



1441 Colombo

# ASHARA MUBARAKA



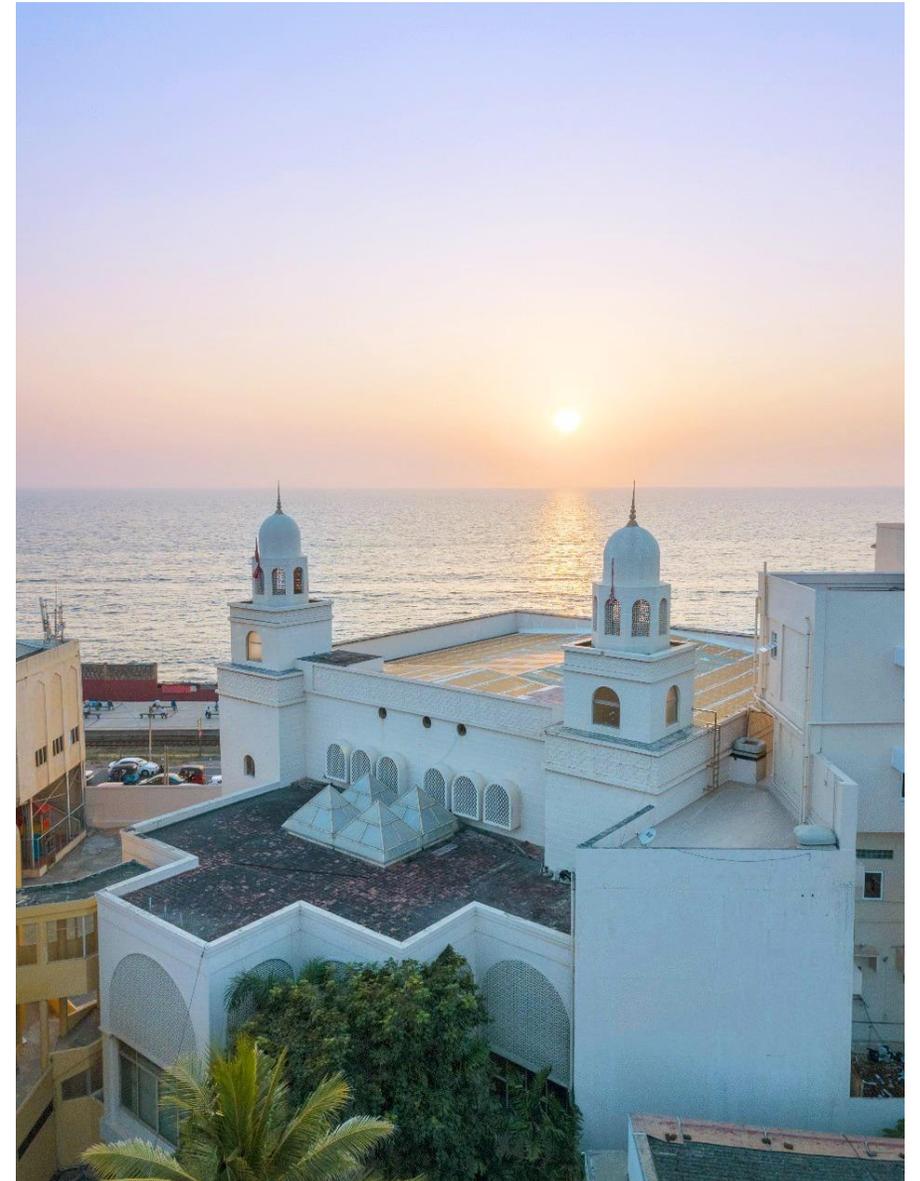
Anjuman e Saifee (Sri Lanka) Trust





# Introduction

- 🔴 What is Ashara Mubarak
- 🔴 History of the event globally and in Sri Lanka
- 🔴 Ashara Mubarak 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.

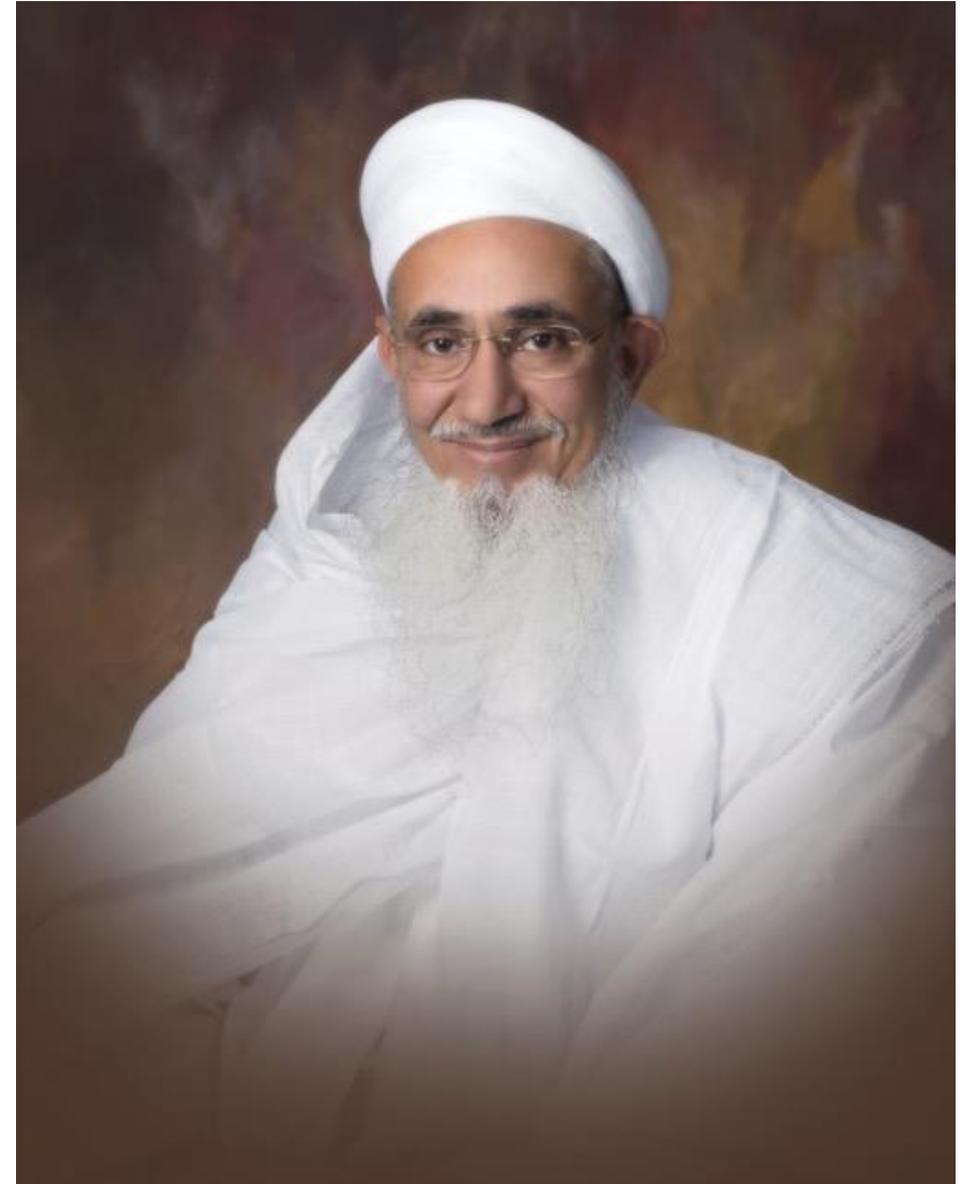


[www.TheDawoodiBohras.com](http://www.TheDawoodiBohras.com)





**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 Mubarakah 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



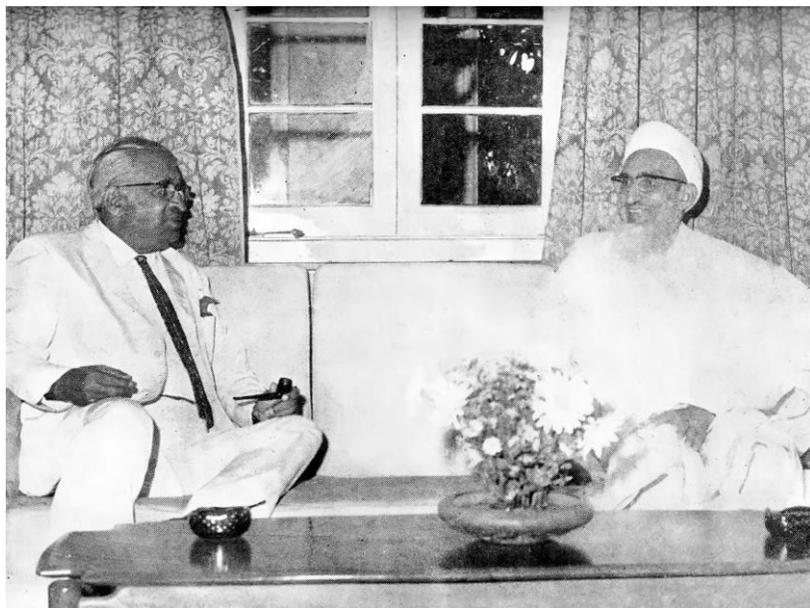
**His Holiness Dr. Burhanuddin Saheb for a peaceful, united Sri Lanka**



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

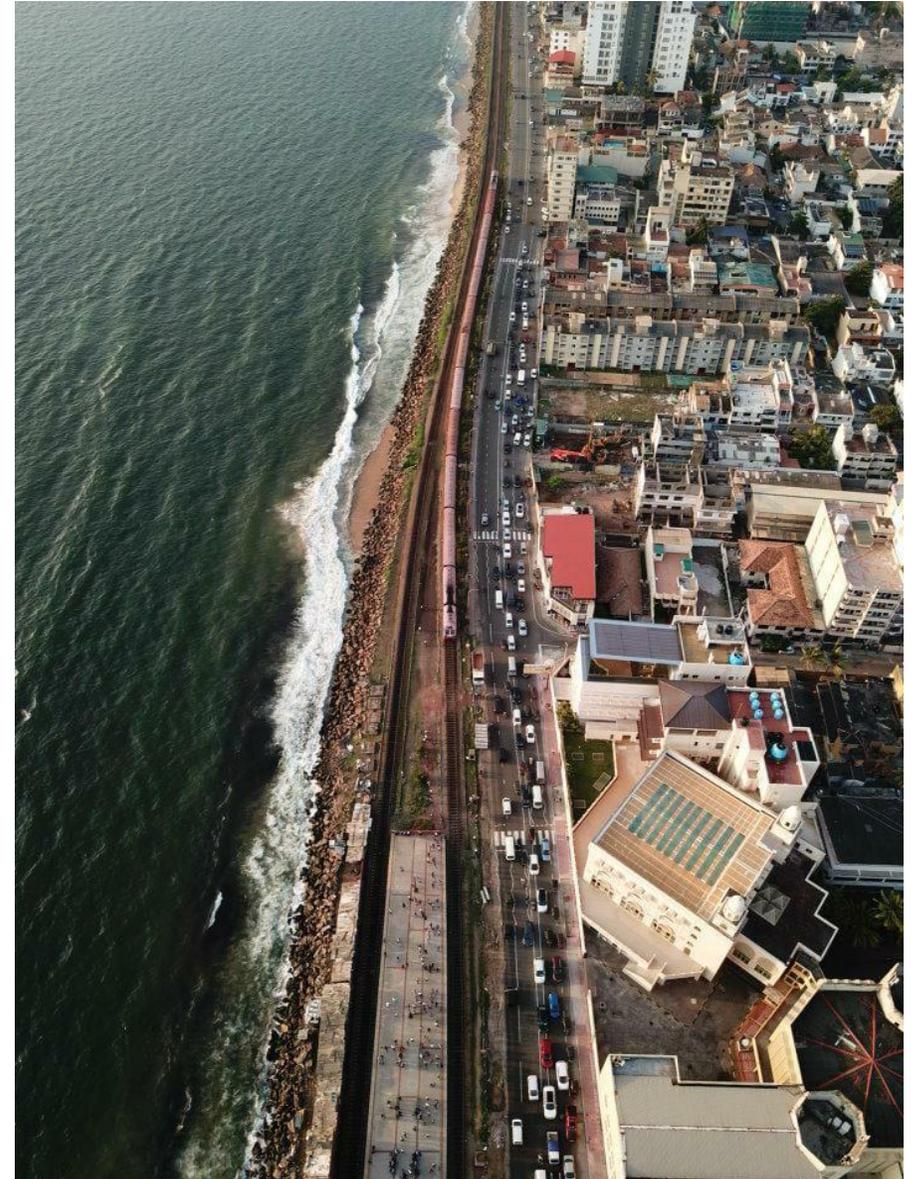




# Ashara Mubarakka

## Colombo – 2019

Confirmation of event : 19<sup>th</sup> Aug  
Event: 30<sup>th</sup> Aug to 9<sup>th</sup> 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

Bahrain

Bangladesh

Canada

China

Egypt

France

French Colony

Germany

Hong Kong

India

Indonesia

Iraq

Ireland

Japan

Kenya

Kuwait

Madagascar

Malaysia

Netherlands

New Zealand

Norway

Oman

Pakistan

Portugal

Qatar

Rangoon

Saudi Arabia

Singapore

South Africa

Sri Lanka

Sweden

Tanzania

Thailand

UAE

Uganda

UK

USA

Yemen

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 Mubarak
- ◆ 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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