

An illustration of a Sikh warrior, likely a woman, riding a brown horse. She is wearing a blue tunic and an orange headscarf. She holds a sword aloft in her right hand and a large metal bowl in her left. The background is a soft, hazy sky. The text 'FEARLESS IN THE FACE OF CHANGE' is overlaid on the image in a blue box with yellow text. Below it, the Gurmukhi text 'ਨਿਰਭਉ ਨਿਰਵੈਰੁ' is written in white.

# FEARLESS

IN THE FACE OF CHANGE

ਨਿਰਭਉ ਨਿਰਵੈਰੁ

# A Message From the CEO



Waheguru Ji ka Khalsa, Waheguru Ji ki Fateh!

This year has been an unusual and challenging time for all of us. With the amplified fear and uncertainty in the world today, there also comes an opportunity to create massive positive change on this planet. Not just in our cities, but in our countries and the world; not just individually, but within our families and communities. This is a time for us to rise above the fear and come together in love and support for each other.

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', written in a cursive style.

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 \$400,000 by the end of the year in order to fund SikhNet's growth, and to continue serving millions of people around the world.



 **LIVE** #SikhsAtHomeTogether

# 2020 Pandemic Response

## One World One Hope

*"We are one global human family."*

Inspirational video presenting Guru Arjun Dev Ji's Universal Message, produced in partnership with SikhNet.





R.B. (UK)

During the lockdown and more importantly social distancing in the UK, many Gurdwaras have restricted visiting times for the Sangat. Sikhnet has been my life line for my "spiritual needs".

## #SikhsAtHomeTogether

In response to the lock downs, SikhNet responded by mobilizing sangat around the globe to offer live kirtan and katha daily.



# Virtual Vaisakhi

Livestream of events and celebrations around the world.







# GURBANI MEDIA CENTER

In 2020 over **60,000 people** downloaded the **GMC app** and received over **13 Million Gurbani audio plays** from our Sangat. **4 million people** used the **website** version of the GMC (Approx 330,000 people per month).

## Gurbani Albums & Featured Playlists

In 2020, we added:

- **94 new albums** consisting of digitized old Gurbani, western style, mainstream, healing meditation, devotional, Kavishri and English Kathas for sangat.
- **100 featured 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.
- **64 playlists** (364 total)



## Custom User Playlists

We worked really hard to implement a very important user requested feature in 2020. Custom user playlists allow users to add their favorite tracks and create their own unique collections. Users can add, remove and change the order of tracks within a playlist. Over 9600 playlists have been created by users.

## Track Actions

We introduced a track action button that gives quick access to actions related to a track. Users can add the track to a playlist, add the track to "My Library", view the track's artist and the album this track belongs to.

## Gurbani Katha

A new section on the home screen is NOW available to users to listen to Gurbani Katha. All of the Katha tracks that are in the Katha SGGS app are available in Gurbani Media Center. The features that are part of the Katha SGGS app like resuming where you left off and downloading tracks for listening offline will be coming to GMC in the near future.



Gurbani Media Center

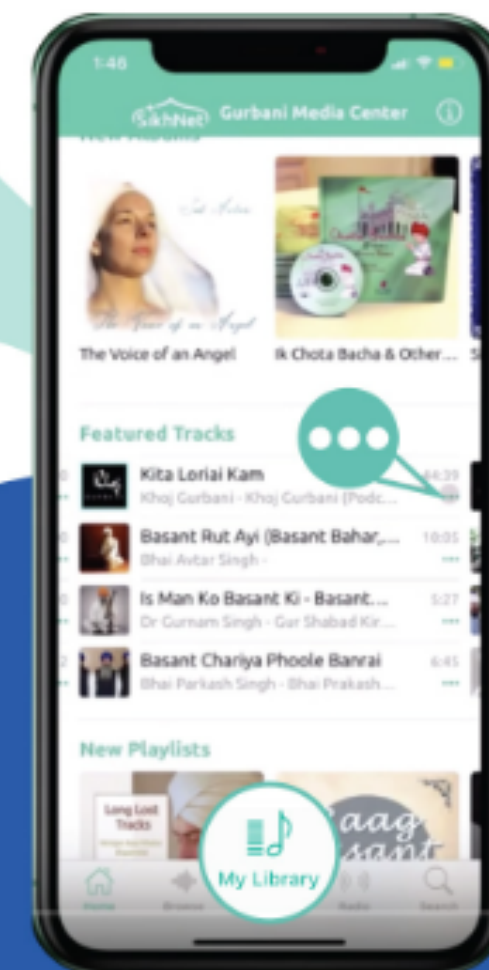
NEW FEATURE

CREATE

CUSTOM

PLAYLISTS

Download  
for FREE



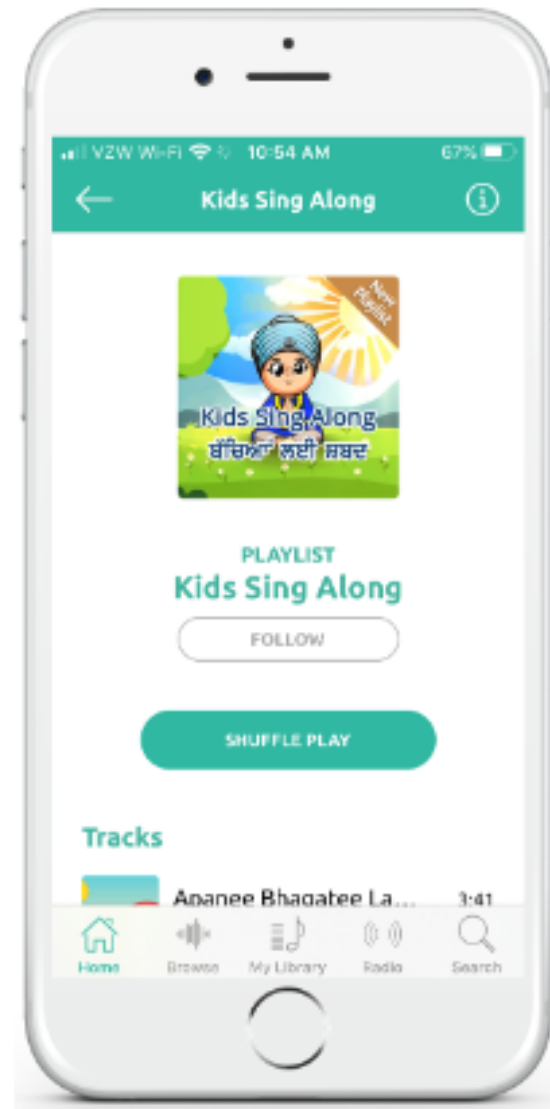


Thank you thank you thank you... this is the best, most awesome creation, remedy for all ailments, soothing balm, truth and guide.. I have no words to express my gratitude. Thank you most humbly.. I have reconnected with my Guru..

**Nitika S.**

Gurbani Media Center User

## Learning with Gurbani Media Center

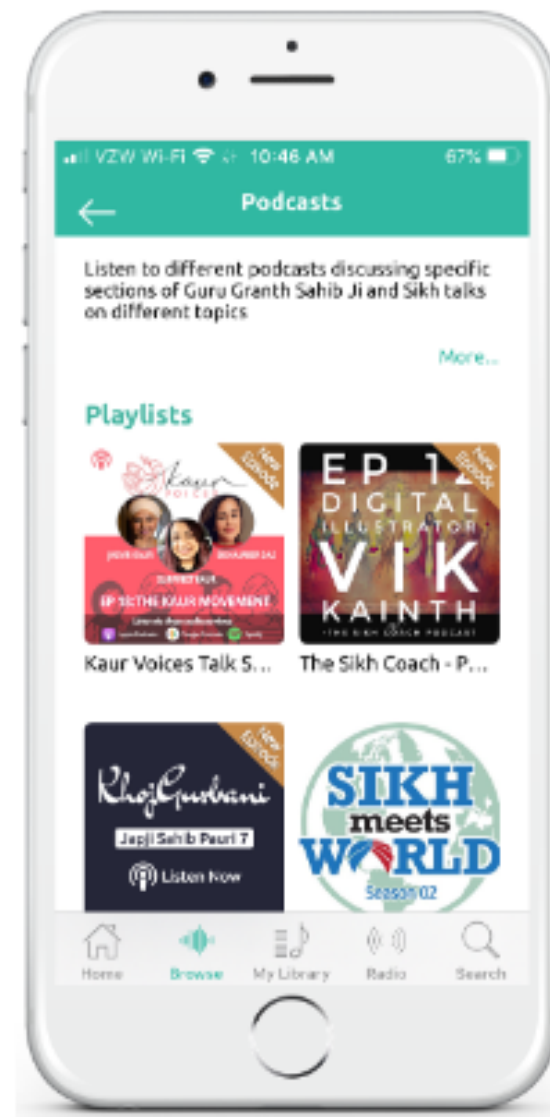


Learning is a part of SikhNet and when it comes to Gurbani Media Center we have included **Sehaj Paath, Santheya** and **Gurbani Translation playlists** under the category "**Gurbani Paath.**" Each playlist focuses on providing the sangat easy understanding of Gurbani and how to pronounce it. We have 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.
- Added Raag based playlists collection "**Gurbani Raag Keertan**" having Raag Keertan sung by different Ragis using Puratan Sikh instruments.
- Added an amazing collection of **Mainstream, Western, Classics, Raag, Devotional kirtan** dedicated to 550th birth anniversary of Sri Guru Nanak Dev Ji.

- New Gurbani playlists category **“O Guru save us!”** including shabads that help to feel protected during the initial COVID-19 pandemic.
- Added **Top Gurbani Charts** category which includes top listened Gurbani tracks, albums, artists, etc. by the listeners.
- New playlists collection **“Sadhana from Solstice”** with tracks dedicated to morning Sadhana
- Playlists dedicated to **Holla Mohalla at Anandpur Sahib, India.**
- New playlist with all **Western Female Vocalists**

## Sikh Podcasts



In 2020 SikhNet began building our podcast network.

Featured Podcasts:

- Kaur Voices Talk Show
- The Sikh Coach Podcast
- Spirited
- Seek Parenting
- Khoj Gurbani

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.](#)

# 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.](#)

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## Did you know that you can upload audio to the GMC?

The GMC allows hundreds of thousands of people to stream Guru Ji's kirtan anywhere in the world. [Get started.](#)

**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  
550<sup>th</sup> 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 Kaur 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

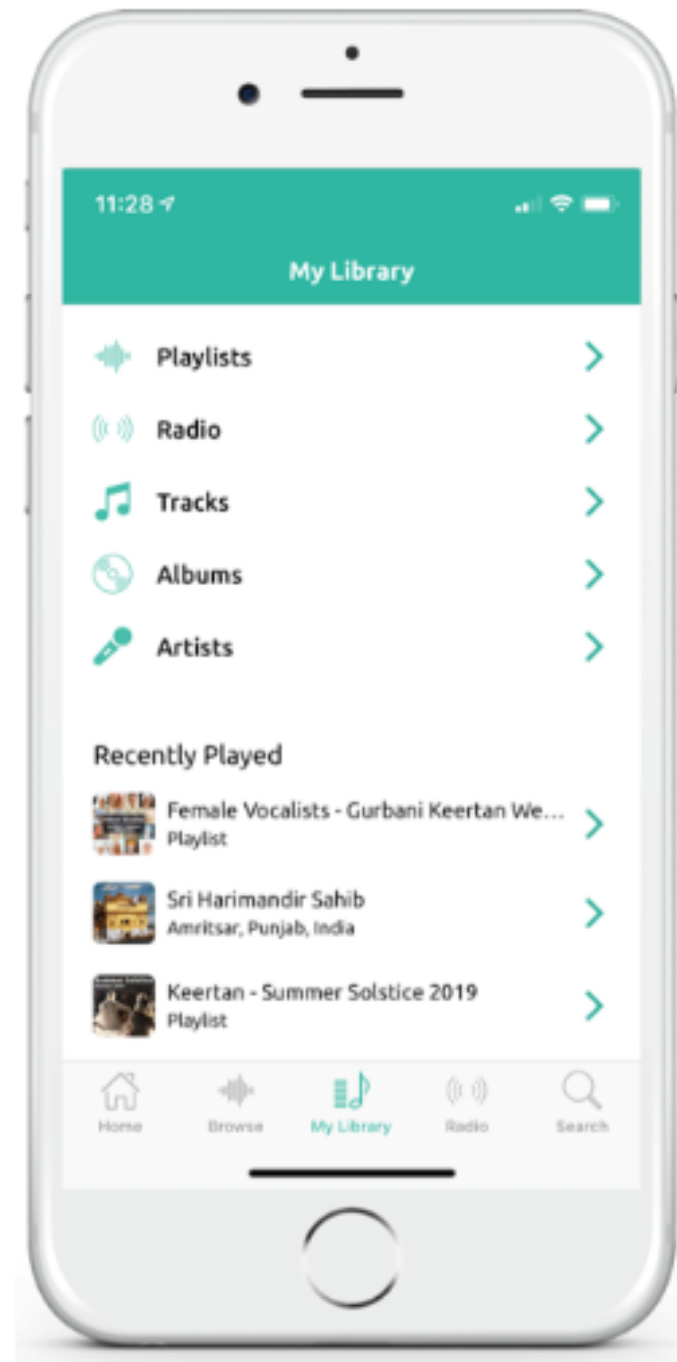
**Meditation & Yoga**  
Stress relief  
Wellness  
Healing  
Peace

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 is the rebuild of the backend GMC system. Technology changes so quickly, in order for the Gurbani Media Center to accommodate mobile users, apps, smart devices, smart assistants, cars, TV, etc, we have started on our \$178K 2020-2021 stability project.



## Specific goals:

- **Build totally new modern GMC system** that is flexible, independent and supports the needed growth
- **Move GMC off the main SikhNet website**
  - Allows for Phase 2 of upgrading the Sikhnet website and to address security issues
- **Upgrade, run and maintain the Drupal-based SikhNet website separately from the GMC**
  - Enables independent development at different paces by different teams
  - Issues with one system do not affect the other
  - Can be run on different hardware/cloud – further reducing risks

## Benefits of this project are far-reaching. Here is a list of the most pressing benefits:

- GMC in major expansion with large growing user base
- Data safety for our user base
- Ability to keep GMC stable and available
- Ability to expand access to new users
- Ability to keep our services free of charge
- No advertising. No fees. Free to Users
- Growing needs to access the content in many ways & devices

# Downloads & Users

GMC

Downloads



Over

60,000

Downloads



GMC

Users

34,000

active monthly users



4 million

used website version  
(Approx. 330,000 per month)





ੴ ਸਤਿਨਾਮੁ ਕਰਤਾ ਪੁਰਖ ਨਿਰਭਉ ਨਿਰਵੈਰੁ  
ਅਕਾਲ ਮੂਰਤਿ ਅਜੂਨੀ ਸੈਭੰ ਗੁਰ ਪ੍ਰਸਾਦਿ ॥

ੴ

ਅਗਨਿ ਸਬੁ ਕੁਗਾਨਿ ਸਬੁ ॥ ਹਿੰਡੀ ਸਬੁ ਨਾਨਕ ਹਰੀ ਭੀ  
ਗੁ ॥ ੧ ॥ ਸੇਠੇ ਸੇਠਿ ਨਿਹੈ ਏਈ ਕੇ ਸੇਠੀ ਲਖ ਦੁਗ ॥ ਚੁਪੈ ਚੁ  
ਨਿਹੈ ਏਈ ਕੇ ਲਾਇ ਰਗ ਲਿਖਤਾ ਗ ॥ ਭੁਖਿ ਆ ਭੁਖ ਨਿਖੁ

# SIKHNET LEARNING CENTER

## Nearly 10,000 students are enrolled in SikhNet Learning Center courses.

In 2020, 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 in the *Guru Nanak Within Me* series is called *Why Am I a Sikh?***

This course focuses on:

- Understanding what makes someone a Sikh
- Strengthening our commitment to the Sikh lifestyle and spiritual practices
- Living a life of purpose and purity
- Gaining clarity in our identity as a Sikh and our relationship to God

We are in the process of launching a **New Webinar Series focused on Mental Health, providing support during COVID times** with Sikh inspired content presented by Sikh mental health and wellness professionals from around the globe.

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 am glad I have an opportunity to say, how much I have learnt about Sikhi from doing the various Sikhnet free courses online... The awareness of gurbani and its meaning has got me to start doing Japji Sahib each morning, it's made my faith strong and believe and accept Waheguru hukam.

**Jasbir K.**

SikhNet Learning Center Student



This course was thoroughly enjoyed. Every lesson there was something new to learn and understand. With Guru Jis Kirpa may the amazing work completed continue and be shared amongst the rest of the world, who can all then find a way to better their lives.

**Manvir S.**

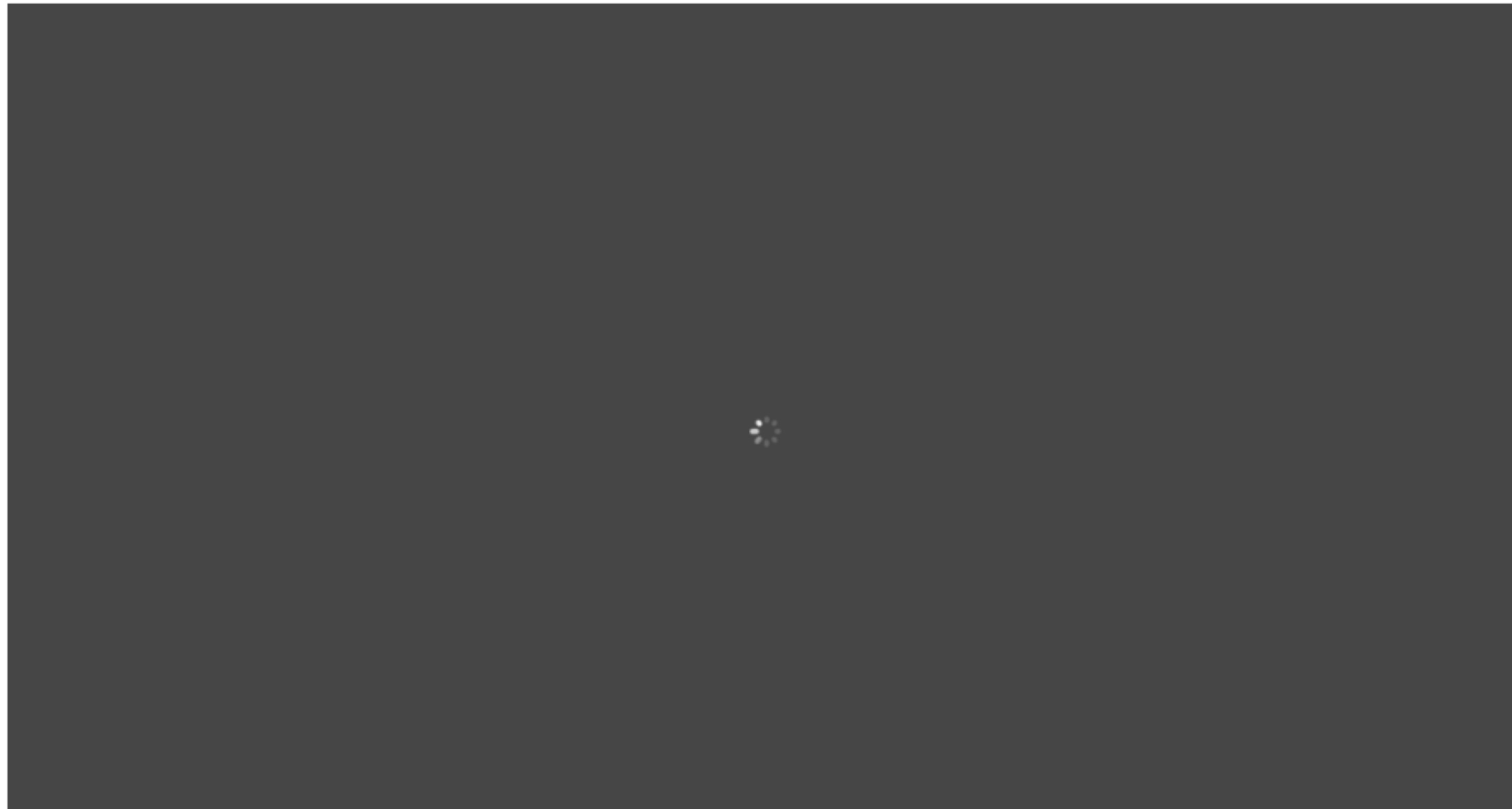
SikhNet Learning Center Student



# SIKHNET STORIES FOR KIDS

In 2019-2020, SikhNet produced **9 animations**, **3 audio stories** and **2 animated stories dubbed in Punjabi**.  
In alignment with our userbase's wishes, our focus in the SikhNet Stories for Kids area is to put out more animations.

## 9 New Animated Stories





# INSPIRATION

## The SikhNet News



### Muslim Family Respectfully hands over 100 Year Old Guru Granth Saroop

Muslim family was taking care of near 100-year-old two holy saroops of Guru Granth Sahib

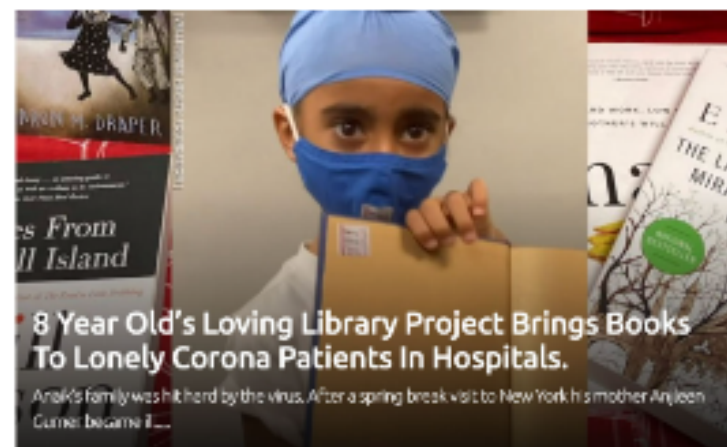
Over 1 Million People from 50+ countries read the articles and news stories that SikhNet share on a regular basis.

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.



### Meaningful representation of Sikh Americans in ethnic studies would show progress for inclusion

The California Department of Education and Instructional Quality Commission have been resolving public comment on the...



### 8 Year Old's Loving Library Project Brings Books To Lonely Corona Patients In Hospitals.

Anak's family was hit hard by the virus. After a spring break visit to New York his mother Anjeen Gurnal became ill...




### The Sikh Community Keeps Doing What It Does Right, Serves The People Selflessly Even During The Coronavirus Pandemic

From langar sewa to free ambulance service to providing medicines at a subsidized rate, during the Coronavirus pandemic...

[View All](#)

## Daily Hukamnama

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**





# Inspirations Videos

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!**

**Gurbani Whiteboards – a 26-part Series about Japji Sahib**

**7-part Sikhi Strong Series**

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## Kaur Voices Talk Show

SikhNet presents, *Kaur Voices Talk Show*, hosted by Jasvir Kaur Rababan, MBE — a space inspired by the Kaur Movement to give every voice a choice.

There is much that often gets labeled as taboo or falls into the hush hush culture, *Kaur Voices Talk Show* is a space to unveil these topics and discuss them openly in a non-offensive manner where we can encourage healthy dialogue.

[Learn More](#)



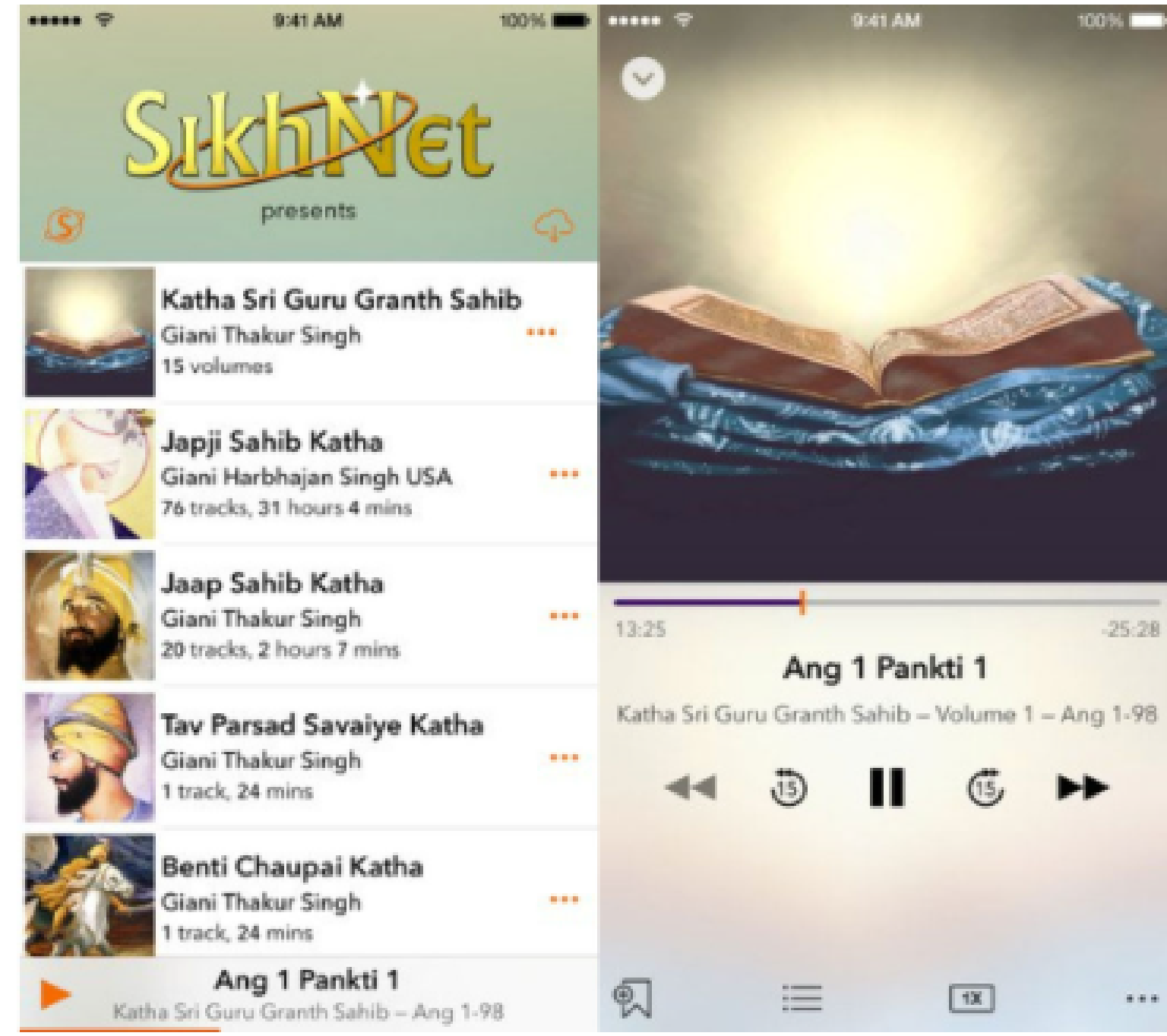
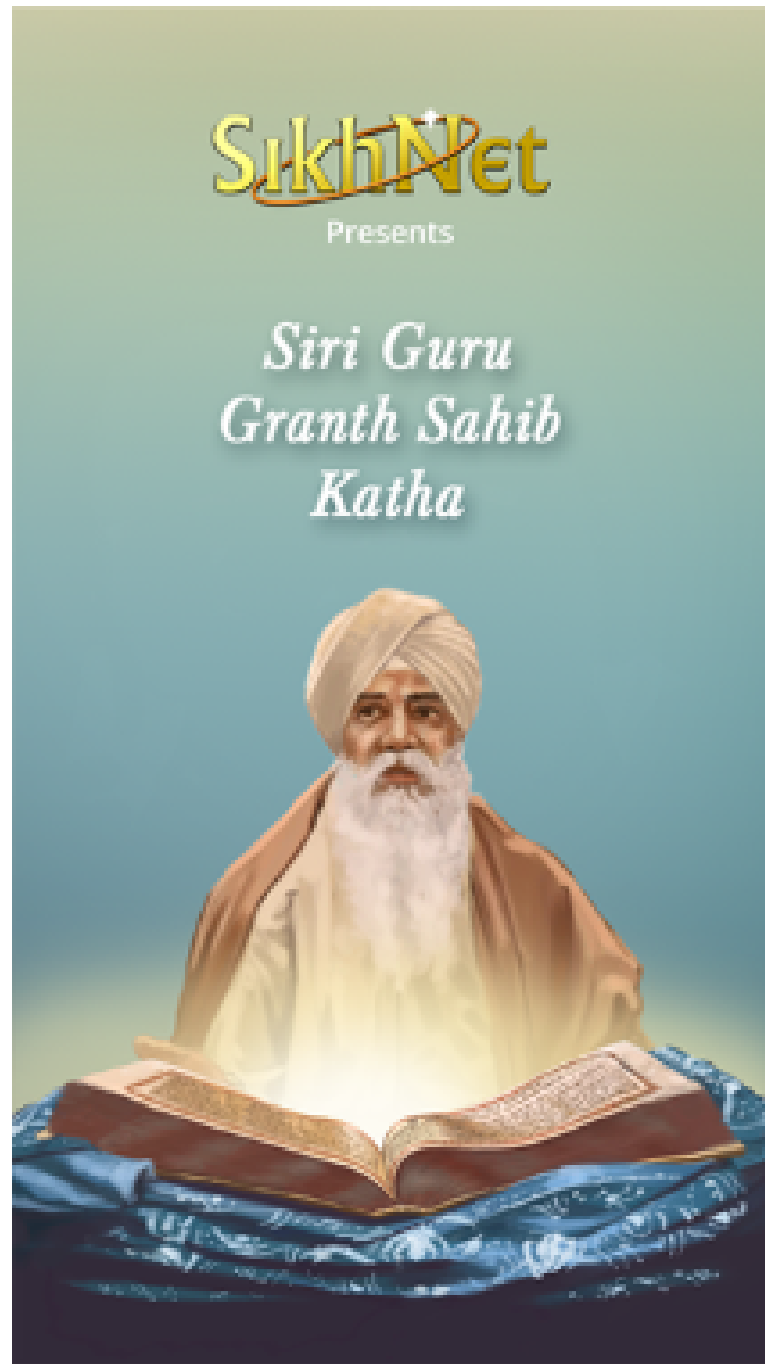
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## KATHA APP

Our [Guru Granth Sahib Katha App](#) allows people to learn and understand the meaning of Gurbani using this easy to use audio book style app. Currently featuring over 600 hours of Gurbani Katha in Punjabi by Giani Thakur Singh and Giani Harbhajan Singh USA. We are regularly adding additional Katha audio in both Punjabi and English to the app. In 2020 this app will merge in with the Gurbani Media Center app.

## 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

## USERS & VISITS

**USERS** 8,000,000 **8%** ↑

**VISITS** 16,000,000



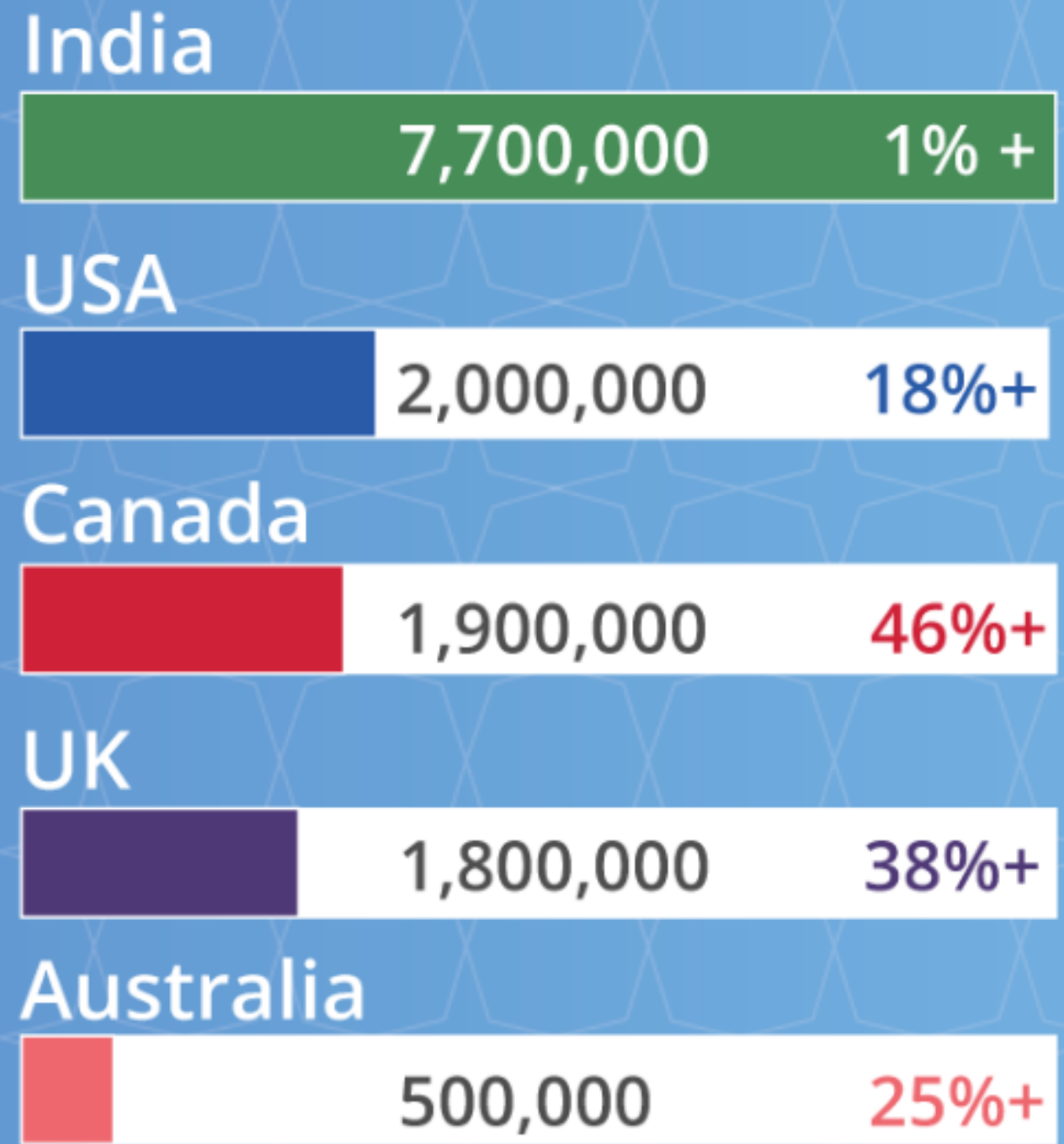
**VISITS** **18.5%** ↑

2019	13,500,000
2020	16,000,000

**PAGE VIEWS** **12.8%** ↑

2019	25,700,000
2020	29,000,000

# VISITS BY COUNTRY



# LEARNING CENTER

**Why Am I a Sikh?**  
Exploring Your Identity & Purpose

**DEEPENING**  
Your Personal Relationship  
with the **GURU**

Deepening Your Personal  
Relationship with the Guru

SikhNet **FREE**

**Finding Peace**  
Healing Trauma and Loss

Finding Peace - Healing Trauma  
and Loss

SikhNet **FREE**



ENROLLED

204%



2019 3,124

2020 9,499

## 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
- Guru's Light - Shabad Guru (5:58) Start
- Finding Our Way to the Guru Start

# SOCIAL MEDIA



YouTube

SUBSCRIBERS

42%



2019 69,000

2020 98,000



f

VIDEO VIEWS

500%



2019 800,000

2020 4,800,000





# APPS

Lifetime App Downloads

## GURBANI MC APP

Downloads





	<b>19%</b> ↑
2019	2020
160,000	190,000
	<b>23%</b> ↑
2019	2020
170,000	210,000

## HUKAM APP

Downloads





	<b>15%</b> ↑
2019	2020
65,000	75,000
	<b>18%</b> ↑
2019	2020
66,000	78,000

## KATHA APP

Downloads





	<b>18%</b> ↑
2019	2020
66,000	78,000
	<b>20%</b> ↑
2019	2020
125,000	150,000

## STORIES APP

Downloads

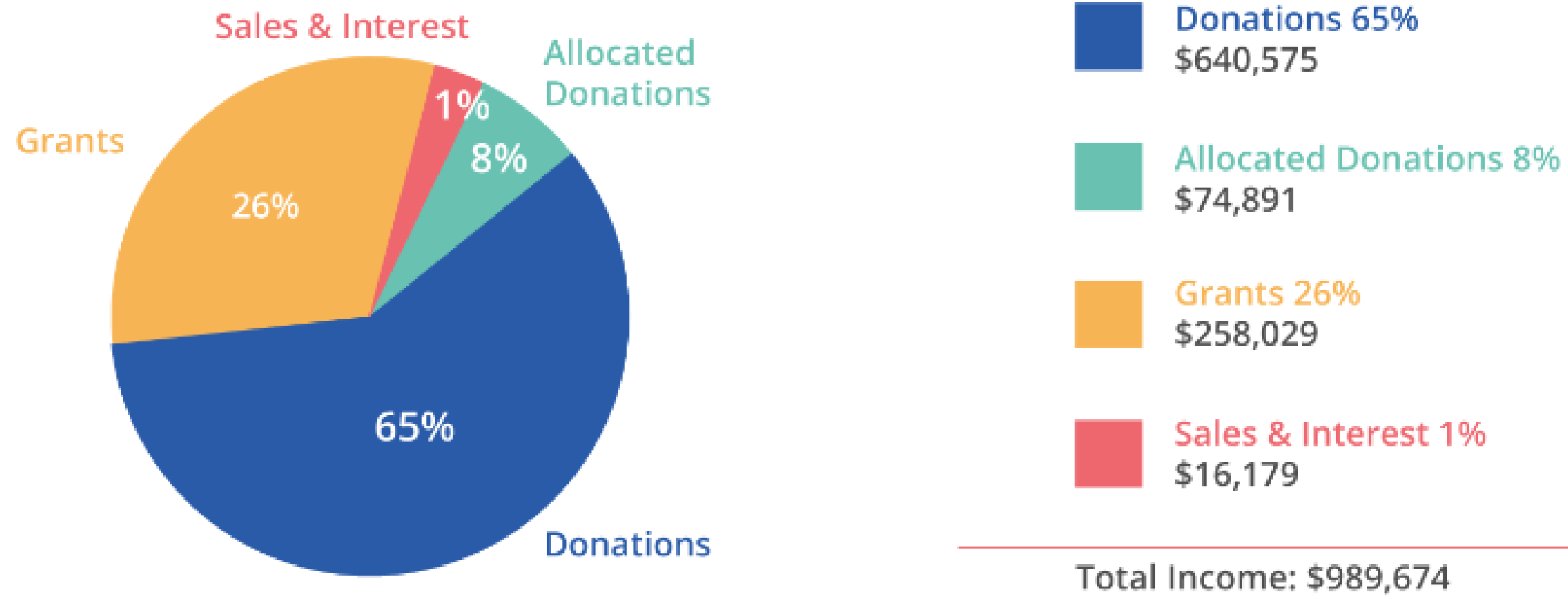


	<b>23%</b> ↑
2019	2020
30,000	37,000
	<b>57%</b> ↑
2019	2020
7,000	11,000

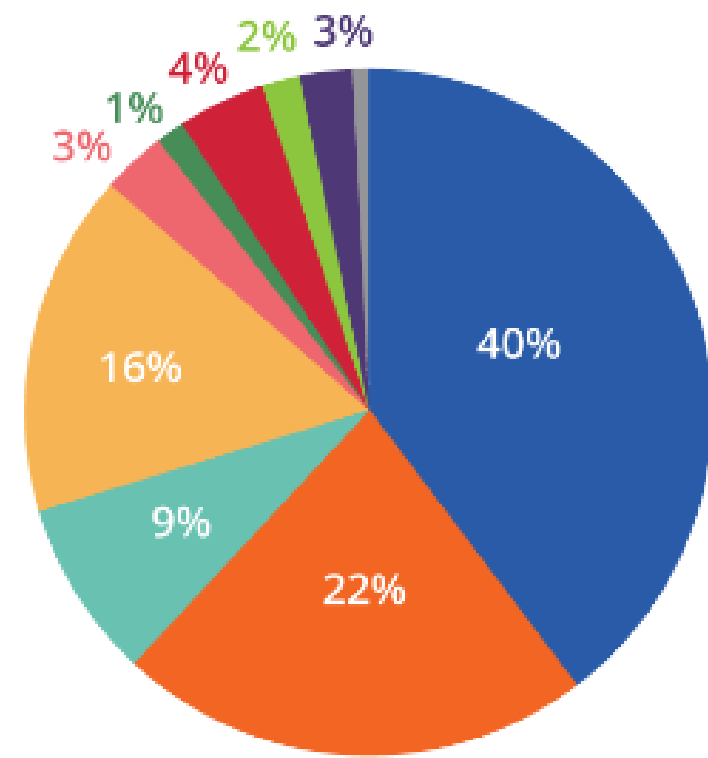


# FINANCIALS

## INCOME



# EXPENSES



Programs 40%	Marketing 3%
\$403,555	\$26,924
Future Projects 22%	Insurance .3%
\$229,100	\$2,544
Fundraising 9%	Travel .4%
\$87,804	\$2,813
General Overhead 16%	Meals & Entertainment .1%
\$164,415	\$884
Office 3%	License & Fees .003%
\$29,606	\$27
Hosting 1%	Charitable Donation .03%
\$12,909	\$251
Accounting 4%	
\$41,744	
Bank/Merchant Fees 2%	
\$19,375	

Total Expenses: \$989,674

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?

If you come to SikhNet regularly, **consider becoming a monthly donor**. Thank you.

**DONATE**

SikhNet, Inc is a tax-exempt IRS registered 501c(3) non-profit charitable organization.