

South Asian Peoples

The greatest concentration of lostness on Earth.

Central India

Mumbai, the metropolitan edge of the Central Cluster, shifts dramatically between a place of dreams and a place of physical, spiritual and financial distress. The financial and film industry capital of India, this city is home to almost 14 million people. Slum dwellers make up half of the city and have been called the most harvestable of any 6 million people on earth. Far from Mumbai in the state of Madhya Pradesh, on the other edge of the cluster, the Kanha Jungle is where Rudyard Kipling wrote the story *The Jungle Book*.

Make an Impact

This cluster has been described as an apple tree with beautiful fruit. The fruit is ripe and low-lying. The problem is the hornets' nests on the branches. Plucking the fruit means disturbing the hornets and risking a sting. Many are open to the Gospel, but persecution is an ever-present threat. One of these "trees" in the heart of India is the slum work in Mumbai. Another is the Kanha Jungle in Madhya Pradesh, where taxi driver Ramesh waited desperately for someone to tell him about Jesus. Ramesh is now a believer because someone followed the Lord there to share with him. Want to be a part of the work God is doing in Central India? Come, partner with the Mumbai team, adopt a Muslim group in prayer, or come for a short-term trip to Madhya Pradesh.



Central Cluster at a Glance

Indian States	Maharashtra, Madhya Pradesh	Population	170,000,000
Language	Hindi, Marathi	UUPGs	Shaikh (Marathi), Shaikh (Konkani), Chaturtha, Holar, Khangar, Sivri, Deshwali, Koli Malhar
Religion	Hindu 85%, Muslim 14%, Christian 2%. Most of the world's Parsis and Jains.	Partnership Opportunities	Mumbai, Muslims and Madhya Pradesh
Climate	December to February: Mild, June: Monsoon Remaining Months: Hot	Visit IMB's: www.Call2Embrace.org	

A vast multitude from every South Asian Nation, Tribe, People and Language knowing and worshiping our Lord Jesus Christ. ~ Revelation 7:9

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Top 10 UUPGs - Unreached Unengaged People Group

(6 September 2011)

1. Mali (Marathi) (PEID# 47903) – India, population 2,934,357

Hindu vegetable vendors with pushcarts are parked alongside most every road in India. Hindu women even have their produce displayed on the ground. Fresh flowers, mostly for Hindu offerings and prayers, are also sold on the street. Homeowners hire gardeners called “malis” to daily tend to their yards full of potted plants and tropical trees. These gardeners and vendors make up the largest UUPG throughout Madhya Pradesh and Maharashtra and number nearly three million in population.

How can you pray? Pray for God to call laborers to the Mali people. Ask God to uphold the cause of the needy. Pray that the Mali will look to Him for their salvation (Psalm 146:12).

What can you do? Train for Master trainers. We are dedicated to multiplying ourselves through local partners, empowering them in the Great Commission task and raising up healthy churches and leadership who reproduce themselves. You can help us train “master trainers” who we work through to equip partner ministries. Our trainings consist of such things as evangelism, church planting, discipleship, healthy church and leadership multiplication.

2. Lingayats of Maharashtra (Marathi) (PEID# 47928) – India, population 2,222,986

Along the southwest border of Maharashtra reside the Lingayats. They are the second largest UUPG (over two million) in central India and speak the Marathi language. Although the Lingayats are considered a forward caste and hold government positions, they are a minority in central India.

How can you pray? Traditionally Lingayats worship only one god and do not worship idols. Pray the Lingayats will receive the gift of the true God and be saved through faith in Jesus.

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3. Lodha (PEID# 48358) – India, population 2,003,546

The Lodha of central India, numbering almost two million, do not know Jesus. As followers of Hinduism, they worship millions of gods. The Lodha are involved in a variety of occupations, including agriculture, rope making, and transportation of goods.

How can you pray? Pray for the nearly two million Lodha Hindus living in Madhya Pradesh (MP). Ask God to raise up national believers in the districts of MP who will take the Gospel to Lodhas who have never heard the Truth.

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4. Bania (Marathi) (PEID# 48034) – India, population 1,998,652

The Bania are known as businessmen and may be found in all sectors of life, including business, trade and government.

How can you pray? The Spirit of God is moving across central India. Pray God will place dynamic believers in the paths of the Bania businessmen and shop owners of Mumbai. Pray for this community of nearly two million to have receptive hearts and a strong desire to hear the Truth.

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5. Jain (Marathi) (PEID#47963) – India, population 1,556,096

The 1.5 million Marathi-speaking Jains of Maharashtra are often successful businessmen who own jewelry stores. They are a unique people with a unique religion.

How can you pray? Pray these one and a half million Marathi speakers will understand the love of God is more precious than silver, more costly than gold, and desire Him.

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6. Gujjar (Hindi) (PEID#47947) – India, population 1,386,332

The Hindi-speaking Gujjar are a very friendly people who raise and live among buffalo and cattle and sell their milk. Numbering over 1.3 million, imagine how fast the Good News could spread if these followers of many gods became followers of the One True God and began to share His stories from place to place as they daily sold their milk.

How can you pray? Pray for the Gujjar Hindus living in Madhya Pradesh. Ask the Holy Spirit to convict them of sin, righteousness and judgment (John 16: 8-11). Pray that they would encounter the Living Water in a way in which they can understand and share with others as they go from home to home sharing their milk.

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7. Jain (Hindi) (PEID#47959) – India, population 899,533

The Hindi-speaking Jains in central India are successful businessmen and, like most Indians, travel to the famous religious sites of their religion during family vacations or to observe religious festivals. Some Jain families who reside abroad have come to faith in Jesus.

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How can you pray? Pray that Christian Jains will be fruitful during their annual vacations to India and shine the light of Christ to their Jain friends and family. Pray for the Hindi-speaking Jains of Maharashtra and Madhya Pradesh. They typically work in business, trade, and money lending, and as jewelers and cloth merchants. Pray that their minds would be opened as the god of this world has blinded Jains to keep them from seeing the light of the Gospel of the glory of Christ, who is the image of God (2 Corinthians. 4:4).

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8. Gadaria (Hindi) (PEID#47956) – India, population 946,379

The Gadaria are a Marathi-speaking shepherding caste in central India who are known for their woolen blankets. The name Gadaria originates from Sanskrit meaning “sheep.” They are a mixed caste whose views of God and man are based upon several ancient Hindu epics (myths) about shearing sheep.

How can you pray? Pray that the Gadaria be enlightened and receive Jesus, the Light who has come into the world (John 1:5-9). Pray that they would come to know the Good Shepherd who laid down His own life for the sheep.

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9. Ager (PEID#42066) – India, population 825,472

The Ager people are Kannada speakers whose name comes from the word “agara,” meaning “salt pan.” They are salt manufacturers.

How can you pray? Pray that the Ager people would come to know Christ and become the salt of the earth to reach other Ager people.

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10. Nai (Marathi) (PEID# 46283) – India, population 799,155

The Nai people are traditionally considered barbers. Besides cutting hair, beards, and nails, they also clean ears, extract teeth, lance boils, perform duties related to marriages, match make, deliver invitations, and carry presents from one place to another. As Hindus, they follow many gods.

How can you pray? Please pray that the Nai people might be brought near by the blood of Christ and know their Creator (Ephesians 2:13). Pray that as they come to know and learn about Christ, they would share stories from His Word with their customers.

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