

SOUTH ASIAN HERITAGE MONTH

18th July - 17th August

ABOUT US

South Asian Heritage Month (SAHM) runs from 18th July to 17th August every year. It seeks to amplify and celebrate British South Asian heritage and history across the UK through education, arts, culture, and commemoration to help people better understand the diversity of present-day Britain and improve social cohesion across the country.

Founded by Dr Binita Kane, Jasvir Singh OBE, and founding patron, Anita Rani; SAHM ran its concept launch in the House of Commons in July 2019 with its official, inaugural launch in 2020. During this 4 week period, we went viral on social media, were a trending topic on UK Twitter, and, most importantly, engaged families, grassroots community groups, and organisations up and down the country. We continue to build on this activity and look forward to SAHM 2021.



87.2M

IMPRESSIONS

Twitter, Instagram & Facebook over 4 weeks

31.1M

REACH

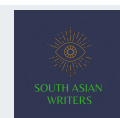
Twitter, Instagram & Facebook over 4 weeks

100+

EVENTS

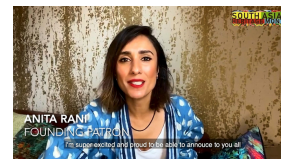
60+ official and 100+ unofficial

2020 PARTNERS





COVERAGE



Why South Asian Heritage Month Matters – & How To Take Part

South Asia, London Film and Music. From restaurants to film to a British South Asian, joining up to the spirit they are all part of the story. In an interview with Bustle, Anita Rani, founder of South Asian Heritage Month, talks about the importance of the month and how to take part.



South Asian Heritage Month: Commemorating culture, history, art and entrepreneurship

The inaugural South Asian Heritage Month brought together an inspiring mix of artists, designers, filmmakers and writers, along with entrepreneurs who shared stories and business insights.

Anita Rani launches South Asian Heritage Month, 18 Jul – 17 Aug

18TH JULY - 17TH AUGUST 2020

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Why the UK's first ever South Asian Heritage Month meant so much to me

Following the UK's first ever South Asian Heritage Month, Ruby Bhambhani reflects on her experience, and why the event was so necessary and what it means to her as a young woman.

HERITAGE MONTH

Sampad

South Asian Heritage Month Spotlight Series: Reshma Ruia

Reshma Ruia is an award winning writer and poet. Her first novel, 'Something Black in the Lard' (2019) was described in the Sunday Times as 'a gem of straight-forward comedy'. Her second novel, 'The Moorish Girl', is shortlisted for the St. Louis Literary Award.

Britain's first South Asian Heritage month celebrations start on July 18

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Horizons

Celebrating South Asian Heritage Month and Learning about our Colleagues

South Asian Heritage Month starts (July 18-August 17)... Anita Rani and Nadiya Hussain talk about its importance and early programme released...

Asian Culture Culture

UK celebrates the first ever South Asian Heritage Month

Asian Voice

METRICS

#SouthAsianHeritageMonth 17th July - 18th August 2020

31,130,053
REACH

87,176,307
IMPRESSIONS

Audience



Popular Hashtags

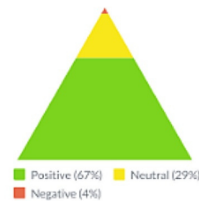
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#southasianhistory
#partition #india #sahm #art
#ourstoriesmatter
#ruthlesspanels #kickthedust
#southasianwriters #osch
#southasian #culture #vjday75
#britishasianhistory #heritage #identity
#ourtribearts #ww2
#tribetalks



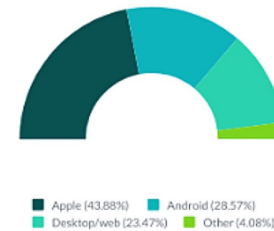
Key Words

august culture events proud
join thank month
share
india stories today
british asian celebrate
celebrating heritage
indian history south
work

Sentiment



Devices



THE TEAM

CO-FOUNDER
DR BINITA KANE



CO-FOUNDER
JASVIR SINGH OBE



FOUNDING PATRON
ANITA RANI



EVENTS LEAD
RUBY BUKHARI



LITERARY LEAD
NATASHA JUNEJO



KEY EVENTS

PANELS, LIVE Q&AS

- Bobby Seagull's Quiz nights
- Importance of Online Queer Activism
- Colourism – The sibling of racism
- South Asian women in WW2
- Writing, Resilience & Tenacity

HISTORY & IDENTITY

- UKPHA book club featuring Meera Syal
- Feminist activism in the new decade
- VJ Day 75: The Asian experience in WW2
- Masala Writing Workshop

#OURSTORIESMATTER

with South Asian Writers

CREATIVE

- Ruthless Film festival featuring over 10 films.
- Partition: A play Leeds Playhouse
- Kuch Kuch 25th Anniversary
- Macfest arts and culture festival
- South Asian Children's Book Giveaway with
- Hachette SAHM Twitter Takeover featuring:
Rashmi Sirdeshpande, Amer Anwar, Hina Belitz & Zeba Talkhani

AUTHOR SPOTLIGHTS

- When Secrets Set Sail with Sita Brahmachari
- SASS Book Club with Fozia Raja
- In conversation with graphic novelist Sabba Khan
- An Audience with Kavita Puri
- In conversation with Simran Jeet Singh
- Child of Divide: How do we teach our children?



CONTACT US



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