



Punjab_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 (%)
Punjab	22	3,47,60,000	2,24,000	0.6	45	39%

Official Languages	Additional Language	Top Newspaper circulation	Existing Content (Banner, Poster, Brochure, Video)	Existing Content (Movement Name, Declaration, Guideline)
Punjabi	Hindi	Punjab Kesari	Punjabi, Hindi	Punjabi, Hindi

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 **22 districts in Punjab**.

- 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.

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.



INDIAN CHRISTIAN DAY

येशु भक्ति दिवस

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:

- Punjabi: <https://www.youtube.com/watch?v=TniCZ6-UKeE>
- Hindi: <https://www.youtube.com/watch?v=RS54yzL5pgI>
- English: <https://www.youtube.com/watch?v=cn4zajDgjeY>
- English (without voice-over): <https://www.youtube.com/watch?v=zRVYXP3tukI>

Website Download:

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

- Punjabi: <https://indianchristianday.com/punjabi/>
- Hindi: <https://indianchristianday.com/hindi/>
- 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