



celebrate **2022** commemorate 18 JULY - 17 AUGUST educate

INFORMATION PACK

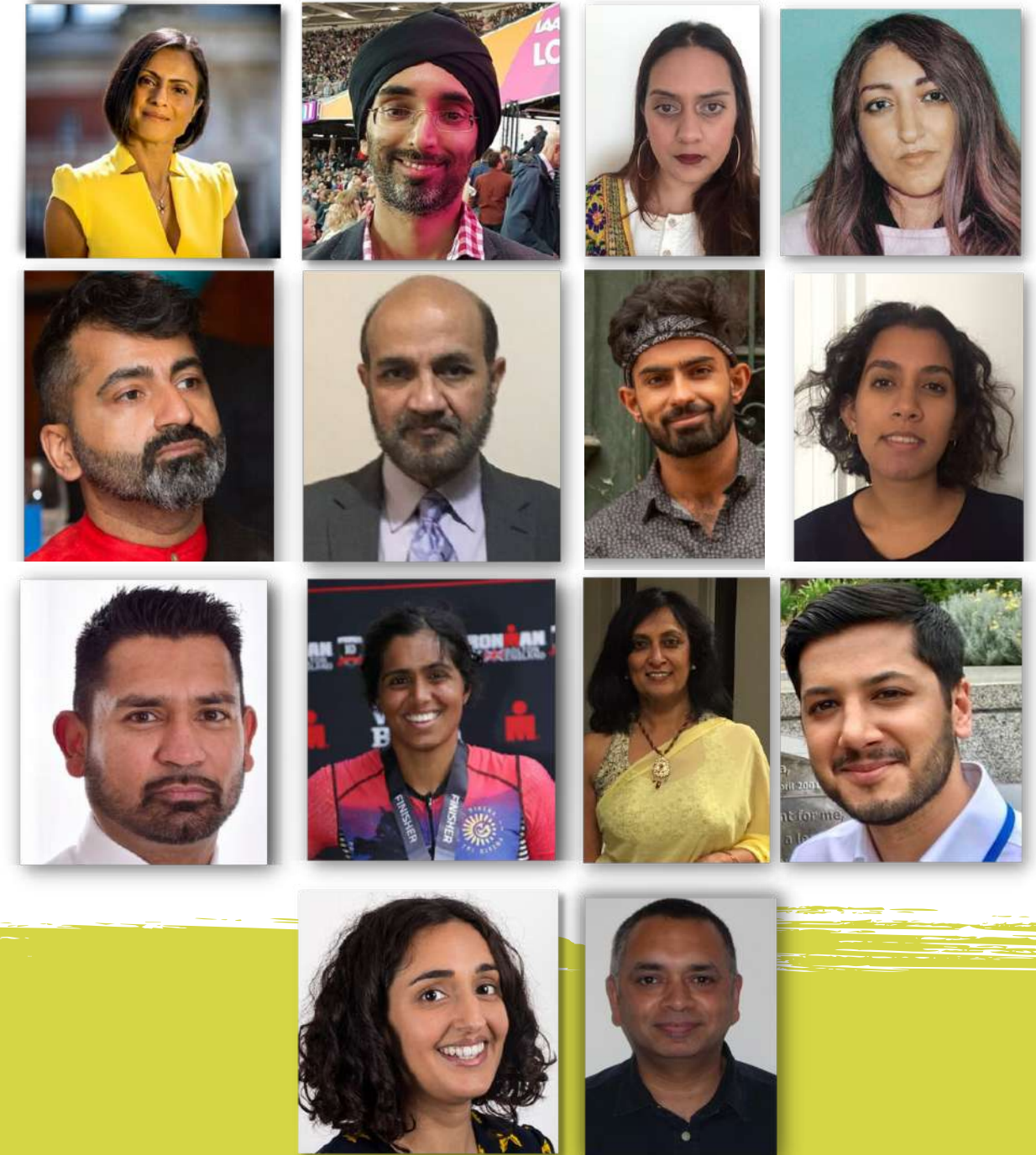


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South Asian influences can be found everywhere in Britain, from our food and clothes to our music and even our words, and the streets of our towns and cities are rich with the colours, sights and sounds of proud South Asian identity. Its culture permeates all parts of British life and adds to the diversity of the nation. South Asian Heritage Month is about reclaiming the history and identity of British South Asians. People need to be able to tell their own stories, and this is our opportunity to show what it means to be South Asian in the 21st century, as well as look to the past to see how we got here. !!

Binita Kane & Jasvir Singh
CO-FOUNDERS OF SOUTH ASIAN HERITAGE MONTH

the team



What is South Asian Heritage Month?

South Asian Heritage Month runs from 18th July to 17th August every year.

The Month aims to amplify and celebrate British South Asian heritage and history across the United Kingdom through education, arts, culture and commemoration, helping people better understand the diversity of present day Britain and improve social cohesion across the country.

The month begins on 18th July, the date that the Indian Independence Act 1947 gained royal assent from King George VI, and ends on the 17th August, the date that the Radcliffe Line was published in 1947, which finally set out where the border between India, West Pakistan and East Pakistan (now Bangladesh) would be. The start and end dates show just how much of an influence Britain has had on South Asia as a whole over the last few centuries. The dates also coincide with the South Asian month of Saravan/Sawan, which is the main monsoon month when the region's habitat undergoes renewal.

South Asia is made up of 8 countries:
Afghanistan; Bangladesh; Bhutan; India; The
Maldives; Nepal; Pakistan
& Sri Lanka

People of South Asian heritage are a significant part of the British population, with over 3 million strong, that's around 1 in every 20 people in the country having South Asian heritage.



"South Asian Heritage Month is about the next generation of kids growing up in the UK and for them to be able to feel empowered in their identity and proud of who they are"

Anita Rani

FOUNDING PATRON OF SOUTH ASIAN HERITAGE MONTH

Our journey so far...

2018

South Asian Heritage Month (SAHM) came about over a cup of chai in December 2018 when the founders came together to discuss how people's understanding of the interconnectedness between Britain and South Asia could be better understood in the UK.

2019

In July 2019, SAHM ran its concept launch in the House of Commons

2020

SAHM had its inaugural launch in 2020. During this four week period, we held over 60 official and over 100 unofficial events. We also went viral on social media including trending on Twitter and most importantly, engaged families, grassroots community groups and organisations up and down the country.

2021

This year saw the biggest SAHM yet, with a wide range of online events on our official calendar covering many topics from South Asian Women in Sport; An Evening of Women's Flash Fiction Readings; An Open Support LGBTQ+ Space; In conversation with our founding Patron Anita Rani as part of our Literature calendar and Quiz Night with Bobby Seagull & Mehreen Baig.

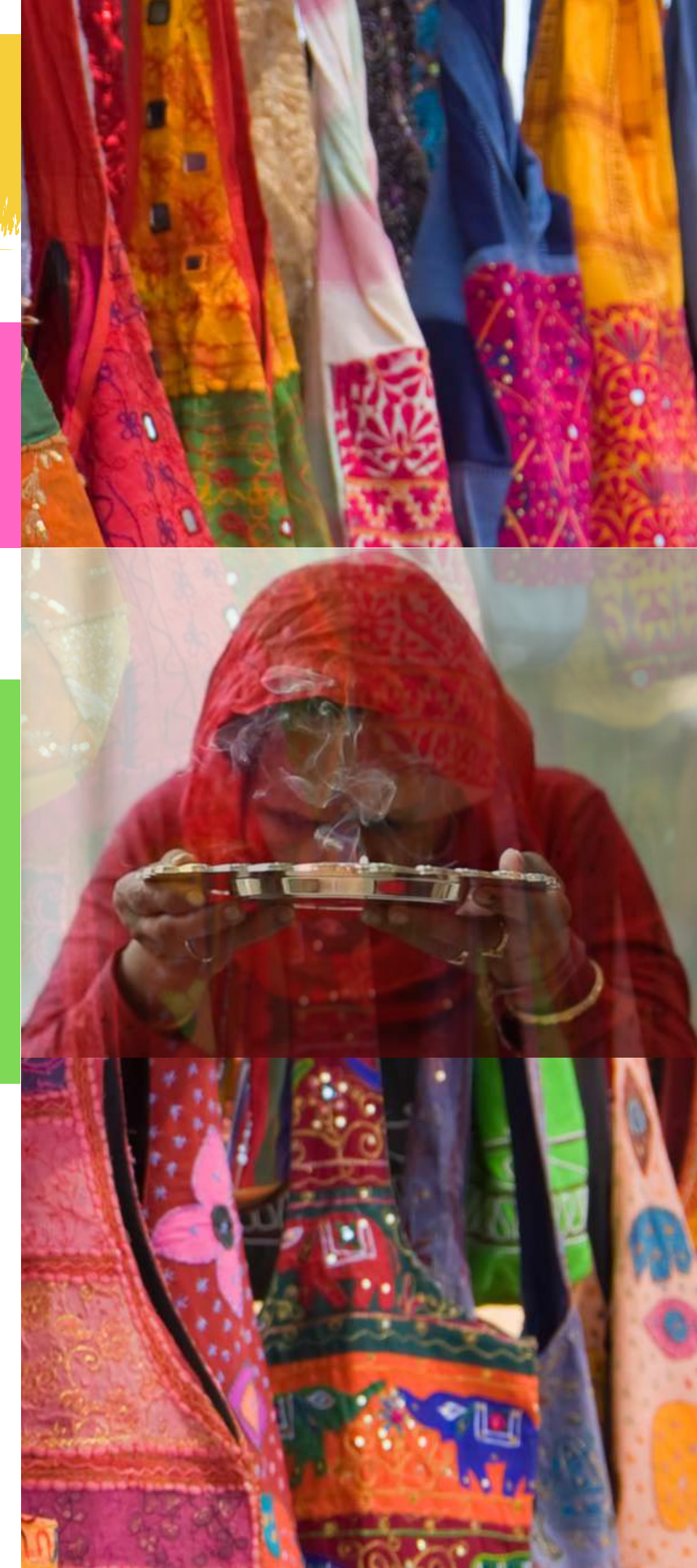
2022

The theme for SAHM 2022 is 'Journeys of Empire' and we will be hosting a series of events and activities, engaging with people across the UK and beyond. This also reflects two major anniversaries taking place in 2022: 75th anniversary of the independence of India, Partition, and the creation of East and West Pakistan and the 50th anniversary of the expulsion of Ugandan Asians by Idi Amin

"I am a proud Asian man of mixed Pakistani and Indian Heritage. Being British I can fuse cultures together which is really important for my patients and my work. I love everything about being South Asian, from our food, to our music and of course a bit of dancing!"

Dr Amir Khan

PATRON OF SOUTH ASIAN HERITAGE MONTH



Events

Themes since 2018 include:

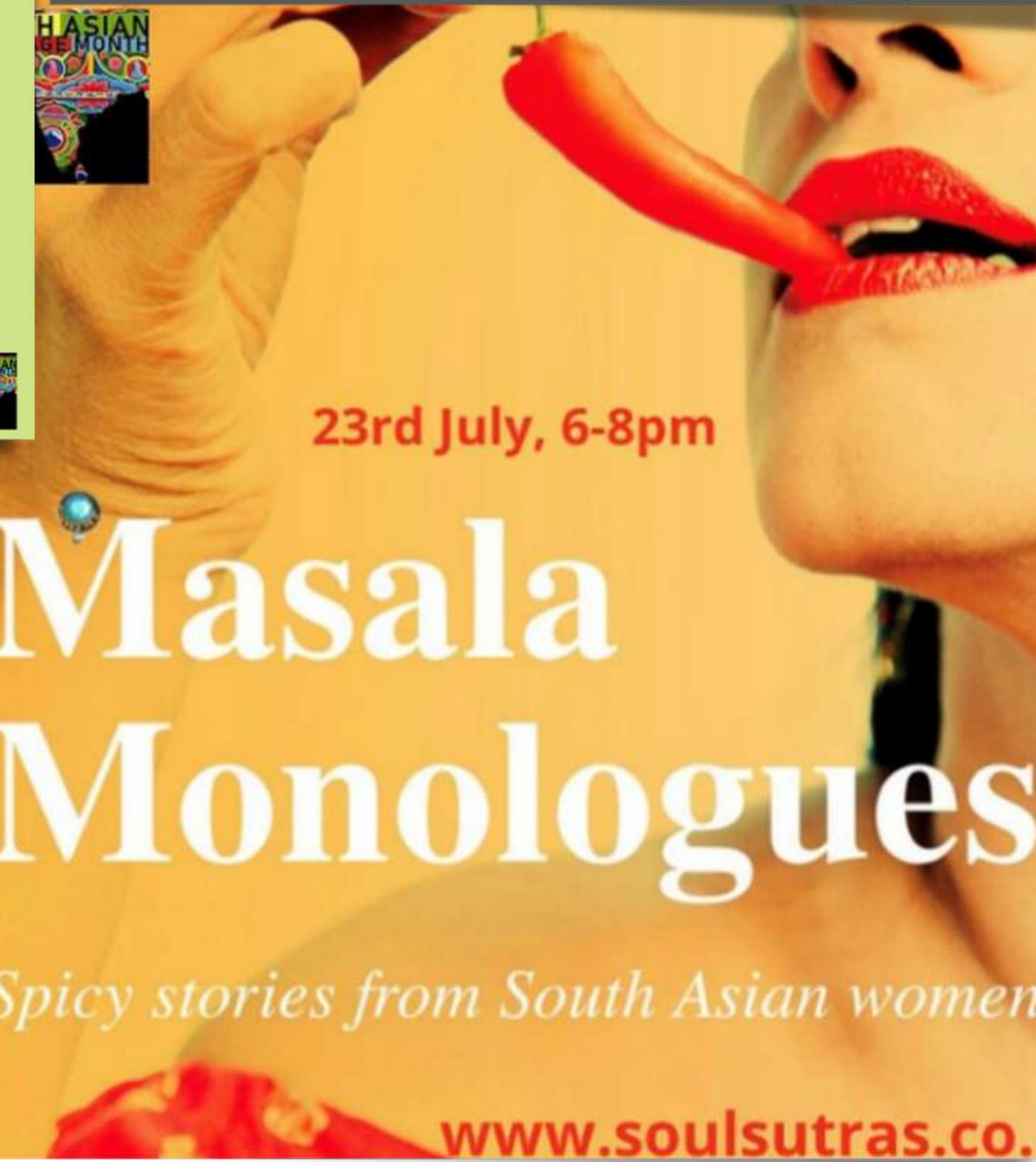
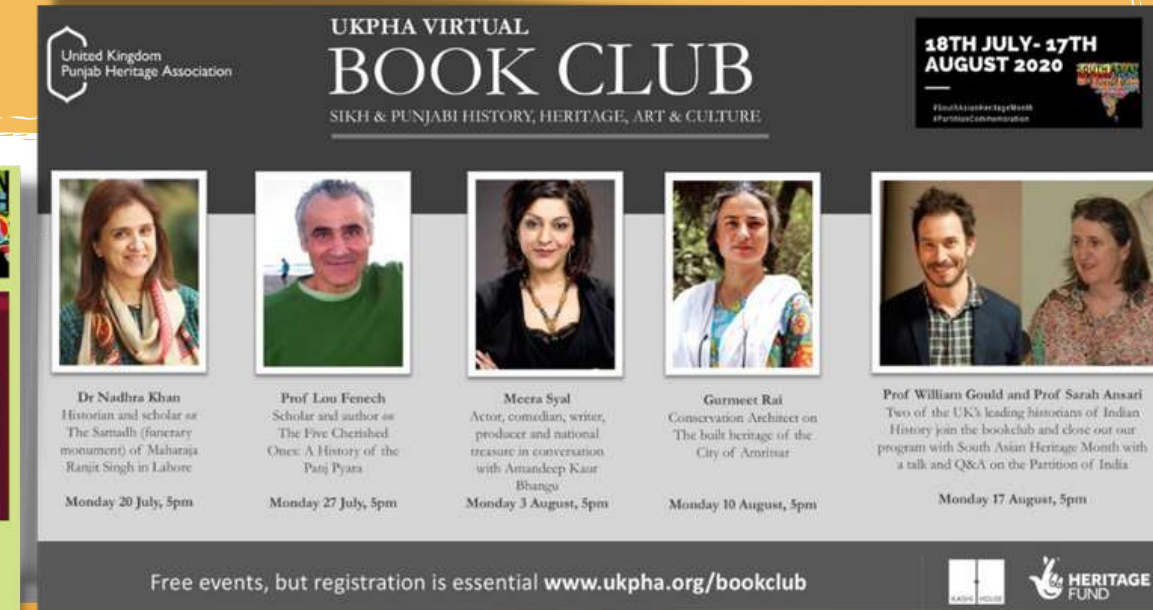
- Arts, Culture & Media
- Education & History
- Young people
- Identity
- Health & Wellbeing
- Sports
- Food



SOUTH ASIAN HERITAGE MONTH

Online Exhibition / 18th Jul - 17th Aug
Introduction to Carnatic Music / 30th Jul
Poetry Through the Eyes of South Asian Communities / 6th Aug
Sarswati Veena Performance / 13th Aug

Find out more:
www.harrowarts.com/news/sahm



"South Asian Heritage Month brings you our shared history, our culture and a huge celebration of all things South Asian. The months allows us to delve deep and explore all the facets of our lives that binds us together."

Balvinder Sopal
PATRON OF SOUTH ASIAN HERITAGE MONTH



Impact & Reach

2020

100+

EVENTS

60+ official and
100+ unofficial

31.1M

REACH

Twitter, Instagram &
Facebook over 4 weeks

87.2M

IMPRESSIONS

Twitter, Instagram &
Facebook over 4 weeks



2021

#southasianheritagemonth



MAY 20 - AUG 18

24,839
POSTS

8,352
USERS

475,994
ENGAGEMENTS

77,770,090
REACH

269,275,547
IMPRESSIONS

"I'm proud to be South Asian, I'm proud to be a doctor, I am proud to be LGBTQ+ and I'm proud of my heritage. South Asian Heritage Month is so important because it's time to show the world, who we are, where we came from and what we have done."

Dr Ranj Singh

PATRON OF SOUTH ASIAN HERITAGE MONTH





How can you or your organisation get involved

WORKSHOPS

**PANEL
DISCUSSIONS**

TALKS

**WALKS &
TOURS**

EXHIBITIONS

**ARTICLES/
BLOGS**

FILMS

**SPOKEN WORD
& POETRY**

**#OURSTORIES
MATTER**

**SCHOOLS
TOOLKIT**

**FIND OUT MORE WAYS YOU OR
YOUR ORGANISATION CAN GET
INVOLVED ON OUR WEBSITE**

"I am a maths teacher and proud that so much of what I teach originated in South Asia. South Asian Heritage Month allows us to celebrate our history and heritage and how we have shaped Britain."

Bobby Seagull

PATRON OF SOUTH ASIAN HERITAGE MONTH



Contact us

Email: info@southasianheritage.org.uk

Find us

Website: www.southasianheritage.org.uk

Twitter: @SAHM_UK

Instagram: @southasianheritagemonth_uk

Facebook: South Asian Heritage Month

YouTube: South Asian Heritage Month

