



What is THE YADAV 500?

THE YADAV 500 is a global initiative to recruit 500 churches and individual Christians around the world to commit to pray for the Gospel to come to the Yadav. There is no financial requirement, and no other obligation except prayer. Their large population, position in Indian culture, and being spread across north India make the Yadav a very strategic part of evangelizing the heart of the 10/40 Window. God is moving among the Yadav, and in places where work has begun, they are receptive to the Gospel. But to fully reach 54 million Yadav with the Gospel, many workers and a powerful move of God is needed. This can happen as Christians around the world join **THE YADAV 500** and pray for the Yadav. By becoming part of **THE YADAV 500**, you will be a part of finishing the task of bringing the Gospel to the heart of the most unreached part of the world. Sign up for **THE YADAV 500** today, and join the race to reach the Yadav.

Who Are The Yadav?

The Yadav claim to be one of the oldest people groups in India, descending from Shree Krishna (a celebrated hero in Indian culture). They are a 'MegaPeople' of 54 million, living in north and central India. They are milkmen and cattle ranchers – providing them with strategic access to many caste levels – and they can commonly be seen pedaling bicycles with stainless steel tanks used to deliver milk. The Yadav (Yadava/Ahir) are considered by most to be part of the mid-level Kshatriya caste. They are the largest people group in the most unreached state in India (Bihar), third largest in India, sixth largest among the 100 most unreached people groups (according to the Joshua Project), among the twenty largest people groups in the world, and comprise nearly a percent of the total population of the earth. Many Yadav hold political offices (and many more aspire to do so), and so hold the potential to impact Indian government at many levels.

Among the Yadav, there are estimated to be no more than a few thousand Christians (from 0.005% to less than 0.020%), and no known congregations of believers; known Yadav believers are mostly part of mixed people group congregations. There are a few small, indigenous, Yadav-focused ministries in northern India, approximately three to five known expatriate missionaries beginning Yadav work, and four congregations that have committed to reaching the Yadav.

There is a need for at least fifty (or more) indigenous church planting movements covering 47 different languages spoken by the Yadav, across multiple states of India. There is the need for field research, as Yadav culture is only beginning to be understood; and for detailed evangelization statistics. Pastor trainers, strategic coordinators, mercy ministries, business as missions, and other creative access methods will be needed to see the Yadav have access to the Gospel.

WANT TO BE PART OF THE YADAV 500?
FOR INFORMATION OR TO SIGN UP, GO TO: <http://ReachTheYadav.com>