

Session 4.1

Building Hindu Diversity Training and Outreach Program

Nainan Desai, PE, MBA, MSME

Hindu Temple of Florida, Tampa, FL

Email: uc9n9n@gmail.com

Phone: 813-245-8417

What is real Outreach?

- Outreach is often understood as response to passive announcements to general audience, where mainstream America responds on its own volition.
- Key operative words are “Out” and “reach”.
- Maybe the correct term should be “Rech-out” program where a specific targeted approach is used.
- We must understand the needs of the target market and how we can meet that need.
- Need to provide education on Hinduism, Hindu culture, Hindu contributions, and Hindu history



Diversity Education Needs



Organization Types

- Type 1 **NEED** to provide diversity training to their members. Eg. Govt. agencies like Police, DCF, Social Security, Airport Security, Universities.
- Type 2 **SHOULD** provide diversity education to their clients and staff. Eg. all schools, University classes, hospitals, hospice, all media, libraries.
- Type 3 **ENCOURAGE** to provide diversity education to their members. Eg. all social service clubs (Kiwanis, Rotary, Lions, etc), Scouts and Cubs, Chambers of Commerce, Professional associations (AMA, Sustainability, etc.), Yoga centers, Churches, PETA, American Indians, and Vegan/vegetarian groups.



Type 1: Governmental Agencies



What is their NEED to learn?

Hindu Culture	Hindu deities and symbols
Dresses, Greetings	Swastika, Om, flags, door ornaments
Politeness and soft spokenness	Language barriers, multitude languages of India
Festivals, customs, foods	Entering temples, homes
Eastern religions from Hinduism	Basic Hindu philosophy

How to Approach them?

- Build a contact list of agencies
- Make a direct offer to provide diversity training
- Include free Indian lunch
- Community will tend to pick up tab for meals



Type 2 Educational, Healthcare



What SHOULD they provide to their clients?

Authentic Hindu Philosophy	Correct interpretation of Symbols and Deities. Corrections to textbooks.
Contributions of Hindu society to modern sciences	Meaning of Hindu rituals, customs, festivals
Celebrate Hindu festivals in class	Tour of a nice Hindu temple

How to approach them?

- Build contact lists for each groups
- Offer to give a talk on festivals, customs, and tour of temple to broaden horizon of their members
- Include Indian snacks.
- Find sponsor to pay for food and supplies.
- Be sure to customize to the organization.



Type 3 Service, Special Interests



How to ENCOURAGE Hindu education?

Doing business with India 101	Travel India 101
Women's role in Indian & Hindu Society	Hindu symbols, culture, and traditions
End of life issues in Hinduism	LGBTQ in Hinduism
Swastika and other symbols in Hinduism	Vegetarianism and Ayurveda
Aryans and India	Yoga, Law of Karma, and Reincarnation
Angkor Wat - the largest religious and a UNESCO site	India - the largest secular democracy

How to approach them?

- Need to customize offer for the organization
- Most service clubs bring an outside speaker to broaden knowledge of members



Developing Operational Strategy



- Need to develop powerpoint modules for each topic to standardize message.
- Develop and train speakers in all age groups to give standardized message.
- Learning Public Speaking is very advantageous in youth's and adult's lives.
- Nationally we can network to subject experts to assist in developing each module.
- Central or local coordinators to reach out to the organizations and schedule speakers working with local team leaders.



Conclusion



- The need and potential are vast throughout the USA and worldwide.
- A lot of positivity and clarity can be spread about Hinduism and removal of wrong notions.
- Can you sign up for this national education endeavor?
 - Help build powerpoint modules
 - Help develop talking points
 - Help train the speakers
 - Be a central or local coordinator
 - Help develop communication and scheduling CRM

Please email: **Nainan Desai: uc9n9n@gmail.com**

