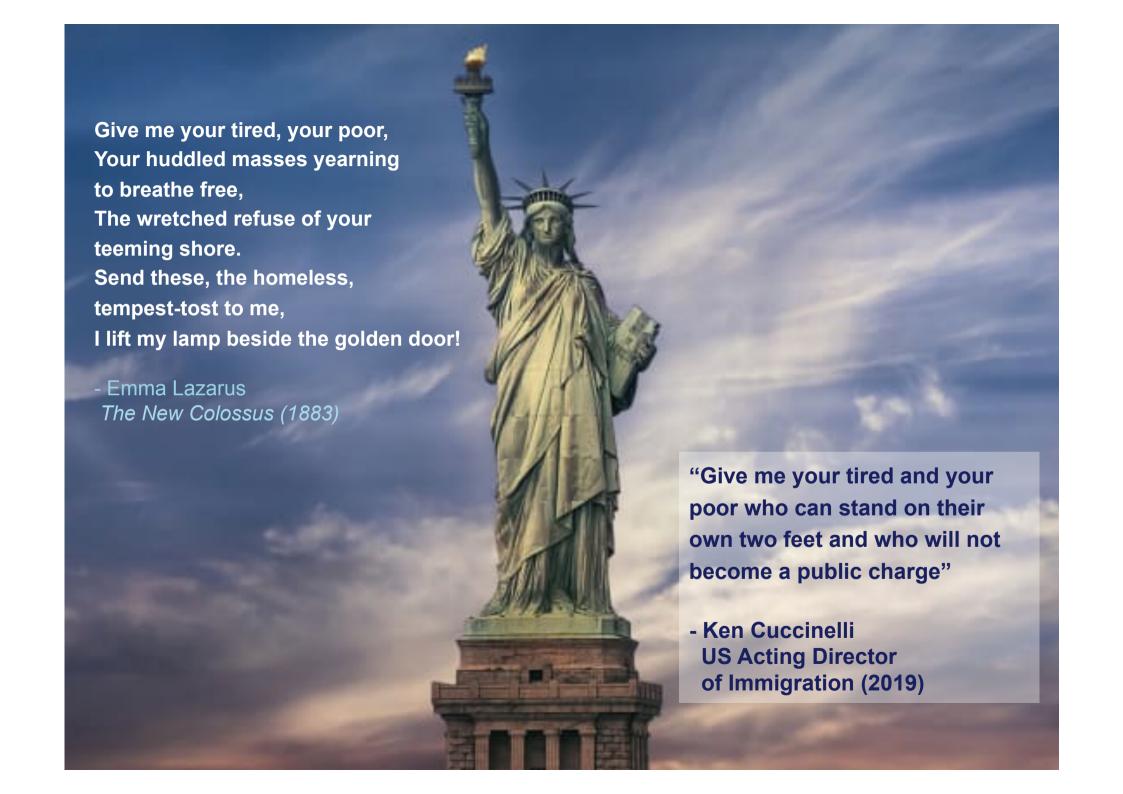


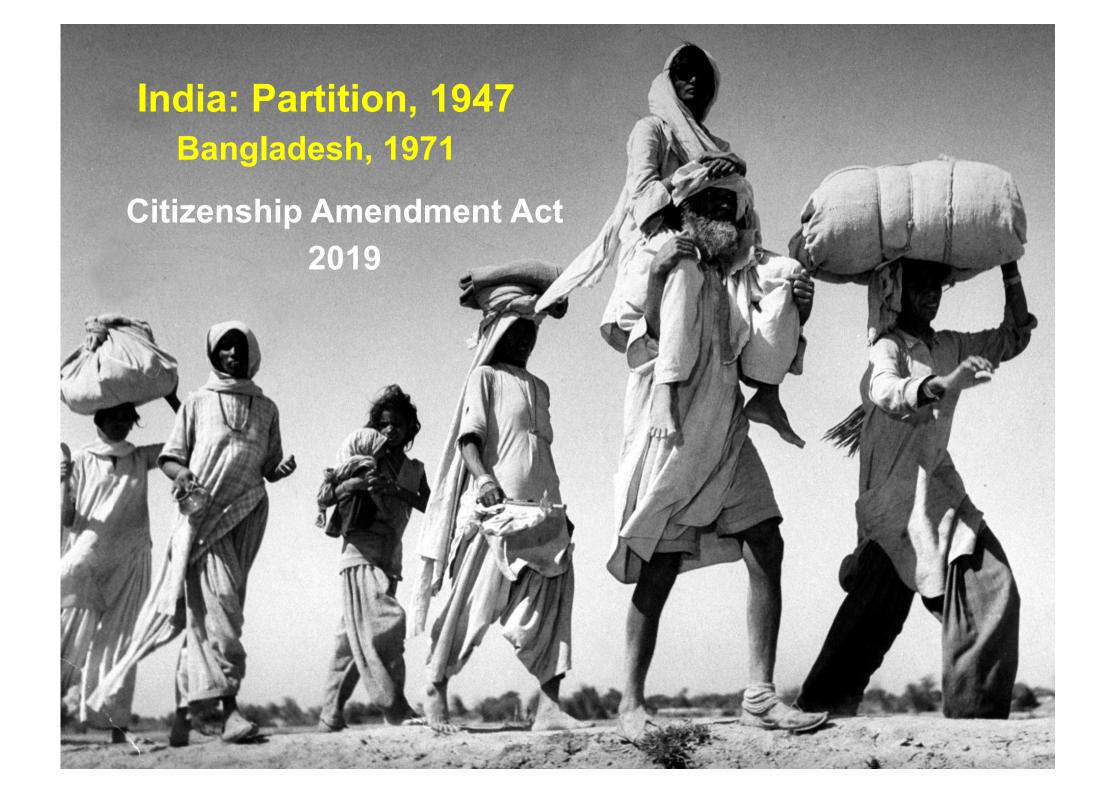


#### Learning from the Dark Side

Reclaiming the narrative on migration

N.Ramakrishnan Ideosync Media Combine





### HOW have 250 years of assimilation and inclusion in the US come to this?

HOW have four millennia of syncretism and assimilation resulted in this in India?

## How has the DARK SIDE managed to drown out the FORCE?

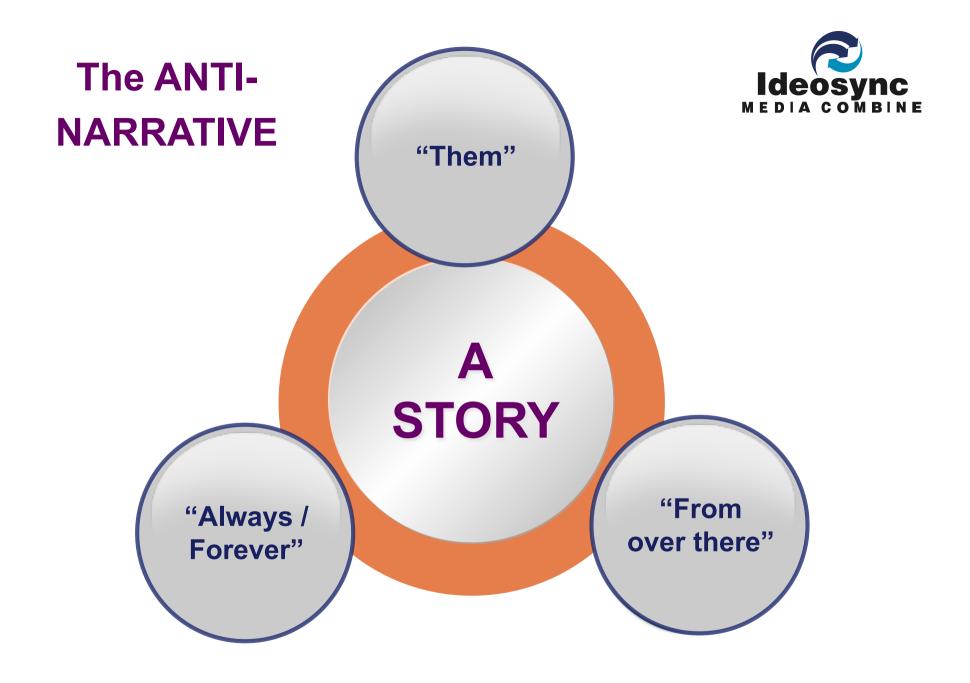


"We can use many, many words to describe narrative — and perhaps we should — because it is bandied about, too often used loosely or incorrectly. But I usually come back to just two words that are easy to remember — and which emphasize the two most important elements: "Chronology with Meaning," in Jon Franklin's phrase.

— Jan Winburn
The Baltimore Sun
"In Search of Story"







### Insight 1 Presence Say it hard, and say it often – and everywhere

#### Insight 2 Say it at the grassroots Person to person, local dialect

# Insight 3 Build the narrative with the young Create perspectives in those where perspective is still nascent

#### Insight 4 Keep it simple – and consistent Coordinate everything that is said

#### Logical does not equal Impactful Emotional connects overcome all

