

## Dastar Day deemed Global Success

Thousands of Sikhs gathered in Italy, London and around the world to celebrate the fourth annual International Dastar Awareness Day. The event was deemed a huge success by organisers and sangat alike. Speeches by prominent Sikh community and government officials were amongst the highlight of the day as well as the attendance of 15 mayors and dignitaries.

But the day wasn't just about politics, the family filled event included a dastar competition, children's activities and langar. The Red Cross charity was also on board, giving 800 people free check ups, with €1000 donated in support of the work they are currently carrying out. The Italian police gave their full support to the event, taking part in community cohesion with Sikh citizens. Since the day was all about awareness, the event was given national press by all Italian media channels and newspapers as well.

However, the fun was spread all around with London taking part in its own celebration and the Guru Nanak Darbar Gurdwara in Ireland marked the day in their own way too. By uniting Sikhs from all over the world, Sikh Channel ensured that the wider communities and Government officials recognised the importance of the dastar for Sikhs.

Safe guarding the Sikh traditions and values for future generations is what the Sikh Channel is all about and spreading the message of Sikhi to all communities across the globe is exactly what Dastar Day achieved.



## The Italian community ties the crown of the Sikhs with style and grace



Many tried new styles of dastars for the first time



The Dastar and Dumala Competition was held by Sikhi Sewa Society Awareness Day



Noway, Oslo held its very own celebrations

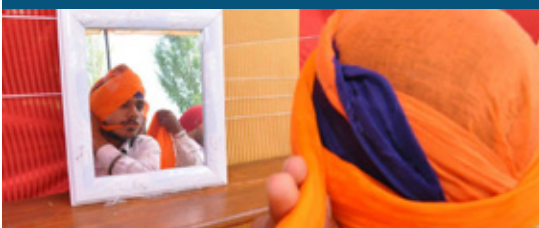


Italian Police take a look into the history of the Dastar



The Red Cross Charity were on hand to give free health checks

## Born to stand out



Some spends decades trying to discover their true identity but for a Sikh, one only has to wrap their mind with Guru Ji's blessing

Dastar Day was an initiative started by Sikh Channel in 2011. With the help of the sangat it is recognised and celebrated on a global scale.

The reason behind the idea came occurred due to the issues being faced at Airports across Europe. This years emphasis has been on Dastar issues occurring in sports, with many battles having been won and many yet to face.

## Dastar Day Fact File

The first Dastar Day was held in London outside the Houses of Parliament.

The initiative opened up discussions with many governments in order to solve issues of Sikhs having to take their turbans off in Airport screenings.





Why not tweet your thoughts on our shows, get involved in competitions and be a part of the people's channel by tweeting to @sikhchannel. We will feature some of the best tweets in next months newsletter, so watch what you tweet about!



**Gurmaan Singh** @GM... 17/08/2014  
Done a drawing of @JusReign for a @sikhchannel comp about d day n why @JusReign is my inspiration in life



**Fateh Singh** @FatehDOE 1d  
My interview with @sikhchannel will air today at 9:30 England time



## Sikhs in the Peaks



Sikh Channel is excited to announce that we have applied for a Guinness World Record, meaning you can help make history in this once in a life time opportunity.

Why not be a part of the 'Sikhs in the Peaks' challenge by climbing the highest mountain in Wales on **27th September**. The record in question is for 'the most people in a mountain ascent.' Do something truly inspirational and worthwhile whilst raising money for a charity of your choice.

For more an information pack or to simply register call Sikh Channel on 0121 380 1050.

## American Campaign to give Sikhs a new image



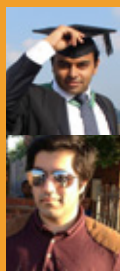
Gurdwaras from across the United States of America convened in Washington D.C. on 15 & 16 August 2014 for a meeting called by the National Sikh Campaign (NSC) to shape the Sikh image in America. Over 100 Representatives from Gurdwaras from all over the US pledged their support to the NSC's plan to engage top US political operatives and media firms for presenting the community positively.

Gurwin Ahuja, Executive Director of the NSC said, *"The Sikh community in US has never been more educated, more wealthy, and more successful than today and we've also never had this many Gurdwara leaders together in a room."*

Dr. Rajwant Singh, President of the Sikh Council on Religion and Education and Senior Advisor to NSC added, *"The consensus was that there is a critical need for this kind of media strategy for the Sikh community."*

Charandeep Singh from Sikh Channel in the UK left the meeting saying, *"The National Sikh Campaign has marked a historically important first step in changing the American perception of the Sikh identity."*

## Education is Key



Congratulations to our very own Sikh Channel Editors Kumar Kartik on graduation in MFA Film from the University of South Wales and also congratulations to Manveer Singh Atwal on getting a first class honors degree in BA (Hons) Broadcast Journalism.

## Support & Advertise

In order for Sikh Channel to continue broadcasting and to improve the quality of our programmes, please support the Sikh Channel by setting up a direct debit. Just call the Sikh Channel studio on 0121 380 1050 and set one up via the telephone.



**Name:** Lally Singh

**Job Title:** Broadcast Manager

Lally started his career at Sikh Channel four years ago as part of the gallery team and has since worked his way up to senior level. In 2009 he travelled from his home city of Delhi to Birmingham in pursuit of an education and career. His contribution to the channel is huge. Lally is in charge of all broadcasting and transmission, from play listing to vision mixing, directing to studio camera work - he does it all!

*"Sikh Channel has taught me the need of working hard but also it is a pleasure to work in an industry I love. It is such an honour to serve the panth and in future will try my upmost to improve our standards further. I am working in the world's first Sikh television company and it truly is something special. I believe so blindly in this channels capability that I am willing to do anything for the channel."*

## Stay tuned for all the latest shows

**Open Mind** - Everyone has an opinion, no matter if it's right, wrong or totally bizarre. Open Mind is an over arching view about life and Sikhi where people of all ages give their opinion in under two minutes, helping to open and expand the minds and viewpoints of all - so as the saying goes; those who cannot change their minds, can't change anything.

**Bitesize Sikhi** - Ever since the explosion of the digital age new ways are being found to promote and teach the principles of Sikhi. This new show takes Sikhi back to basics, outlining the fundamental values and beliefs of our religion in a simplistic and engaging way.