

## IAB at the Vaisakhi Celebrations!



Left to Right : Anasudhin Azeez (MD of Asian Lite newspaper); Dr. Arun Bajaj (President, IAB); Chris Bates (Chief Executive, Birmingham Rathbone Society); Sanjay Jagatia (Fundraising Manager, Acorns); and Shantose Kaur (Vice President, IAB).

As part of the programme of supporting key community events, the Institute of Asian Businesses (IAB) participated in the Vaisakhi Mela that took place recently at Handsworth Park. Jointly staffing an exhibition stand with leading Birmingham-based charity and Chamber member Birmingham Rathbone Society, IAB provided information and advice on salient areas of business support to both

existing businesses and start-ups.

Vaisakhi, also spelled Baisakhi, is one of the most important dates in the Sikh calendar. It is the Sikh New Year festival that also commemorates 1699, the year Sikhism was born as a collective faith. The Vaisakhi Celebrations in Birmingham regularly attracts a huge public audience, often well in excess of 80,000 people, for a day of religious and spiritual reinforcement of belief, along with festive activities for all the family of all faiths and races.

Chief Executive Chris Bates of Birmingham Rathbone said of the Event, "We very much enjoyed attending the Vaisakhi celebrations and were pleased to sponsor the stewards' t-shirts again. The Mela was a great success and we look forward to next year's festival."

IAB President Dr Arun Bajaj was delighted with the whole occasion and stated, "We at the Birmingham Chamber of Commerce are very happy indeed to support this truly wonderful family festival of Vaisakhi that highlights the vibrant, harmonious and multi-faith city that Birmingham is so proud to be."