

WORLD OUTREACH

TRAINING LEADERS. TRANSFORMING LIVES. IMPACTING NATIONS.



LOVE DOESN'T NEED A TRANSLATOR IN INDIA

“Do you just go take a Bible and start talking about the love of God? No one is going to understand that. Because they haven’t experienced the love of God.”

—Paulraj Joseph, *Regional Director of South West Asia*

What does love mean to you? For many, it means bringing more than just a message. While it might be easy to use a one-size-fits-all approach in bringing God’s love to the nations, the specific needs of each country must be considered. India is no different.

In India, there are *many* lives to touch. “India is a land of 1.4 billion people,” Paulraj says; and the majority of the population is Hindu. That is why, even with all

the success Charis India was experiencing, Paulraj kept thinking, *How do we reach people?* He knew they needed to find more opportunities to show people the love of God.

Being the light.

New ideas began to form when the Charis team realised that meeting people’s basic needs should lead the way in reaching the lost. They came up with three programs. Paulraj explains the first one: “In India in many places, we don’t have electricity. We started a program called Let There Be Light, and then we started making solar lights. We found some Charis grads who were capable

of doing these designs and technical things. We presented the whole scenario. Then we started doing concept selling by talking about the need to people who were able to invest. A lot of people bought those lights, but the beneficiaries were those without electricity — So, we would go and install these lights in people’s homes. That is how we started creating a connection with people, and we say, ‘Jesus blessed you.’”

Teaching people to ‘fish’— then giving them the Word.

The second program Charis India came up with involved hydroponics for tribal, rural, and even urban people. “What we are doing is we sell hydroponic products to people, and there

is a permanent connection created because they will buy seed, fertiliser, and call for service. We trained some of the Charis graduates, which would give them an opportunity to learn and do this work.” After building up a rapport with these folks, Paulraj says they start opening up and asking for prayer. One home in particular is now growing spinach and is visited once a week by one of our graduates to receive prayer. “They are so happy!”

Sharing the love of God through water.

The third program Paulraj devised involved getting clean water to people who have never had it. “There is only one way to separate the sweet water from the hard water, and that is through the osmosis process.” But even that presented problems because the equipment needed for this process ran on electricity. Since they had already been installing solar lights into homes, they used their experience there to outfit homes to run on solar power, which would give them the power needed to run the machines.

Paulraj explains why sharing the love of God in these ways is central to their work at Charis India. “It’s so important that we create trust, that we create relationship. We need to create connection. When we *do* that, that’s the time when we can speak the Word. You have done all the basic requirements. The Word

can then be sown, and they start growing.”

This is what many might call “friendship evangelism.” But it’s what the Apostle John called love.

Helping them finish strong.

When it came to reaching people through Charis in India, Paulraj found that traditional strategies were not enough to get correspondence students to complete the course. He says, “In the regular Correspondence Course, we just say ‘Take your own time. Do it at your own speed. Complete it whenever you like.’ They say, ‘We’ll just keep the USBs and the books.’ So, when we looked into the database, we found that the rate of completion was not even in the single digits, although we have a huge number of people signing up for correspondence. So, we thought we should revise the program.”

Paulraj and his team began coming up with ideas. “What we did is we took the correspondence to the next level by introducing something called the Assisted Correspondence Course. We started contacting all those who had enrolled but had not progressed. We had correspondence coordinators, facilitators, and supporters calling people up. We started encouraging them and pushing them toward completion. So, the participation and completion rate increased.” But so did enrollment. “Even this year, though it’s all online, we have close to 200-plus students signing up for Charis.”

The increase in enrollment was due to a program Charis India started called Contact Centres. A student would go through the Discipleship Evangelism (DE) materials or a correspondence course with both the saved and unsaved. Paulraj speaks to the response they received: “A lot of people have accepted Christ because of this. We have people who have enrolled for the Correspondence Course after doing DE. At the end, it’s all about touching lives.”

My little children let us not love in word, neither in tongue; but in deed and in truth.

—1 John 3:18

Thanks to the partners and friends of *Charis World Outreach* who are making it possible for us to train leaders, transform lives, and impact nations through Charis India.

If you are not currently partnered with us, we encourage you to join us at **awme.net/worldoutreach**. You will be blessed to be a blessing in reaching people all over the world with the love of God!

