

PRESS RELEASE

INTERSERVE & SOUTH ASIAN CONCERN – STRATEGIC COLLABORATION

In 2017 Interserve and SAC jointly produced *15 Days Prayer for Hindus* as part of a global consortium. They are now taking this strategic collaboration further.

In the Spring of 2018 SAC will transfer to Interserve its resource and training materials designed to assist churches and Christian individuals in their gospel-engagement with Hindu and Sikh people across Great Britain & Ireland. All future enquiries and requests for materials, training or advice should be made to info@Interserve.org.uk

These resources include the *East+West* Training Course and popular titles such as *Chapatis for Tea; Lions, Princesses & Gurus; Notes for the Journey* and *Engaging with Hindus*.

Steve Bell, Director of Interserve in Great Britain & Ireland said: “Through this collaboration, Interserve is re-affirming the scope of its original calling, to the peoples of the Indian sub-continent. We are fully committed to strengthening outreach among Hindus and Sikhs living in our postcode.”

There are nearly 1 million Hindus and 500,000 Sikhs in Britain & Ireland. In these growing and influential communities, while many have good relationships with Christians, there are also concerns and misunderstandings.

Ram Gidoomal, Chairman of South Asian Concern, said: “We need to show how Jesus is good news for all people. This strategic collaboration will lead to greater effectiveness in equipping churches to develop relationships of love, hospitality and service with Hindus and Sikhs.”

SAC will focus on continuing and developing its ministry both in South Asia as well as among the South Asian diaspora worldwide – outside the UK. For further information, please contact info@southasianconcern.org

Steve Bell, Interserve Director in Great Britain & Ireland

Ram Gidoomal, Chairman, South Asian Concern