



SOUTH ASIAN HERITAGE MONTH '22

Event Toolkit



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What is South Asian Heritage Month?

South Asian Heritage Month (SAHM) runs from **18th July to 17th August** every year. It raises the profile of British South Asian heritage and history in the UK through education, arts, culture and commemoration, with the goal of helping people to better understand the diversity of present-day Britain. Its concept launch was in 2019 and the first SAHM was held in summer 2020.

SAHM is about reclaiming the history and identity of British South Asians. People need to be able to tell their own stories, and this is an opportunity to show what it means to be South Asian in the 21st century, as well as look to the past to see how Britain became the country it is today.

South Asian influences can be found everywhere in Britain, from our food and clothes to our music and even our words. 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 richness of the nation.



What countries does South Asia include?

South Asia is the southern region of Asia, which is defined in both geographical and ethno-cultural terms. The region consists of the countries of **Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, and Sri Lanka**. Every single one of those countries has been hugely impacted by its relationship with Britain, primarily through war, colonisation, and ultimately via the British Empire.

There are significant South Asian diaspora communities in many parts of the world. People of South Asian heritage are a significant part of the British population, and about 1 in every 20 people in the country (5% of Brits) are of South Asian heritage.



SAHM 2022 theme: Journeys of Empire

This year, South Asian Heritage Month will be celebrated for the third year, focusing on the theme of '*Journeys of Empire*'.

This theme encompasses many different aspects of South Asian identity, not only in Britain, but other communities across the diaspora that were and continue to be influenced by the journeys of empire.



75th Anniversary of the Partition of India

2022 marks 75 years since *British India* was divided into India and Pakistan: dividing up the provinces of Bengal and Punjab, displacing in over 1 million deaths and up to 20 million people displaced.

Disputes in the region have continued over the last 75 years, including in East Pakistan (now Bangladesh), Kashmir, Punjab, Assam, Pashtun tribal areas, Balochistan, and Ladakh to name just a few areas.

50th Anniversary of Expulsion of South Asians from Uganda

It is 50 years since President Idi Amin of Uganda ordered the expulsion of the country's South Asian minority, giving them 90 days to leave. Over 27,000 came to the UK as refugees, 6,000 went to Canada, 4,500 to India and 2,500 to other countries in Africa and beyond, expanding the Ugandan Asian diaspora.



[Click here to watch the Theme Launch event on our YouTube channel](#)



Hosting an event as part of SAHM 2022

South Asian Heritage Month has grown incredibly over the last two years, achieving over a quarter of a billion impressions across online platforms in 2021 alone.

While some key events will be run centrally by the SAHM team, this year we're creating space for you, as individuals, teams, families, businesses, councils and schools to **host your own events** to celebrate, commemorate and educate on South Asian heritage.



For the past two years the pandemic has meant that SAHM events have been virtual, but this year you have the opportunity to run events as they suit your community: **online, in-person or hybrid.**

The theme for this year is '*Journeys of Empire*', a theme meant to inspire creativity and storytelling. Please do not feel as though you are restricted to events that only relate to the theme, **as all events are welcome**; whether they be about sports, entertainment, art, fashion, literature or whatever else you think represents South Asian heritage.



For every weekend during SAHM 2022, there will be **focus days** for each of the eight countries that make up South Asia. If your event is nation-specific, consider hosting it on or near the relevant dates.










Events should align with the South Asian Heritage Month **values**:

- ✓ Be inclusive
- ✓ Be accessible
- ✓ Be non-partisan





The SAHM Event Checklist

- ☐  Find a time and place (in-person/virtual/ hybrid) that works best for your event
- ☐  Invite speakers/performers
- ☐  Create an Eventbrite link so people can book tickets
- ☐  [Click here to register your event with the SAHM team and have it listed in the SAHM calendar*](#). Remember that it can take up to a week for the event to be registered, so allow plenty of time!
- ☐  For events registered with the SAHM calendar only, [Click here to download the SAHM logo*](#) to use for your event publicity and promotion
- ☐  Take plenty of pics on the day
- ☐  Share pics and any key takeaways on social media using our hashtag **#SouthAsianHeritageMonth**
- ☐  Tag in the SAHM social media accounts ([Twitter](#)/[Facebook](#)/[Instagram](#))
- ☐  Have lots of fun, and give yourself a well-deserved cup of chai afterwards

NB: Links marked with an * won't work with Internet Explorer. Please use Chrome, Firefox, Safari or Microsoft Edge to open the links.



Ideas for your event

Here's a list of ideas to get you started:

- Poetry / book readings
- Quiz night
- Cooking class
- Open mic night
- Musical performances
- Fashion show
- Film screening
- Panel discussion
- Art exhibition
- Collaboration with a local museum
- Workshops
- Football tournament with a local club
- Health and fitness classes
- Comedy night
- Daytime family-friendly events

Get creative with the kind of events you want to host!



Contact us



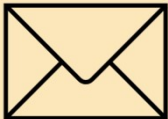
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Use the hashtag **#SouthAsianHeritageMonth**