



MISS INDIA CONNECTICUT & MISS INDIA TEEN CONNECTICUT PAGEANT 2010

OUR PHILOSOPHY: BEAUTY FROM THE HEART

In today's society, there is continuous focus on fashion and beauty. Whether they watch Hollywood or Bollywood movies or music videos, young impressionable girls strive to emulate fashion models. In a struggle to be assimilated in society, young women often may not realize that fashion business dictates that models maintain figures that may promote unhealthy lifestyles.

Mission:

Our mission at Miss India & Miss India Teen Connecticut is to help young women develop a healthy life style by promoting healthy living.

The lifestyle of today with increased technology and abundance is conducive to overweight and obesity. Our teenagers and young women struggle to maintain optimal body mass index and have issues with body image. We have growing numbers of children with Type 2 Diabetes and high cholesterol levels to name a few complications of Obesity. In order to curb the stereotypes of what defines 'beauty,' we would like to address issues such as eating disorders, depression, poor self esteem and the growing numbers of obesity.

Since fashion models set standards for young impressionable Indian girls who are keen to assimilate the prevailing culture, we would like to use the Beauty Pageant as a venue to define a new meaning of beauty.

A beautiful woman is one who is in good health and possesses self-confidence, charm, talent, intelligence, and a high self esteem.

About the Show:

Miss India U.S.A. was started twenty-five years ago by Neelam and Dharmatma Saran from India Festival Committee Inc. (IFC), to recognize and encourage Indian American girls in the fashion industry. Today, Miss India USA has become a very popular show and is known as the "Mother of all Indian shows in the USA". Currently, 27 states are represented in the Miss India USA Beauty pageant.

Miss India Connecticut and Miss India Teen Connecticut will be held in the state of Connecticut again. This show carries the theme of **Beauty with Health**, giving a new perspective to beauty pageants around the world.

We hope this show will help assimilation of Indian youth in the local community and promote harmony along with provide added boost to local businesses. This is not just an evening of entertainment but carries the message of health, assimilation in the local community, and will add to the richness of the existing art community.

There are 50,000 Indians in CT, with an estimated 5000 Indian students in the CT universities in the age group of 14 to 25 years. We plan to recruit and represent this group in the show.

Members of the local community will be requested to assist in the organizing and a few select members will be the judges in this show.

Our criterion of selection will be beauty, good health and talent. The judges will be representatives from various walks of life.

Eligibility:

Unmarried Connecticut residents of Indian origin either studying or working in CT, or those whose parents reside in Connecticut, and who believe in a healthy life style are eligible take part in the show.

Winner:

The Winner of this Pageant will be eligible to participate in the Miss India USA contest. She will be our ambassador of a healthy life style and will help promote local causes.

This is your chance to give something back to the community we live and prosper in. A percentage of the proceeds will be donated to "Stamford Gives Back".

Last year, a portion of the proceeds were given to ASHA for Education www.ashanet.org

We need your support for our mission to bring about a positive change in beauty pageants and promote beauty in accord with good health, and draw Indians into the local community.

You can be a part of this movement by helping in many different capacities. You can become a sponsor, advertise in the event and most importantly, attend and enjoy our show, "**Beauty from the Heart**".

FOR MORE INFORMATION CONTACT:

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