



Naya Jeevan Project

Looking Back, Looking Forward
2010 / 2011 Report



New York Mission Trip Street Ministry: Douglas Brown and team from Connecticut and NYC distributed over 1000 tracts, 40 International DVDs, 200 South Asian DVDs, 720 Granola bars, 29 gospel presentations, 11 solid follow up opportunities, prayed with 5 people – on one weekend!

Looking Back at 2010



Cathy Douglass
Director, Naya
Jeevan Project

Introduction What is Naya Jeevan? What role do we play in bringing the gospel to South Asians? As a lifelong missionary, I know the truth of how great the unfinished task of world evangelization is, how vast the harvest, and how many more laborers we could use immediately to contribute meaningfully to the Great Commission. Naya Jeevan is just one team of two fulltime staff and many part-time volunteers, backed by prayer and financial supporters, who are actively contributing to the goal of reaching South Asians in America with the good news of Jesus Christ.

As a part of Campus Crusade for Christ, we serve the Body of Christ with strategies, resources, training, and networking so that we can more effectively work together to reach the goal. Our staff and volunteers use their spiritual gifts and talents in direct evangelism, training and mobilizing Christians, evangelistic event organizing, administration, internet ministry, web design, programming, and much more, all aimed at sharing Christ with South Asians. As this report shows, we are seeing thousands exposed to the gospel through large and medium size events and through internet ministry, while personal evangelism continues quietly on a smaller scale. Pastors, evangelists, Naya Jeevan staff, and ordinary Christians who pray, give, and go are achieving all this together, each contributing toward the whole effort and result.

This annual report is a big thank-you to all of you for your prayers and financial support so that many more South Asians can hear about Christ in a timely, attractive, and culturally relevant way.

2010 New Goals Achieved

In January 2010, I listed these as ministry goals and by God's grace they were begun and are continuing:



- "Magdalena" (JESUS for women) / "Story of Jesus for Children" combo DVD in eight South Asian languages was created and is being distributed.
- Nepali-Bhutanese Partnership has been formed with key volunteers Dan and Narola Acharya leading our efforts to supply evangelistic materials to pastors in the US.
- "Breakthrough" Prayer Ministry started with affiliate staff Mary Pulipati, key volunteer Ruby Boyini, and other ministry partners working together to mobilize prayer

warriors for the South Asian harvest.

- Bhutan and Maldives were added to our internet community in April and are averaging 70-80 emails from seekers per month each.

Outreaches

Events and missions: Staff members Douglas and Pamela Brown helped organize evangelistic events to reach Hindus in New Haven, Hartford, and Enfield, CT; participated in the outreach to IT professionals in Boston, writing a thought-provoking skit about migration to the US; and led weekend mission trips to reach South Asians in New York City and Boston. Total results:

494 non-believers received a face-to-face gospel presentation

2,539 JESUS DVDs distributed

3,859 gospel tracts distributed

One Hindu family accepted Christ from the Christmas program and is now attending a local Indian fellowship in Connecticut.

Home Parties: John and Cathy Douglass held or participated in four home-based evangelistic parties in May, June, and November, in which 50 non-Christians heard the gospel and relationships were built for ongoing personal evangelism. Cathy conducted a five-lesson investigative Bible study with a Hindu friend who is exploring the gospel. John and Cathy baptized two Indian friends as a public demonstration of their commitment to Christ.

Why Is It Difficult to Track Results from our Evangelism? Naya Jeevan staff do not carry out our evangelistic efforts alone – we partner with many others such as pastors and fellowship groups to reach hundreds or thousands at festivals and programs. The pastors and evangelists naturally are the ones to follow up seekers and fold new believers into their churches. Thus it is difficult for us to be sure of all the results of our efforts. This year we are implementing steps to track results more completely.



Church outreach organizer Jimmy Thomas: At the India Day Parade in Edison, we had close to 40 volunteers to distribute the tracts and DVDs. We gave out close to 400 JESUS DVDs and about 100 "Magdalena" DVDs, plus "Jesus and the Immigrant" booklets and hundreds of other pieces of literature.

Festivals: In August, many ministry partners conducted India Independence Day festival and parade outreaches, distributing thousands of South Asian JESUS DVDs and other gospel materials. Known cities included New York, Edison, Houston, Dallas, Portland, Miami, and Chicago. Indian churches in three cities – Portland, Houston, and Miami – attempted their outreaches for the first time as a result of a direct challenge by Naya Jeevan staff.

Total DVD Sales and Tollfree Calls: A total of 38,673 South Asian JESUS DVDs and 4,820 Magdalena DVDs were bought by Naya Jeevan ministry partners for distribution in 2010. On the back of the DVD sleeve there is a toll free number to call for more information on Jesus. We received 20 calls in 2010 and sent six New Testaments and seven JESUS DVDs; the seekers' contact information was provided to local ministry partners for personal follow-up.

Nepali-Bhutanese Ministry

Dan and Narola Acharya of Dallas were accepted as official volunteers to head up the Nepali-Bhutanese Partnership for Naya Jeevan. We are grateful to God for bringing them to us! Due to the generous donations of ministry partners, Naya Jeevan supplies JESUS DVDs freely for Nepali-Bhutanese outreach.

JUNE Naya Jeevan staff Bradlee Sargent participated in a Nepali-Bhutanese outreach in Rochester and distributed 620 packets containing JESUS DVDs and other literature.

DECEMBER Pastor Bhadra Rai and his congregation conducted a Christmas program in Houston which was attended by around 370 Nepali-Bhutanese non-Christians. They were able to distribute JESUS DVDs to every young adult and family that attended the festival. Dan Acharya also conducted four Christmas programs in the Dallas area during December. More than 360 non-Christians attended the various programs; Nepali Bibles and JESUS DVDs were offered to all as free gifts which many accepted.

Three hundred Children's Bibles and 200 regular Bibles in English and Nepali were purchased from India and 42 of them have been sent to seekers who completed an online quiz about Jesus.

Conferences and Conventions

Naya Jeevan director Cathy Douglass participated in six Indian Christian conventions by having a booth for material sales and publicity, and in most cases sharing about Naya Jeevan from the front, challenging the believers to volunteer, give, receive training, or otherwise be involved in reaching South Asians in America. These conventions included PCNAK in Houston; Marathi Sammelan in Maryland; and Christian Family Conferences in Philadelphia, Norfolk, Phoenix, and Cincinnati. Thousands of believers were exposed to Naya Jeevan due to these events.



Nepali leader Dan: [We are] now using the Children's Bible provided by Naya Jeevan... At the program we distributed 12 Nepalese Bibles and 45 DVDS to each family who seriously wanted to have them. We are careful... we do not want them to feel forced, [but we] distribute it in a proper way that [they] will keep it preciously. We are so thankful to God for Cathy and her team for sending them to us.

Internet Ministry

Naya Jeevan volunteer online missionaries are reaching over 6,000 NEW seekers every month!

Number of First Emails Sent by South Asian Seekers to All Global Media Outreach Communities

COUNTRY	2009	2010	Percentage Growth
Bangladesh	15,491	20,583	33%
Bhutan	571	910	59%
India	172,165	230,142	34%
Maldives	761	861	13%
Nepal	6,986	13,678	96%
Pakistan	26,679	38,549	45%
Sri Lanka	9,566	14,336	50%
TOTAL	232,219	319,059	37%



Do you think they will visit a GMO website and ask spiritual questions? Over 230,000 Indians did last year!

Number of Online Volunteers in Naya Jeevan

	2009	2010	Percentage Growth
Supervisors	2	5	--
CLs	14	22	--
OMs	84	141	--
Total	100	168	68%



In 2010 we added Bhutan and Maldives as new countries to the Naya Jeevan community. Four Online Missionaries have been responding to emails from these totally "closed" countries. "Is Jesus really a god?" asks Kimpel from Thimpu. Jibril said, "I and my brother are on the way to accept christianity!"

Does the Holy Spirit work over the internet?

A Naya Jeevan Online Missionary received this email from Bangalore:

Dear sister, praise the lord. Im Lokesh. i hope u remember me. 2 years ago i emailed about all my troubles and i was helpless. i did not know what to do then fortunately i visited the website MarriageAndGod.com. then u clearly explained me what is the love of jesus. now im very happy in jesus. i run a church with a pastor. you led me like a mum thank u very much. now its time for my marriage i want your counselling plz. The Online Missionary sent Lokesh the popular marriage book, I Married You by Walter Trobisch. Internet + prayer + Holy Spirit = Changed Lives!

Correspondence from South Asian Seekers to Naya Jeevan Communities

	2009	2010	Percentage Growth
Incoming Mails	73,921	125,837	70%
Outgoing Mails	60,975	82,407	36%
Returning Visitors	5,912	8,482	43%
Further Response Rate	12%	14%	17%

Note: "Further Response Rate" means percentage of seekers who write back at least once more after their first email with their Online Missionary.

Meet an Online Missionary!
Milton Manogaran, Mysore
Online Missionary since September 2009
and India community leader
with Naya Jeevan:

I am so grateful and blessed to work in your esteemed organization, God is fulfilling the desire that i have for the lost souls. I am amazed to see that i have personally reached many Souls and led them to God's kingdom. It is a great Joy to work in your wonderful ministry. My prayer is always for your ministry, so that God will take your ministry into higher level to Reach the Unreached and many souls will be Saved through your ministry.

Breakthrough Prayer Ministry

Mary Pulipati, our prayer ministry coordinator, with the help of key volunteer Ruby Boyini, conducted our first Breakthrough prayer cell meeting in New Jersey. Seven believers gathered and spent several hours in praying for Naya Jeevan and other ministries. Plans to develop Breakthrough Prayer Ministry this year include:



- Expanding prayer cells to uphold Naya Jeevan and pray for all needs relating to South Asian outreach around the world
- Prayer training lessons taught by ministry partner Shashi Jatiani
- Partnering with Indian Christians United to hold Prayer Conferences
- Developing prayer as a means of reaching out to non-Christians through relationship building

Mission Trip

Staff member Douglas Brown participated in London Bridges Jesus Film Mission Trip and witnessed to more than 400 Muslims and others in UK. Two Hari Krishna girls accepted Christ with him on the streets of London after heart-to-heart discussion.

Naya Jeevan Websites

NayaJeevan.org/Resources website was made more accessible to Christians, by removing the registration process. The website remains non-searchable for security reasons and visitors are requested never to give this website to non-believers. "Hindu Evangelism Seminar" and "Prayer Ministry" pages were added and many other updates made.

Eight issues of Naya Jeevan Prayer Bulletin were published and emailed out to a mailing list of 720.

Teaching and Training

35 Completed Love Your Neighbor (Basic Hindu evangelism seminar).

3 Completed Yesu Satsang Contextualized Training (Advanced) under ministry partner Anil Yesudas.

12 Non-Christians came to a Yesu Satsang where they participated in Christ-centered worship.

3 Naya Jeevan volunteers completed the Bible Storytelling Workshop of Storyrunners (a ministry of Campus Crusade for Christ).

Human Resources

During 2010 Naya Jeevan was blessed with the services of many dedicated volunteers and staff, besides the 168 online missionaries.

1 Full time Staff Member (Cathy Douglass, Director)

1 Administrative Staff Member (Bejoy Chacko)

4 Affiliate Staff Members (Doug and Pam Brown, Bradlee Sargent, Mary Pulipati)

Key Volunteers: Ruby, Jacob, Arun; Dan, Narola, Marc, Silva, Julie (last 5 not pictured)

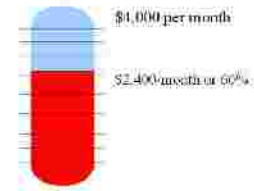


Davie Brethren Assembly took Love Your Neighbor training seriously. Youth leader Godly Daniel arranged two outreaches. At a market frequented by Indians, "We went to the Swap Shop and started handing out tracts. I think we handed out about 100. Many people took the tracts and were reading them right there. It was very encouraging and not as scary as we thought it would be." At the Indian Cultural Festival, "We had ordered 800 DVDs and we were able to give out 627 of them along with the literatures."



Financial Resources

Our goal for the year was to raise \$4000 per month and by December we were averaging \$2400 per month, or 60% of our goal.



Phase One Goal: \$4,000/month by the end of December
Current level: \$2,400/month or 60% of goal

Looking Ahead to 2011 and Beyond

Now that we've looked back, let's look ahead. What's the future for Naya Jeevan? Firstly, only God knows the future and the plans He has for us – and they are always good. But He allows us to dream as we strive to obey His calling to our part in the Great Commission. Our **long-term dreams** for Naya Jeevan look like this:



A full-time staff team of 8 to 10 based in Orlando...

- Developing a model multiplying ministry among various South Asian communities
 - Specializing in various continental strategies of Naya Jeevan
 - Training and overseeing regional staff, affiliate staff, and volunteers located around the country
- Regional teams of three to six full-time staff doing local model ministry among South Asians
 - International staff to serve Campus Crusade and other national ministries, helping them develop culturally-sensitive local staff and culturally-relevant strategies and resources to reach the South Asian diaspora in their own countries.

Twelve Crucial Short-term Goals

Some of these represent new ideas, others expanding on existing programs. All support the above long-term goals.

1. **Online seeker courses Jesus the Guru and Jesus the Messiah** – We've encountered many obstacles in the past year, but we believe the goal is in sight. Volunteer webmaster Jacob Benjamin is devoting many hours to programming these courses.
2. **North America mission project** – In September we will hold a ten-day mission to reach South Asians in New York City, spearheaded by staff member Doug Brown. Missioners will be disciplined and trained, and sent to the streets and homes to share the love of Christ.
3. **Internet ministry materials** – New 12-lesson follow-up series in simple English is currently being written by OM Vasantha; Online Missionary training lessons for reaching Hindus are in process by Cathy.
4. **Love Your Neighbor seminars** are being planned for Dallas and New Jersey in March and April.
5. **Naya Jeevan sponsored Consultation for South Asian Workers** will take place in Edison on March 26th.
6. **Nayajeevan.org** – Affiliate staff Pam Brown and Ruby Boyini are teaming up to upgrade and maintain it; plans for a new evangelistic site "Whosyourguru.com" are on the drawing board.
7. **Breakthrough Prayer Ministry** plans are under development with staff and key volunteers.
8. **Festival Outreach** – This strategy needs a key volunteer to lead it.
9. **Nepali-Bhutanese Partnership** – We look forward to serving even more pastors and evangelists with expanded services and products this year, under the leadership of key volunteers Dan and Narola Acharya.
10. **Continuation and expansion** of personal evangelism, enhanced by outreaches and Yeshu Satsangs; South Asian mission trips (Coral Reef Mission in March and November 2011).
11. **Developing full financial support** – \$5,000 per month by the end of 2011.
12. **Recruiting fulltime staff** – The above goals make clear that this is urgent! We cannot achieve all that needs to be done unless God's people answer God's call:

“Whom can we send? And who will go for us?”

“Here am I, Lord; send me!”

You can “go” by giving, praying, volunteering, and serving fulltime.

Contact Cathy Douglass, cathy.douglass@ccci.org or 407-515-4404, to discuss opportunities.