



**LUTHERAN HOUR
MINISTRIES**

International Ministries Facts about

India



THE MINISTRY...

Office Established:

Chennai (formerly called Madras), 1951

Locally known as:

Christian Media Centre

Director:

Rev. C. David
since 2003

Population:

1,147,995,898

Ministry in Action:

- Radio ministry
- Cassette ministry
- **Bible Correspondence Courses**
- Weekly television broadcast
- Newsletter
- Rallies
- Performing arts: music, drama, and dance
- Quarterly magazine
- Monthly devotional book
- www.christianmedia-india.org
- **Equipping the Saints**



MINISTRY IN INDIA...

Christians represent less than three percent of the Indian population. Lutheran Hour Ministries (LHM)—India undertakes the challenge of spreading the Good News to thousands of Indian people who have never had the opportunity to learn about Jesus Christ.

The weekly radio program broadcast by LHM—India is found primarily in the southern portion of the nation and is produced in two major languages: Tamil and the national language, Hindi.

Recognizing the cultural influences of music, song, and drama, LHM—India brings the Gospel to listeners through devotional songs, short dramas, and dialogues. Youth groups of LHM—India perform public music programs, stage plays, dance, and dramas under the guidance of LHM—India director, the Rev. C. David. These local groups also conduct Gospel rallies for large audiences in big cities and remote villages.

As a result of Christian ministry, thousands of converts as well as non-baptized believers in Christ are identified and located for follow-up by the staff. The LHM—India staff reaches out to those interested in the Word of God through cassette ministry, printed literature, and **Bible Correspondence Courses (BCC)**. Since most of the mainstream churches are not receptive to new converts who belong to a different social

caste and culture, Lutheran Hour Ministries' follow-up outreach plays an important role in sustaining their faith.

Cassette tapes of special programs are a powerful evangelism tool sent to volunteers to listen to in their homes, churches, schools, and businesses. One year after the devastating tsunami, LHM—India distributed nearly 2,000 radio/tape recorders along with cassette tapes of 12 Christmas songs in the native Tamil language to 2,000 needy families.

Those who respond to outreach efforts are invited to enroll in free **BCC** to learn more about the Lord and grow in faith. One course based on the Gospel of St. John answers the question, "Who is Jesus Christ?" while the course "Real Life" acquaints people with the Christian faith and lifestyle. Promotion by schoolteachers, pastors, and local volunteers, encourages an average of 220 people to enroll in **BCC** each month.

Aside from **BCC**, the office publishes quarterly magazines with stories, poems, Bible quizzes, and many other items to attract all age groups. A daily devotion booklet is published every month, along with a newsletter in Malayalam language.

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Above: LHM—India volunteers distribute supplies to flood victims
Left: Ministry reaches out to the hurt and needy

How YOU CAN HELP...



Become a sponsor through **Reaching Out** and assist LHM ministry centers around the world. Call 1-800-944-3450 for details, or visit our Web site at www.lhmint.org.

Volunteer your talents in a two-week **Global Work & Witness** program. For details visit www.lhmint.org/globalmission.

WANT TO KNOW MORE...

For the latest listing of fact sheets of all countries in which Lutheran Hour Ministries is carrying out its vision of *All Nations, All Peoples, All in Christ!* visit our Web site at www.lhmint.org.

Our world is full of people who NEED to know they are loved. Please join us in reaching out to them with God's love.

CONTACT INFORMATION...

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RELIGION IN INDIA ...

Religion in India is very diverse and practiced freely in public. Hinduism is the predominant religion in India, practiced by 80 percent of the populace. Muslims comprise 13 percent, Christians less than three percent, Sikhs two percent, and others one percent. At least 90 percent of the Christian population emerges from the lower castes, very few are from the hard to reach upper castes.

THE COUNTRY...

India faces Saudi Arabia and Africa to the west, and to Myanmar (formerly Burma), Malaysia, and the Indonesian Archipelago to the east. Geographically, the Himalayan Mountains keep India separate from the rest of Asia. Covering 3.3 million square miles, India is roughly one-third the size of the United States.

Its existence dates back over 5,000 years. About half of the country is used for agriculture, including the fertile Ganges River plain, and approximately two-thirds of the workforce farms. Another quarter of India's land is forested. However, the country is experiencing rapid urbanization and industrialization.

India is at high risk for food and waterborne diseases, and faces challenges such as over population, poor sanitation, poverty and an illiteracy rate of 40.5 percent. Widespread and destructive flooding from the Indian Ocean tsunami that took place in December 2004 severely impaired India both environmentally and economically.

India's economy is experiencing rapid growth which is helping to decrease the percentage of people living below the poverty line. India is also increasing its exportation of software services by emphasizing English training for software workers.

THE PEOPLE...

Second only to China in number, India is home to nearly a quarter of the world's population. Densely over-populated cities cause economic, social, and environmental problems. More than 11 million people live in the capital of New Delhi alone.

Indians place great importance on family and usually share finances and living space with extended family members. The male is typically the head of the household and, in general, males enjoy higher status than females.

The Indian culture is based on a Hindu hereditary caste social system, comprised of thousands of castes. Most have their own deity and subculture. Hindus believe that one cannot change one's caste. This culture also finds its place in Christian churches. There are millions of people who believe in Christ but are not yet baptized because many of the prominent churches do not admit them, and their fellow caste members reject them.



YOUR OPPORTUNITIES TO SERVE...

You can help us reach unchurched people around the world by:

- Considering a gift today for International Ministries
- Praying for the overseas ministry staff and volunteers
- Getting involved in short-term mission trips
- Continuing to learn about the ministry by visiting our Web site at www.lhmint.org.

For more opportunities to serve, contact: Nancy.Amundson@lhm.org or (877) 333-1963. Through your commitment we can reach people around the world with Christ's message of hope.