

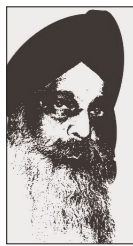
# SMS

## Sikhi Message Sewa

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Jagmohan Singh

In this Tercentenary year of Guruship of Guru Granth Sahib Ji, WSN will continue to provide a platform to explore newer ways of commemorating the uniqueness of its teachings. Jagmohan Singh presents the Sikhi Message Sewa initiated by young netpreneur Harjinder Singh, using a new medium, hitherto misused by mobile companies and marketing giants.



You are a Sikh living in India and you have a cell-phone -then get set for SMS downpour. They are not the regular irritating messages, but the sewa-oriented social service of an energetic young and devout Sikh.

While advertising networks are still experimenting with this new medium, Harjinder Singh- a net-savvy and progressive management student has hit upon this new medium to stay in touch. "This is my way of celebrating the Tercentenary of Guruship of Guru Granth Sahib. Within 30 seconds, a message from the SikhNetwork set up through the website www.sikhisonphone.com reaches 30,000 viewers across India" says the humble smart-looking Ludhiana lad. Powered by the team of msgupshup.com, it takes mobile messaging to a new spiritual level.

Over a period of six months, the membership of this SMS group has grown from a modest 500 to a whopping 30,000. Harjinder is working hard to touch the target of 200,000 to coincide with the celebrations of the Gurtagaddi Diwas of Guru Granth Sahib Ji, in October 2008.

Using the medium of cellular phones, this website simply asks you to provide a cell number. The rest follows on our phone, once a day and sometimes more. Prefixed or suffixed with the official slogan, "300 Saal Guru de Naal (1708-2008)", all messages are simple and direct, - from Shabads with their explanations to the Guru's teachings about female foeticide, dowry, kindness, piety- covering a wide range of religious and social aspects.

From Jhansi to Amritsar, from Rudrapur to Panjim, every Sikh whose mobile number is registered with the site gets the messages free of cost. There is a small unobtrusive ad message which follows, but it does not detract from the substance of the Sikhi messages that implore you to help fellow Sikhs, not to seek and give dowry, feel proud of good deeds of Sikhs worldwide and of course to vote for Ishmeet Singh!

Whilst this Sikhi Message Sewa was intended to do Parchar through this new medium, the SikhNetwork rendered a significant service in generating Sikh fervour in



favour of Ishmeet Singh. Every Saturday evening, this network flashed messages urging members to vote for Ishmeet Singh. This direct message galvanized new viewers all over the country -as far as Cochin and the Lakshadweep islands to watch the programme and to vote en masse for Ishmeet Singh. "Vote for Ishmeet Singh as he is a Sikh and he is talented too." "Be proud of a sabat-soorat Sikh singer" and so on. The message tones never stopped on Saturdays and Sundays. "I wanted to put this message across. If you are good in your deeds and you are a good Sikh, the Sikh on the street will support you, everybody will support you" says Harjinder. There is no doubt that he has conveyed and pretty successfully.

Undoubtedly, it is the world's largest Sikhi Messaging Sewa. The author of this new script on the canvass of Sewa is exploring prospects of starting such service in various parts of the world. Spelling out his plans, Harjinder Singh said that this year he would be concentrating on spreading the Guru's word and thence would build a network to enable Sikhs worldwide to stay in touch.

With such a connecting service in place, no Sikh with a cell phone will be taken off guard. Keeping abreast of current events and happenings will alert every receiver. "I have many other plans in the years to come, making www.sikhisonphone.com an interactive platform for exchange of information on Sikhi a reality.

From supporting a reality contest to becoming a real-time Sikh source of valuable information is the mission, which surely seems possible at the present rate of growth.

So, pick up the phone, write an email and just ask your friends and relatives in India to join this unique service. All they have to do is to send an SMS -Join Sikhnetwork to 567678 or put in their name and mobile number at the site.

The Guru's message will start reaching you -mobile te.

*Jagmohan Singh is a commentator based in Ludhiana, Panjab. He may be contacted at jsgbigideas@gmail.com*

## Tête-à-tête with Harjinder Singh

**JS:** Good work, young man. What keeps you going Harjinder?

**Harjinder Singh:** Through SikhNetwork, I reach the Sikh masses, touch their lives and make a difference. I want Sikhs to stay abreast of Sikh news from all over the world. I want them to say, 'Wow! I did not know there are Sikhs in the US Army !!' when they receive an SMS. I want SikhNetwork subscribers to say, 'I never new Sikhs are not supposed to consult Pandits or believe in astrology'.

**JS:** Do you think that you are doing Dharam Parchar?

**Harjinder Singh:** It is my humble contribution towards Dharam Parchar. The fact that I am able to reach the Sangat from all over the country daily motivates me no end. I am very pleased to share Sikhi with so many people.

**JS:** What kind of feedback do you get?

**Harjinder Singh:** More than 500 calls and return thank you SMS in a day! In the days to come, I will need volunteers to answer the calls.

**JS:** Describe some of the responses?

**Harjinder Singh:** Oh, they are fantastic. Ranging from, "I never knew this! I can't imagine Sikhi is so cool!" "Please send us more and more messages everyday." "SikhNetwork is the need of the hour." "I keep waiting for your messages." "Your messages touch the heart."

**JS:** What is the key motivator?

**Harjinder Singh:** Undoubtedly, SikhNetwork believes in love of Sikhi. Anyone who has a Sikh Name is a potential member. The greatest thing is reaching Sikhs as far as Goa and Andaman and Nicobar Islands. They feel connected to Punjab. They are like - Wow Wow Wow -every time they get a message.

**JS:** WSN readers are in the US. What message would you like to give them?

**Harjinder Singh:** The WSN readers in the US may kindly ask all their friends and relatives to submit their numbers to the site. They must spread the word. Networking comes easily to Americans and I am sure that with their contribution, SikhNetwork will grow by leaps and bounds.



### The Best Sikhi Messages

" Apne Ghar Vich Bacheya Nu Sikh Itihas Diya Gallan Jaroor Sunao Jee Taki Oh Sikhi Ate Sikhi Saroop Naal Jude Reh Sakan.

" 'Chaad Maan Har Bemukhan Ko Sung', meaning,- O my mind, leave the company of non-believers of God. (Ang 1251, GGSJ)

" Don't you feel bad when films and music videos show Sikhs as Jokers with fake beards and untidy patkas making fun of themselves? We are not Jokers! Are we?

"Guru Teg Bahadar's Shaheedi for the

sake of Humanity inspires every Sikh-Man, Woman and Child to sacrifice everything for Human Rights.

"All well-settled and financially sound Gursikhs must help needy Sikhs. It is very important to support our needy Sikhs. Let us uplift our people to progress.

"If you are witness to a road accident, please rush the victim(s) to a nearby Hospital immediately. Being a Sikh means helping fellow humans, whenever needed.

"Sada Sada Tis Gur Kao Kari Namaskar',



meaning - Forever and ever, I humbly bow to the Guru. (We Matha Tek ONLY to Shabad Guru, Guru Granth Sahib Ji!!)

"Gur Ka Sikh Vadbhaagi Hai', meaning - The Sikh of the Guru is very fortunate.

"Dhanvanta Hoe Kia Ko Garbai' meaning -Why should anyone be proud of being rich? (Ang 282) -Sikhism teaches us humility and modesty.

" Today is the 332nd Shaheedi Diwas of Guru Tegh Bahadar Ji. --Let us firmly believe that Guru Sahib is with us in the form of Shabad Guru, Guru Granth Sahib Ji.

"NEWS: Sikhs will now have a small Gurudwara in the John F Kennedy Intl. Airport in New York. Other religions already have their Prayer Rooms in the airport.

"Pathar Le Pujeh Mugadh Gavaar' meaning -The ignorant fools pick up stones and worship them. (Ang 566) No Sikh should engage in any form of Moorti Pooja.

"Sikhs believe that all children have the right to education. Children must not be made to do physical labour. It harms their growth. Say "NO" to child labour.