

**CAMPAIGN
THEME**

COEXIST



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*Never doubt that a **small group** of thoughtful, committed citizens can change the world; indeed, it's the only thing that **ever has.*** - Margaret Mead

Thank you for choosing CMCA's ready to use campaign material to promote harmony and the spirit of common brotherhood amongst people around you.

This is what you can expect in this document

FACT SHEET

To familiarize you to the topic so that you are better prepared while briefing the team that would be helping you with this campaign.

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All the best!

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INFLUENCING
OTHERS TO
CHANGE

ACTING
TO BRING ABOUT
CHANGE

BELIEVING
THAT CHANGE IS
POSSIBLE

FEELING
THE NEED FOR
CHANGE

Thank you for choosing CMCA's ready to use campaign material to promote harmony and the spirit of common brotherhood amongst people around you.

You might have chosen this plug and play campaign out of curiosity or because you are perturbed by what you read in the newspapers.

Every day, we read and hear about a woman being molested because she chose to dress in a particular way, a boy being abused because he belonged to a particular region, tension in the neighborhood because of religion, people not being allowed into housing societies because they chose a different way of life and so the list goes on.

These stories make us wonder, **why do we not accept people who are different from us? What makes our society show intolerance towards people who have a different way of life? Is it because we know very little and spend no time to understand people who belong to different faiths or have a different way of life?**

Yet, every time we sing our National Anthem, we glorify and take pride in the rich diversity of our country. This is India, a land of contradictions. Our first Prime Minister Jawaharlal Nehru called India a bundle of contradictions held together by strong invisible threads.

The Need to Celebrate Our Diversity:

For India to be a tolerant nation, we need to understand our diversity. The fact sheet below tries to give a small glimpse of this diversity but can nowhere justify or encompass the diversity of this sub-continent. The fact sheet, tries to show that we, Indians, have always welcomed with open hearts different cultures, traditions and religions and taken them as our own. That is the uniqueness of this country, which today has one of the oldest cultures in the world. We need to be proud of this diversity and celebrate it, as our forefathers did hundreds and thousands of years ago.

Diversity of India-Fact Sheet:

1. Geographical Diversity : India is a land of natural beauty and diversity with snow covered peaks in the north to hot tropical beaches of the south. While the Thar dessert in the western region is known for its sand dunes and camels, the mighty rivers of the east irrigate and give sustenance to the life in the plains. The tropical forests, the sholas and the vast grasslands are home rich flora and fauna found nowhere in the world.

2. Racial Diversity: The Indian sub-continent received a large number of migratory races mostly from the Western and the Eastern parts of the world. Majority of the people of India are descendants of immigrants from across the Himalayas. Their dispersal into sub-continent has resulted in the consequent regional concentration of a variety of ethnic elements. Each Indian race can be identified with his distinctive feature and culture. .

3. Linguistic Diversity: In the words of A.R. Desai, sociologist, "India presents a spectacle of museum of tongues". The census of 1961 listed as many as 1,652 languages and dialects. Since most of these

EMPATHY:
the ability to
understand and share
the feelings of another



languages are spoken by very few people, the subsequent census regarded some of them as spurious. The 8th Schedule of the Constitution of India recognizes 22 languages. But four of these languages namely Sanskrit, Kashmiri, Nepali and Sindhi are not official languages in any State of the Indian Union. But all these languages are rich in literature.

4. Religious Diversity: India is not religiously a homogeneous State even though nearly 80 per cent of the population profess Hinduism. India is a land of multiple religions. It is the only country where all the major religions of the world are practiced. Some of the major faiths followed in the country are Hinduism, Islam, Christianity, Sikhism, Buddhism, Jainism, Judaism and Zoroastrianism.

5. Caste Diversity: India is a country of castes. Caste or Jati refers to a hereditary, endogamous status group practicing a specific traditional occupation. It is surprising to know that there are more than 3,000 Jatis or castes in India. These are hierarchically graded in different ways in different regions.

It may also be noted that the practice of caste system is not confined to Hindus alone once can find castes among the Muslims, Christians, Sikhs as well as other communities.

6. Food Diversity: The geographical diversity and also due to the influence of many immigrants from eastern and western regions of the world, Indian cuisine boasts of Arab, Turkish, European and far eastern influences. India is known for its large assortment of dishes and liberal use of herbs and spices. Cooking style and staple diet varies from region to region.

7. Cultural Diversity: Indian culture is one of the oldest cultures in the world, reaching back to over 5000 years old. Be it architecture, literature, art, sculpture, paintings, music, dance or clothing, one can see regional uniqueness and diversity. The Indian culture has been greatly enriched by various cultures of the world, yet has its own uniqueness and rationality.

Diversity- The Pillar of Our Democracy:

According to our Constitution, India is a SOVEREIGN, SOCIALIST, SECULAR, DEMOCRATIC, REPUBLIC and it secures to all its citizens:

JUSTICE, social, economic and political;
LIBERTY of thought, expression, belief, faith and worship;
EQUALITY of status and of opportunity; and to promote among them all
FRATERNITY assuring the dignity of the individual and the unity and integrity of the Nation.

Our Fundamental rights uphold our Right to Freedom, Equality and give us, Cultural and Educational Rights.

Constitution also declares that it is the duty of every citizen to promote harmony and the spirit of common brotherhood amongst all the people of India transcending religious, linguistic and regional or sectional diversities. It further asks each citizen to value and preserve the rich heritage of our composite culture.

However, today, we see stereotyping and prejudices leading to intolerance among our people that is shaking the very foundation of our democracy. As Mahatma Gandhi once said "Intolerance is itself a form of violence and an obstacle to the growth of a true democratic spirit."

The Plug and Play campaign on Diversity, tries to question the prejudices that each one of us have and the need to overcome it. CMCA is about children and youth and hence we greatly encourage you to involve children and youth as part of this campaign and encourage them to spread the ripples of awareness.

The outcome of this Plug and Play Campaign is:



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- 1 Understanding and appreciating the levels of diversity within our society.
- 2 Identifying common stereotypes, critically analyse their effects on people's lives and examine how they can be counteracted at home, in schools, and in the community.
- 3 Actively promote unity and equality and celebrate diversity in their schools and/or community.
- 4 To make the children feel the need for change, believe that change is possible, act to bring about change and influence others to change.

[illegible]

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THE PLUG 'n' PLAY CAMPAIGN

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CAMPAIGN AGENDA

How To Use The Plug 'n' Play
Intro Speech
Skit
Multi Faith Prayer

HOW TO USE THE PLUG 'N' PLAY KIT

EXECUTION STRATEGY

As the name suggests the "Plug'n'Play Campaigns are easy to organise and executive. All that is needed is the belief that there is a need for change and that the change begins with us.

The materials required for conducting the plug n play campaign is given in the pdf file named **Coexist_PlugnPlay_Campaign.pdf**, and they are easily downloadable and printable in any size and form.

1 WHAT is a plug'n'play campaign?

If you want to bring about awareness in your school or neighbourhood, but have limited time and resource then CMCA plug n play campaigns have all the ideas and means to conduct it.

CMCA plug n play campaigns are easy to organise and conduct. Step by step instructions on how to conduct the campaign with the relevant support materials are given. All you need to do is, download, print and conduct the campaign. In case you want to get creative, you can add your own ideas.

2 WHO can conduct this plug'n'play campaign

The plug n play campaign can be conducted by anyone. Age does not matter, as long as you can organise few children or youth who can be a part of this campaign.

3 WHERE can one conduct this plug'n'play campaign?

This Plug n Play campaign can be conducted in:

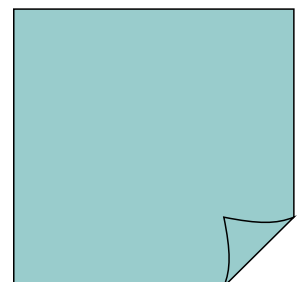
- Schools during assembly.
- In apartment complexes housing societies, companies/ corporates during family day/CSR activities,
- As street plays
- or on special occasions, festivals etc

As mentioned earlier, CMCA is about children and youth and hence we greatly encourage you to have children as part of this plug and play campaign.

4 WHAT are the steps involved in plug n play campaign?

STEP 1: Putting up Diversity Mural

Diversity Mural is a space created in the form of a banner or a board where children/youth can share something from their culture or religion, how they respect dignity of labour and show equality in daily life. They can also share their experience about how they celebrate diversity in their daily lives. This mural is a nice way to celebrate multiculturalism, equality and diversity.



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- Blurb with the title '**THE DIVERSITY MURAL**' is to be downloaded and printed and it has to be pinned to a banner/chart paper/cloth. The contribution by the children/youth can be in the form of pictures or just text.
- The diversity mural has to be in a prominent location in the school/or the location where the campaign is conducted so that more people have access to it.
- It will be a good idea if the contributions are submitted to the campaign organisers for screening. This will ensure that no derogatory material goes onto the mural space.

In addition to the diversity mural, you can also take points from the "Need to celebrate diversity -fact sheet" and post it on the notice board.

STEP II: Conducting the Play

The play consists of:

- An introduction SPEECH.
- SKIT on coexist
- MULTI FAITH PRAYER. This multi faith prayer can be said by the children at the end of the skit
- Conclude the skit by DISPLAYING the '**We are all connected!**' banner

NOTE:

The Introduction speech, Skit and the Multi Faith prayer are also available in word document for easier printing.

STEP III: Taking Testimonials/feed back

After the campaign is conducted, it is essential to get testimonials/feedback from the target group/audience, to know whether the campaign has met its objectives. We have provided you with the format for testimonials/feedback. All you need to do is make copies of the feedback form and gather the feed back from the audience. Alternatively you can orally ask questions and note the feedback. Please appoint children/youth volunteers to do this task.

5 We would like to hear **your experience!**

We would like to hear from you about the campaign. Please let us know your feedback, testimonials, or criticism about this campaign. Let us know how you improvised this campaign and how it was received by the target audience. Please send us brief report with photos, comments, and testimonials.

All the best!. We look forward to hearing from you soon...

*Let us feel the need for change,
believe that change is possible,
act to bring about change and influence others to change.*

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INTRODUCTION SPEECH

Greetings!

What comes to our mind? When we imagine a world where everybody looked the same, dressed the same, ate the same kind of food and had same ideas or thoughts.

Yes. **ROBOTS!** Do you think such a world would be a great place to live?

I am sure none of us would like to be part of such a boring and uninteresting world. Each one of us would like to have the liberty to dress the way we like, eat the food we enjoy and follow the faith we accept.

Yet, while we like our liberty, we often are quick to judge people and pass comments just because they look different, talk different, have different ideas or come from different region or faith. While we do this, we forget that we hurt their feelings.

Why do we do this? This is because we know very little and spend no time to understand people who belong to different faiths or have a different way of life. When we know little, then we are easily led by misconceptions and hatred spread by those who think they are right and everyone else is wrong.

Today, we will watch a small play to understand that each one of us is unique and different, yet we are all connected by some invisible bond.

To understand each other and stay connected, we need to overcome our ignorance and prejudices. We need to coexist and celebrate the diversity that is in each one of us.



Intro_Speech_Coexist.pdf

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THESKIT

The Characters



Mrs. Saraswati

A middle aged Hindu Woman
Character Dressing: In a sari, hair tied in a bun, flowers in the head and traditional Indian makeup with red bindi and kajal.



Mr. Farooq
(Autowala)

A muslim youth
Character Dressing: White kurta pajama with a brown shirt over it, prayer cap (taqiyah), apply slight kajal to eyes.



Mr. Chandra

A middle aged Man
Character Dressing: Formal Pant and shirt. Bit of white paint/powder on the head and a mustache.



Ms. Kavita

A young girl in her twenties
Character Dressing: A fashionable dressed girl in western outfit.



Autowala 1

Random auto guy
Character Dressing: Brown pant and shirt

PROPS

- All background drop made out of cardboard, which needs to be changed for every scene.
- Auto [also made out of cardboard in which character will stand behind it]
- Mrs.Saraswati's luggage: A couple of small empty suitcases

TheScript

SCENE 1: *Mrs. Saraswati's Home* | Background music: bhajan

NARRATOR1: Mrs. Saraswati, is a very religious lady who is in her late 40s. She lives with her husband. Today, she is all excited about going to her home town, Chennai. Let us see the situation at the home of Mrs. Saraswati



Mrs.Saraswati: (Loudly with worry in her face and voice)

Oh No! I am getting awfully late for the train to Chennai! The train will leave in another 30 minutes. Oh God! Now it has started raining!! Please God, Let me not miss the train! Chandra, will you please stop looking at your face in the mirror, you have been doing that for the past 15 minutes. Ayo Rama!



Mr. Chandra: (In a cool and composed voice)

Saraswati, please calm down after all you have such a good looking husband! (and smiles)



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Mrs Saraswati: Sighs and rolls her eyes and starts moving her

SCENE 2: Autostand

NARRATOR 1: The couple stands outside of their house with their luggage and try to catch an auto. It starts raining heavily. Unfortunately they cannot stop even a single auto.



Autowala 1: Sirji... Where you want to go ??



Mr. Chandra: Railway station



Autowala 1: Umm... it is raining. Chennai train is it?? Well, give me Rs 500/- I will not get passengers back .You see it is raining heavily.



Mrs Saraswati: (with anger and shock)
What Rs500 !!! What are you saying? It is just a little more than a minimum, in the meter.



Autowala 1: (with a sheepish grin)
Well, Madam, you see, I will not get passengers back and roads will get blocked. You see it is raining heavily.

...And drives away

NARRATOR 1: Finally an auto arrives.

NARRATOR 2: Mrs. Saraswati in her mind (Ensure the character makes appropriate facial expression) This man! Look at the way he is dressed! I am sure he came back after having a nice mutton biryani. I have just finished my month long fasting and prayers. Oh! Don't want to interact with him.



Mrs Saraswati to her husband:
Chandra can we please catch another auto?



Mr. Chandra: (with irritation in his voice)
Ayoo Saraswati! Please stop being a snob and just come along. We have no other choice! Do you want to miss the train?
Looks wearily at the autowala and asks
Arye! Bhaiyya? How much are you going to charge us to take us to the Railway Station?

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Mr. Farooq: *(With a smile on his face)*
Sir! Meter reading! Why should I charge anything else?

NARRATOR 1: *The couple, step into the auto and settle down.*



Mr. Farooq: Madam ji! I will take you to your destination very quickly! Do not worry. You will not miss your train. *(and smiles)*
Hello Sirji , How are you doing??



Mrs Saraswati: Please stop talking now! We have a train to catch!!
(Disgustedly looks out in the streets)

NARRATOR 1: *a little while later they come across Ms. Kavitha, a young girl waiting desperately to catch an auto.*



Mr. Farooq: Sirji, that Madam seems to be waiting for an auto, shall we stop for her?



Mrs Saraswati: Why? Look at the way she is dressed? Nowadays youngsters!! Come rain or shine, all they want is to go partying. It is raining so heavily, can't she just sit at home!



Mr. Chandra: Come on Saraswati! don't be prejudiced. She is desperate just like us and it is getting dark. Bhaiyya! Please stop the auto. We don't mind



Ms.Kavitha: Thank you Sir for stopping the auto. I am in a hurry.
(Ms.Kavitha then looks at Mrs. Saraswati)
Shukriya auntiji!

NARRATOR 2: *Mrs. Saraswati in her mind "She speaks to my husband in English and with me in Hindi!!" All because I am dressed in a traditional sari! I am sure she thinks I have not even passed 10th standard! I wish I could tell her that I have done Masters in English. And my husband calls me prejudiced!*



Mr. Farooq: Madamji! Where should I drop you? To the mall down the road?



Ms.Kavitha: No! Still further to Sunder Galli.

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Mrs. Saraswati: *(in English and bit concerned)*

Oh!! Isn't that Galli, a bit of a rough area in the city? Why are you going there at this hour?



Ms. Kavitha: *(smiling and in English)*

Aunty, every day after my work, I go there to teach the children from poor families, They wait for me and I don't want to disappoint them



Mr. Farooq: That is very nice of you Madamji. Even I volunteer and teach poor women in my area. You see I am a graduate too.



Mrs. Saraswati & Ms. Kavitha: *(both look surprised and say together)*

You are a graduate?



Mr. Farooq: Yes Madamji! But what to do? I didn't get a job and I started driving auto. Now I like it. I get to meet so many nice people. However, in my mohalla, many women make agarbattis and have never been to school. So I teach them and also their kids. You see, depending on the number of agarbattis they make they get paid, so it is important that these women know a bit of math.

NARRATOR 2: *Mrs S deep in her thoughts: "How ignorant I am? Not once did it occur to me that the things that I use in my puja room are actually made by people from different faiths! How did I forget, we are all equal in front of God.*



Ms. Kavitha: Please stop the auto. I want to get down here. Thank you!

And waves her hand to say bye



Mr. Farooq: In another 5 minutes you will reach the station Madamji

SCENE 3: Railway Station

NARRATOR 1: Mrs. Saraswati reaches out for her purse to pay the auto driver.



Mr. Farooq: Madamji, the fare is Rs.80

NARRATOR 2: Mr. Chandra rushes to check on the platform number while Mrs. Saraswati waits to pay up Mr. Farooq. She opens up her purse to grab her wallet to find she had forgotten it at home.



Mrs. Saraswati: *(in a very embarrassed expression)*

I am sorry but I don't have any money at the moment I have forgotten my wallet at home.

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Mr. Farooq: Hmm... I see. That is ok, madam, you can pay me when you come back from your trip. You can find me at the auto stand near your house.



Mrs Saraswati: Oh! Thank you so much! You are so nice and helpful. It was very nice to travel in your auto. Om Sai Ram! God bless you. We will surely meet again.



Mr. Farooq: Bye madam, have a good trip!! Allah is with you on your journey!

NARRATOR 2: Mrs Saraswati in her mind: How judgmental I am about people. Today, I understood the meaning of the old adage “we should not judge the book by the cover”. From now on, I will accept and treat everyone with empathy and respect and never discriminate or look down on anyone. I understand that all of us are unique yet we are all the same. In many ways we are connected together.

The scene can freeze here and two children can carry the 'WE ARE ALL CONNECTED- LET US CELEBRATE OUR DIVERSITY!' banner and walk to the front of the stage and hold it high. The other children can carry the placards containing the slogans on diversity.



Diversity_Mural_Coexist_prnt.pdf
Banner_Coexist_PnP_Prt.pdf
Placards_Coexist_PnP_Prnt.pdf

NARRATOR 1: Diversity is about understanding each other and moving beyond simple tolerance to embracing and celebrating the diversity or uniqueness contained within each individual. We live in a diverse nation made up of many different cultures, languages, races, and backgrounds. That kind of variety can make all our lives a lot more fascinating, but only if we get along with each other. And to do that we have to respect each other. Here are some ways we can respect people who are different from us.

- Never stereotype people.
- Show interest and appreciation for other people's cultures and backgrounds.

NARRATOR 2: Let us from today start celebrating diversity in our daily lives by:

- Taste food of different states
- Learn languages of different states
- Celebrate different religious festivals
- Visit different places of worship
- Sing songs about national integration in different languages.
- Have ethnic day in your apartment complex/offices/school/college.



Let us coexist and appreciate the rich diversity of our country. Let us feel the need for change, believe that change is possible, act to bring about change and influence others to change.

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THE MULTIFAITH PRAYER

THE HOLY QURAN (49.13)

يَا أَيُّهَا النَّاسُ إِنَّا خَلَقْنَاكُمْ مِنْ ذَكَرٍ وَأُنْثَىٰ وَجَعَلْنَاكُمْ شُعُوبًا وَقَبَائِلَ لِتَعَارَفُوا إِنَّ أَكْرَمَكُمْ عِنْدَ اللَّهِ أَتْقَاهُمْ إِنَّ اللَّهَ عَلِيمٌ خَبِيرٌ

Ya ayuhannas inna khalakhnakum minzikri wa unsa waja al nakum shouban ukhablil lathafarru inna akramakum indul lahi ushakkum innallaha aalaimum khabir
O humankind! Surely We have created you from a single (pair of) male and female, and made you into tribes and families so that you may know one another and so build mutuality and co-operative relationships, not so that you may take pride in your differences of race or social rank, or breed enmities). Surely the noblest, most honourable of you in God's sight is the one best in piety, righteousness, and reverence for God. Surely God is All-Knowing, All-Aware.



THE BHAGAWAD GITA (9.29)

samo 'hami sarva-bhūtesu
na me dvesyo 'sti na priyah.
ye bhajanti tu mānī bhaktyā
mayi te tesu cāpy aham

I look upon all creatures equally; none are less dear to me and none more dearly. But those who worship me with love live in me, and I come to life in them.



THE HOLY BIBLE (John 4:20)

If anyone says, "I love God," and hates his brother, he is a liar; for he who does not love his brother whom he has seen cannot love God whom he has not seen.

The Bible says that we should have deep affection and compassion towards our fellow human beings and treat one another as more important than one self.



SRI GURU GRANTH SAHIB, The holy book of the Sikhs (Page:272)

barahm gi-aanee kai darisat samaan.
jaisay raaj rank ka-o laagai tul pavaan.
barahm gi-aanee kai Dheeraj ayk.

The God-conscious man looks upon all alike,
like the wind, which blows equally upon the king and the poor beggar.
The God-conscious man has a lot of patience like the earth which is dug up by one, and rubbed with sandal paste by another.



Two children walk up to the stage in front of the Multiprayer team holding a banner which reads.

"COEXIST - We pledge to make that lifestyle change!"

Multi_Faith_Prayer_Coexist.pdf



Note:
The CCMs reading out these verses can be dressed in the respective religious attire.
Try and pick CCMs following that particular faith to read out the respective verse so that the verses can be recited with all correctness.

EXPERIENCE SHARING

03

Feedback FORM

Where ever applicable, please tick or encircle the appropriate choice.
We request you to be as sincere as possible in sharing your views

1. Name and address

.....
.....
.....
.....

2. Where was this campaign conducted?

.....
.....
.....
.....

3. Why did you feel the need to conduct this campaign?

.....
.....

4. How did you find the campaign?

Satisfactory ☐ Somewhat Satisfactory ☐ Unsatisfactory ☐

5. Did the campaign meet the objective?

Yes ☐ No ☐

Comments:

.....
.....

6. What is your take away from this campaign, something that comes to your mind immediately?

.....
.....

7. Any suggestions to improve the campaign:

.....
.....

8. Any comments that you wish to make (any life experience you had related to this topic):

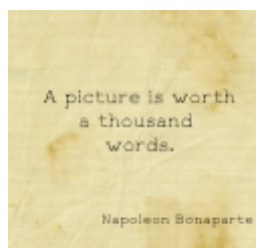
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9. Did you add anything to the plug n play campaign n to make it relevant? If yes, we would like to know about

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10. Please send us photographs of the campaign you conducted at

headoffice@cmcaindia.org



Feedback_Form_Coexist.pdf

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CMCA for a BETTER INDIA

- 13 year old **non-profit organization** working with schools in **Maharashtra, Karnataka and Tamil Nadu and Kerala.**
- Promoting **democracy, citizenship values and civic awareness** among children and youth.
- In 2013–14 we hope to reach: 321 schools|360 civic clubs|18000 children | 8 cities (Bangalore, Hosur, Hubli-Dharwad, Mysore, Mumbai, Nagpur, Trivandrum, Pune).
- **Interactive and experiential** learning based curriculum.
- Passionate team of change makers and highly motivated volunteers, supported by a strong **board of trustees, advisors and donors.**
- Around **300 volunteers** contribute to CMCA's program on a weekly basis.



Sharing Our Vision

We envision a dynamic society of empowered citizens who are asserting their rights and shouldering their social responsibilities; participating in governance in pursuit of universal common good and fulfilment of human aspirations; while strengthening democracy and celebrating freedom and diversity.

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