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InDiva Search for Media Personality lands Navie Samra



2nd Place Archana Srivastava with RadioFundoo Team Navin and Ritu



3rd Place Tasmin Singh with WomenNowTV's Sheetal Ohri and Sheena Dhillon



AeroDance Team at InDiva Event



Crowd Awaiting Results - Photo Credits: Som Sharma, iDigital Vision. Sam Rao (for last 2 pix)

The most unique part of the evening was the open scoring system where the final scores were printed and presented to the contestants at the final announcement.

The panel of judges included Ash Kalra, San Jose City Council Member, Annika Dubrall-Analyst Skoll Foundation & a John S. Knight Fellowship Affiliate at Stanford university, Charleston Pierce - Fashion Producer, Diana Rohini LaVigne - Bureau Chief for NI Achievers Magazine, Ena Sarkar - Producer and Founder of WomenNow TV, Maneka Shewa - Co-owner of Atirma Collections, Navin Tekchandani - CEO of Radio Fundoo.

The 3 segments included Self Expression where contestants had 45 seconds to win the audience of what qualities they had to hold the title of Indiva; 3 C's where they presented topics ranging from Missing Girls

in India to controversies of Bollywood and Hollywood and the recent victory of President Obama, to demonstrate their convincing, confidence and communication skills.

The final round was On the Spot where contestants had to answer questions presented by the judges and organizers.

Navie Samra of Fremont topped the scores with 224 and walked away as the first InDiva and the new co-host of the Voice of the Bay Segment for WomenNow TV.

A close call with 7 points lagging at 217 was 1st runner up Archana Srivastav of Sunnyvale who joins Radio Fundoo as a RJ. The 1st runner up Tasmin Singh placed at 216 points.

Beautiful outfits modeled by the contestants were features by Atirma Collections and jewelry by PNG Jewelry. A raffle whose pro-

ceeds go to the Tsunami victims raised \$300 included an iPad sponsored by Zain Jiwanjee of GIG Insurance and other gifts. The show was choreographed by upcoming Image Consultant and Cosmetologist Sheena Dhillon of Tangles.

When asked about the uniqueness of her shows from other competitions, Dhillon commented; "the organization and scoring! I am the only South Asian competition that I am aware of, who makes scoring available to participants on the same night of the event.

I do this to ensure that they appreciate the "no agenda" spirit that I live by. I believe every person who makes an effort to participate in a competition has the right to know-how they have done and how judges have scored them for continued self improvement. After all, besides the fun part, why do we take part in competitions?!"

Dhillon has been producing shows since 1992 to include the original San Francisco India Pageants, NRI Global Pageants, SONY TV Asia Chalo America Boogie Woogie Auditions, as well as several of Genius Kids shows; Win With Words. She is in the process of completing her first short comedy film for kids. She is also the founder of the award winning Accelerated Learning Centers Genius Kids, which is now a national franchise.

WomenNow is the first Asian Indian TV talk show that airs nationally on TV Asia and Comcast every Sunday and locally on KTSF and Comcast on Demand every Saturday. Sheetal Ohri is an independent marketing and social media consultant organizing several events in the Bay.

The exclusive media sponsor was Radio Fundoo on KLOK 1170 AM.

