



অসম এছ'চিয়েচন অফ নর্থ আমেৰিকা
Assam Association of North America (AANA)

AANA Regional Spotlight – July 2026

Northern California

Northern California is home to Silicon Valley's global tech leadership, a flourishing arts and cultural scene, and the world-renowned wine country. Within this vibrant landscape, it is also a powerful hub for Assamese families, forming a distinct and tightly knit community that has grown into one of the most active Assamese diaspora regions in the United States.

The Northern California Assamese community continues to thrive as a vibrant cultural hub, bringing together generations of Assamese families through festivals, arts, education, and community service.

Uniting Our Community Through Culture

Northern California proudly hosted the 47th Assam Convention in the San Francisco Bay Area, welcoming more than 550 attendees from across North America for a weekend celebrating Assamese culture, community, and innovation. The convention featured acclaimed guest artists Shankuraj Konwar, Bornali Kalita, and Manas Robin, alongside a vibrant lineup of cultural performances, educational programming, and community events.

A major highlight was a standing-room-only Technology & AI Panel featuring accomplished professionals and innovators from across the United States, who explored the rapidly evolving role of artificial intelligence and technology while inspiring the next generation of Assamese leaders. The convention also hosted a thought-provoking cultural panel examining the enduring legacies of Dr. Bhupen Hazarika and Zubeen Garg, featuring Sage Hazarika, Anisha Saikia, Shreya Pujari, and Manas Robin.

The weekend celebrated Assam's rich artistic traditions through an informative Sattriya workshop led by Nerina Rabha. The Bay Area's thriving Sattriya community was also recognized, with two established schools: one in the East Bay and one in the South Bay, offering year-round instruction and nurturing a growing generation of young dancers.

Children remained at the heart of the convention, with two full days of youth cultural programming showcasing vibrant performances of Assamese folk songs, traditional dance, Sattriya, and energetic Bihu. Attendees also enjoyed a community-curated Tribal Fashion Showcase featuring authentic traditional attire generously shared by community members and sourced from Assam, highlighting the remarkable diversity and craftsmanship of the state's Indigenous communities.