



IOM International Organization for Migration



INDIA

MAPPING EXERCISE
LONDON, JUNE 2006

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The aim of this Mapping Report is to guide IOM's outreach activities and communications strategies. The report does not purport to be exhaustive. The mapping consultant who conducted the exercise and wrote the report on behalf of IOM has taken every effort to ensure accuracy in his/her reporting and the views expressed in this report are his/hers. IOM cannot be held responsible for any omissions or inaccuracies.



INTRODUCTION

AIM OF THE MAPPING EXERCISE, TARGET GROUP AND METHODOLOGY

The aim of the mapping exercise carried out by the International Organisation for Migration (IOM) was to identify the location of potential beneficiaries of IOM's voluntary return programmes, which are open to asylum seekers and irregular migrants, as well as identify the main channels of information used by them. The ultimate goal of the mapping exercise is to help IOM improve its communications with foreign language communities in the United Kingdom through media articles, advertisements and presentations to community groups.

The Indian mapping exercise is part of a second round of mapping exercises, carried out following the success of the Brazil mapping report in December 2005.

IOM designed a questionnaire with seventeen questions divided into two sections. The first section asks about media channels and other sources of information (i.e. voluntary organisations, religious centres and festivals) which are available to Indians in the UK. It also asks about the geographical location and sizes of the Indian communities across the UK. The second section of the questionnaire requests baseline data from each respondent about age, gender and length of stay in the UK.

A British national of Indian origin was employed on a part-time basis as a mapping consultant to interact directly with the Indian community and gather the necessary mapping information. The mapping consultant's inside knowledge of the community, and established contacts with its members in the UK, proved to be an essential resource for this exercise.

The mapping exercise was conducted using multiple approaches to data collection. Data was gathered using in-depth interviews with multipliers¹ and by distributing questionnaires.

Extensive networking was carried out to identify media, community organisations, religious centres and individuals that interact with Indians. The field work took place between April and May 2005. During this period, IOM collected 54 questionnaires filled out by community leaders and irregular migrants. These questionnaires represent the views not only of 54 individuals but the overall views of various groups and communities.

This report includes tables and charts with all the questionnaires' results. In addition, IOM has created an extensive list of contacts which merges data gathered directly from completed questionnaires with information provided by the multipliers during in-depth interviews. This will be used by the Information team at IOM to disseminate information on the voluntary return programmes to Indians across the country.

It is important to emphasise that the mapping exercise relied on networks and that the questionnaire was completed by people who selected themselves to be part of this small study. It is not possible to make generalisations from the survey about the Indian population in the UK, especially in light of the tremendous levels of diversity that exist within the Indian community itself. Questionnaires were distributed in English, Hindi, Gujarati and Punjabi. This report is an attempt to represent this diversity wherever possible, having interviewed individuals and community leaders from a wide range of media, religious and community backgrounds.

¹ This term is used to indicate individuals or organizations that are well known amongst diaspora groups and could therefore play a key role in delivering information.

1 MAPPING EXERCISE OUTCOMES

INFORMATION CHANNELS

1.1 INTRODUCTION

The first section of the questionnaire was designed to identify the main channels of information used by Indians in the UK. The questions are divided into three categories: media; other sources of information; and information on other community groups. The contact details set out by the respondents in the questionnaires, and covering media, community centres and religious organisations, were merged and organised, together with contact details provided by the multipliers. This list of contacts constitutes a genuine action plan for IOM because it contains details of organisations and agencies with which IOM should liaise to increase awareness of the voluntary return programmes among the Indian community in the UK².

One of the immediate results of the extensive networking conducted under the mapping exercise was to attract the interest of the Indian community and media in IOM's activities. Details of the responses received from various media sources are given in section 1.2. On many occasions, the interviews with community leaders and media representatives also proved to be a valuable outreach activity. A number of community groups are keen to have IOM make a presentation at their meetings and gatherings. Presentations at the Hindu Council AGM and the Hindu Council Brent AGM by IOM have already proved effective.

The Hindu Council Brent meeting was the outcome of an initial interview conducted as part of the mapping exercise. Considering the many Indians living in the Brent area, IOM welcomed the organisation's invitation to make a short presentation at their annual general meeting, which was attended by approximately thirty community leaders in the Brent area. Most were representing their respective caste-based organisations. The meeting was followed by a question and answer session.

The Hindu Council UK AGM took place at a large temple complex in Dudley. IOM representatives spent a large part of the day mingling informally with various community leaders and, again, conducted a short presentation during the meeting. The response from community leaders was positive and IOM will be following up these contacts with a view to further outreach activities. The main advantages of attending this meeting were:

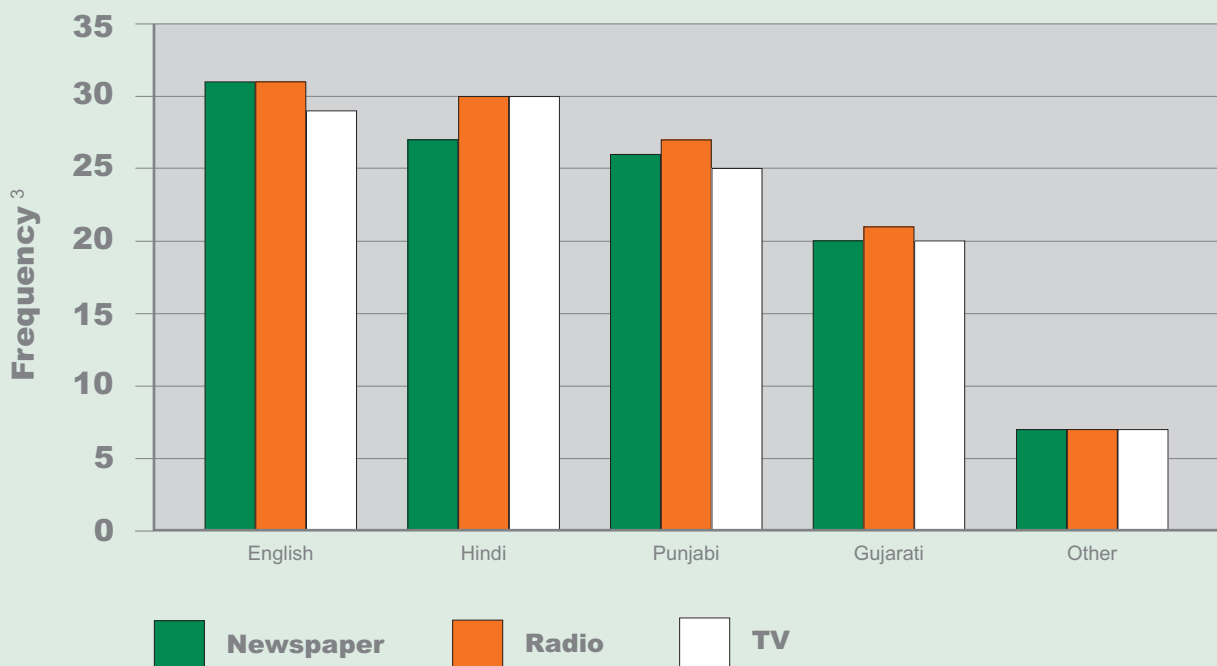
- a) the rare opportunity to speak in front of over 30 community leaders representing Indian organisations across the entire UK from Derby to London; and
- b) being able to learn of key initiatives and issues specific to the Hindu community in the UK, such as the possible launch of a new community radio called *Hindu FM*.

² This document is confidential and does not form part of this report.

1.2 MEDIA

Respondents were asked in which language they can best understand media such as newspapers, leaflets, radio and television. Figure 1 shows the results.

Figure 1: Media Comprehension



The “other” category includes mainly South Indian languages (in contrast to Punjabi, Hindi and Gujarati, which are North Indian languages). Tamil, Malayalam, and Oriya were the main languages reported in this category. The respondents did not break the results down into comprehension of the different media sources.

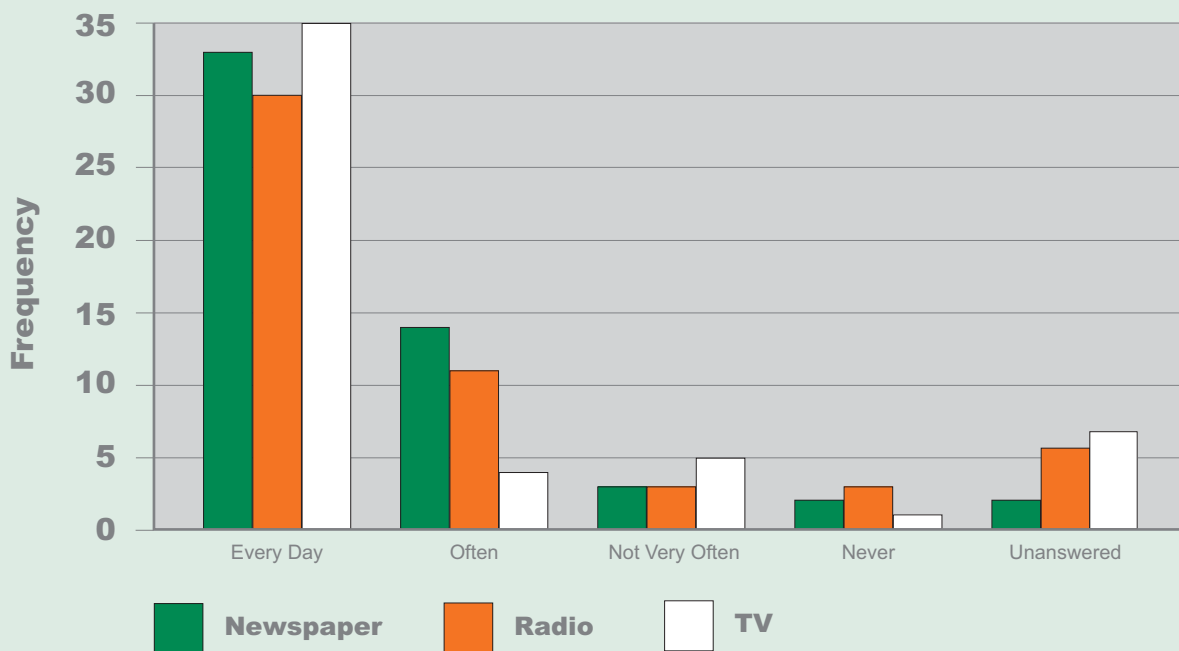
Most respondents singled out more than one language. For example, a respondent may be from the Punjabi community and communicate in Punjabi on a daily basis but may also be able to understand information in Hindi. Both the Gujarati and Punjabi communities tended to tick Hindi, English and their respective community language.

³ Frequency. This term, which is used throughout the report, is often used in statistical analysis. E.g. Respondent A says, “Indians live in London, Coventry and Birmingham.” Respondent B says, “Indians live in London, Manchester and Leicester.” This will be noted as 6 frequencies.

The large number of respondents who could comprehend English and Hindi calls for explanation. First, a large number of the respondents were community leaders who generally speak English very well. Secondly, English and Hindi are two of the mainstream national languages of India and most irregular migrants arrive in the UK with a basic to adequate comprehension of English, and a strong command of spoken Hindi.

The great majority of respondents said that they read newspapers, listened to the radio and watched television either every day or often. Data are reported in the chart below.

Figure 2: Frequency of Media Consultation

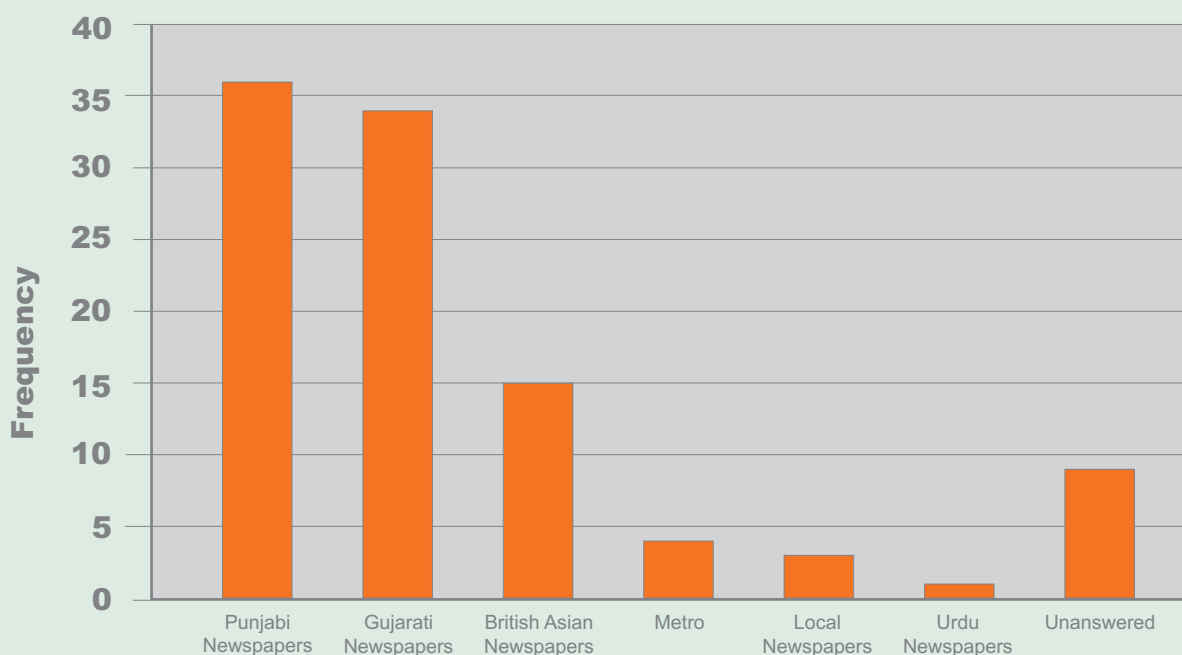


In the case of newspaper readership, “often” most frequently implies that the individual reads a weekly Indian newspaper. The consultant did not learn of any daily Indian newspaper and does not believe that one exists at present.

Newspapers and Publications Readership

Respondents were asked which newspapers and other publications they read most often. The results show a clear distinction between newspapers printed in English, Gujarati and Punjabi. Due to the high degree of diversity within the Indian community, it is impossible to assert that one newspaper is more popular than another. Figure 3 attempts to offer a break-down of the languages in which the most popular newspapers are published, followed by a detailed introduction to these different publications.

Figure 3: Newspaper Readership



Des Pardes is the most widely read newspaper within the Punjabi community. It is a Punjabi/Hindi weekly newspaper that has been published for over 40 years and is widely read by people of all ages. Its headquarters are in the centre of Southall and it is available throughout the UK, mainland Europe, and the Middle East. It has a readership of over 200,000, with a circulation of around 60–75,000. The consultant interviewed the editor, who is willing to publish stories of return from IOM, and advertise IOM's work.

Although not read as widely, the Punjabi community also read *Mann Jitt* (the largest free Punjabi newspaper) and *Ranjitt*. Both are published in English and Punjabi, together with the well-established *Punjab Times* and *The Sikh Times*. *The Sikh Times* has a sister paper called the *Eastern Voice*, widely available in the Midlands. It is a free newspaper and for this reason it may be worth advertising in it. Most irregular migrants are economic migrants and are unlikely to buy personal copies of newspapers. This makes *Mann Jitt* and the *Eastern Voice* potentially effective newspapers for advertising.

In the Gujarati community, *Gujarat Samachar* and *Asian Voice* are the most widely read newspapers. IOM should therefore continue to advertise in them. *Garavi Gujarat* is also a well-established and widely read Gujarati newspaper.

Of the Asian⁴ newspapers printed in English, *Eastern Eye* was a popular choice by respondents. This weekly newspaper attracts a readership from the Punjabi, Gujarati and Bengali community. It tends to attract a young British Asian readership. Recent statistics from *Eastern Eye* show their regular readership to be 49% Indians, 34% Pakistanis and 8% Bangladeshis, with an estimated readership of 64,000 and a circulation of 26,250 a week. The editor of *Eastern Eye*, who is willing to publish a short article on IOM in a future publication, was also interviewed. There may be advantages in engaging the attention of settled British Asians. They may know of irregular migrants and asylum seekers who often turn to family and friends who are settled in the UK for help.

Both the *Asian Times* and *Eastern Eye* are part of the Ethnic Media group, which runs a host of ethnic minority publications. The *Asian Times* and the *Asian Age* are broadsheets which are more likely to be read by community leaders. Both regularly report on the work of the Hindu and Muslim Councils in the UK. It may be beneficial to publish an in-depth article on VARRP (IOM's voluntary return programme for asylum seekers) in both these publications.

Magazines and Other Publications

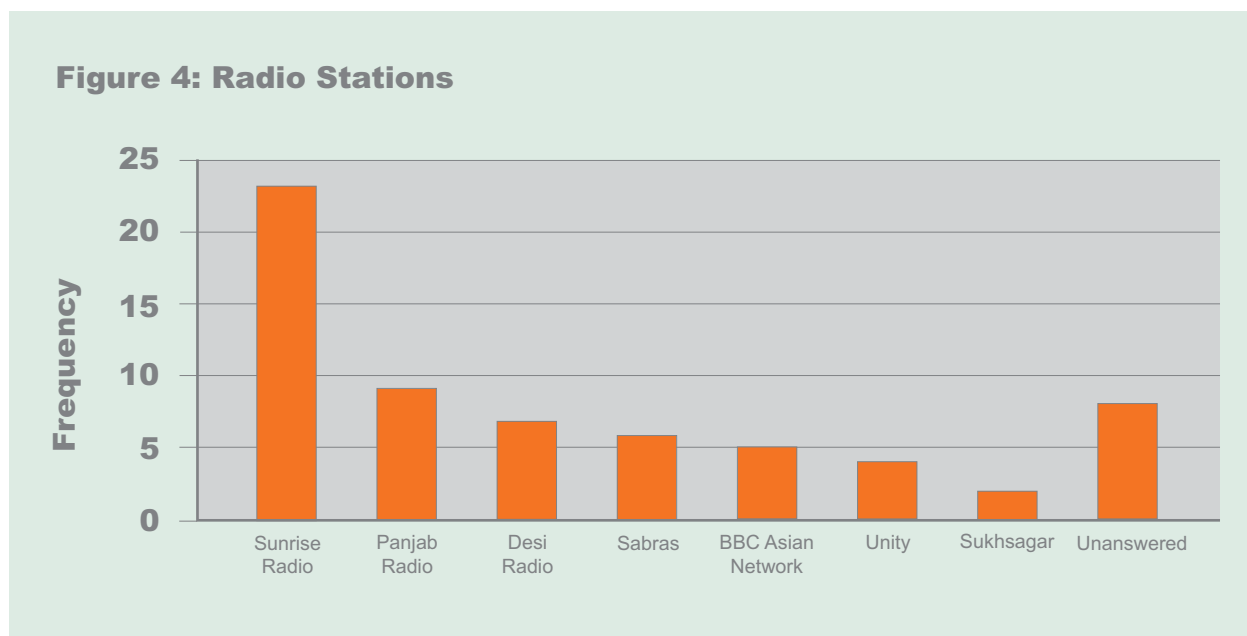
The research revealed no particular magazine to be significantly popular. Most newspapers tend to have a magazine-style column. Amongst the magazines that were mentioned, religious publications such as *Chitra-Lekha* are popular, but most were magazines based in India. The single frequencies were far too many to be grouped and *Chitra-Lekha* did not receive sufficient frequencies to be recommended for advertising.

The Confederation of Indian Organisations, which is the umbrella organisation for over 2000 Asian organisations, publishes a quarterly newsletter on community issues, called *Namaste*. The senior policy officer at the CIO has suggested that IOM print an article on VARRP in their next publication. *Namaste* would also be willing to send leaflets on IOM's work to the various community leaders, if IOM were to cover basic costs. Similarly, the Brent India Association has suggested that IOM leaflets in Gujarati could be enclosed in their next newsletter. The organisation has 400 members in the area, a large number of whom have recently arrived from India. Both organisations feel that members are more likely to take notice of the leaflet if it accompanies their organisation's newsletter.

⁴ The term "Asian" is employed in this report as inclusive of Pakistanis, Sri Lankans, Bangladeshis and Indians. "Indian" is inclusive of mainly Punjabis, Gujaratis, and Indian Tamils, amongst other communities from various Indian states.

Radio

Figure 4 shows that the great majority of respondents listen to *Sunrise Radio*, the UK's largest Asian radio station.



Many of the responses were single frequencies and are not included in the chart above. Examples of such single frequency stations include *Kismet Radio*, *Spectrum* and *Akash*. These reflect the increase in short licence community radio stations, which are being set up in areas where many Asians live. Many of these stations have been established in the Southall area.

Radio is a popular choice for irregular migrants and asylum seekers from the Indian community because many tend to work in restaurants, Asian supermarkets, or on construction sites. Being predominantly economic migrants, who have paid a large amount of money to reach the UK, they prefer to listen to the radio regularly than buy costly newspapers. They work long hours, which also makes radio a more practical option.

Sunrise Radio is the best established and most successful mainstream Asian radio station in the UK. It caters for all the main Asian languages spoken in the UK, including Punjabi, Gujarati, Hindi, Urdu and Tamil. *Sunrise* is also extremely vocal on issues of immigration. It hosts an immigration debate every Sunday. IOM has advertised on *Sunrise Radio* in the past but did not receive a sufficient response at the time. As a result of the mapping exercise, IOM has reconsidered advertising on *Sunrise* by adopting a new approach, with an advert that is specific to the Asian community. The advert should target visa overstayers specifically. There are a handful of immigration solicitors presently advertising on *Sunrise* who adopt a similar approach. As a result, they have been advertising on the radio for many years now.

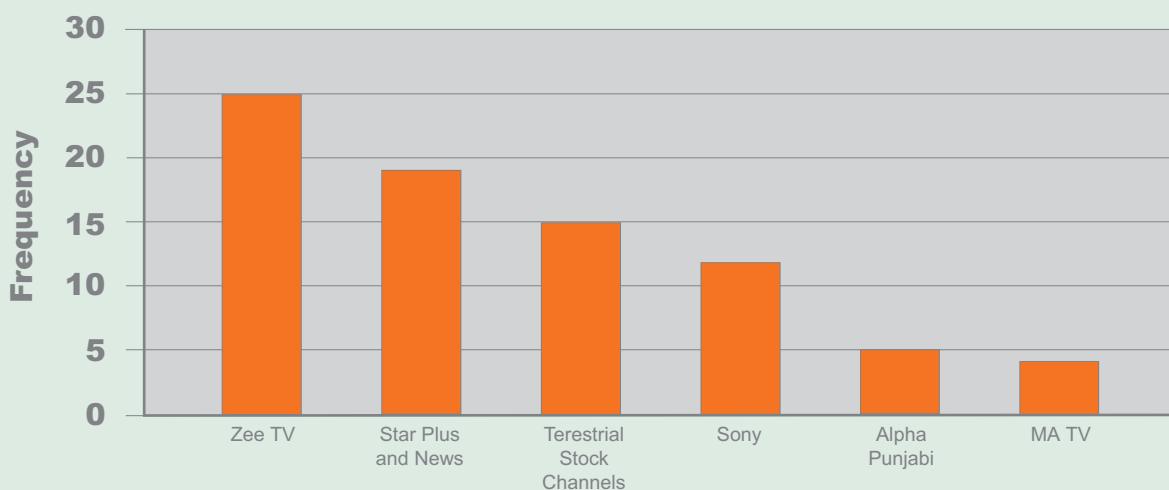
In the Midlands, *Sabras Radio* is a branch of the ethnic minority *Spectrum* radio service. It is the main Asian radio station in the Leicester area and broadcasts in all Asian languages. After hearing IOM's advert on *Spectrum*, *Sabras* was keen to engage further with IOM. After an initial meeting in Leicester with a representative from *Sabras*, IOM has begun to set up an advert with them. *Sabras* is the biggest Asian station in the Midlands, with an estimated 56,000 listeners.

Unity FM is the South of England’s only ethnic minority radio station, catering principally for the Asian community. It is a not-for-profit enterprise and has been running for four years. The station has been available online since March 2006. It hosts a community hour three times a week, where controversial issues relevant to Asian and other ethnic minority communities are debated with guest speakers. Examples of past topics include mixed marriages, immigration and health issues, and volunteering within the community. They request a contribution from those who wish to participate on the programme. The station aims to improve the understanding of the Asian community in Southampton and neighboring areas about important issues, in order to create a more cohesive and well-informed local society. It broadcasts in all the Asian languages, including Urdu, and is run on a voluntary basis. The South does not have an Asian community as large as London or the Midlands but it stills has four gurdwaras, four mosques, and a temple. According to community leaders in the area, the number of migrants from India moving to the South is increasingly each year. The attractive feature about *Unity FM* is that like *Spectrum* radio, it caters for the entire ethnic minority community and, most important, it is the only radio of this kind in the South.

Punjab Radio and *Desi Radio* are popular choices for the Punjabi community. They have a strong religious and cultural focus. Both are based in Southall.

Television

Figure 5: TV Chanels



Zee TV is India’s biggest TV channel. Its London head office is in Northolt, Middlesex and the channel is well known to all Asians in the UK. It is possible for an IOM advert to broadcast only to UK viewers.

Stock channels, such as those of the BBC and ITV, are also popular, in part because *Zee TV*, *Sony* and *Star Plus* are only available by satellite. Not all irregular migrants and asylum seekers can afford them or find the time to watch them.

MA TV is the “Channel 6” terrestrial channel available in Leicestershire. *MA TV* aims to provide high quality, innovative and participatory cultural programming, which educates, informs, entertains and harmonises an integral multi-cultural society. *MA TV* is also available via Sky and its programmes comprises at least 40% local content. It is estimated that *MA TV* reaches nearly 180,000 homes: 54,000 via cable; and 125,000 via terrestrial analogue transmission. It broadcasts 24 hours a day seven days a week. Since the mapping interview was conducted, IOM has already begun to advertise on *MA TV*.

Internet

Almost two thirds of respondents cannot use the Internet. For those who can use it, the most popular places to access it are at the local library or at home. Most tended to click on sites from India, such as *hindu.com* or *sikh.net*, along with other local sources such as *Biz Asia*. *Google* was the most popular search engine.

An interview was conducted with the editor of *Asians in Media*, a new and innovative website, accessed by Asians who are in or trying to enter the media industry. The site has a discussion forum where Asians debate issues that are currently in the headlines. It is the first website of its kind in the UK. IOM should consider keeping in touch with the editor of this online magazine to learn of any advances in online Asian media in the future.

Conclusions and Recommendations

- These results confirm that IOM should certainly continue to advertise regularly in the *Asian Voice* and *Gujarati Samachar*.
- IOM should advertise in *Des Pardes*, *Mann Jitt*, *Garavi Gujarat* and consider advertising in the *Punjab Times*.
- IOM should advertise on *Sunrise Radio*, *Sabras Radio*, *Desi Radio* and *Punjab Radio*.
- IOM should consider advertising on *Zee TV*.
- IOM should continue to advertise on *MA TV*.
- IOM should send leaflets to large umbrella organisations for them to enclose in their newsletter or publication.

1.3 OTHER SOURCES OF INFORMATION

The Indian Network in the UK

The findings from the India mapping exercise, notably through the in-depth interviews with multipliers, show that the Indian network in the UK is tremendously diverse, with many organisations having an Indian regional, caste or religious aspect. For this reason, there was some inconsistency in responses to questions which asked for information on Indian community organisations, on voluntary organisations, or on religious centres. All three of these categories are catered for by religious or caste-based organisations and cannot be separated. For example, the temple is often a site for socialising, group activity clubs, and education, as well as a place of worship.

The relevant results on organisations, temples, institutions and initiatives popular amongst Indians in the UK have been reported in the list of contacts, along with recommendations for action.

A large number of Indian organisations come under the umbrella of The Confederation of Indian Organisations (CIO), The Hindu Council and Forum, or The Sikh Council of Gurdwaras. Interviews were conducted with key representatives from each of these institutions.

Caste-based organisations were established by many East African Indian migrants several decades ago and are well used by the Indian community in the UK. Caste-based organisations tend to release annual publications, which are kept by members for reference. They also produce newsletters from time to time. Most Indians are likely to engage actively with their caste-related organisation. Examples are the Bhuj Samaj⁵, Patidar Samaj, and Lohana Samaj. These three community groups were specifically named by respondents. The best way to approach such organisations is through umbrella organisations like the CIO, The Brent India Association, or the Hindu and Sikh Councils.

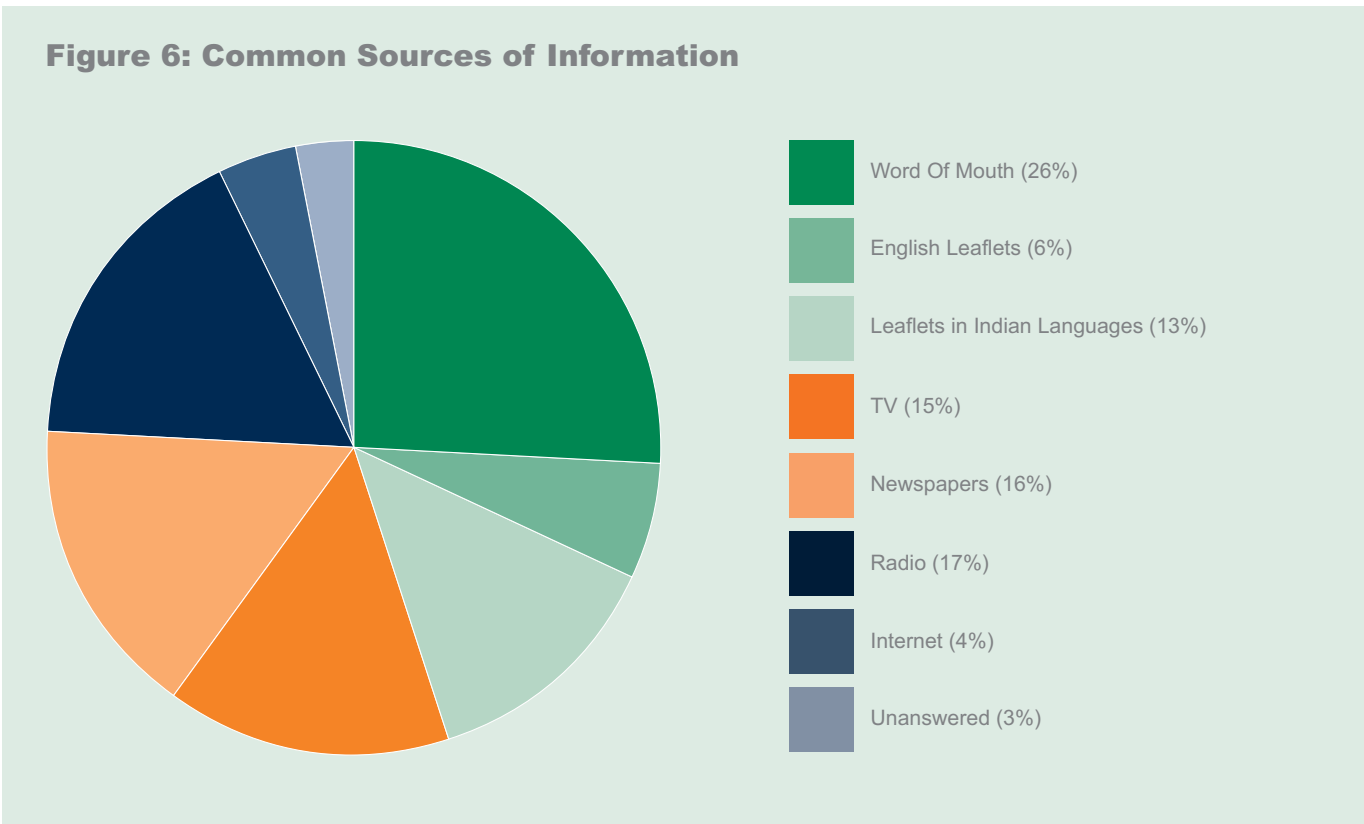
Many temples and gurdwaras provide weekly or daily meals for their worshippers, which attract large numbers of people (up to 400 on Sundays at some larger temples). Meetings are informal and exemplify how religious centres are used as community centres.

Respondents said a new trend in Indian migration was emerging. Research amongst the Gujarati migrant community is beginning to show an increase in the number of migrants arriving from the former Portuguese territory of Daman and Diu, just off the coast of Gujarat in western India. Most have migrated from Daman or Diu to Lisbon and then on to London. They tend to socialise in Portuguese and have their own caste and cultural system. Most are young economic migrants and tend to meet and socialise in Portuguese cafes. IOM would benefit from more research into this community group.

⁵ Samaj means Community in Hindi.

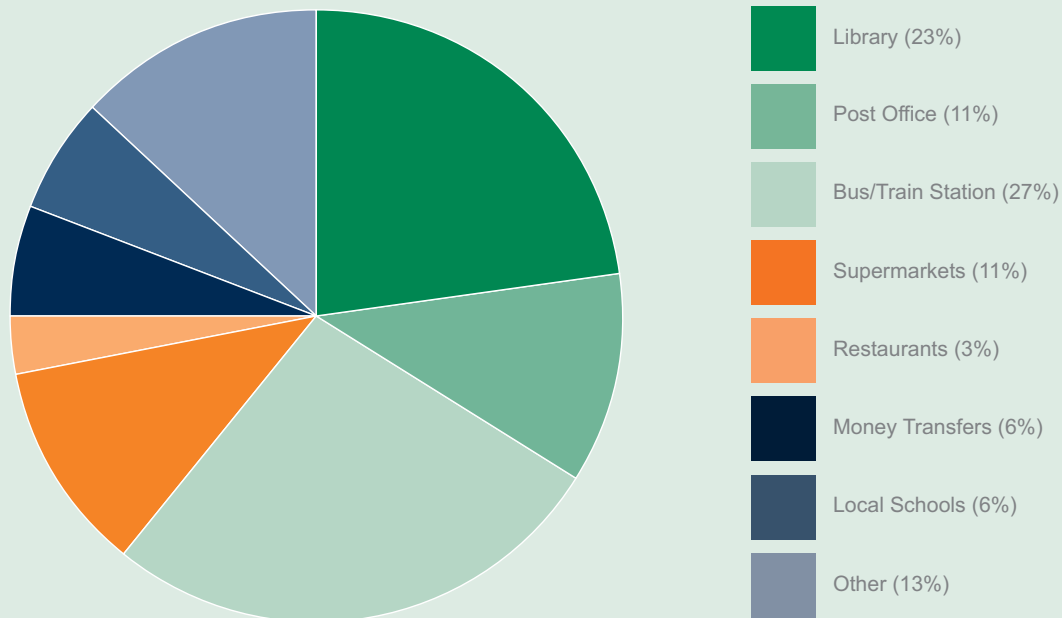
Preferred Channels of Information

Figure 6 shows that 26% of Indians usually obtain information by word of mouth.



The consensus amongst community leaders was that information should be provided where Indians mingle informally. For this reason, temples, mosques and gurdwaras were popular locations. A large number of religious centres were visited during the field work. The visits proved to be extremely useful in confirming this view. Religious centres seem to double up as community centres, providing lunches and dinners at weekends and activities for the elderly; as well as having informal areas for worshippers to socialize in. It is very likely that many respondents would have ticked the option of religious centres if it had been available on the questionnaire. The results are presented in the table below.

Figure 7: Respondents Recommendations for Publicity Material



“Other” comprises community centres, religious centres, council websites, and notice boards.

40% of respondents said they preferred receiving information in their own language in the format of leaflets and text translations. IOM should continue to produce leaflets translated into different Asian languages. Many Gujarati respondents were keen to have copies of IOM leaflets in Gujarati script. It should also be noted that, although Hindi is a mutual mode of communication between Indians in the UK, people are more likely to speak Hindi competently than read or write it well.

Community Gatherings

Vaisakhi and Diwali are the two most important religious festivals for Indians. The former is for Sikhs, and falls in April; the latter is for Hindus and takes place in October or November. The Mayor of London hosts celebrations for Diwali and Vaisakhi in Trafalgar Square each year and the events attract many thousands of Indians. Some community leaders suggested IOM have a stand at the event.

Vaisakhi is the largest Sikh festival and attracts thousands of people onto the streets for processions and celebrations during the 2nd and 3rd weeks of April. Southall hosts the largest street procession, followed by Birmingham. There is a vibrant community atmosphere and the event is well covered by local newspapers and radio stations. There are normally street parades for Vaisakhi wherever there is a reasonably strong Sikh community. This includes Southampton.

The Hindu festival of Diwali is preceded by the Navratri festival. Hindus, mostly from the Gujarati community, come together to dance, socialise and pray for nine nights. Halls can attract up to 800 people at one time and community organisations often put up a stall in the foyer.⁶

The Switch On Diwali Leicester festival is the largest street festival for the Indian community in Leicester, attracting 60,000 people at one time during the Autumn. More details on the event are provided in the IOM contact list.

Refugee Celebration Week takes place in Southampton this June in collaboration with the Southampton YMCA. Amnesty International have had a stall at the festival for many years. It is sponsored by the Home Office refugee integration challenge fund and IOM's partner organisation, Refugee Action. According to one immigration advisor in the area, the event attracts the wider community in Southampton as well as refugees.

Many castes and community groups also host sporting tournaments and large-scale community events, such as a dinner and dance, throughout the year. The BIA, Hindu Council or CIO would be able to provide more information on these events.

Conclusions and Recommendations

IOM should liaise with the main multipliers identified during the mapping exercise to implement outreach activities, especially in view of the fact that word of mouth is the most common way respondents obtain information. The list of contacts is an essential resource for this purpose.

IOM should continue to produce leaflets in Asian languages and make them more widely available. They appear to be the preferred format for information. Radio adverts should be translated into Hindi, Punjabi and Gujarati.

IOM should implement the suggestion of respondents and continue to advertise on buses. It should also consider advertising at train stations and in shops that sell Indian goods. A full list of key bus routes and train stations will be included in the contact list.

Most important, IOM must engage with religious organisations to set up presentations and information stalls.

⁶ For example, the Army collaborated with the Leicester representative of the Confederation of Indian Organisations to set up a stall for all nine nights last year during the festival at the Ram Gadhia Hall in Leicester. The aim was to recruit encourage ethnic minority youth. It succeeded in recruiting four Indians and is an example of how having a stall during the Navratri festival can be a successful awareness strategy.

1.4 GEOGRAPHICAL LOCATION AND SIZE OF THE INDIAN COMMUNITY IN THE UK

Gathering information on the exact size of the Indian community was difficult due to the considerable number of Indians who have been settled in the UK for many generations now. Community and religious leaders collaborated in providing estimates for these figures wherever possible.

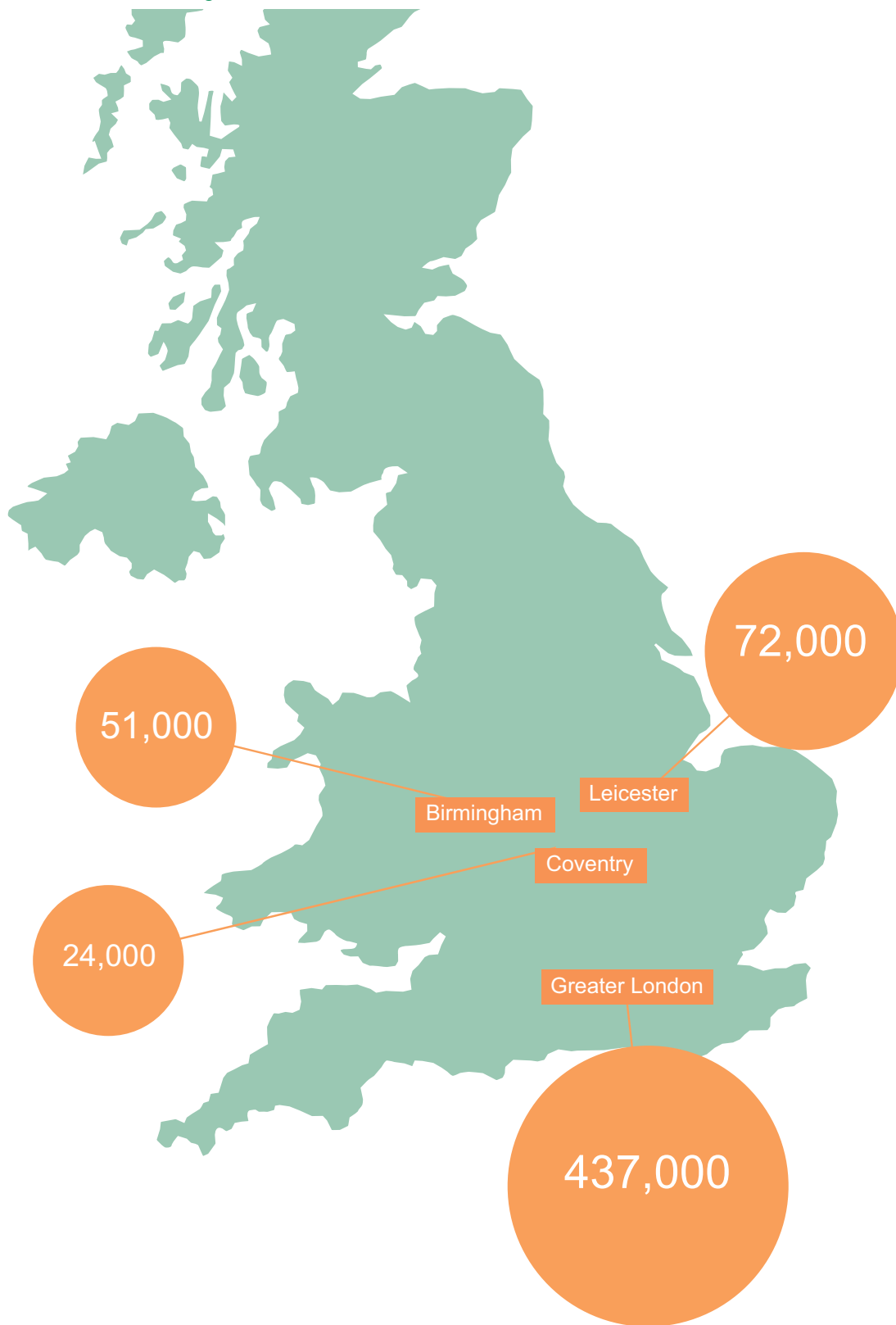
Areas visited for the mapping exercise were the London Boroughs of Ealing, Brent and Redbridge, which have the highest numbers of Indians. Outside London, the consultant visited the East Midlands (the Leicester area) and the West Midlands (the Birmingham area) and the South of England (notably Southampton). IOM also attended a Hindu Council meeting in Dudley, which enabled the consultant to communicate with Indian community leaders from across the UK.

The Census

Census statistics for 2001 show there to be 436,993 Indians living in London, mostly concentrated in Brent, Ealing and Redbridge. Areas surrounding London, such as Slough, also have a large Indian population. *Sabras Radio* said that there were 72,033 Indians living in Leicester, double the number of Pakistanis in the same area. Surprisingly, the Pakistani population is higher than that of Indians in the Birmingham area, where Indians totalled 51,075. 24,177 Indians were reported to be living in Coventry, which confirms the impression that most Indians live in the Midlands and London.

The Institute for Public Policy Research (IPPR) stated that in 2001 there were 466,000 Indians, who were born in India but living in the UK. This compared with the 1.05 million people of Indian ethnicity with British citizenship living in the UK. The IPPR also confirmed that Indian nationals tend to live in the Midlands and London. Within London, they tend to live in Southall (26,000) and Wembley (29,000), as well as Redbridge (17,000).

Geographical Spread of the Indian Community in the UK, 2006



Based on the 2001 Census, Home Office Statistics and Mapping Questionnaire Results.

Home Office Statistics and Mapping Questionnaire Results

There were a total of 87 frequencies when respondents were asked where Indians lived (they could indicate more than one location). The results show that Indian communities are grouped together, with the London Borough of Brent accounting for 26% of the results, and the London Borough of Ealing accounting for 24% of the results. Leicester and Birmingham together account for 22%. The Midlands accounted for 25%. The views of the respondents are thus consistent with the results from the Home Office, the 2001 Census, and the IPPR statistics.

Figures Estimated by Community Leaders

Community leaders were reluctant to provide an estimate of irregular migrant Indians living in the UK, particularly given the huge Indian community already settled here. Media sources provided the consultant with the statistics used in this research.

The Hindu Council in Brent believed that Brent has the largest ethnic minority population, followed by Ealing. They put the Hindu population of Brent at over 40,000.

Other respondents placed the figure of Indians in Brent between 30,000 and 45,000. What is clear is that, of the ethnic minorities living in Brent, Indians constitute the majority. The Brent Indian association said that of the 52% ethnic minority population in the Brent area, 26% were Indians.

Estimates of the Indian population in Leicester were put at around 42,000. The Gujarat Hindu Association stated that Leicester had a 45% ethnic minority population.

Only 50% of the Indian (largely Sikh population) in Southall are known to be able to read English. The main language in the area is Punjabi. A representative from Asians in Media put the total population of Sikhs in the UK at approximately 350,000.

The Indian population in the South of England, although not as dense, is still significant. Southampton is said to have over 30,000 Asians, an increase of 9,000 over the past decade. One immigration advice service in the area said that there were over 9,000 irregular Asian migrants living in Southampton alone.

Conclusions

The data presented above comes from different sources (Home Office, IPPR and IOM mapping questionnaires) but suggests the same conclusion: London and the Midlands have the densest Indian population in the UK. That said, there is also a notable increase in Indians living in other areas of England, such as Southampton.

2 MAPPING EXERCISE OUTCOMES

CHARACTERISTICS OF RESPONDENTS

The second section of the questionnaire gathered baseline data from each respondent about age, gender, and length of stay. This chapter also considers respondents' use of different types of transport, their use of phones, and their use of local services. This information should be used by IOM to improve its future information strategies.

2.1 GENDER

39 of the 54 respondents were men and 14 were women. One person did not answer the relevant question. This suggests a number of important points. First, almost all the community leaders that were interviewed were men. This is not uncommon. There was a limited response from women. Women who work in Asian supermarkets and textile shops tend to be under the strict supervision of their employers, which made approaching them for their participation difficult. When couples were interviewed, it was usually the man who would respond on behalf of his wife. The wife would equally encourage her husband to fill out the form for her. When seeking immigration advice, it was usually a male representative (husband or other family member) who would visit the immigration advice centre on behalf of the woman.

Interviews with community, religious and media representatives took the shape of an informal conversation elaborating on the questionnaire. The answers they provided are what they feel are representative of their respective group members or readership (both male and female).

2.2 AGE

Figure 8 shows the age of respondents. A large number of community leaders were interviewed: they tended to be male and in the age range of 54 to 65 years of age.

Figure 8: Age

AGE	NUMBER OF RESPONDENTS	PERCENTAGE
Under 18	0	0
18-24	4	7%
25-34	12	22%
35-44	10	19%
45-54	6	11%
55-64	10	19%
65 and over	7	13%
No answer	5	9%
TOTAL: 54		

2.3 LENGTH OF RESIDENCE IN BRITAIN

Figure 9 shows that length of residence in the UK varies amongst respondents. Interviews with community leaders suggested that most respondents have been here for over 10 years (38%).

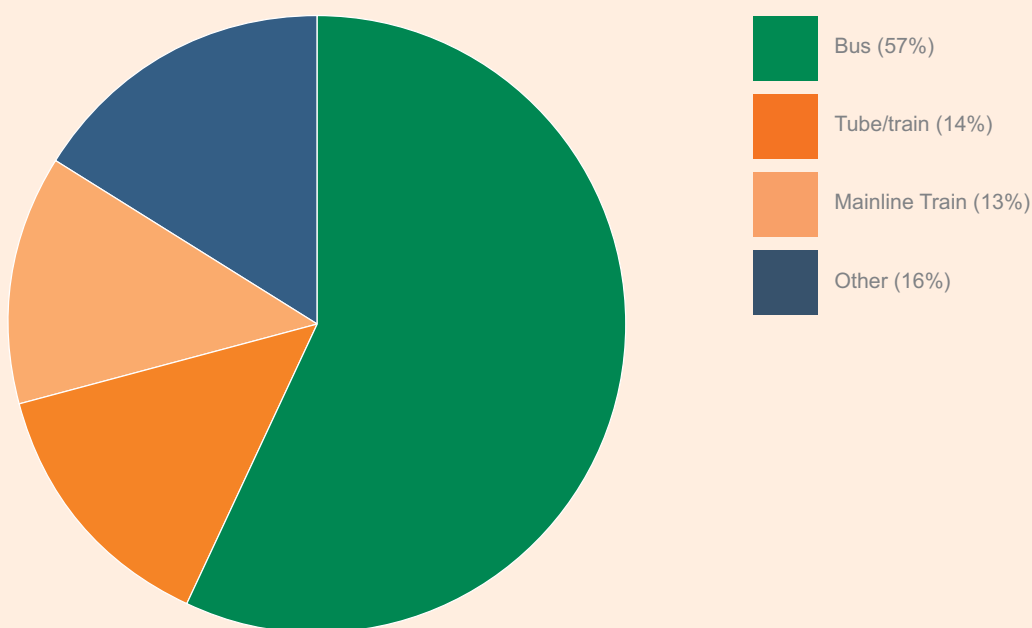
Figure 9: Length of residence in Britain

LENGTH OF TIME	NUMBER OF RESPONDENTS	PERCENTAGE
Less than 12 months	10	19%
1 year but less than 3	2	4%
3 years but less than 5	5	9%
5 years but less than 10	10	19%
10 years or more	21	38%
No answer	6	11%
TOTAL: 54		

2.4 GENERAL INFORMATION ON USE OF TRANSPORT, PHONES AND LOCAL SERVICES

These questions were included in the questionnaire to investigate where else IOM could advertise its voluntary return programmes in a way that would have an impact on the Indian population. Respondents were asked what means of transport they used most often. Figure 10 shows that 57% of respondents used buses, 14% used the Underground and only 13% use mainline trains.

Figure 10: Means of Transport

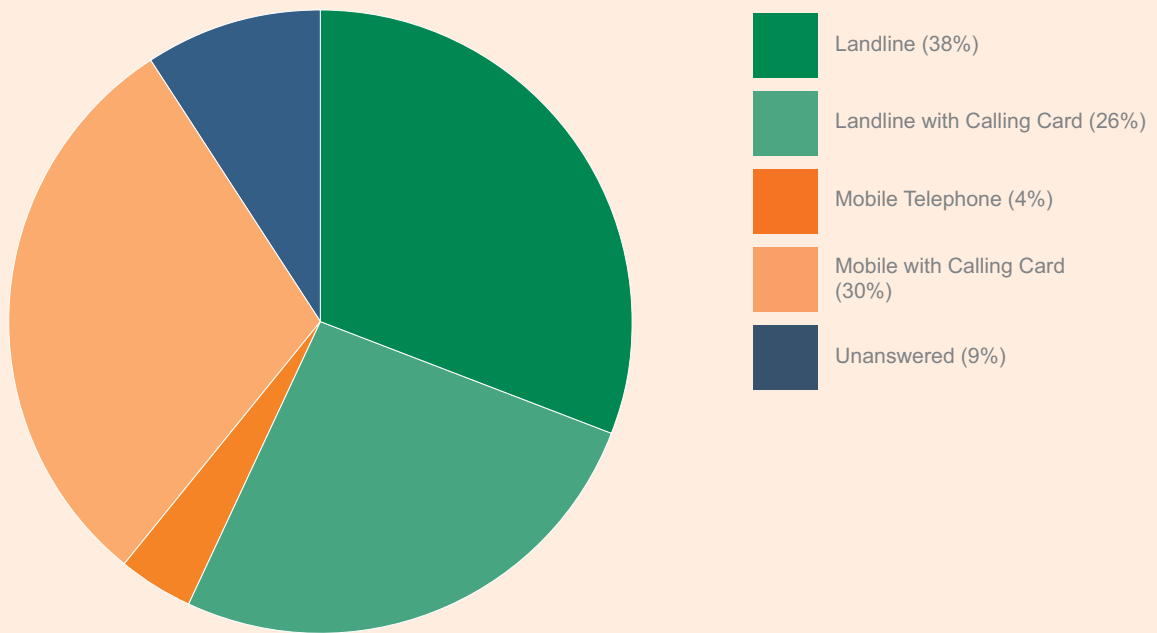


"Other" includes personal transport such as a car. It also includes worker transport services. Irregular migrants who work as cleaners, shop assistants or on construction sites, for example, are often picked up by their employer's van.

The similar percentage for use of mainline train and the Underground is probably a reflection of the fact that Southall and Ealing areas, as well as Wembley, are linked to central London by overground trains. IOM should consider advertising at both these stations.

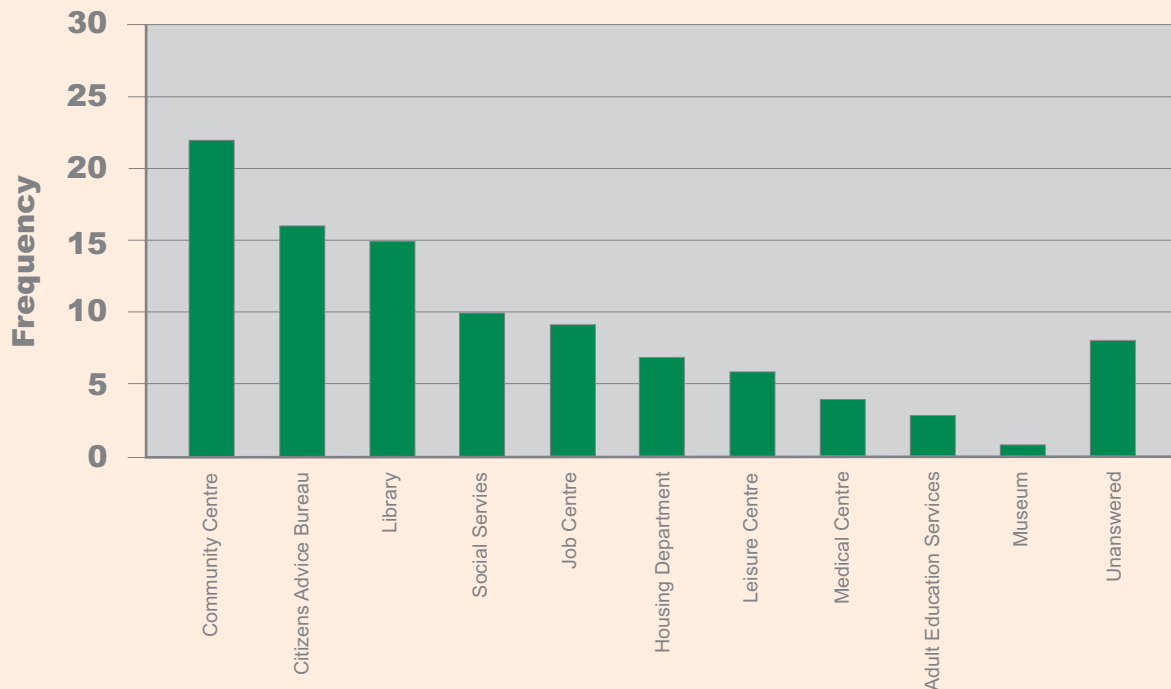
Figure 11 shows that most respondents make phone calls to India through a landline (34%).

Figure 11: Phone Calls



Respondents were asked which local services they used the most. The results are shown in figure 12 below.

Figure 12: Local Services



IOM should use this information to implement an information strategy on the following lines.

- It should continue to advertise on buses, because it appears to be the most common means of transport. Recommendations of specific bus routes in Ealing and Brent will be included in the contact list.
- It should advertise on phone cards, both for landline and mobile phones. A vast number of different brands of cards are available.
- It should consider advertising in libraries that stock books and other texts in Asian languages, such as Ealing Road Library in Brent. Being situated opposite the Brent India Association and on the main road for Asian shopping in the area, this could be an effective advertising tactic.
- It should implement its information strategies in community and religious centres. As a trial, leaflets were scattered in the dining hall of a Sikh Temple in the South of England and attracted much attention.

3 CONSTRAINTS

The Indian mapping exercise ran fairly well. With any type of survey, there is always a risk of receiving only a small number of responses to the questionnaire. The consultant was satisfied with the number of questionnaires that were returned. The consultant would have liked to have received more questionnaires from Indians visiting the IOM London drop in centre.

Some of the respondents said that the questionnaire was too long, and that the questions on community groups, voluntary organisations and religious centres were not very clear. Many of the respondents considered all three of these to be synonymous with each other. As mentioned above, this is because religious centres tend to double up as community centres and are important centres for social gatherings.


The question about where people go for advice also prompted respondents to ask for clarification on most occasions: what type of advice was IOM enquiring about? This question may benefit from greater clarity in future mapping exercises.

Some respondents were reluctant to participate. It often took much time and informal conversation to convince a person to do so. Often, they would leave certain questions unanswered. A handful of the irregular migrants who were interviewed were illiterate. This meant that questionnaires were filled out during an informal conversation and interpreted by the consultant. This was regarded as more of a challenge than a constraint, and revealed some of the circumstances in which Indian irregular migrants arrive in the UK. Future work with the irregular migrant community from India should be aware of this challenge.

Some grass roots advice centres that work with asylum seekers and irregular migrants were rather hostile and aggressive, notably in Birmingham, where the Punjabi community is very close-knit. One centre, in particular, was convinced that IOM had come to the centre to investigate their work and deport the irregular migrants they work with. They were unwilling to listen or cooperate. Similarly (although not to the same extent), surrounding Sikh temples in the area were very sceptical when approached to participate in filling out the questionnaire. IOM needs to do more work with the Punjabi community in Birmingham. Initial feedback about the consultant's work was limited. This suggests that the community is very insular and under-exposed to wider immigration initiatives. This is unfortunate, since many of these centres could benefit greatly from IOM's services.

Almost all the community leaders that were interviewed were male. There was a limited response from women, who tended to allow their husbands to fill in the questionnaire on their behalf.

The results reflect a stronger response from participants in London. The East Midlands, West Midlands and South of England were visited for research purposes but, due to time constraints, it was impossible to obtain the same number of responses. That said, the India mapping exercise was allocated a certain amount of research time, which has successfully identified key areas that would benefit from being investigated further by IOM in the near future. For example, it would be interesting to learn of key bus routes in the Midlands, which could be potential sites for advertising, as has been established in the Brent and Ealing areas. At the same time, all the participants from various regions were generally consistent in their responses. For example, from the interviews taken in Leicester, all said that they watched *MA TV*.

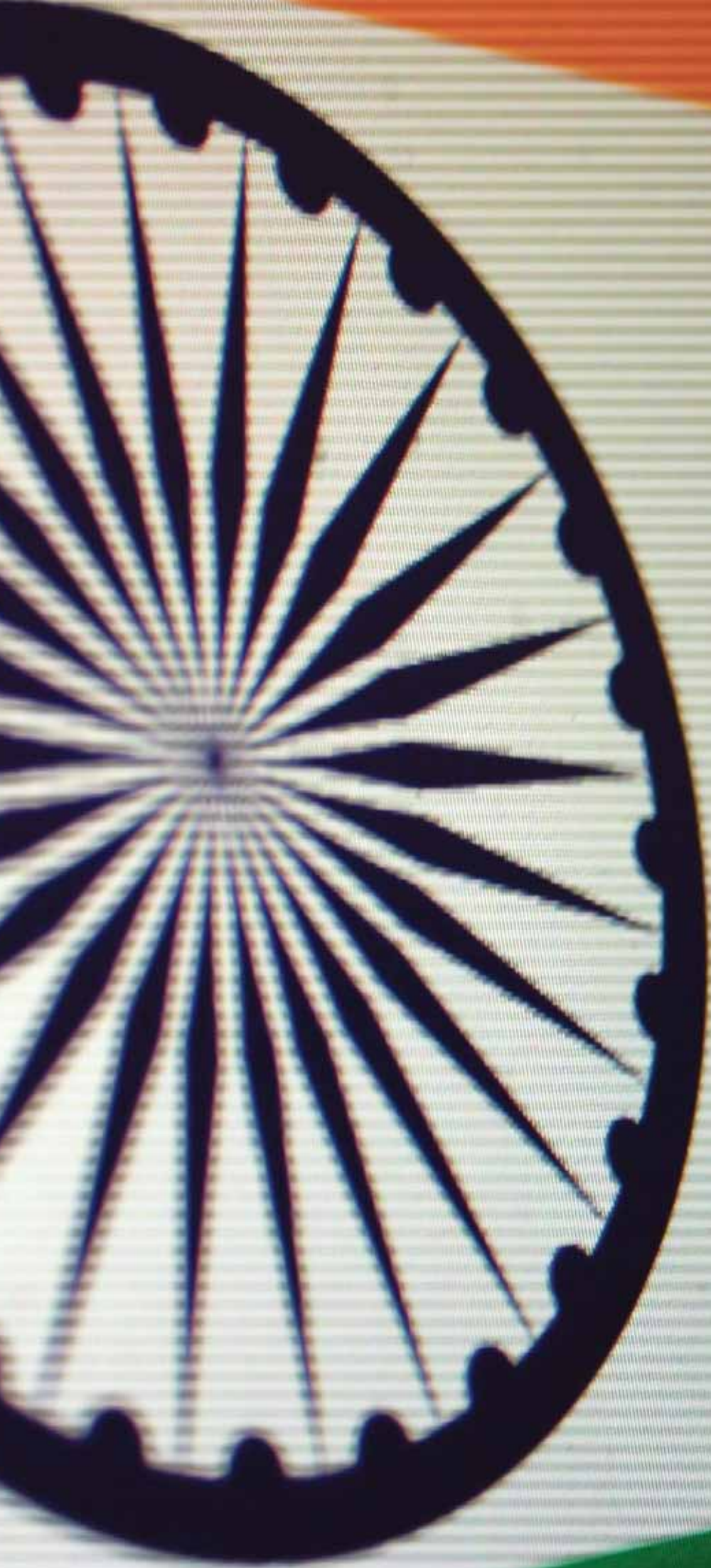


For similar reasons, the consultant has obtained a limited understanding of the Indian community from the former Portuguese territory of Daman and Diu in the West of India. It would be useful to learn more about this group. This is one migrant community that leaders said was increasing significantly in the UK, with a large number of irregular migrants coming to the UK from Lisbon, usually when their visa in Portugal expires.

Finally, it is impossible to list and note all the centres used by the community, due to the extremely large number of Indian organisations in the UK, and this should be kept in mind when making assessments. Many respondents gave single frequency answers, most giving the name of their local temple or gurdwara. For this reason, it would be advisable to collaborate with the Hindu Council and Sikh Council of Gurdwaras to secure a more organised and sensitive approach to implementing information strategies at religious centres.

4 CONCLUSIONS AND RECOMMENDATIONS

- The mapping exercise achieved its aims by identifying the main channels of information used by Indians in the UK, and where they live. The following recommendations emerged from the implementation of the mapping exercise.
- IOM should follow the recommendations included in the list of contacts, which constitutes an action plan for outreach activities tackling the Indian community in the UK.
- IOM should continue advertising in the *Gujarat Samachar*, but also begin to advertise in *Garavi Gujarat*, *Des Pardes* and *Mann Jitt* in order to communicate better with local Punjabi and Gujarati communities.
- IOM should advertise on *Sunrise*, *Desi* and *Panjabi* radio as well as participate in *Unity FM's* community hour.
- IOM should continue to produce leaflets in Hindi and Punjabi, but should also produce information material in Gujarati.
- IOM should continue to advertise on buses, because this was the most common means of transport for respondents.
- IOM should consider advertising at key train stations in areas where many Indians live, notably at Southall and Wembley train stations.
- IOM should liaise regularly with the main multipliers to ensure a wide dissemination of information on the voluntary return programme. It should work closely with religious organisations.
- IOM should advertise on phone cards
- IOM should try to place its information material in libraries, religious centres, and community centres.
- The rich diversity of the Indian community alerts us to the danger of prescribing generic plans of action. A large number of potentially cooperative organisations have not been contacted due to time constraints but IOM should continue to widen its network by taking this report as a stepping stone for future outreach activities.
- All these recommendations should be taken into consideration in the immediate future because during the implementation of the mapping exercise strong links between IOM and both the main multipliers and the Indian media in the UK were developed.



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