

Bridging the Divides

Gen Lab; a pool of young & energetic youth from Bangladesh has celebrated The World Interfaith Harmony week in a very contemporary and forward-looking way with youths. To set up the platform for connecting people on interfaith issues an extensive online campaign has been done throughout the week. One of the core work areas of the organization is Peace. Interfaith is a very important issue that triggers peace & its development. The organization itself is very young of a kind & also run by youths. With inspiration & guidance from Ms. Anupoma Niloya Troyee, alum of ACWAY forum; Gen Lab decided to go live on this area.

Interfaith is a less discussed topic in this country & kind of sensitive to discuss about. Hence we decided to develop a long term pipeline that will help us to prepare a strong command over the issue & also will create long term impact on society.

Gen Lab felt that we need to touch all the age scales to make a better understanding & impact on Interfaith. This requires penetration in all communication methods & channels that trigger change in thought process in human behaviour. Our program timespan will help to understand it more. Please check the table carefully:

Summary of online campaign on interfaith (February)

Concept:

- To promote interfaith week
- To make people familiarize with the term & its inner meaning
- To inspire & build up a network of likeminded people
- To build up the primary platform towards larger events

Target Groups:

- Youth
- School & college kids
- Young adults

Process of work:

We communicated with global young leaders who are already working on projects based on interfaith. Collected inspiring quotes & did online campaign using those. We had online discussion with them & collected insights on the idea of interfaith. Their input has been well noted & will reflect on next stages of the project. Primarily the platform that we used was facebook.

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Sample activity:



People reach: 5275

Post engagement: 2408

Video seen: 54 views

Outcome:

- Interested youths have been pointed
- Global network of interfaith based youth leaders established
- Better insight from organizers point of view
- Raised aware about interfaith
- Positive impact on target group
- People now believes more in love rather hatred
- A platform has been created for the next steps of projects

Next steps are to maximize this resource, plan & develop sustainable approach to establish the interfaith concept. Hence impactful programs synced with culture & custom is a must. At Gen Lab



we have raised our bar high & confident that at the end this project will be a big success, hence will create a better earth to live& love.

*Let us celebrate our diversity, the amazingly beautiful beliefs and faiths that we all have but may be in different names and forms.
Share the gift of love; love every human, irrespective of race, religion, country, class or creed.*