

#ProphetForAll Campaign - Concept Note

Introducing the Universal Message of Prophet Muhammad ﷺ to Humanity

About the Campaign

The **#ProphetForAll Campaign** is a nationwide public awareness and community outreach initiative that seeks to introduce the **life, character and universal teachings of Prophet Muhammad ﷺ** to people of all faiths and backgrounds.

The campaign is built on the belief that the teachings of Prophet Muhammad ﷺ are not confined to one community, but offer timeless guidance for all humanity. His message of **mercy, compassion, justice, honesty, service to humanity, environmental responsibility, respect for parents, kindness towards neighbours, dignity of labour, and peaceful coexistence** is more relevant today than ever before.

The campaign encourages Muslims to become ambassadors of the Prophet's ﷺ noble character by reaching out to their **non-Muslim neighbours, friends, colleagues, teachers, professionals and communities** through meaningful conversations, acts of kindness, and community service.

#ProphetForAll is not a campaign of conversion—it is a campaign of conversation, understanding, friendship, and humanity.

Journey So Far

The **#ProphetForAll Campaign** was launched in **Mumbai** and has been successfully conducted for the **last four consecutive years** during the blessed month of **Rabi-ul-Awwal**.

During these years, hundreds of organizations, educational institutions, Masjids, NGOs, professionals, volunteers and community leaders have actively participated in organizing a wide range of public outreach activities.

The campaign has helped create meaningful interactions between Muslims and people of other faiths through dialogue, service, educational programs and community engagement, while promoting mutual respect, understanding and communal harmony.

Building upon the success of the previous years, the campaign is now being expanded as a **National Movement**, with the objective of reaching cities and districts across India through partnerships with educational institutions, social organizations, professional bodies, hospitals, youth groups and civil society.

Vision

To make **#ProphetForAll** India's largest movement dedicated to promoting the universal message of Prophet Muhammad ﷺ and strengthening peace, goodwill and interfaith harmony through positive public engagement.

Mission

To encourage every Muslim to become an ambassador of the Prophet's ﷺ character by sharing his universal teachings through dialogue, service to humanity and meaningful engagement with people of other faiths.

Core Objectives

- Introduce the universal teachings of Prophet Muhammad ﷺ to people of other faiths.
 - Promote peace, compassion, justice, service to humanity and mutual respect.
 - Remove misconceptions through dialogue and positive interaction.
 - Build bridges of friendship and trust between different communities.
 - Encourage collaborative community service involving people of all faiths.
 - Inspire Muslims to practically demonstrate the Prophet's ﷺ character in everyday life.
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Major Campaign Activities

The campaign consists of a series of educational, social and community-service initiatives, including:

- **Masjid Parichay (Mosque Visit Program)** for people of other faiths.
 - **Seerah Lectures** in schools, colleges and public institutions.
 - **Meetings with Teachers, Students, Professionals, Journalists and Community Leaders.**
 - **National Blood Donation Campaign** across India.
 - **Tree Plantation, Cleanliness and Environmental Protection Drives.**
 - **Hospital Visits, Old Age Home Visits and Community Service Activities.**
 - **Interfaith Dialogue and Friendship Meetings.**
 - **Public Exhibitions on the Life and Teachings of Prophet Muhammad ﷺ.**
 - **Natiya Mushaira by Poets of Other Faiths.**
 - **All India Paper Presentation Competition.**
 - **Digital and Social Media Awareness Campaign.**
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Who Can Participate?

The campaign welcomes participation from:

- Individuals and Families
- Schools, Colleges and Universities
- Educational Trusts
- NGOs and Social Organizations
- Masjids and Community Institutions
- Hospitals and Medical Associations

- Professional Associations
 - Corporate Organizations
 - Media Houses
 - Government Institutions
 - Youth and Women's Groups
 - Volunteers from all walks of life
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How Can You Participate?

Every individual and organization can contribute by:

- Organizing at least one outreach activity with people of other faiths.
 - Inviting neighbours and friends to learn about the Prophet ﷺ.
 - Participating in service activities such as blood donation, environmental drives and community service.
 - Hosting discussions, exhibitions and educational programs.
 - Sharing the campaign message through social media and local networks.
 - Becoming a volunteer or partner organization.
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Our Appeal

The life of **Prophet Muhammad** ﷺ continues to inspire millions across the world with its timeless message of mercy, justice, compassion and service.

Through the **#ProphetForAll Campaign**, we invite every individual, institution and organization to become a part of this unique national movement and help build a society based on understanding, respect, friendship and shared humanity.

Together, let us take the message of **Rahmatul-lil-Aalameen** beyond boundaries and ensure that it reaches **every street, every neighbourhood, every institution and every heart**.

"Prophet Muhammad ﷺ **came as a Mercy for All Humanity. Let us together share that message with the world."**