



SikhNet
ANNIVERSARY

Connecting Sikhs Worldwide for 25 Years

A Message From the CEO

Waheguru ji Ka Khalsa, Waheguru ji Ki Fateh!

Over the past year at SikhNet, we have found faith and hope in our worldwide sangat. Even in these strange and challenging times, in a world where it sometimes feels like fear and uncertainty have almost become mainstays, connecting with sangat and Sikhi have guided us in our personal and work lives.

Our passion is to provide that same connection for sangat all over the world – ways to connect with Sikhi, whether it's listening to Gurbani or sharing stories with the children – so that whatever is happening in the world, we are solid in ourselves, in our connection with Guruji and our faith.

This year is also a special time for us to celebrate our accomplishments as we celebrate SikhNet's 25 years of service!! The impact that SikhNet has had on countless lives over these years is no small achievement, that has set the example for many others to follow and build on.

At SikhNet, we are here to be an open and positive place of inspiration and learning; to be a place of coming together in all our differences.

It is our honor to share with you some of the things SikhNet did this past year in our Annual Report. Please know, we couldn't do any of it without you. Thank you for your ongoing support!

With much love from my family to yours,



Gurumustuk Singh

A handwritten signature in black ink, appearing to read 'Gurumustuk Singh'.

Chief Executive Officer, SikhNet, Inc.

Please take a few moments right now to **support this mission of Light** by giving a portion of your Dasvandh to SikhNet. We need to raise \$475,000 by the end of the year in order to fund SikhNet's growth, and to continue serving millions of people around the world.

[Donate Now](#)



Your Donations at Work

11% of donations

Fund the upkeep, maintenance, revisions and backend of running the SikhNet website.

Lives touched: 8 million

8+ million people come to the website every year



2021 Pandemic Response



Your Donations at Work

2% of donations fund this area

Lives touched: 700,000

700,000 people tuned in people tuned into Wellness Webinars, Virtual Vaisakhi, and revisits to #SikhsAtHomeTogether

Wellness Webinar Series

In response to the ongoing stresses caused by the pandemic, we created a Wellness Webinar series in partnership with Taraki Wellbeing to promote wellness in a variety of ways and at all levels – mind, body and spirit.

Coping With Grief: Keys to Regaining Chardi Kalaa

Second Webinar with Amar Atma Khalsa, Board Certified Chapian

The image shows a YouTube video player interface. The video content features a man with a long grey beard and a white turban, identified as Amar Atma Khalsa, speaking in a kitchen setting. A large red play button is centered over the video. On the left side of the video, there is a semi-transparent orange and white overlay containing the following text:

SikhNet
{WELLNESS WEBINARS}
COPING WITH GRIEF
Keys to Regaining Chardi Kalaa
SAT • MAR 20
9AM LA • 12PM NY • 4PM LDN • 9:30PM IN
Watch on YouTube

In the top right corner of the video player, there are icons for 'Watch later' and 'Share', along with the 'SikhNet' logo.



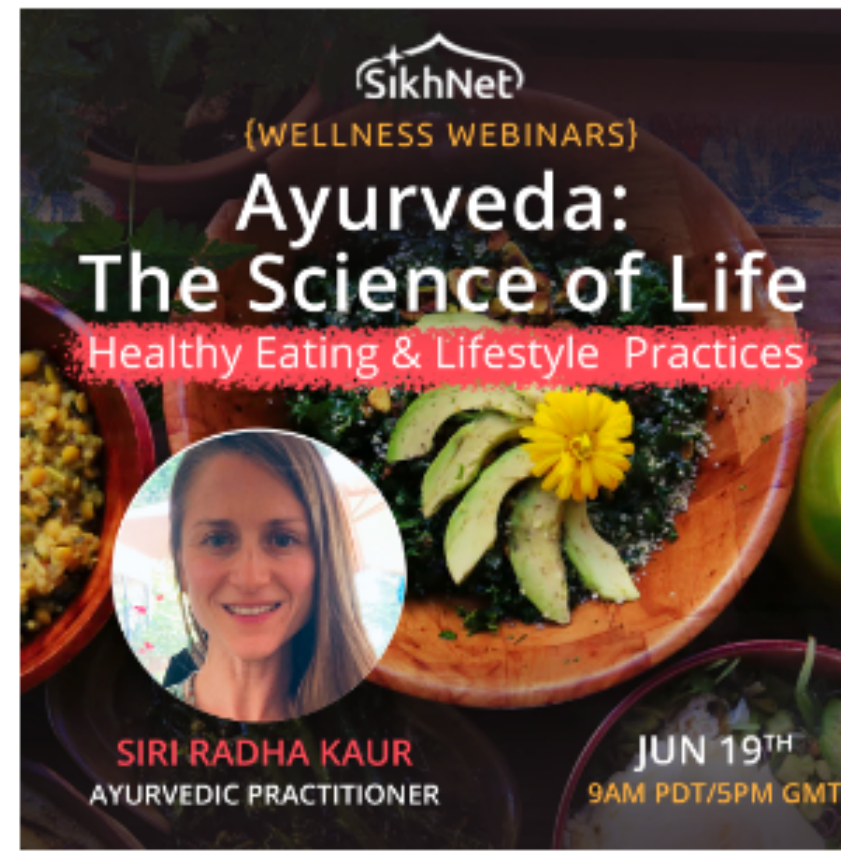
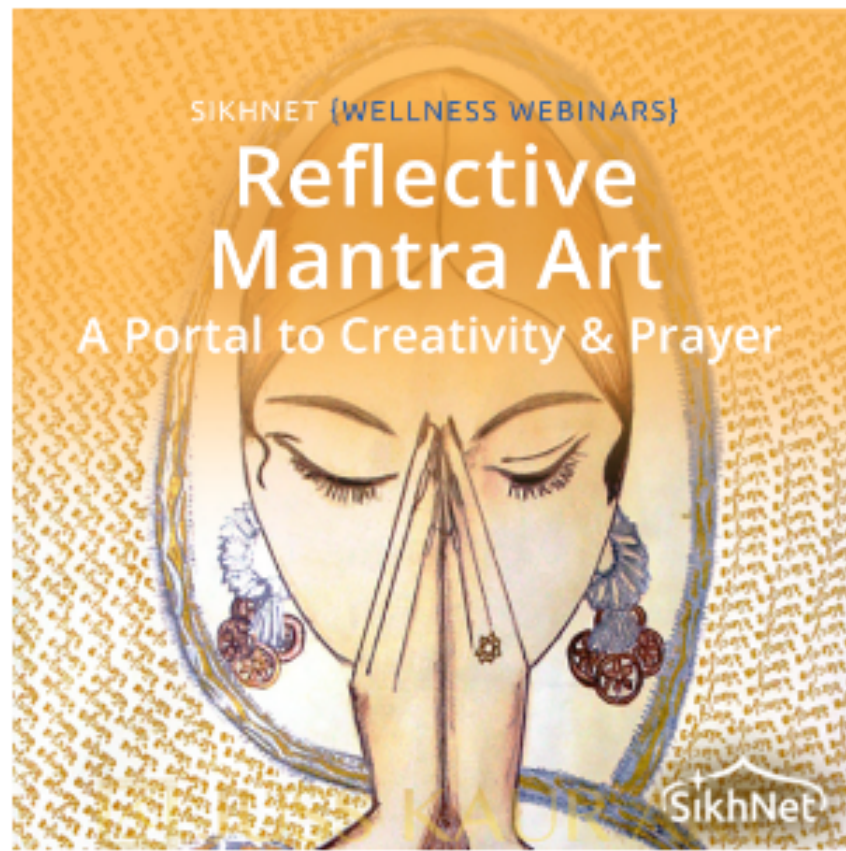
Taraki is working with Punjabi communities to reshape approaches to mental health and worked with SikhNet to develop the structure for the Wellness Webinar series and post-webinar surveys to help us better understand the needs of our communities and how we can better serve them.



It felt comforting to sit through Amar Atma Khalsa's presentation going through the many complexities of grief in detail... provided some reassurance that I'm not alone with some of what I am personally going through.

—Sharan K





Thank you so much for the most valuable information that is unable to purchase countless on funds. It would be fantastic to our community if this can bring all Sikhs together in the Name of Guru Nanak Dev Ji's teachings to all.

—Navjeet K

Virtual Vaisakhi

Livestream of events and celebrations around the world in collaboration with the Sikh Community of Southern California.





Luxury Serengeti Safari

Tarangire, Ngorongoro & Serengeti

A luxurious safari experience for two on the rim of the magnificent Serengeti wildlife preserve.



Virtual Gala

Celebrating our past. Securing our future.

The first ever SikhNet Virtual Gala featured wonderfully uplifting speakers and stories sharing the history of SikhNet for the last 25 years and envisioning the future.

The Gala included a **silent auction** and a **live auction** with *cool and unique Sikh related items and experiences*, an opportunity to help seed the future of SikhNet through ***The SikhNet Forever Endowment***.

Co-Hosts Reggie Rivers (Formerly a running back for the Denver Broncos) and Vishavjit Singh (Sikh Captain America) were joined by Gurumustuk Singh, Guruka Singh, Ek Ong Kaar Kaur, Dya Singh and friends of SikhNet to present a heart-warming Virtual Gala experience.



SATURDAY, JULY 31ST, 2021 AT 5:00 PM MT
Learn More & Register @ 25.SikhNet.com



VIRTUAL GALA



Congratulations to you and the entire Sikhnet team for the upcoming 25th Anniversary. That is a major milestone and you all deserve a huge thank you from all of us in the worldwide community that you support. I appreciate the diversity of content that you provide on your site. The current news stories, historical commentary, children's content, resources for deeper learning, media center and of course Guru Granth Sahib related resources and so much more that helps create the energy and interest for a very wide community of all ages, backgrounds, and cultures.

—G. S.

Best of 25 Years – Videos

Celebrating flashbacks and the “Best of SikhNet” over the last 25 years. Walk with us down memory lane as we revisit some of SikhNet’s most popular videos, most historic articles, and 25 years of inspiration.



How to be Fearless – Learn from Gurbani – Guruka Singh
#SikhNet25Years



How Gurbani Impacts Your Brain – Ek Ong Kaar Kaur #SikhNet25Years



How to Inspire your Children to Remain in Sikhi – Dya Singh
#SikhNet25Years

[View All](#)



SikhNet deserves the real credit for bringing the hukamnama and Sikh literary materials to millions of people which people wholeheartedly obeyed and brought into their lives.

—Parminder S

Best of 25 Years – Articles

Over 1 Million People from 50+ countries read the articles and news stories that SikhNet share on a regular basis.

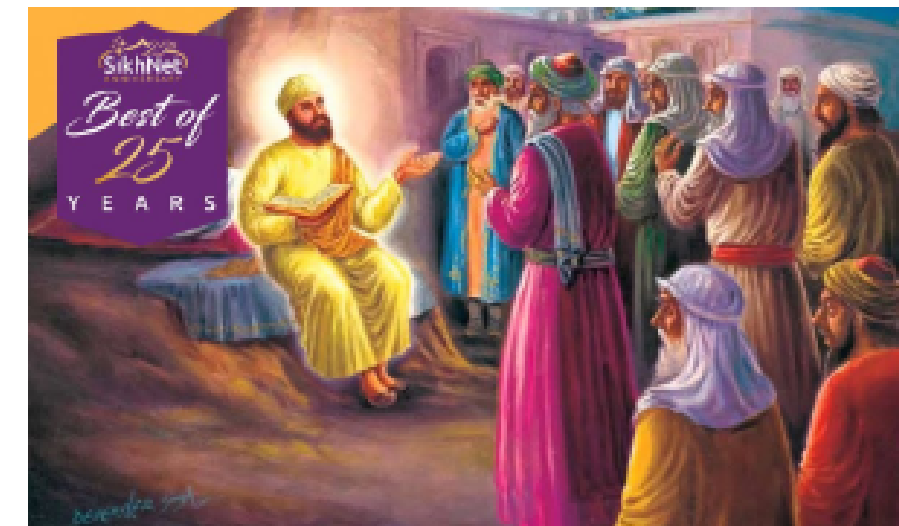
SikhNet features original articles from our volunteer staff of over 20 contributing writers along with daily news stories gathered from around the world by our news editors. Keep up-to-date on all things Sikh-related and enjoy in-depth journalism along with thought-provoking original essays and posts every day.



Ecological Concerns in Siri Guru
Granth Sahib



Bhai Jagraj's Secret: Mother Waheguru



Mecca Qazi Turned Sikh Shaheed

[View All](#)



GURBANI MEDIA CENTER



Your Donations at Work

21% of donations

Fund the ongoing upkeep and maintenance of the Gurbani Media Center. This year, additional funds are dedicated to necessary stability and expansion work over the next 1-3 years.

Lives touched: 1.7 million

People tune in to the GMC every year, including Curated content, SikhNet Radio, podcasts and Katha for over 10 million sessions.

The Gurbani Media Center App is SikhNet's most used service with **over 400,000 downloads** and contains **the largest and oldest online archive of Gurbani Kirtan in the world.**

Gurbani Albums & Featured Playlists



In 2021, we added:

- **51 new albums** consisting of digitized old Gurbani, western style, mainstream, healing meditation, devotional, Kavishri and English Kathas for sangat (2358 total)
- **40 playlists** were created for listeners to enjoy kirtan of different styles/moods. The playlists are created with Gurbani kirtan dedicated to specific Gurbani and historic events (407 total)
- **30 new Gurbani artists** (1008 total)



Curated Content

The homescreen of the Gurbani Media Center app has been updated to show custom curated playlists from various categories.

Now listen to **Daily Hukamnama Katha** from Manji Sahib, Amritsar, enjoy heart whelming keertan recordings of **Harmandir Sahib Hazuri Ragis**, listen to GurbaniMC editors special Gurbani playlists commemorating **400 Prakash Purab of Guru Teg Bahadur Ji** and tune in to Podcasts of your choice.

Plus, enjoy content just for kids to **learn how to read Gurbani** with the help of **'Sing Along'** playlists and **kids' stories** playlists.



25th Anniversary Playlist

Gurbani Media Center *Content Editor's* custom curated playlists dedicated to SikhNet's 25th Anniversary celebrations. The playlists were designed to include Raag, Classics, Mainstream, Western and Simran style Gurbani tracks for the sangat.

[Listen Here](#)



Aasa Di Vaar Playlist

Listen to the recordings of morning Aasaa Di Vaar and Evening Aarti by various Hazuri Ragis of Darbar Sahib, Amritsar.

[Listen Here](#)



400 Prakash Purab GTB Playlist

Enjoy Gurbani Keertan in Guru Teg Bahadur Ji's bani from Guru Granth Sahib. Special playlists commemorating the 400th Birth Anniversary of Sri Guru Teg Bahadur Sahib Ji.

[Listen Here](#)

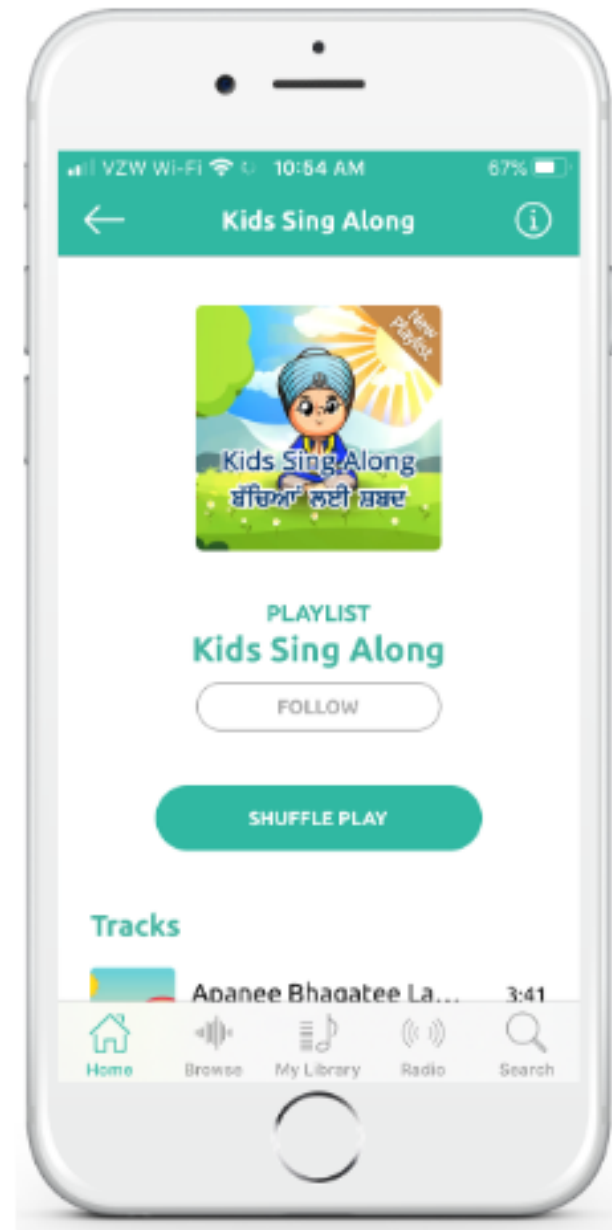


In Honor of Gurpurabs

Enjoy the "In honor of" playlists for current Gurpurabs & special events of Sikh Calendar.

[Listen Here](#)

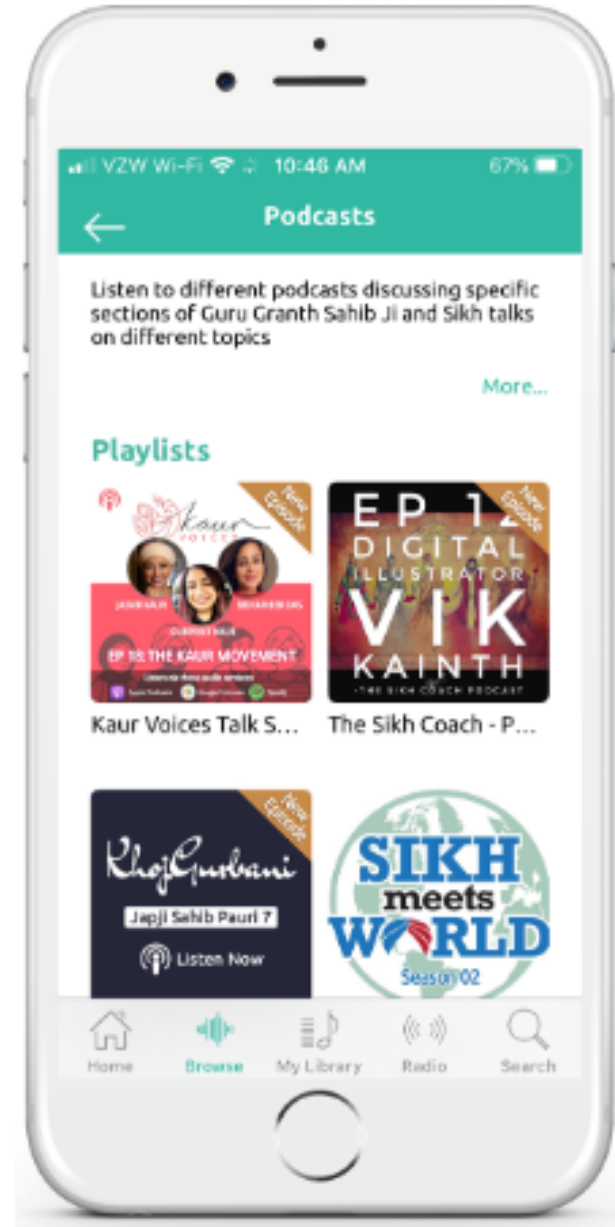
Learning with Gurbani Media Center



Learning is a part of SikhNet and when it comes to Gurbani Media Center we have included **Sehaj Paath, Santheya** and **Gurbani Translation playlists** under the category **“Gurbani Paath.”** Each playlist focuses on providing the sangat easy understanding of Gurbani and how to pronounce it. We have also made available audio collections of **Q&A Youtube videos of Guruka** and **Shanti Kaur** that answer **youth questions on Lifestyle, Spirituality, Relationships and more.**

- **Sing along Nitnem for Kids playlist** specifically designed to help kids learn to recite Nitnem Paath.
- Raag based playlists collection **“Gurbani Raag Keertan”** having Raag Keertan sung by different Ragis using Puratan Sikh instruments.
- Amazing collection of **Mainstream, Western, Classics, Raag, Devotional kirtan** dedicated to 550th birth anniversary of Sri Guru Nanak Dev Ji.
- New Gurbani playlists categories including shabads that help to feel protected during the COVID-19 pandemic.
- **Top Gurbani Charts** category which includes top listened Gurbani tracks, albums, artists, etc. by the listeners.
- Playlists collection **“Sadhana from Solstice”** with tracks dedicated to morning Sadhana
- Playlists dedicated to **Holla Mohalla at Anandpur Sahib, India.**
- Playlist with all **Western Female Vocalists**

Sikh Podcasts



Listen to different podcasts discussing specific sections of Siri Guru Granth Sahib Ji and Sikh talks on different topics.

Featured Podcasts:

- The Sikh Coach Podcast
- Sikh Meets World
- Khoj Gurbani
- Diary of a Human Warrior
- Chardi Kala

The podcasts are related to topics like Gurbani explanation, Sikhs in politics – business – sports etc, Parenting, Live life according to Guru's teachings,

[View all playlists here.](#)

In the app, scroll down on the home or browse screen.

SikhNet Radio

Listen to Gurbani Live from Gurdwaras around the World



All Gurdwaras are invited to contact SikhNet to have their broadcasts included in the SikhNet Radio Channels. [Get in touch.](#)



Did you know that you can submit audio to the GMC?

The GMC allows hundreds of thousands of people to stream Guru Ji's kirtan anywhere in the world. Email jagjeevan@sikhnet.com to submit your audio.



Female Vocalists
Gurbani Keertan
Western

ਹਰਿਮੰਦਰ ਸਾਹਿਬ ਤੋਂ
ਆਸਾ ਦੀ ਵਾਰ ਕੀਰਤਨ
Aasa Di Vaar Keertan
from Harmandir Sahib

Bhai Nirmal Singh Khalsa

KIRTAN STUDIO
SEASON 2

ਹਰਿਮੰਦਰ ਸਾਹਿਬ
ਕੀਰਤਨ
Harmandir Sahib Keertan

A tribute to
Shiromani Ragi Bhai Balbir Singh

Classics
Celebrating Guru Nanak's
550th GURPURAB
In Honor of Guru Nanak Dev Ji
Yesteryear Classics

Nava Saal Guru De Naal
2020
Gurbani Keertan

Guru Nanak Dev Ji
Mool Mantar

Khalsa Junior
ਖਾਲਸਾ ਜੂਨੀਅਰ

SikhNet
Kaur
SikhNet presents:
KAUR VOICES
Talk Show!
with Jasvir Kaur Rababan

ੴ
Jagat Jalanda Raakh Ley

RAAG BASANT
sung between 6pm - 9pm

2 Singhs

Sahibzade Shaheedi Devotional songs
The Heroes of the world

Top Listened Western Artists

ਮੇਰਾ ਰਾਖਾ ਸਭਨੀ ਥਾਈ
ੴ
You are my Protector everywhere
(Western Artists)

SIKH meets WORLD
Season 02

#SikhsAtHomeTogether
Gurbani Keertan

SikhNet
Gurbani Whiteboards
with Ek Ong Koor Koor Japji Sahib

BAHUTA KARAM

Sing along Nitnem for Kids
Japji Sahib
Vocals: Bhajneet Singh & Jatha

Hola Mohalla Gurbani Keertan

Nitnem
JAPJI SAHIB
JAAP SAHIB
TAV PARSAD SAVAIVE
CHAUPAI SAHIB
ANAND SAHIB
Giani Bhadur Singh (Damdami Taksal)

GURU NANAK
YOU'RE MY HERO

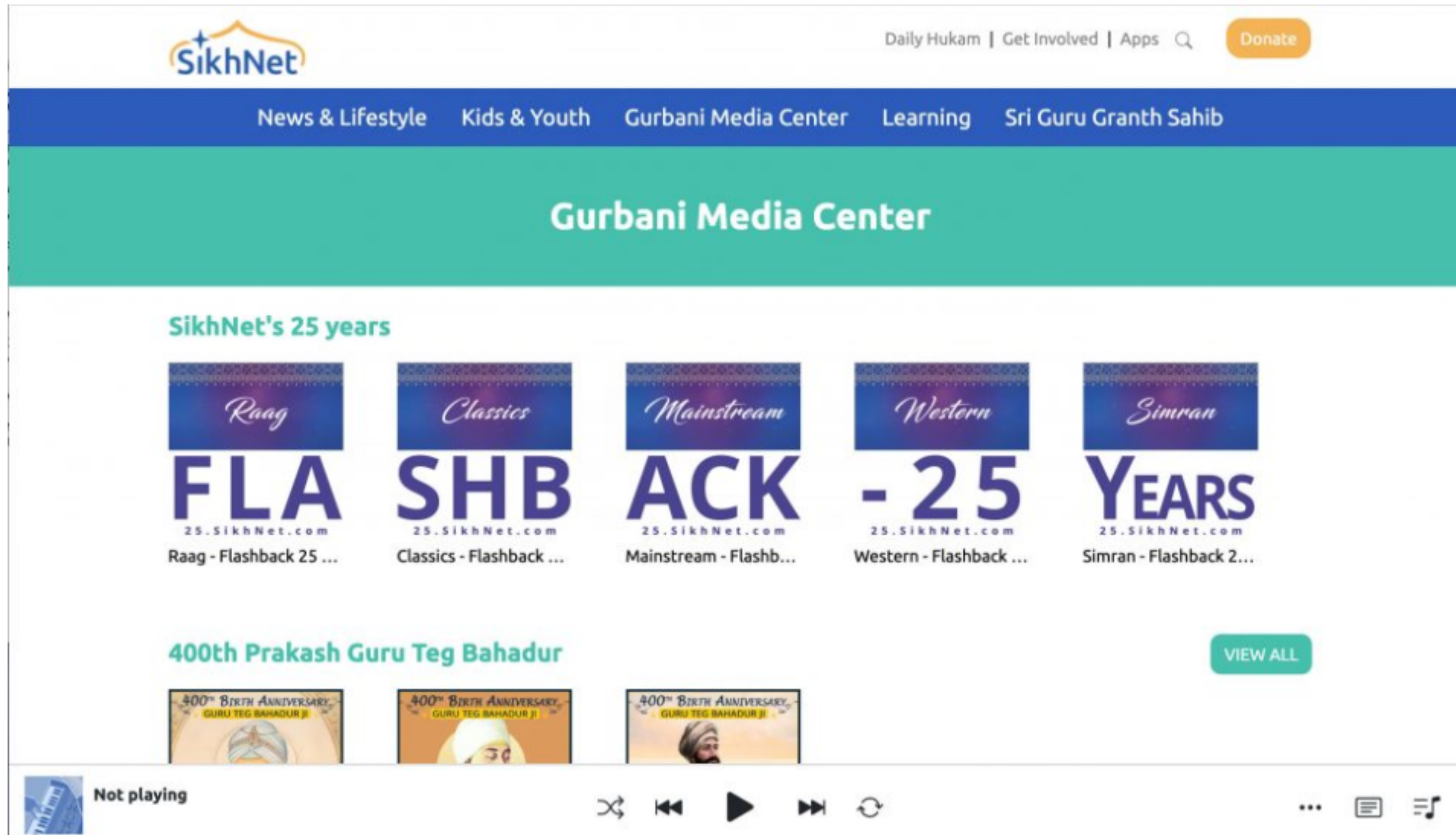
Meditation & Yoga
Stress relief
Wellness
Healing
Peace

GAZAR MEDIA & HARDREET SINGH PRESENTS
ZAFARNAMA
ਜ਼ਫਰਨਾਮਾ
FATEH DI CHITHI
ਫਤਿਹ ਦੀ ਚਿੱਠੀ

Ardaas Karaan
ਅਰਦਾਸ ਕਰਾ
RUCHI KAUR BAWA

2021 Stability & Expansion Goals

This year our priority was to expand the engineering team and the rebuild the Gurbani Media Center website that users access from web browsers.



Goal #1: Establish Engineering Team

Over the years a lot of technical debt has been building to the point where updating our applications and deploying new services has become a large scale project.

With a set of processes and leveraging automated deployment we will be able to be agile and get feedback on bugs and issues earlier on in the process.

SUCCESS:

Hired on resources and a new CTO to provide guidance.

PROGRESS:

- **Interm PT CTO Jujhar Singh** to provide guidance as we deliver well architected, properly built and sustainable products and services
- **FT lead developer, Manraj Singh is joined by FT developer Kiranpreet Singh** focused on **frontend & mobile development**
- **PT developer Matilde** focused on **backend engineering**

Goal #2: New Modern Website for Gurbani Media Center

Rebuilding the Gurbani Media Center website that users access from web browsers. This accounts for the majority of SikhNet's web traffic that accesses both on mobile and desktop browsers.

SUCCESS: GMC Website that looks and functions like the mobile apps.

PROGRESS:

- Wireframes developed with the assistance of a design company
- Consistent and flexible design to work across desktop, tablet and mobile using a unified design language
- **75% of the backend infrastructure has been setup** including the ability to render a page using configuration
- 30% of the main pages have been implemented including the Homepage and Artist pages

Downloads & Users

GMC

Lifetime Downloads



Over

400,000

Downloads



GMC

Users

1,700,000
active yearly users



10 million+
unique sessions





SIKHNET LEARNING CENTER



Your Donations at Work

13% of donations

Fund the creation of courses and webinars serving the Sikh panth around the world. This area has funds slated for growth in the next 1-3 years.

Lives touched: 13,300

11,500 enrolled in courses, 1000 enrolled in live webinars, 800 watched replays.

Over 11,500 students are enrolled in SikhNet Learning Center courses.

In 2021, we launched one new course and continued open enrollment in our other 4 courses where we continue to provide support to active students.



Our latest course is *How to Meditate: Discover the Life Changing Power of Naam Meditation* and is offered in partnership with Nanak Naam.

This course focuses on:

- Sharing Guru Nanak Dev Ji's teachings in a way that's accessible to all
- Learning basic meditation techniques
- Developing a daily practice for greater peace and less stress
- How to deal with negative thoughts

Wellness Webinar Series

The **Wellness Webinar Series** was developed in partnership with **Taraki Wellbeing** and aimed at providing support **during COVID times** with Sikh inspired content presented by Sikh mental health and wellness professionals from around the globe.

The webinars offered were:

- How to Take care of Your Mental Health with Dr. Kuljit Bhogal
- Cultivating Self-Compassion with Poonam Dhuffer
- Coping with Grief with Amar Atma Singh Khalsa
- Reflective Mantra Art with Dr. Juss Kaur
- Ayurveda: The Science of Life with Siri Radha Kaur
- Reflective Mantra Art for Kids with Dr. Juss Kaur



995

total live attendees



768

total replays



75%

made positive changes
after attending



100%

sense of wellbeing
improved

All the courses in the **SikhNet Learning Center** are mixed-media courses involving, reading, audio, video, quizzes and self-assessments. Students interact with each other directly as well as with the instructors through the 24/7 commenting system.

[View All Courses](#)

What our students are saying...



I had never attended a meditative art session before and found the first session very relaxing and unique. I loved how Dr. Juss Kaur explained about the spirituality associated with the Mantra in simple and easy-to-understand language. Meditation technique guided by Sri Radha was a beautiful experience too. Therefore, we (my daughter and I) returned to today's session with the surety of a beautiful experience and I'm so glad we did.

Reflective Mantra Art for Kids

SikhNet Wellness Webinar Attendee



I was looking since a long time for this course and to know our Guru Properly... I am Very Thankful to SikhNet team to make my dream to come true..

Garender S.

SikhNet Learning Center Student



PRESENTS

AJEET SINGH
The Invincible Lion



SIKHNET STORIES FOR KIDS



Your Donations at Work

13% of donations

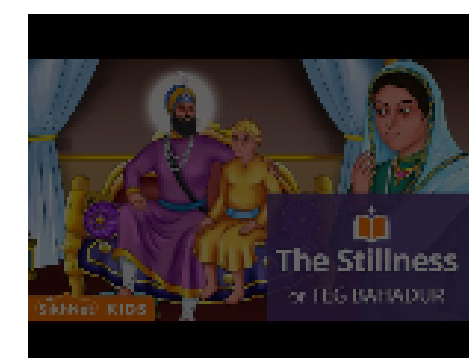
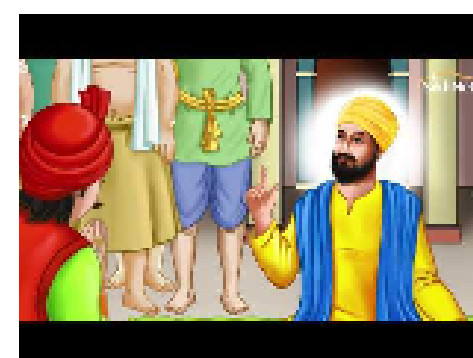
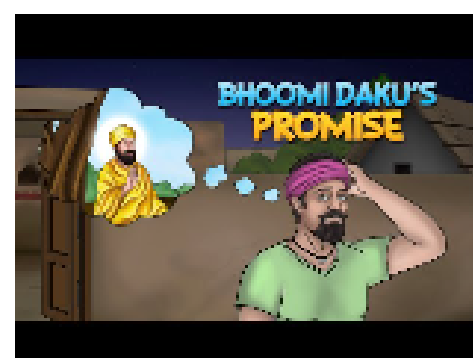
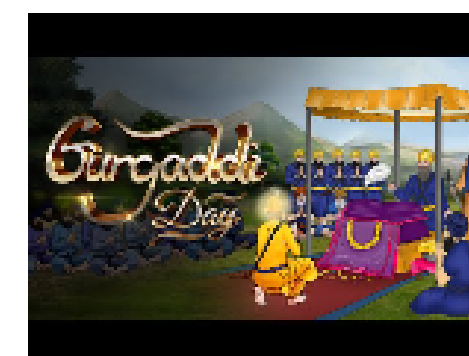
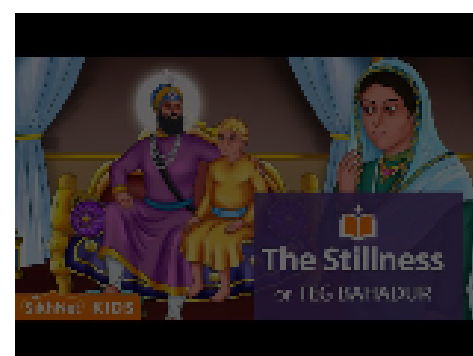
Fund animation work on existing stories and the creation of new stories.

Lives touched: 693,300

632,000 views each year and growing; 61,300 app downloads

In 2021, SikhNet produced **9 animations, 2 audio stories** and **1 video book**. In alignment with requests from our audience, our focus in the SikhNet Stories for Kids area is to produce more animations.

9 New Animated Stories



Watch Them All!

Audio Stories



Animated Story Book

SikhNet and Brave Lion Books present our very first **Storybook Animation!**

Ajeet Singh: The Invincible Lion, is a great way for young children to learn about dealing with adversity!

Everything in the story is paralleled with a shabad by Guru Arjan Dev Ji, which is intuitively taught through the story itself!



My daughter listens to them (SikhNet stories) on our iPad for literally hours during this isolation period and it's been a savior for me that she has something to entertain her that doesn't make me feel guilty about. She absorbs it all and starts conversations about deep meaningful things with me because of the things these stories make her think about.

—J.F.

SikhNet Stories for Children Podcast

Now listen to your favorite kids stories via Podcasts. They are available on Apple Podcasts, Audible, Google Podcasts and Spotify. You can also listen on the Gurbani Media Center.



Apple Podcasts



Script Writing Contest



Find out what inspired Jayant Chopra to write this story, author of *Singh The Lion Chants Waheguru*.

In 2019 we ran the **Script Writing Contest** and received many wonderful entries from around the world!

Singh The Lion Chants Waheguru, the winner in our Intermediate category, was made into an audio story this year!

All audio and animated stories are available to children using the smartphone or tablet apps. With all the new animations you can now watch videos within the app too!



INSPIRATION

The SikhNet News



Your Donations at Work

7% of donations

Fund upkeep and maintenance of the news area. This area is funded for expansion in the next 1-3 years

Lives touched: 1 million+

Over 1 Million People from 50+ countries read the articles and news stories that SikhNet share on a regular basis.

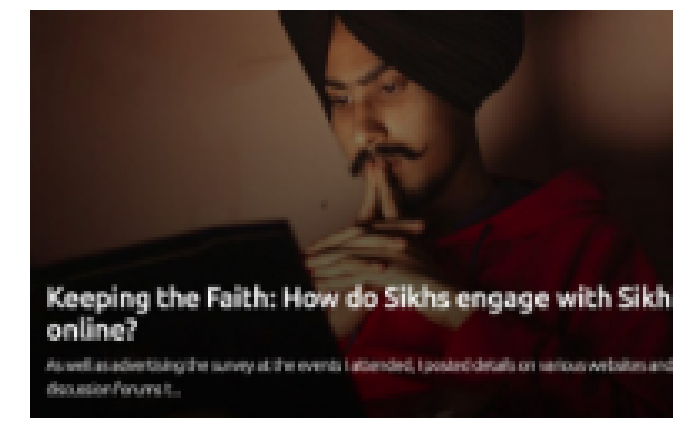
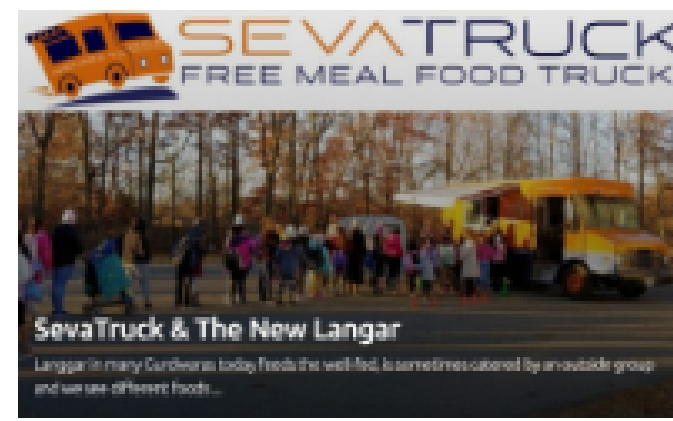


On The 20th Anniversary Of 9/11, Sikh Americans Are Sharing How The Tragedy Changed Their Lives Forever

"We desperately needed people to know who we were."

SikhNet News focuses on 'Good News, Good Will' and features original articles from our volunteer staff of over 20 contributing writers along with daily news stories gathered from around the world by our news editors.

Keep up-to-date on all things Sikh-related and enjoy in-depth journalism along with thought-provoking original essays and posts every day.



[View All](#)



I live here in the south west of England where Sikh Dharma hardly exists. Sikh Net IS my sangat and lifeline, and I value all articles, news and information relating to all things Sikhi.

—C. Kaur

Daily Hukamnama



Your Donations at Work

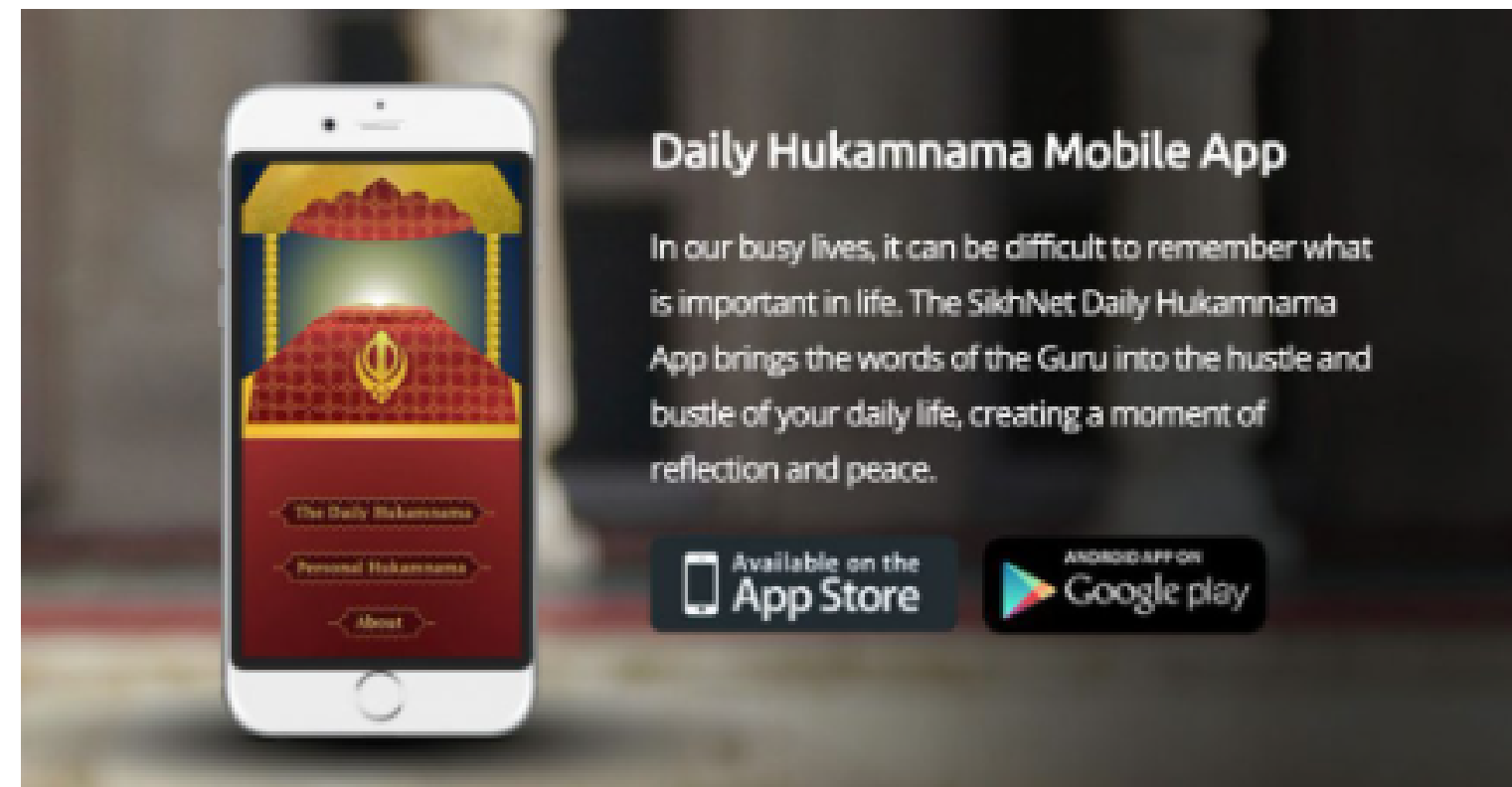
1% of donations

Fund the Daily Hukamnama

Lives touched: 50,000+

Over 50,000 people from all over the world receive the Daily Hukamnama from the Sri Harimandir Sahib daily.

Every day over 50,000+ people receive inspiration from the Daily Hukamnama from Harimandir Sahib in Amritsar, delivered via our website, on Facebook, Twitter, via email or through the Daily Hukamnama smartphone app, and even by a telephone call.



Daily Hukamnama Mobile App

In our busy lives, it can be difficult to remember what is important in life. The SikhNet Daily Hukamnama App brings the words of the Guru into the hustle and bustle of your daily life, creating a moment of reflection and peace.

Available on the App Store

ANDROID APP ON Google play



Thank you so much for Daily Hukamnama. I'm suffering from depression, but when I read this I feel god teach me. Thank you so much.

—N.G.

Inspirations Videos



Your Donations at Work

22% of donations

Fund the creation of inspirations videos. This area is funded for changes in the next 1-3 years.

Lives touched: 21 million+

Over 21 million views and climbing on YouTube; over 120,000 subscribers.

Our YouTube Channel has been one of the greatest ways we reach, inform and inspire our global sangat. SikhNet was one of the first organizations out there making videos for Sikhs across the globe. **Since 2006 we have produced over 776 videos which have over 21 million views!**

SikhNet

100,000+ SUBSCRIBERS
ON YouTube

Thank you for your support!
Watch hundreds of Sikh related videos at:
[YouTube.com/SikhNet](https://www.youtube.com/SikhNet)

YouTube Award – 100,000+ Subscribers

We surpassed 100,000 subscribers this year and YouTube sent us special recognition. Gurumustuk started this channel by going around with his camera and asking people things like “Why are you a Sikh? What inspires you?” Since then, many teachers and individuals have shared their inspiring stories and wisdom with us on a variety of topics related to Sikhi.

Nanak Naam Videos

SikhNet partnered with Nanak Naam and Satpal Singh to share inspirational videos on a variety of important topics for Sikhs.





[Watch All](#)

SIKHI WIKI

With almost 6,300 articles on Sikhism, the Sikh people and their culture and over five million users, SikhiWiki.org remains the top research and resource site for Sikhs on the Web. Since it is a WIKI, anyone can contribute and/or edit information on SikhiWiki. Our moderator, Hari Singh oversees all SikhiWiki articles.

USAGE

VISITS & PAGE VIEWS

VISITS **11,000,000**

PAGE VIEWS **21,000,000**



VISITS BY COUNTRY



India

2,800,000

Canada

800,000

USA

700,000

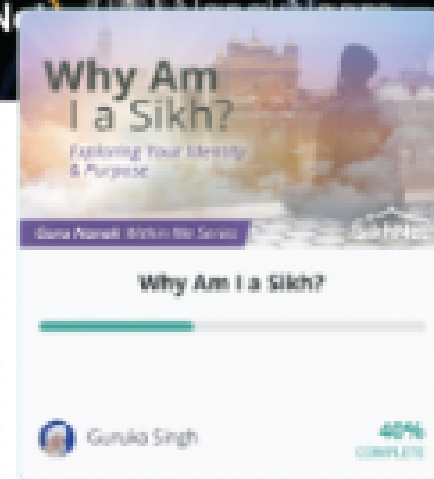
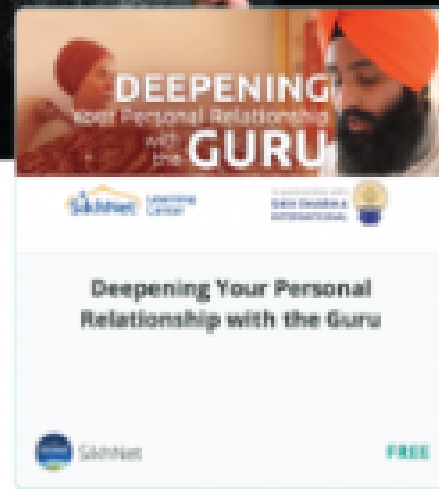
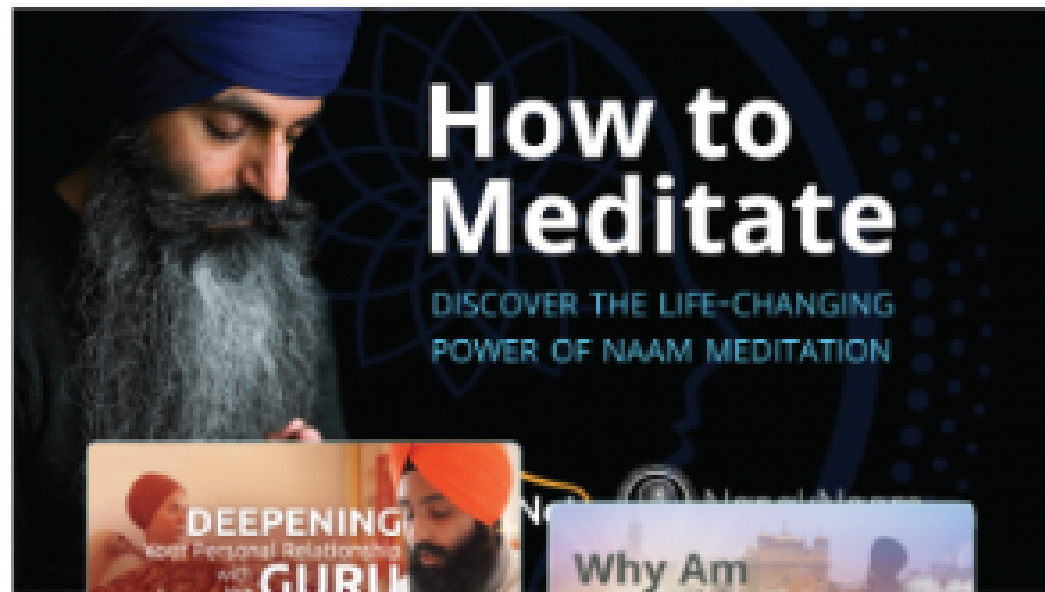
UK

600,000

Australia

200,000

LEARNING CENTER



ENROLLED

18%



2020 9,499

2021 11,500

Course Curriculum

Start next lecture > What Does "Guru" Mean - Module Intro (1:31)

1 - What Does "Guru" Mean?

- 🔊 Welcome: Some Things To Know Before You Begin
- 🎧 **What Does "Guru" Mean - Module Intro (1:31)** [Start](#)
- 🎧 What Does Guru Mean to You? Interviews from Around the World (4:22) [Start](#)
- 🎧 Guided Self-Reflection: What Does Guru Mean to You? (5:27) [Start](#)
- 📖 Journal Exercise: What Does Guru Mean to You? [Start](#)
- 🎧 Gurus Light - Shabad Guru (5:58) [Start](#)
- 📖 Finding Our Way to the Guru [Start](#)

SOCIAL MEDIA



YouTube

SUBSCRIBERS

LIFETIME VIEWS

110,000

23,000,000+

APPS

Gurbani Media Center, Daily Hukamnama & Kids' Stories



ALL APPS

Monthly Active Users

51,000

Total Users

237,000

Total Plays

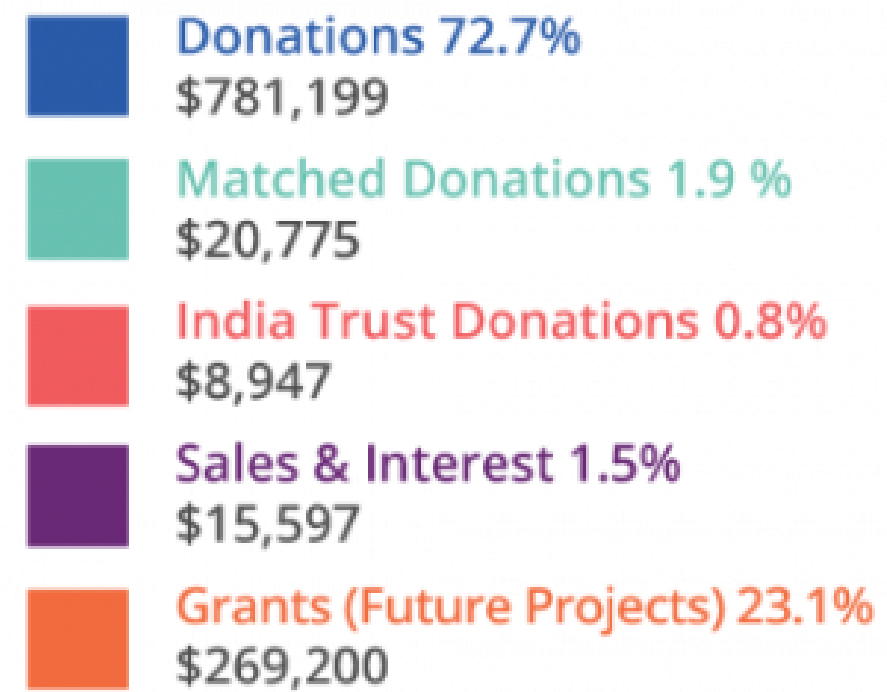
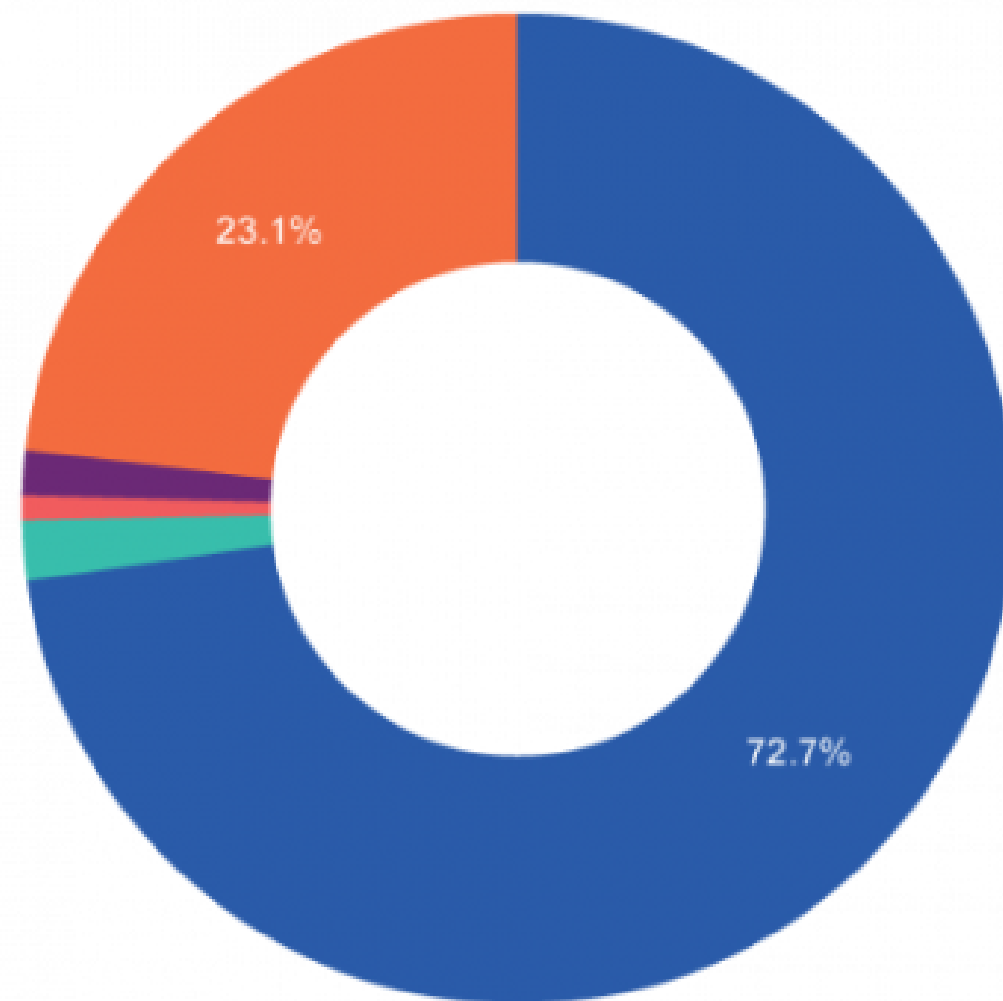
43,000,000+





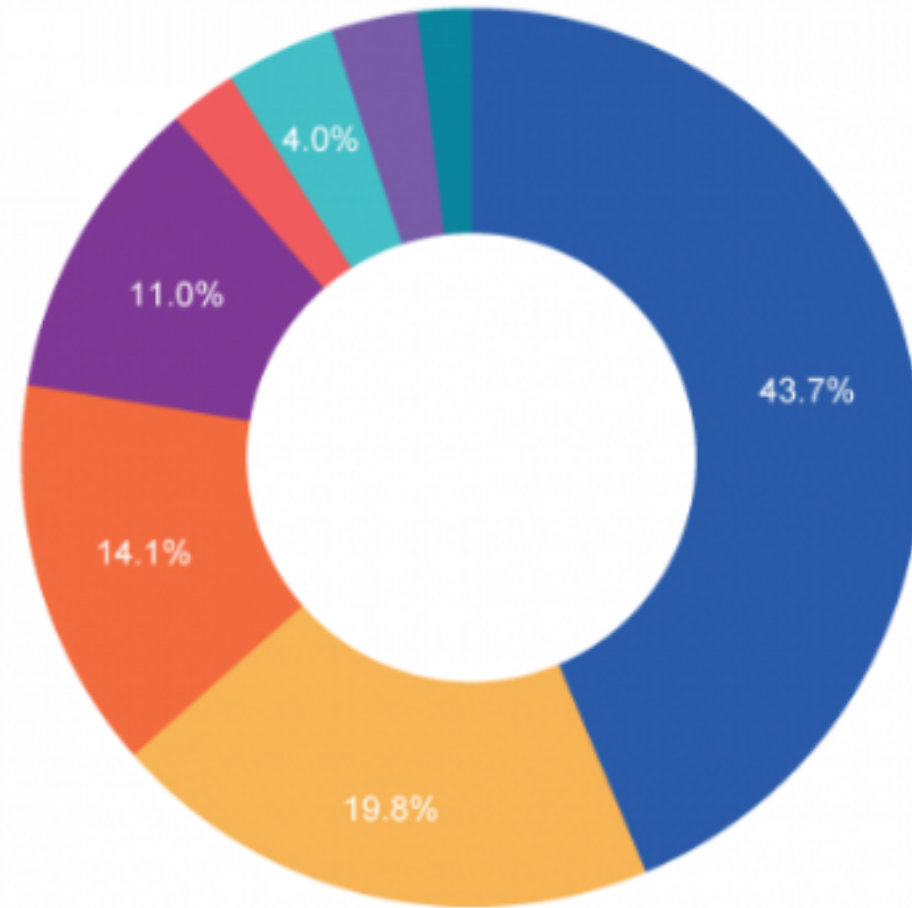
FINANCIALS

INCOME



Total Income: \$1,074,968

EXPENSES



Total Expenses: \$747,267

Our passion is to be here for our worldwide sangat – 24/7/365. We’ve been here for you for 25 years! We are very excited about what the future holds for SikhNet, how we can continue to be the go-to place for connection for Sikhs around the world.

Please take a few moments **right now** to support the work of SikhNet. Our goal is to raise \$400,000 to cover our core work for 2021. Will you join us by donating \$101, or any amount you can, to support SikhNet’s seva?

To help even more, **become a monthly donor!** Your sustaining, recurring donation helps us tremendously in our seva.

Thank you.

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