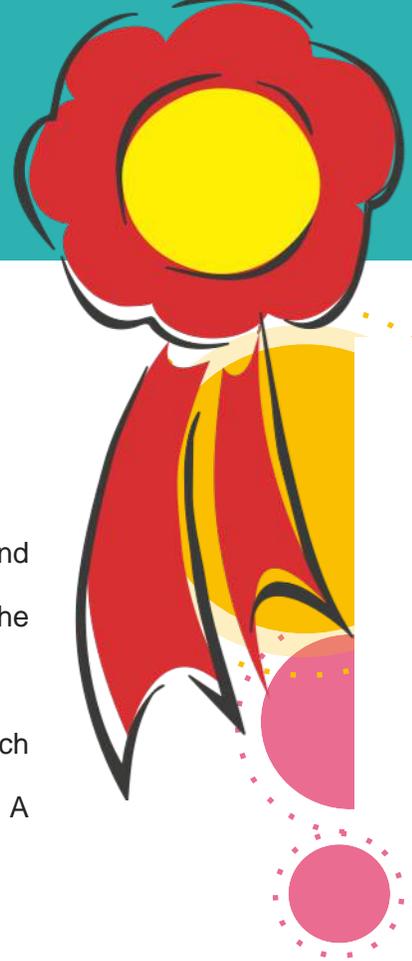
- Tom Thounaojam



Audrey Hepburn's Black and white photo colorized by Tom Thounaojam



NAMA Excellence Award



Last Date of Submission: 31st March 2015

NAMA has initiated an Excellence Award program to motivate students living and studying in the United States and recognize those students who have excelled in the field of Academics, Sports and Arts.

All nominations are to be submitted with the filled out Applicant's profile form for each of the nomination (Refer NAMA Executive e-mail dated 2nd November 2014). A student can submit multiple applications.

The names of the award are:

NAMA Academic Excellence Award

NAMA Arts Excellence Award

NAMA Sports Excellence Award

Certificates and cash prizes will be awarded to the winners. Please send your queries and filled out



Message from Nancy Yambem on Late Jupiter's death anniversary

As I write this I am on my way back to our home from New York City. I was at a collaborative conference with widows from 9/11 and armed service widows. It was so wonderful to be able to share our experiences with "newer" widows, and help support them through what we have had to experience on our journey. I was able to go to the 9/11 Memorial site this morning, light a candle for Jupiter, leave a flower and his picture, and do a blessing ceremony. Santi and I continue to stay in touch with our Manipur family and plan to go "home" again next year (we go every two years). Santi is now 18 years old, he is attending Dutchess Community College and is so very grown up! I am working part time as a substitute teacher, and volunteering for several organizations in my community. My Husband, Jerry is well and working hard. I am planning on speaking at a 9/11 memorial ceremony in our home town tomorrow. It is a lot smaller ceremony than in NYC, and I am very tired from the last three intense days there.

I appreciate everyone remembering Jupiter and Santi and I tomorrow, it is always a difficult day, but we need to honor his memory and all the wonderful memories we have of him. "

May God bless you all.

Nancy Yambem

