



1441 Colombo

ASHARA MUBARAKA

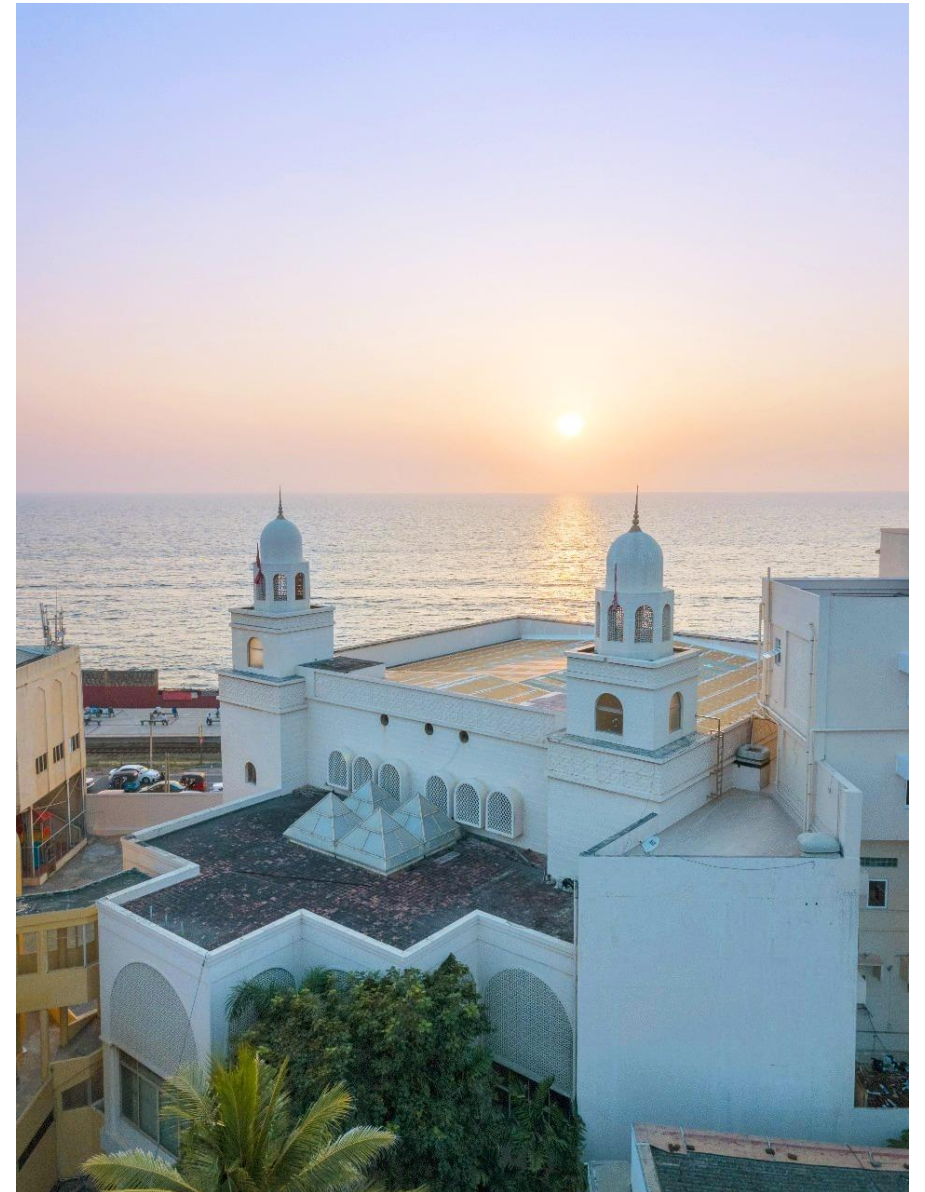


Anjuman e Saif-e (Sri Lanka) Trust



Introduction

- 💧 What is Ashara Mubaraka
- 💧 History of the event globally and in Sri Lanka
- 💧 Ashara Mubaraka in Colombo - 2019
- 💧 Scope of work






Who are the Dawoodi Bohras?

- ♦ Dawoodi Bohras are a sect within the Fatimid branch of Islam.
- ♦ We are an international community.
- ♦ In Sri Lanka, our Masjid is located in Bambalapitiya.

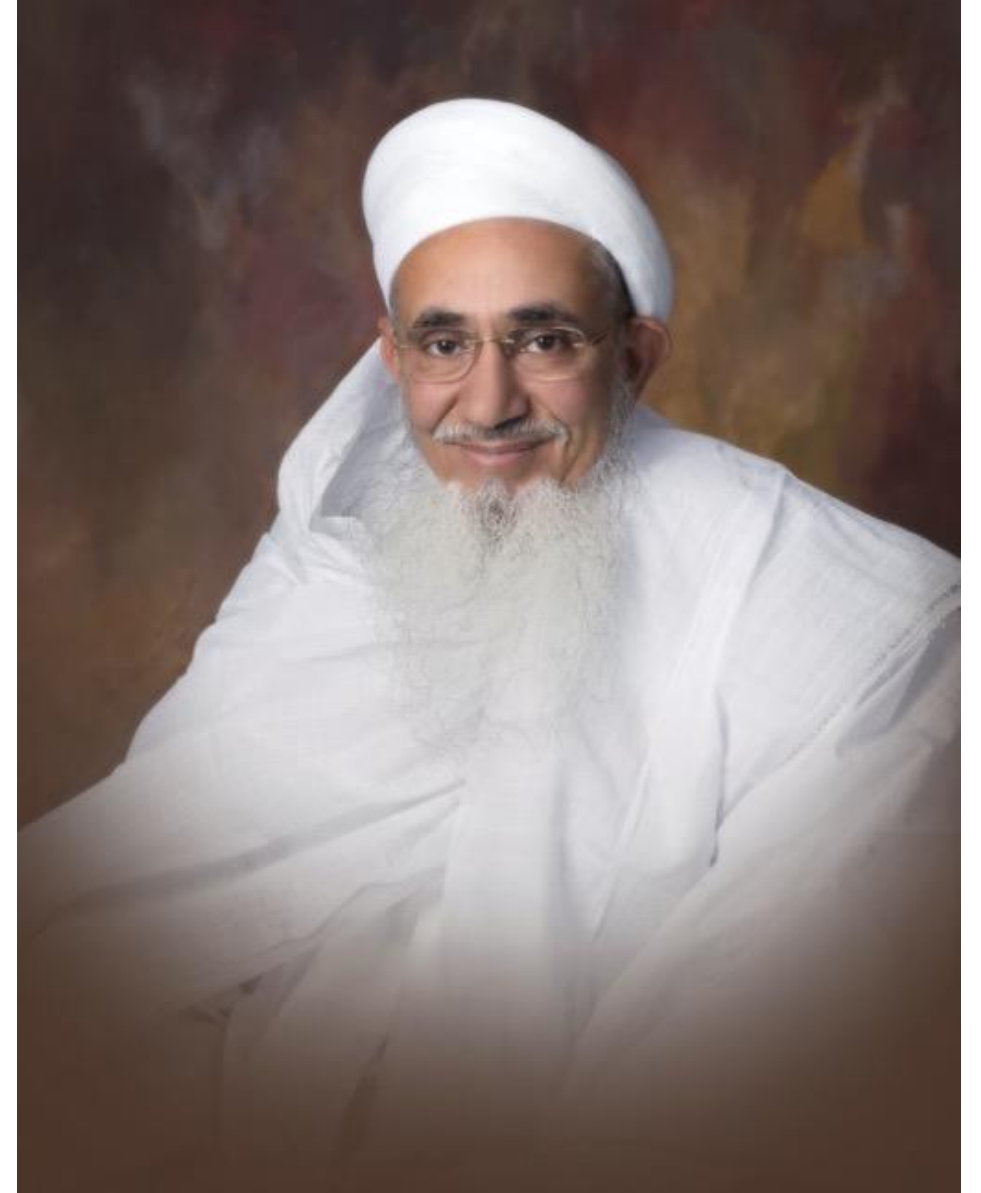


www.TheDawoodiBohras.com





**His Holiness
Dr. Syedna Mufaddal
Saifuddin is the
spiritual leader of
the Dawoodi Bohras.**





What is Ashara Mubarakah?

- 🔹 Ashara Mubarakah is a period of 10 days at the start of the Islamic calendar.
- 🔹 It commemorates the martyrdom of Imam Husain AS, the respected grandson of the Prophet Mohammed PBUH
- 🔹 His Holiness, Dr Syedna Mufaddal Saifuddin TUS conducts a series of ten daily sermons.
- 🔹 The sermons illustrate His Holiness' eternal messages of peace and harmony, his constant counsel to integrate and contribute to the local community; and to remain faithful and patriotic to our homelands.





Each year, thousands of members from International Dawoodi Bohra community – headed by His Holiness Dr. Syedna Mufaddal Saifuddin gather for “Ashara Mubaraka”.



A Global Event

- 💧 Community centres across the world host the event locally, but the largest gathering takes place with His Holiness.
- 💧 Multiple cities around the world aspire to host this event.
- 💧 It has been held previously in India in 2018; Pakistan in 2017; Tanzania in 2016; Houston and USA in 2015.



Previous Ashara Host Cities

| Year | Location | Attendees |
|------|----------------------------|-----------|
| 2018 | Indore, India | 210,000 |
| 2017 | Karachi, Pakistan | 70,000 |
| 2016 | Dar-es-Salaam, Tanzania | 30,000 |
| 2015 | Houston, USA | 30,000 |
| 2014 | Surat, India | 135,000 |

Indore, India (2018)



Prime Minister of India, Narendra Modi attending one of the days to show his respect and address the attendees of this auspicious event

Dar-es-Salam, Tanzania (2016)



The President of Tanzania
(Dr John Joseph Magufuli) visits
His Holiness during one of the sermons.



The President of Tanzania addresses
His Holiness and the Dawoodi Bohra
community with messages of love,
patriotism, peace, and prosperity.



Houston, USA (2015)



Other Actives During Ashara Mubarak

- 💧 Business & Networking Forums
- 💧 Arts & Crafts Exhibitions
- 💧 Educational Workshops
- 💧 Medical Camps



Ashara Mubarak



Colombo



Ashara Mubaraka in Sri Lanka

Sri Lanka has had the honour of hosting this event successfully in 1970, 1991, 1999, 2007 and 2008, with the complete support and blessings of the Sri Lankan Government.
(Media Clippings from 2007 & 2008)



Sri Lanka expects tourism boost from devout visitors



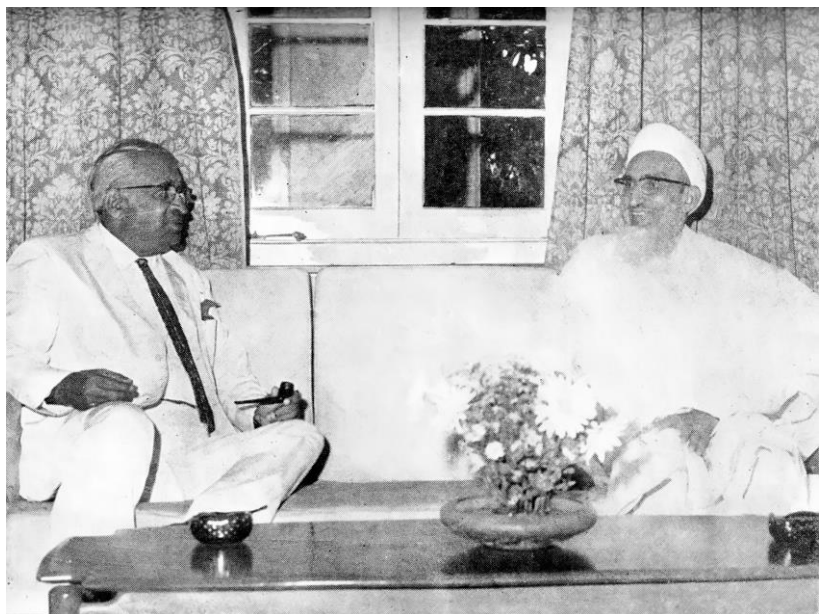
His Holiness Dr. Burhanuddin Saheb for a peaceful, united Sri Lanka



International Bohra leader arrives in Sri Lanka



Praise for the efficient handling of Bohra pilgrimage



1970 – PM Hon. Mr. Dudley Senanayake



1991 - President Hon. Mr. R Premadasa

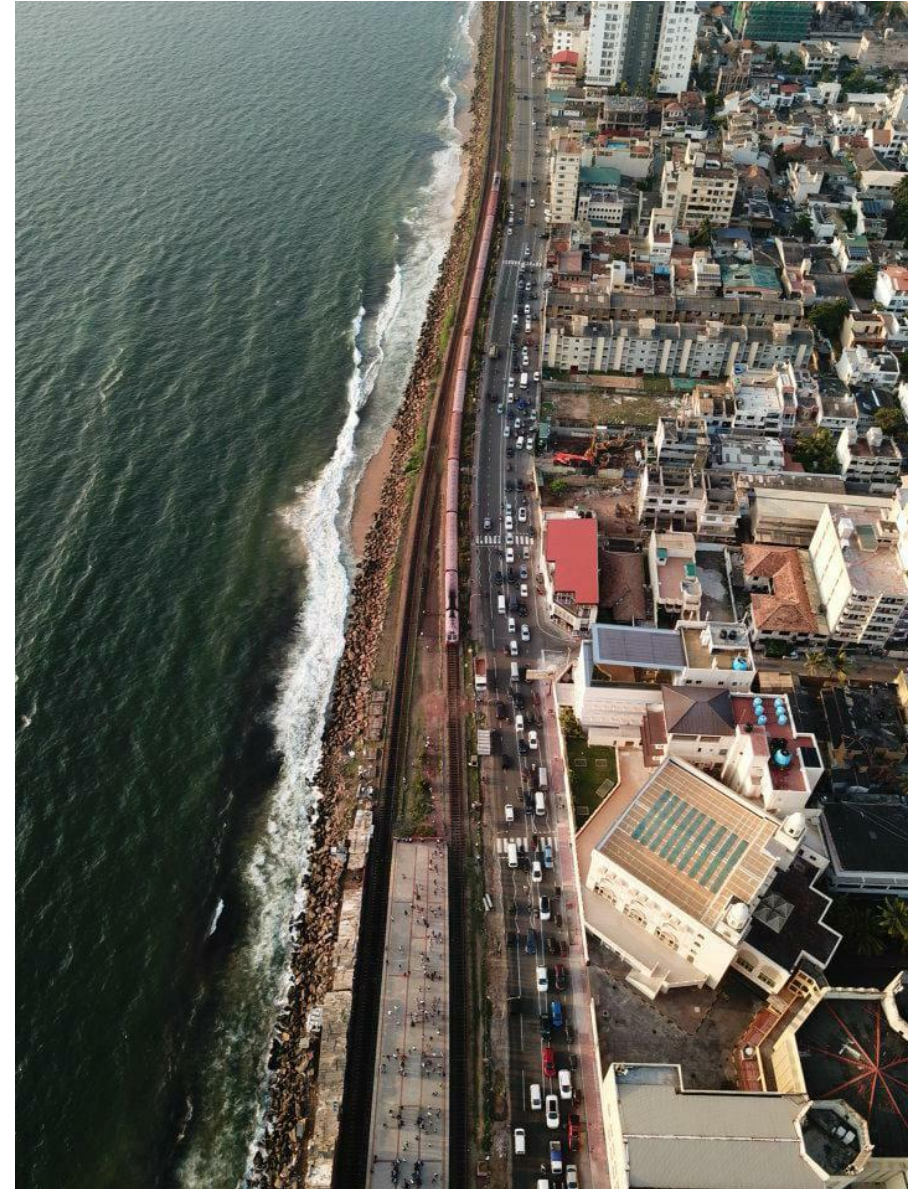


1999 – President Hon. Mrs. Chandrika B Kumaratunga | **2007/8** - President Hon. Mr. Mahinda Rajapaksa



Ashara Mubarak Colombo – 2019

Confirmation of event : 19th Aug
Event: 30th Aug to 9th Sept





Ashara Mubaraka

Colombo - 2019

- 💧 The Dawoodi Bohra Community in Sri Lanka have once again invited His Holiness to host Ashara Mubaraka in Colombo.
- 💧 Approximately 21,000 members of the Dawoodi Bohra Community, from 40 countries will attend.



Visitors from 40 Countries

| | | | |
|---------------|-------------|--------------|-----------|
| Australia | India | New Zealand | Sri Lanka |
| Bahrain | Indonesia | Norway | Sweden |
| Bangladesh | Iraq | Oman | Tanzania |
| Canada | Ireland | Pakistan | Thailand |
| China | Japan | Portugal | UAE |
| Egypt | Kenya | Qatar | Uganda |
| France | Kuwait | Rangoon | UK |
| French Colony | Madagascar | Saudi Arabia | USA |
| Germany | Malaysia | Singapore | Yemen |
| Hong Kong | Netherlands | South Africa | Zambia |



Ashara Mubaraka

Colombo - 2019

- 💧 We plan to host the 21,000 visitors at leading hotels and rented apartments in Colombo.
- 💧 The visitors will attend the sermons at 'Husaini Masjid' Bambalapitiya daily from 1st to 9th September 2019.
- 💧 After the daily sermons, they will be provided lunch and dinner
- 💧 We will be using a combination of public and private transportation



Theme

#WeBelieve in Sri Lanka

VISION

Set a benchmark for Ashara Mubarakain sustainability, creating a lasting & positive impact in Sri Lanka.



Significant highlights

- 💧 We pledge to make this event the largest and **first-ever Carbon Neutral project of this scale in Sri Lanka** and continue our policies of Zero Food and Plastic Waste under our environmental initiative of **#WeBelieve in Sri Lanka**.
- 💧 This event is also expected to contribute towards **significant revenue generation to the country**
- 💧 Members of the Dawoodi Bohra Community have expressed great desire to take in the natural beauty and sights of Sri Lanka and become **Sri Lankas global tourism ambassadors** by taking back pleasant memories of Sri Lanka.



\$31 Million

Expected inflows



21,000
Guests



\$1500
Per person



40
Countries



3000
Hotel
Rooms



100
Hotels



200
Apartments

Rs. 5.6 Billion



50,000
freshly cooked
meals twice a day



600,000
Meals over
12 days



3,000
Volunteers



#WeBelieve
in creating a lasting impact
to the Environment

The first ever Carbon Neutral
Ashara Mubaraka

The largest sustainable event
in Sri Lanka

Significant investment will be
ploughed back into Sri Lanka

We will continue the legacy of a
Zero waste Ashara Mubaraka



70%
Waste is being
recycled



#WeBelieve
in supporting the
Sri Lankan Economy

Creating opportunities for
investment in Sri Lanka.

Transforming each visitor into
an ambassador for Sri Lanka

Benefits to multiple industries,
especially Tourism



0%
Garbage being dumped
to municipal land sites



#WeBelieve
in improving the lives of
all Sri Lankan people

Empowering Women

Educating and Inspiring the
next generation of leaders

Caring for both our neighbours
& neighbourhood

A Healthy Sri Lanka



3000
Volunteers

Blocks Overview





PR Goals

- 💧 Project a positive image of the community and Ashara Mubaraka
- 💧 Minimize any negative publicity that might occur
- 💧 Prepare and respond to any crisis or negative publicity that could occur



PR Stakeholders

- 💧 Government officials
- 💧 Private sector
- 💧 Neighbours
- 💧 Commuters
- 💧 People of Colombo
- 💧 Media



Our Message

Engage with, and demonstrate to Sri Lankans across all levels of society, that as the global Dawoodi Bohra community, “**#WeBelieve**” in Sri Lanka.



Scope of Work

Pre-Event

Engaging with the right audiences to communicate positive messages

Preparing the public for the event

FAQs & Facts Sheets

Garnering support from opinion leaders

Event

Managing the narrative during the event

Releasing the right stories and messages to mitigate any potential negativity

Engaging with the public

Post-Event

Positive messages about the event

FAQs & Facts

Showcasing the positive impact of the event

The proposal must include...

A media plan

Recommended communication including press conference, media interviews, photo captions, supplement content and publication, video content in E.S.T. (where relevant) etc.

Contingency plans for mitigating and managing crisis

Media Tracking



1441 Colombo

**ASHARA
MUBARAKA**

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