



## Your DE&I Business and Lifestyle Brief

July 2024

### South Asian Heritage Month: Standing in Our Power

*This Brief was written by our guest editor [Raveena Dhadwal](#)*

South Asian Heritage Month (SAHM) in the UK is celebrating its fifth birthday on the 18th July. South Asians have been living in Britain since the mid-17th century with SAHM an opportunity for us to celebrate not only their contributions to Britain, but also to uncover a rich cultural heritage many South Asians may have previously distanced themselves from. This is a moment in time for South Asians to reflect on the journey of their ancestors and take pride in being who they are.

The theme this year is one that will resonate with everyone, 'Free to Be Me'. It was Carl Jung who said, "The privilege of a lifetime is to become who you truly are". Being your authentic self is still in 2024 a privilege, when it should be a right. SAHM is an opportunity to consider those who are often missed. Those who fall through the cracks. This is an opportunity to celebrate, encourage and support all South Asians, as there are still huge discrepancies within communities. The South Asian experience is not linear, and there are some clear examples to show that:

- [The Guardian](#) showed that Women of Bangladeshi and Pakistani heritage in the UK are earning on average almost a third less an hour than white British men.
- [The Guardian](#) also found that, when looking at mental health treatment, South Asians were more likely to receive a poorer outcome. For example, in 2021-22, while 51% people from white British backgrounds were in recovery after treatment, the figure was only 43% for people from a Pakistani background.
- David Ochterlony Dyce Sombre, was Anglo-Indian and an elected MP for Sudbury in 1841. He was the first South Asian MP in the UK. It wasn't until over 150 years later in 2010 when we had our first female South Asian MPs, Priti Patel and Rushanara Ali, who were both elected that year.

Our South Asian Voices Amplified virtual storytelling series sees us in conversation with various speakers who share with us how their identities and experiences have brought them to where they are today. Why not [register](#) today and use SAHM as a moment to reflect on how far we've come, but also to look forward on where we need to go.

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## Learn



## SAHM Toolkit

Packed with great ideas for SAHM initiatives, this toolkit supports you and your organisation to host events and spread the word of South Asian Heritage Month. It also includes learning resources for you to continue your learning journeys to upskill. Download [here](#).

## British Indians Living in England and Wales

The UK government shares data on the experiences of people with Indian heritage compared with white British people, in areas including education, crime and policing, home ownership and health. The series also focuses on other ethnic groups for you to explore insights. Read [here](#).

## South Asian Series

This series of articles by [MixMag](#) shares short histories of boundary-breaking South Asians in the UK. Not only will you learn about key figures in history, but also how South Asian music and South Asian identities have influenced artists growing up in culturally diverse households. Read [here](#).

## What Our Clients Have To Say



*"Over the course of nine months, we collaborated with Equality Leaders to explore how to better integrate equity, diversity, and inclusion into our campaigning efforts at Asthma + Lung UK. Their expertise guided us through an important area, helping us achieve the goals outlined in our initial brief. The process was truly enriching, offering valuable learning experiences and encouraging us to think differently and more intentionally about our work. We engaged in challenging conversations that were crucial for reflecting on existing barriers and holding ourselves accountable. We are deeply grateful to Minaxi and her team for starting us on this journey and for all their invaluable contributions."*

- Asthma & Lung UK

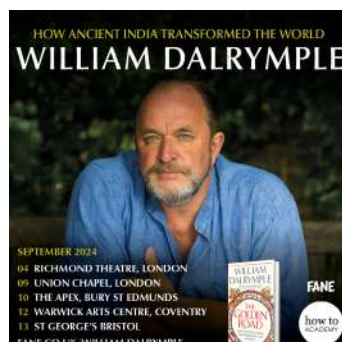


## Upcoming Events



### South Asian Heritage Month | 9 & 10 July

Our series centres and amplifies South Asian voices, illuminating their journeys which have brought them to where



### How Ancient India Transformed the World | September

Join acclaimed historian and author William Dalrymple as he shares the rarely told story of India's role as a cultural and



### Building Culturally Intelligent Teams | 23 September

Learn how Cultural Intelligence CQ® elevates your inclusive leadership practice, giving you the tools to adapt to diversity,

they are today. Their identities and experience shape their stories. Their stories are not just a celebration of British Asian lives, but a testament to their tenacity and indomitable spirit. Register [here](#).

scientific superpower of the ancient world. Dalrymple is known across the globe for his ability to bring the extraordinary history of the Indian subcontinent to life. [Book here](#).

in our complimentary webinar. Gain insight into cultural values and how they impact the ways in which you bridge differences to build high-performing teams. [Register here](#).

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## EL Recommends



### Read

#### **Brown Girl Magazine**

Created by and for South Asian women who believe in the power of storytelling as a vehicle for community building and empowerment; here you can explore topics of health, lifestyle, and entertainment all from a South Asian lens. Read [here](#).



### Follow

#### **ALOK**

[Alok Vaid-Menon](#) is an internationally acclaimed poet, comedian, public speaker, and actor. Alok talks about gender and identity, identifying themselves as a non-binary transfeminine person. They do incredible work in challenging gender stereotypes and binaries. Find them [here](#).



### Watch

#### **I'm a Woman with a Beautiful Beard**

Embodying the theme 'Free to Be Me', after being unhappy with her body for years, Harnaam Kaur is now in a place where she has embraced her body and empowers others to do the same. You can watch this clip from BBC to learn more about her advocacy. Watch [here](#).



## Listen Masala Podcast

In this episode, [Dr Shani Dhanda](#) talks about being South Asian and having a disability and the nuances and stigma involved. Shani is an award-winning disability activist and works towards removing systemic barriers that prevent marginalised and disabled folks from having the lives they want. Listen [here](#).

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## Meet The Team



Minaxi Mistry  
(She/Her)  
Founder & CEO



Tim Hardy-Lenik  
(He/She/They)  
Chief Consulting  
Officer



Ray James  
(He/Him)  
Advisor



Ian Beckett  
(He/Him)  
EVP Inclusive  
Business  
Transformation



Vicky Sleight  
(She/Her)  
EVP Cultural  
Transformation



Apple Rooney  
(She/Her)  
Chief of Staff and  
Global Brand Lead



Dylan Shimmon  
(He/She)  
Global Head of L&D



Alissia DeGregory  
(She/Her)  
DE&I Coordinator  
(Freelance)

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