



Auckland Malayali Samajam Inc.
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Charities Commission Registration Number: CC50008

Annual Report of Auckland Malayali Samajam (2023-2024)

Introduction

The Auckland Malayali Samajam plays an integral and ongoing role in preserving and promoting the rich cultural heritage of the Malayali community in New Zealand. By organising a wide range of cultural events, workshops, language classes, and community-driven initiatives, we aim to create a deeper understanding of our unique customs, traditions, and values. These activities not only celebrate our heritage but also foster a sense of belonging and connection among members of the Malayali community. Additionally, our events encourage greater cultural exchange, helping to build stronger links with the wider New Zealand society, and promoting inclusivity, mutual respect, and appreciation for diversity.

Purpose

As per our constitution, the Auckland Malayali Samajam is committed to promoting, preserving, and nurturing the unique c In line with our constitution, the Auckland Malayali Samajam is dedicated to promoting, preserving, and nurturing the distinctive culture and linguistic heritage of the Malayali people. Our core objectives are centred around strengthening the bonds within the Malayali community, both in Auckland and across New Zealand, while also enriching the country's diverse cultural landscape by sharing the richness of our traditions. We are committed to ensuring that the younger generations remain connected to their heritage, with a particular focus on passing on the Malayalam language. Through these efforts, we seek to maintain and celebrate our cultural identity, fostering a sense of pride and belonging for all members of our community culture and linguistic heritage of the Malayali people. Our core objectives include strengthening the bonds within the Malayali community in Auckland and throughout New Zealand, and enriching New Zealand's diverse cultural landscape by sharing our best traditions.

We also aim to pass on the Malayalam language to younger generations, ensuring they remain connected to their roots.

Mission Statement

Our mission is to promote the interests of our organisation and its members within the wider community. We are dedicated to making a positive impact by raising awareness of our culture, fostering meaningful community engagement, and building connections that strengthen our presence across New Zealand. Through our efforts, we aim to create greater understanding, celebrate our cultural heritage, and encourage active participation in the diverse cultural fabric of the nation-

Annual Events That Took Place in Year 2023 to 2024

Event 1

New Year / Late Christmas Celebrations

Date: 14th January 2023 Venue: Bruce Mason Centre, Takapuna Chief Guests: Hon. Minister Melissa Lee, Formal celebration followed by “Stephen Devassy Show “(Celebrity Artist from India)
Catering: The Biryani Company

People attended: 800

The Samajam’s first event of the year showcased a series of local cultural performances by talented members of the AMS, followed by an exhilarating live performance from renowned musician Stephen Devassy, who skillfully blended traditional and contemporary music. This was a truly memorable occasion, marking the launch of our event calendar, and drawing a large audience from both the Malayali and wider communities.

Event 2

Women’s Day Celebrations

Date: Saturday, 2nd March 2024 Venue: Mt Albert Senior Citizens Hall, 2:00 PM to 5:00 PM

People attended: 130

International Women's Day offered a wonderful opportunity to celebrate and reflect on the invaluable contributions of women across diverse fields. This year’s event featured an array of engaging activities, including a cooking competition, a Best Dressed contest, and a rotating camera for enjoyable photo opportunities. In keeping with our dedication to supporting women,

free childcare was available, and all women were granted complimentary entry as part of the festivities.

Event 3

Easter, Vishu, and Eid Celebrations

Date: Saturday, 13th April 2024 Venue: Green Bay High School, 145 Godley Road, Auckland

People attended: 350 Time: 2:00 PM

Catering: The Biryani Company

This year, the celebrations for Easter, Vishu, and Eid were held together, creating a rare and meaningful occasion where these important religious festivals were celebrated on a shared platform. The event was a tribute to the spirit of unity in diversity, bringing the community together to honour a variety of cultural and religious traditions.

Event 4

Empowering Seminar

Date: 15th June 2024 Venue: Wesley Community Centre

Presented by: Mahesh Muralidhar

People Attended: 50

Catering: Internally arranged

This career guidance seminar was designed to empower new migrants with practical advice for achieving success in the New Zealand workforce. Covering topics from resume-building to mastering interview techniques, the seminar received positive feedback from participants, particularly those who were new to the country and seeking ways to navigate the job market.

Event 5

Smash 2024 Badminton Tournament

Date: 7th July 2024 Venue: Li-Ning Centre , 443 East Tamaki Road, East Tamaki

28 teams participated

People Attended: 800

Catering: We did it on our own

Badminton tournament was conducted in true spirit for the community. Teams participated included, Men's Doubles, Women's Doubles, Mixed Doubles. Junior team Doubles.

This was a fabulous event with overall attendance of 700 people. The crowd thoroughly enjoyed the day with a variety of tasty snacks served by our wonderful team members.

Event 6

Kalolsavam 2024

Date: 20th July 2024 Venue: Blockhouse Bay Community Centre

People Attended: 260

Catering: Engineer's Cafe

Kalolsavam, our annual children's arts competition, saw an enthusiastic group of young performers displaying their artistic talents. The event was a vibrant celebration of creativity, attracting a large audience of parents, supporters, and art enthusiasts, all of whom cheered on the participants. The competition featured multiple stages and encompassed a wide range of performances in various forms of art and culture.

Event 7

Mamankam - Tug of War Competition

Date: 24th August 2024 Venue: Manukau Tennis Centre

People Attended: 2200

Catering: Different Catering Companies

Mamankam 2024 featured an international tug-of-war tournament with 17 teams taking part, including one from Australia. The competition was fiercely contested, with the winning teams receiving cash prizes in recognition of their strength and teamwork. The event proved to be a resounding success, attracting participants and spectators from across Auckland and beyond.

Event 8

Onam Celebrations

Date: Saturday, 7th September 2024 Venue: Mahatma Gandhi Centre, 145 New North Road, Eden Terrace

People Attended: 1300

Catering: Onasadya by "The Biryani Company" and different other caterers for the evening function

Our Onam celebrations this year were a grand affair, with a traditional Onasadya feast and a variety of vibrant cultural programs by our local AMS artists. The evening featured stellar performances by celebrity artists such as Remya Nambeeshan and Ranjini Jose, captivating the

audience with their musical talent. The event was a perfect reflection of the spirit of Onam — a time for the community to come together in joy, celebration, and gratitude.

Event 9

Special Event: Blood Donation

Dates: 15 August 2024 to 15 September 2024 Venue: NZ Blood Centre Auckland Malayali Samajam Blood Donation Drive

Introduction: Auckland Malayali Samajam (AMS) is dedicated to serving the community and promoting the spirit of giving back. In line with this commitment, we are organizing a Blood Donation Camp aimed at contributing to the vital need for blood donations in Auckland. This initiative underscores our values of compassion, solidarity, and community service, and we invite your support to ensure the success of this important event.

Event 10

AMS 25th Anniversary Celebration

Date: 9/11/2024

Venue: Avondale College

Attendees: 600

The Auckland Malayali Samajam celebrated its 25th anniversary with a grand event attended by a large gathering of members and well-wishers. The evening was graced by the esteemed Hon. Minister Melissa Lee, along with several prominent political leaders. In her speech, Minister Lee commended the Samajam for its significant contributions to nurturing cultural ties and promoting the vibrant heritage of the Malayali community in New Zealand.

A special invitation was extended to the founding members and past presidents, acknowledging their invaluable contributions to the growth and sustainability of the organization over the years. These pioneers were honored with mementos and heartfelt tributes.

The celebration culminated in a mesmerizing musical performance by the renowned singer Siddharth Menon, whose soulful renditions captivated the audience.

The 25th anniversary of the Auckland Malayali Samajam was a beautiful blend of nostalgia, pride, and joy, leaving attendees with lasting memories and a renewed sense of community.

In addition to , the Auckland Malayali Samajam has also extended support to several community members in their times of need, including assisting in repatriating the body of a deceased community member to their home country.

Conclusion

The 2023-2024 year has been a period of remarkable cultural engagement, unity, and community service for the Auckland Malayali Samajam. We continue to thrive as a central hub for cultural expression and social bonding within the Malayali community in New Zealand. Our heartfelt gratitude goes to the members, volunteers, and sponsors whose active participation and support have made each event a resounding success. As we look ahead, we remain steadfast in our commitment to promoting our rich cultural heritage, nurturing strong community connections, and creating meaningful experiences for all. We are excited for another year of growth, celebration, and service, as we continue to strengthen our community and share our traditions with the wider New Zealand society.

Thank you for your continued support!

Regards,



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