

January
25

Gandha Banik Bania in West Bengal, India



The Gandha Banik Bania might be India's most fragrant people! They have long been associated with the sweet fragrances of jasmine, roses, and other beautiful flowers. Their name means "merchants of fragrance." From centuries past to the present they have been successful businesspeople especially in the areas of importing, banking, and the manufacturing of perfume, jewelry, and medicines. Many Gandha Banik live in beautiful homes in West Bengal and place great emphasis on education. Their economic success allows them to give to help underprivileged people in their communities with medical assistance, food, and education.

Ministry Obstacles

Devoted to their Hindu gods, they are resistant to outreach efforts. They associate following Christ with the loss of family, friends, jobs, and culture.

Outreach ideas

Pray the Lord will bring true followers of Christ to have contact with the Bania Gandha in the areas of business, banking, and education.



POPULATION: 285,000

LANGUAGE: Bengali

RELIGION: Hinduism

BIBLE: Complete Bible

STATUS: Unreached

Pray for the Entire Group

Pray that the Lord will use the cultural ability to be productive to enable this Bania subgroup to better serve the Indian public. Pray that entire Gandha Banik communities and families will find eternal peace and joy through a relationship with Jesus Christ.

SCRIPTURE My eyes will be open and my ears attentive to every prayer made in this place. 2 Chron 7:15

PRAY that you will be encouraged to pray, knowing that the Lord will hear your prayers that are in accordance with His will.