

# I PLEDGE ORANGE

Social Media Campaign Guidelines



*The Sikh Panth in support and solidarity with Bhai Balwant Singh Rajoana*

*The Sikh Panth uniting against human rights violations towards Sikhs and other minorities by the Indian Government*

“The death penalty is the ultimate denial of human rights. It is the premeditated and cold-blooded killing of a human being by the State. This cruel, inhuman and degrading punishment is done in the name of justice.”- Amnesty International

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## Social Media Campaign Guidelines

When the Indian State continues to sanction the brutal killing of Sikhs what can we in the Diaspora do to stop it? Our first responsibility is to create awareness to this injustice- to show the world that India is not the world's largest democracy, but instead a State that is riddled with corruption and oppression.

**On March 31st, 2012 the Indian government will hang Bhai Balwant Singh Rajoana.**

We choose orange as our color of resistance that day in recognition of the Sikh Nishaan Sahib, a flag that reminds us to always take a stand against injustice.

## Twitter

Campaign Hashtag **#IPledgeOrange** this should be inserted at the end or appropriately into all tweets. This Hashtag will maintain a legacy to campaign against all human rights violations against the Sikhs in India, or around the world. The dynamics of twitter mean Hashtags are easily traceable, and able to 'trend' worldwide Please ensure 'Rajoana' is also mentioned in all tweets

Please see a list of 'sample' tweets that are 140 characters long that you can copy and paste, please feel free and we encourage your own tweets on **#IPledgeOrange** Hashtag, and in response to **@SikhYouthProjec** tweets:

**#IPledgeOrange** against human rights abuses in India against minorities. Former foreign secretary Margaret Beckett supports me <http://www.youtube.com/watch?v=HKah2tdbYbU>

#IPledgeOrange as India, the worlds so called largest democracy is silencing its minorities with the noose.

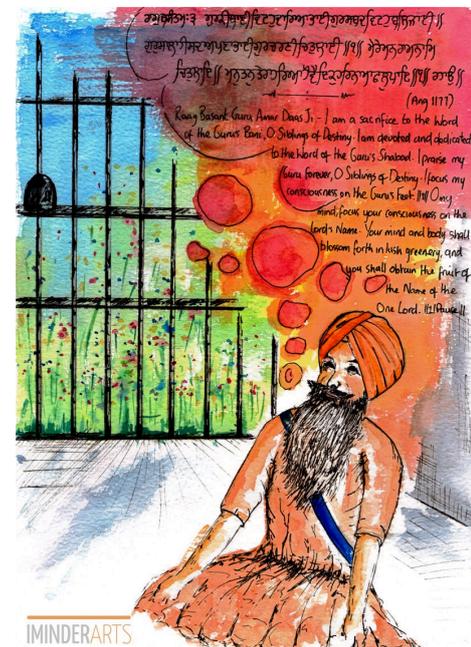
**#IPledgeOrange** in support and solidarity with Bhai Balwant Singh Rajoana and the rest of the Sikh Panth.

Ask your followers 'What do you Pledge Orange for?' **#IPledgeOrange**

## Facebook

Share photographs and videos on Twitter and Facebook of:

- The work of artists and the graphics that have been produced for this campaign, as attached to this document
- The video of Margaret Beckett supporting the Sikh Panth: <http://www.youtube.com/watch?v=HKah2tdbYbU>
- Mention the above tweets without the # and add correct punctuation
- Pictures of your Nishaan Sahib hung on your homes, with the simple message I Pledge Orange in support of Bhai Balwant Singh Rajoana
- Pictures of yourselves with Kesri / Orange dastaar, chuuni, and ramaals (if applicable) holding the attached placquard.



**PLEASE DO NOT SWEAR OR USE OFFENSIVE LANGUAGE**

# I PLEDGE ORANGE

**INDIA.**

**THE WORLD'S SO CALLED LARGEST DEMOCRACY.**

**#RAJOANA**

**SILENCING ITS MINORITIES WITH THE NOOSE.**



# UNREST IN INDIA



SHAMINDER SINGH SHERA - 17 YEARS OLD  
ARRESTED - TAKEN TO A RAILWAY STATION,  
FOUND DEAD LATER THAT NIGHT



KULWANT SINGH - FALSELY ARRESTED  
TORTURED AND BURNT  
ALIVE IN HIS CELL

## BALWANT SINGH RAJOANA

## THE LATEST VICTIM OF INDIAN BRUTALITY

You may be wondering why you are seeing **ORANGE** flags outside many people's houses. The reason for this is it represents the current **INJUSTICE** that is taking place in **INDIA** as we speak. **INDIA**, a place that prides itself on being a country of peace and justice: is responsible for a genocide that occurred in 1984 where hundreds of thousands of innocent men, women and children were raped, butchered and burnt alive. As to date not one person has been convicted of these heinous crimes and no **JUSTICE** has been given. Even now innocent civilians are still being killed with no explanations offered, **WHEN WILL THE ATROCITIES STOP?**

Currently a **SIKH**, Bhai Balwant Singh Rajoana is going to be hanged to death on the 31st March 2012 for the assassination of Chief Minister Beanta in 1995. Beanta was the equivalent to Saddam Hussain or Bin Laden as Beanta was responsible for the deaths of over 50,000 innocent Sikhs. If this murderer Beanta had not been stopped **THOUSANDS** more deaths would have followed. A few months ago, a **SIKH** was burnt alive in jail for speaking out against this **INJUSTICE**, also a 17 year old boy was killed by the **INDIAN POLICE** for standing up for his rights. This **TYRANNY** needs to be put to an end!

What can you do? Spread this message to your friends and families, the **SIKHS** fought for this country and thousands died for **BRITAIN** in World War 1 & 2. We may have nothing to offer Britain or America in terms of resources such as oil, but since so many **SIKH SOLDIERS** gave their lives for this country- the very least Great Britain can do is support and help us in this cause.