

Timeline

DONE - January 03	Discovery & Planning Meeting
DONE - January 8	Tag line & hashtags finalized
DONE - January 10	Narrative, key messages, FAQs, social posts to core group for approval
DONE - January 13	Feedback due back to organizing team
DONE - January 17	Media materials, including press release, advisory, pitching materials
DONE - January 20	Materials finalized and kit sent to all regions — begin digital distribution
January 26	Protest Day

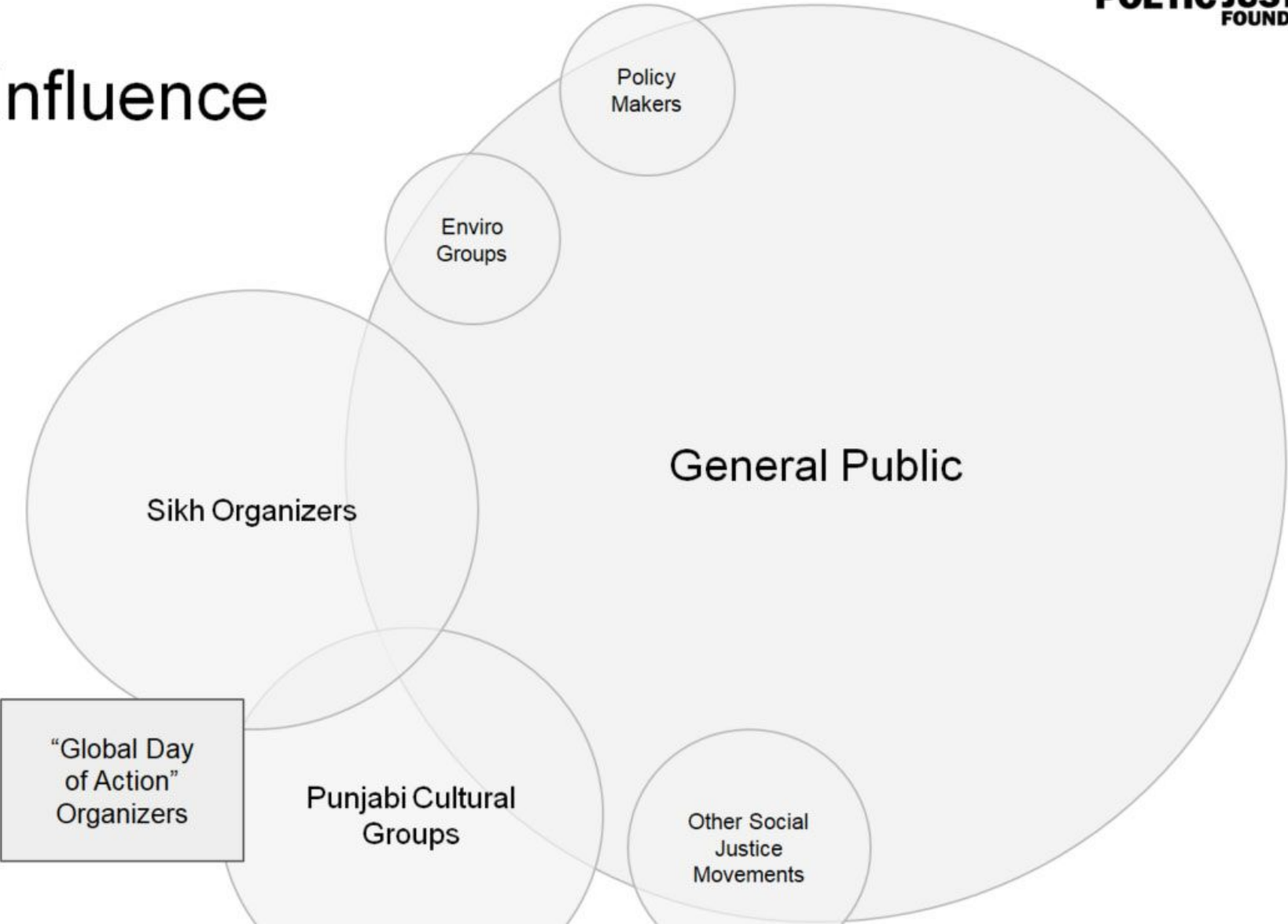
Sphere of Influence

Key Regions

- Australia
- Canada
- UK
- USA

Secondary Regions

- Kenya
- Denmark
- Italy
- Malaysia
- Singapore
- Netherlands
- New Zealand



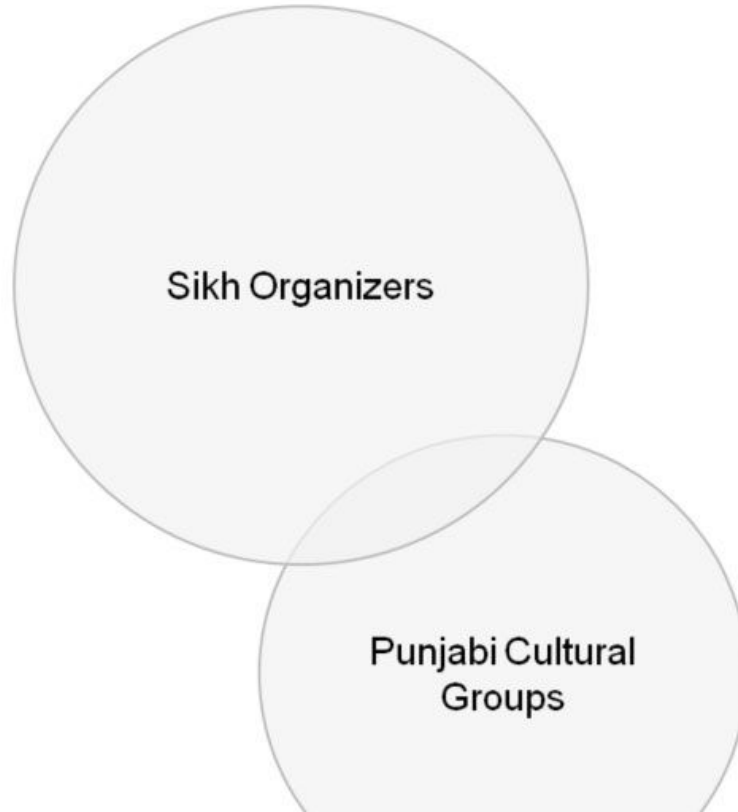
Sphere of Influence

Key Regions

- Australia
- Canada
- UK
- USA

Secondary Regions

- Kenya
- Denmark
- Italy
- Malaysia
- Singapore
- Netherlands
- New Zealand

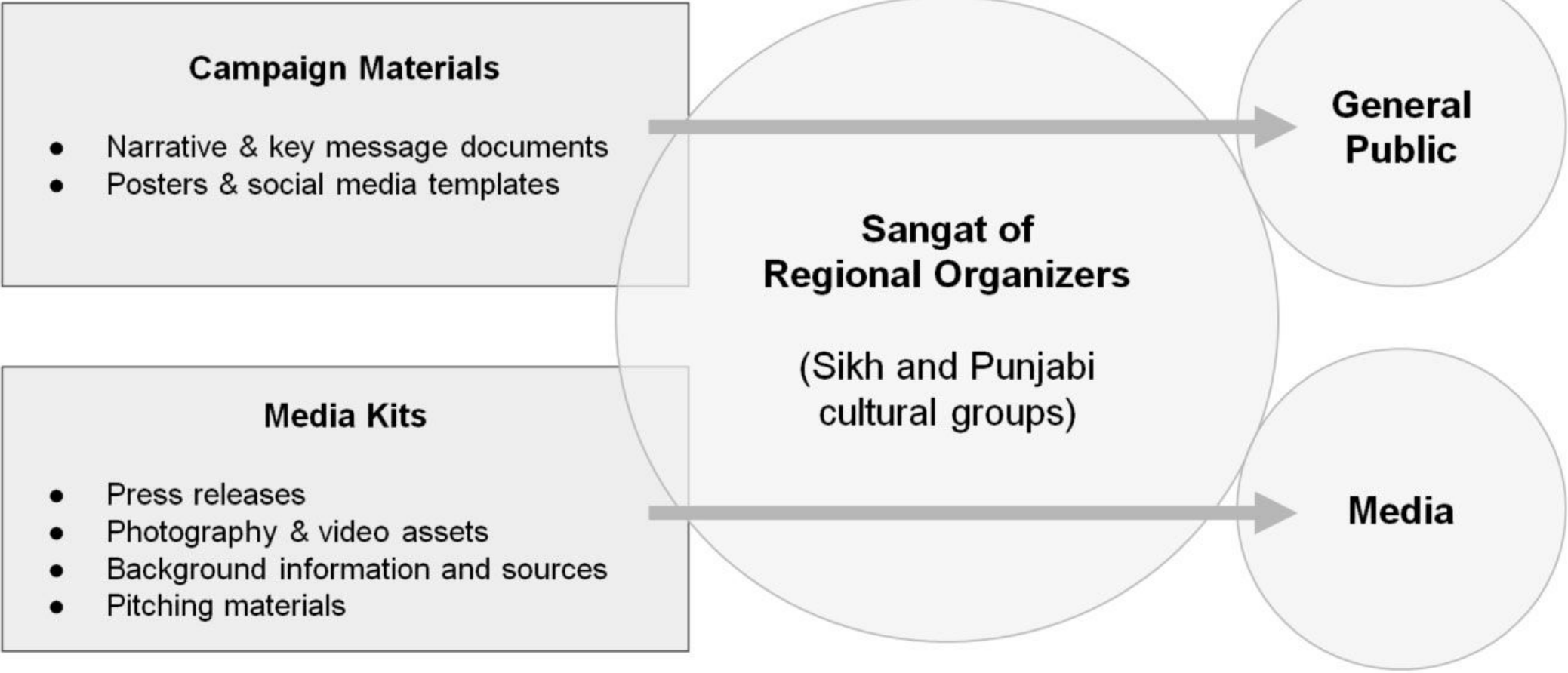


To go global, we must access the networks that are the most accessible and rapid for the transmission of our messages.

This is our sphere of influence.

The campaign message they carry will be crafted for global consumption.

The Plan



The Plan

Campaign Materials

- Narrative & key message documents
- Posters & social media templates

Once we have established a unifying message, we build templates and documents that can easily be downloaded by our global sangat of protest organizers.

These materials can be easily modified to personalize and suit the local region — we would just encourage that the core message not be altered, to maintain harmony with other campaigns globally.

Media Kits

- Press releases
- Photography & video assets
- Background information and sources
- Pitching materials

In gaining media traction, our job is to make the journalists' job easier. We will craft template press releases, and gather relevant data and content from vetted sources and place everything at a single, downloadable location.

When engaging media organizations, our global sangat of protest organizers will be armed with everything they need to convincingly pitch the story to their local media outlets.

Objectives

- Repeal of Farm Bills
- Expose fascist responses to dissent
- Expose corruption of big business, media in India
- Disrupt “yoga & chai” image of India in general
- Educate Punjabi/South Asian communities on issues
- Unified global disruption in the Diaspora on Jan 26th

URGENT ACTIONS

1. **TwitterStorm on 4th and 5th February, 2021 - 11 am to 2 pm UTC** ([Briefing doc & Zoom link](#))
2. **Share solidarity Photo/Video Message** by email to scrapfarmacts@gmail.com, preferably by 5th February, latest by 6th February ([solidarity messages](#) for farmers at Delhi's border).
3. **Write to us** at scrapfarmacts@gmail.com if you would like a session organised to understand the local context with environmental activists and experts in India.
4. **Call/Email any of your govt representatives** and ask them to take action, **Sign online Petitions** and take action to **Divest** from monopolists and oligopolists like Adani-Ambani.
5. **Organise an on-ground action** near the closest Indian Embassy, Media House or your local Govt. office on **13th/14th February, 2020**. Share pictures on social media and with us.

PRIOR ACTIONS

1. **Share solidarity Photo/Video Message** by email to scrapfarmacts@gmail.com, preferably by 25th January ([solidarity messages](#) for farmers at Delhi's border).
2. **Digital Strike: #AskIndiaWhy** Video/Photo Message - **On or Before 26th January**.
3. **TweetStorm - 23rd January onwards - 11:30 pm UTC / 5 pm IST** - Feel free to tag @PMOIndia, @nstormar (Minister of Agriculture & Farmer Welfare), your own heads of state & others who ought to take note, like the IMF, WTO, FAO, World Bank ([Tweetbank](#))
4. **Zoom session (Ask your Questions)** with a Greens with Farmers' Coalition representative from Alliance for Sustainable & Holistic Agriculture on 23rd January, 2020 (We will be happy to organise another session. Write to us at scrapfarmacts@gmail.com)
5. **XR Global Insta Live** at 9:30 am UTC / 3 pm IST* on **26th January (India's Republic Day)** with farmers at the borders of Delhi and environmental workers & activists worldwide.
6. **Physical Actions** - Near Indian Embassies, Govt. offices, Media houses (or even Adani-Ambani offices) globally - **26th January**.
7. Watch out for (or Join) the **Farmers' March / Parade** (a first of its kind) into Delhi and back to the borders on 26th January.
8. **Call/Email any of your govt representatives** and ask them to take action, **Sign online Petitions** and take action to **Divest** from monopolists and oligopolists like Adani-Ambani.
(*tentative time)

Get a complete picture through the [Farmers Protests' Cheat-sheet](#)
[#AskIndiaWhy]

How can you help?

1. Participate in (or organise an) on-ground protest.

On 26th January, a major day of globally coordinated actions, Show your support at local physical locations, wherever you are. Either find protests happening in your city/state/country and participate in large (or small) numbers or organize one. In addition to the options below, you are encouraged to organise solidarity protests either **at/near Indian Embassies**, near your local Govt. offices or offices of various multinational Adani and Ambani companies. While we are focusing on the 26th, you are encouraged to continue organising gatherings as and when possible - for this is not going to end anytime soon. Do share details by email so we can update (scrapfarmacts@gmail.com).

 [Farmers Protests - Live Global Map](#) | [Find A Protest](#)

Resources to help organise:

- [Campaign Material & Social Media Template](#) by Poetic Justice/www.AskIndiaWhy.com ?
- [Greens With Farmers' Youth Coalition - Informational Toolkit](#) 
- [Posters & Graphics - #ScrapFarmActs](#) !

2. More ways to participate (from 21st - 26th February, 2021)

A. #StandWithFarmers Solidarity Video

Record a **video** (preferably in landscape mode) to share your message of support to protesting farmers. **OR** Hold a poster/paper/chart/card with a solidarity message anywhere in your city/town/village and take **pictures**. Compilation of videos & photos will be shown to protesting farmers at different protest sites (Singhu Border & Tikri Border). It will first be projected on a screen there, and then shared on social media & other platforms around 26th January.

Email them to globalfarmersstrike@gmail.com or scrapfarmacts@gmail.com, preferably by **23rd January, 2021 (or by 25th)** (even if later, we will find a way to show the farmers the same). You are also encouraged to share your photos/videos on social media and tag whoever you think should take note.

Click Here: [Instructions, Sample clip & messages](#) (in English), [in Portuguese](#) & [in French](#)

B. #AskIndiaWhy & Via Campesina Digital Campaigns on 26th January

- India has a long history of human rights violations, violence, and a cruel indifference for its most vulnerable citizens. On January 26th the government will be celebrating the adoption of its constitution with a military parade, while continuing to perpetuate harmful policies that violate their own Constitution.
- India's farmers & other citizens need the global community to pay attention — the world needs to know that India is retreating from a democracy, regressing hard by rushing headlong into fascism. International focus on these protests may be the only thing preventing more state-sponsored violence and another massacre/genocide in India.
- And we need your help to do this. On January 26th, we need you to...
Participate Digitally (if not physically) on 26th January to #AskIndiaWhy. Do share photos / videos on your social media (tag @XRebellionInd, @thepmo, your own head of state & other notables when sharing).
[#AskIndiaWhy Instructions & Sample 'Why' messages](#)
- **#ShineOnIndiaFarmers** light a candle [digital campaign info](#) from [Vía Campesina](#); here are some of their [posters](#))

C. Take part in Global TweetStorm

Dates: 23rd January & 26th January

Time: 05.00PM - 07.00PM IST | 02.30PM - 04.30PM EAT | 12.30AM-02.30PM CET | 11.30AM-01.30PM GMT/UTC | 06.30AM - 08.30AM EST | 03.30AM - 5.30AM PST | 12.30AM - 02.30AM NZT (+1 Day) (11:30 am UTC / 5 PM IST onwards)

Hashtags: #StandwithFarmers #AskIndiaWhy #FarmersProtest

Click here For [TweetBank](#)

Accounts to Tag: @thepmo, @UNDP, @UNFAO @XRebellionInd (if on Instagram) and @PMOIndia, @UNDP_India, @nstomar, @XRebellionInd, @timestrolley (if on Twitter). If willing, do tag your Heads of State, the IMF, the WB and/or the WTO.

D. [Zoom Q & A on 23rd January, 2021](#) at 12:30 am UTC / 6 pm IST with one of the lead representatives of Greens with Farmers (Indian Youth Coalition) & XR Edinburgh, Scotland- feel free to login and ask your questions to find out more about the farmers protest against the Farm bills/acts and the present status of the ongoing "negotiations".

E. [Extinction Rebellion \(Global\) Instagram Live on 26th January, 2021](#) at 9:30 am UTC* / 3 pm IST - with Farmers at the border and other environmental / agri-ecology activists in the country. Check out @extinctionrebellion, @xrebellionind, @yugma_network for the same.