



Shefali Razdan Duggal

PRESS CLIPS



Shefali Duggal 'most powerful' woman in California

RITU JHA

Few Indian-American women make American politics, their career choice. Shefali Razdan Duggal, who has been chosen as the Most Powerful and Influential Woman in California by the National Diversity Council, is a rising political star.

"My father encouraged me to watch the evening news with him to learn about what was happening in our world," she says. "He always told me about the value and strength of American democracy and how it was one of the primary reasons he came to the US from India. This created a curiosity within me about the American political system and a desire to learn more about its intricacies. Ultimately, I received my masters from New York University in political communication."

A political activist, she raised thousands of dollars for President Barack Obama's re-election campaign; she is a member of the National Finance Committee and the Northern California Finance Committee for the campaign. She has worked on California Attorney General Kamala Harris's campaign finance committee and is currently a member of her transition team. She is also involved with Emerge, an organization that encourages Democratic women of all backgrounds to consider running for office.

Asked why the number of Indian Americans getting involved with politics was not proportionate to their



increasing population has in the country, Duggal said, "Indians Americans have been more focused on educational and financial pursuits historically in the US, but are now becoming much more involved in politics. We are seeing a number in our community run for elected office at all levels."

She added, "I don't believe the challenges are unique for Indian Americans, but there is always a certain level of apathy when it comes to politics. I fully disagree with the view that one person can't make a difference, but it is a theme that I encounter often."

For the 2012 campaign, Duggal plans to engage the community. She said, "I keep a large network of Indian Americans informed about the political and campaign events happening around the country. Then I follow up on activities that would be of interest to specific subsets of my network. Ultimately, the key is to be persistent and committed while keeping in open dialogue with a number of different groups."

Duggal will receive her award February 2. "I am honored to have received this award from such a prestigious organization. Of course, I don't pursue the activities that I'm involved with for any type of recognition, but it is always nice to be noticed for one's efforts. The NDC is an organization committed to promoting diversity in our communities and workplaces, an issue that I have been passionate about for years."