



Kerala_English_Ambassador toolkit

Dear Brothers & Sisters,

Here is the regional update on ICD/YBD movement work done in your region and what is remaining as part of the 2030 Vision.

State	No. of Districts	Population	Christian population	% of Christians	ICD/YBD Website (New Users)	ICD/YBD Website Engagement rate (%)
Kerala	14	3,98,66,000	74,82,000	18.8	165	48%

Official Languages	Additional Language	Top Newspaper circulation	Existing Content (Banner, Poster, Brochure, Video)	Existing Content (Movement Name, Declaration, Guideline)
Malayalam	English	Malayala Manorama, Mathrubhumi, Deshabhimani	Malayalam, English	Malayalam

Analysis & Strategy

Based on the analysis of the top 6 Indian states (Telangana, Maharashtra, Andhra Pradesh, Karnataka, Odisha, Tamil Nadu) which each had more than 400 ICD/YBD website new user visits so far:

- Irrespective of the political party in power (NDA, UPA, Other regional parties);
- % of Christians in those 6 states (1, 1.3, 1.7, 1.8, 6.7, 12.5),
- 6 different official regional languages (Telugu, Marathi, Kannada, Odia, Tamil)

- The common pattern between all of these 6 states is there were at least two regional ambassadors (2, 3, 6, 7, 13, 16). So, we need your help in identifying Ambassadors like yourself in each of the **14 districts in Kerala**.

- There is a good awareness of the ICD/YBD movement in Urban areas, additionally, we need to reach out to rural areas & the youth (Facebook, Instagram & Twitter).

- One of the ways to reach out to rural areas is to write articles in local newspapers, magazines, journals and blogs about the ICD/YBD Movement & 2023 theme of 'Celebrating the impact of Christian Education in the development of modern India'.

Some examples to include in the article (please do more research for your respective state)

- Identifies the names of the oldest and/or most influential schools & colleges
- Their year of establishment,
- Notable alumni & their achievements,
- The unique contribution of that educational institute to the society
- Name of the language & Date of local language dictionary published by Christians
- Translation of major non-Christian documents from local language to English & vice versa.

Do refer to the ICD/YBD website to include the 'Declaration of 3rd July', 'ICD/YBD Movement vision', 'Significance of 3rd July', the 'Decade of celebration' messages, and a link to the ICD/YBD website in those articles and press releases.



INDIAN CHRISTIAN DAY

येशु भक्ति दिवस

Publishing the articles in the local language before the 3rd July may attract people to the celebration of the ICD/YBD movement as well as spread awareness about it.

Celebrating the ICD/YBD 3rd July 2023 Event:

You could explore some of the below options:

- **Cultural Programs:** With traditional songs, music, dances, cultural events, food, sweets & festivities.
- **Acts of Love & Kindness:** Feeding programs, health camps, literacy events, social development & outreach.
- **Celebrate Impact:** 2023 theme of 'Celebrating the impact of Christian Education in the development of modern India'. Events related to children & youth competitions, art, music, sports and literature.

Downloadable content

YouTube Video Download:

- Malayalam: <https://www.youtube.com/watch?v=OJpBpeReAWE>
- English: <https://www.youtube.com/watch?v=cn4zajDgjeY>
- English (without voice-over): <https://www.youtube.com/watch?v=zRVYXP3tukl>

Website Download:

Brochures, Posters, Logos, ICD/YBD Declaration, Celebration & Ambassador Guidelines

Malayalam: <https://indianchristianday.com/malayalam/>

English: <https://indianchristianday.com/english/>

ICD/YBD Movement Hashtags

#IndianChristianDay #YeshuBhaktiDivas (Please don't use short forms)

Please ask people to **Join the Movement** by signing up at ICD/YBD website

<https://indianchristianday.com/join-the-movement/>

Please ask people to **FOLLOW** the **ICD/YBD social media handles** for the latest update

YouTube: <https://www.youtube.com/IndianChristianDay>

Facebook: <https://www.facebook.com/IndianChristianDay>

Instagram: <https://www.instagram.com/indianchristianday/>

Twitter: <https://twitter.com/ichristianday>

For any further clarity kindly refer to the ICD/YBD website. Thank you.

Yours Truly,

ICD/YBD Volunteer Team