



2024 Toolkit

THE THEME FOR 2024 IS...

'Free to Be Me'



**SOUTH ASIAN
HERITAGE
MONTH**



18 JULY TO 17 AUGUST 2024

CELEBRATING

5

YEARS

A MESSAGE FROM OUR FOUNDERS



“South Asian Heritage Month has been a such an important project. We want people to understand what it means to be South Asian in the present day, as well as look at how South Asian-ness can be found in all facets of life in society. The month is for everyone, regardless of whether or not you are of South Asian heritage yourself.”

This toolkit is designed to inspire you to get involved with South Asian Heritage Month and help you celebrate in creative ways. We hope this acts as a non-exhaustive guide as to what you can do during the month, and we can't wait to see how you will do to to mark our 2024 theme of 'Free to Be Me'.”

Jasvir Singh CBE and Dr Binita Kane

South Asian Heritage Trust

The charity behind SAHM

Who are SAHT?

South Asian Heritage Trust (SAHT) seeks to elevate the prominence of diasporic South Asian history and heritage through education, arts, culture, celebrations and commemorations.

Our Mission

To celebrate, educate, and commemorate South Asian heritage, promoting cultural understanding and participation through diverse events, educational resources, and community engagement, highlighted by our flagship South Asian Heritage Month (SAHM), running annually from July 18th to August 17th, dedicated to raising awareness and delivering our mission.

Celebrate

Educate

Commemorate

South Asian Heritage Month

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

South Asia is made up of 8 countries:

Afghanistan; Bangladesh; Bhutan; India; The Maldives; Nepal; Pakistan and Sri Lanka

People of South Asian heritage are a significant part of the British population, with around 4.5 million strong, that's around 1 in every 14 people in the country having South Asian heritage.

Celebrate

Educate

Commemorate



The theme for South Asian Heritage Month 2024 is “FREE TO BE ME”.

Celebrating the diverse experiences of being of South Asian heritage.

Sharing similarities and honouring our differences.

A platform to highlight voices.

Being proud of who we are.

Acknowledging that not everyone feels free to be themselves.

Educating ourselves.



Event Ideas

Here are some ideas to help you mark South Asian Heritage Month 2024

- Workshops
- Walks and Tours
- Film Screening
- Quizzes
- Panel Discussions
- Sharing your Story
- Photo Memories
- Spoken Word & Poetry
- Cooking Workshops
- Community Lunches
- Melas





Running an event? Things to think about.

Cultural Sensitivity and Inclusivity

Understand and respect the diversity within South Asian cultures. South Asia includes many countries and regions, each with its unique traditions, languages, and religions. Make efforts to represent this diversity accurately and inclusively.

Food and Cuisine

South Asian cuisine is unique and flavourful, and offering a variety of regional dishes can be a highlight of any event. Delve into the diversity of the cuisine and consider dietary restrictions and preferences to accommodate all attendees.

Community Engagement

Involve local South Asian communities in the planning process. This can help ensure that the event is authentic and respectful, and it can also engage community members as active participants rather than just as attendees.

Marketing and Promotion

Use multiple platforms to promote your event, ensuring that it reaches a broad audience. Upload your event to our website:

Tag us in your social media posts

Use our Hashtags

#SouthAsianHeritageMonth #SAHM

#OurStoriesMatter #FreeToBeMe

#SAHM2024

Contact your local news outlet to showcase your event.

Partnerships:

Collaborate with local organisations, cultural institutions, and educational entities. Partnerships can enhance your event and its reach while also pooling resources for better event.





Let's Talk

Facilitating a discussion

From intimate local gatherings and community celebrations to expansive festivals, many great discussions are happening during South Asian Heritage Month. Your events raise awareness of South Asian heritage and culture and contribute to increasing understanding and appreciation.

Here are some engaging topics and angles to explore include:

- Celebrating the wide variety of South Asian identities and cultures,
- How everyone can contribute to preserving and promoting South Asian Heritage
- The importance of cultural heritage in shaping modern identities
- Understanding and addressing cultural stereotypes within and about South Asian communities
- The need for advocacy, inclusive perspectives, and tangible actions to support cultural preservation and appreciation

More angles to elaborate upon include:

- **Celebrating Identities:** Exploring how South Asian communities celebrate their identities around the world.
- **Challenging Stereotypes:** Observing the change in cultural stereotypes and the increased representation of South Asians in various media.
- **Resilience and Bias:** Examining the stories of resilience and overcoming bias, both historically and in contemporary society.
- **Community Contributions:** Emphasising the essential role of local and global communities in promoting and advancing South Asian cultural heritage for a more inclusive future.



Social Media Assets

Our social media assets are a great way to get you started with raising awareness and marking South Asian Heritage Month.



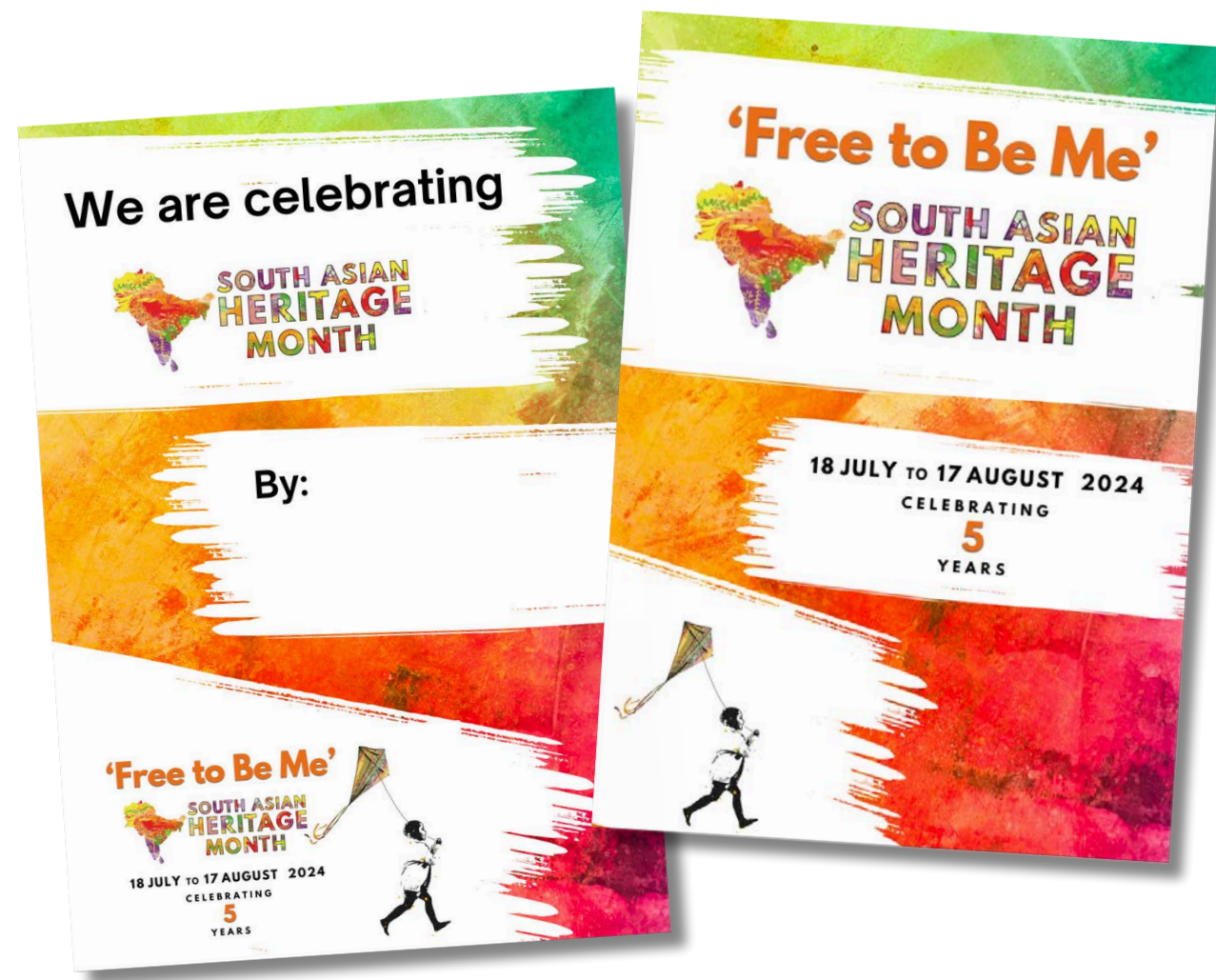
Zoom Background

Download the Web Meeting Backgrounds for Microsoft Teams, Zoom and more for your online events



Event Posters

We've created a series of event posters to help you celebrate South Asian Heritage Month, designed to capture the spirit and diversity of the occasion.



Events Directory.

Events are central to South Asian Heritage Month. We want to support you during your events, whether you are running community gatherings, cultural exhibitions, festivals, workshops, performances or online events.

We have seen events hosted by cultural organisations, corporations, professional associations, charities, educational institutions, government bodies, community organisations, and the media, which you will be able to discover in our searchable Events Directory.

You can publish and promote your own event by following this handy guide.

[Search Events](#)

[Upload Events](#)



COMING SOON...

2024 WEBINARS

To mark our 5 year anniversary, we will be running a series of webinars with our team in the lead up to SAHM 2024

Further updates are to be shared via our socials and newsletter.

Running an event?

We can provide speakers.

We provide speakers for South Asian Heritage Month, specialising in everything from keynote addresses to in-depth discussions on niche topics and panel discussions. Our speakers are available throughout the month and beyond. The fees for our speakers are donated back to the South Asian Heritage Trust, helping us to continue celebrating, educating, and commemorating South Asian heritage.

If you're interested in booking one of our speakers, please email us on info@southasianheritage.org.uk

You can also view our team of speakers via our website: [Our Team](#)

Speakers available virtually and in person subject to availability.



Dates during SAHM

South Asian Heritage 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.

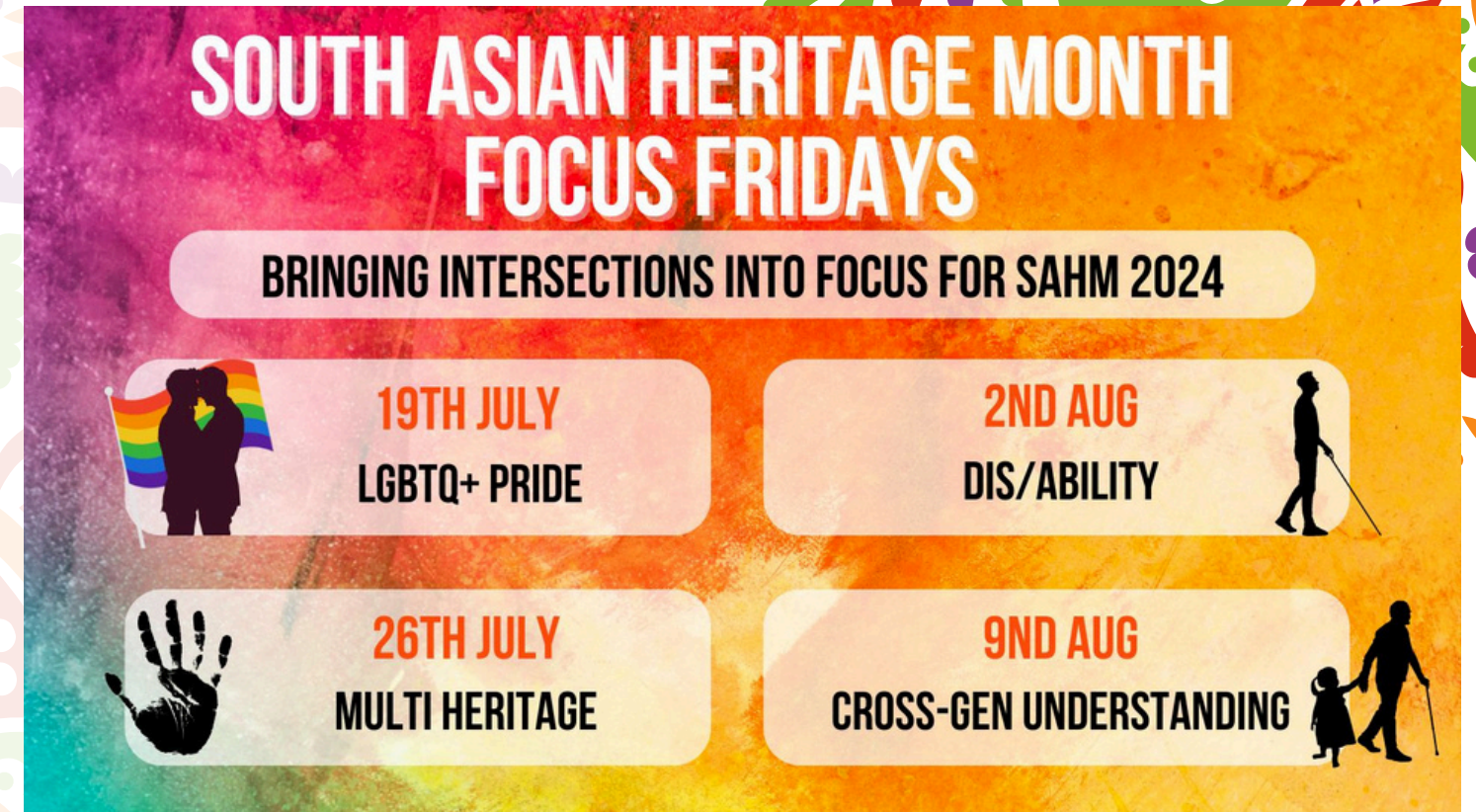
We designate special focus days to celebrate each of the eight South Asian countries individually.

These focus dates are designed to shine a spotlight on some of the lesser-represented heritages within the South Asian community.







**SOUTH ASIAN HERITAGE MONTH
FOCUS DAYS 2024**

 20TH JULY BHUTAN	 21ST JULY INDIA
 27TH JULY MALDIVES	 28TH JULY SRI LANKA
 2ND AUG AFGHANISTAN	 3RD AUG BANGLADESH
 10TH AUG NEPAL	 11TH AUG PAKISTAN



**SOUTH ASIAN HERITAGE MONTH
FOCUS FRIDAYS**

BRINGING INTERSECTIONS INTO FOCUS FOR SAHM 2024

 19TH JULY LGBTQ+ PRIDE	 2ND AUG DIS/ABILITY
 26TH JULY MULTI HERITAGE	 9ND AUG CROSS-GEN UNDERSTANDING

This year, we have introduced Focus Fridays to celebrate intersectionality within the South Asian communities.

The dates from mid-July to mid-August coincide with the South Asian month of Saravan/Sawan, which is the main monsoon month when the region's habitat undergoes renewal.

Logos and Branding

You can download our logos and branding colors to help seamlessly brand your event posters and other materials for South Asian Heritage Month.

Official Logos



Video Resources



I Have a Question - South Asian Heritage Month 2020 Official...



How to Make Carrot Cake Pakoras with Nadiya Hussain



What's South Asian Heritage Month UK all about?



Our Founding Patron Anita Rani Introduces South Asian Heritage...

You can find lots more resources on our www.youtube.com/SouthAsianHeritageMonth



**ACCESSORISE
YOUR EVENT**

**FLAGS
BUNTING
BANDANAS
PIN BADGES**



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