

# 3 things you should know about Ramadan and Eid

By *Berkan Ciftcioglu*  
Account Manager at OMD

As part of our MFA Media For All DE&I initiative, we're on a mission to bring about real change in the Australian media industry in a way that is inclusive, non-judgmental and tangible – and sharing lived experience is crucial. Here, Berkan Ciftcioglu from OMD outlines the importance of Ramadan and Eid to the Muslim community.

While fasting is a key part of the month of Ramadan, the thing to be mindful of is that for all Muslims, this month is the holiest time in the Islamic calendar.

### **An opportunity to cultivate self-control**

It is a time for abstinence and self-control. For some (like myself) who might feel that they don't fulfill other aspects of their duty as a Muslim to the fullest throughout everyday life, Ramadan is a time where we can really try to embrace Islam and enhance our connection to our religion each year – I, personally, feel more centred, appreciative, and humbled by the experience as a result.

### **A chance to reconnect with family and friends**

At the end of the month, we come together to celebrate Eid/Bayram (different terms depending on what part of the world you're from).



*In the Muslim world, this is the equivalent of Christmas. A three-day stretch filled with family, friends, and plenty of sweets and desserts – can't forget the baklava – which commences with a special congregation of prayer at the Mosque in the morning.*

It's mainly a time to come together, with house visits to relatives playing a key part in the celebration. For younger kids, it's also an opportunity to fill up their wallet, as older relatives will generally give them money (I miss those days personally).

Some may take time off work, while others may fit it in around their work schedules, as there is no obligation to celebrate or make yourself available to do so.

### **A time to reflect and become a better person**

Overall though, for Muslims in Australia that we work with, and in general across the world, Ramadan means one of the literal pillars of our faith. It reminds us of our place in this world, and gives us an appreciation for what we have, and how much better off we might be than others. It gives us an entire month of inward reflection and the basis for becoming a better Muslim, and a better person.

While it is a tough month in some aspects, given our abstinence from food and drink during sunlit hours (among all other bad habits), when all is said and done, we all look forward to the month of Ramadan again, the moment it passes us by.