



GLOBAL SIKH COUNCIL
VOICE OF SIKHS WORLDWIDE

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International Voice of The Sikhs

UK Charity Registration Number 1186311

Ministry of AYUSH,
Government of India, New Delhi

Dear Sir,

RE: Cora Hub – Greet people

The Sikh Community is outraged that the Government of India through its web portal www.mygov.in has released a graphic message (copy attached) for social distancing depicting how greetings can be done without physical contact. While the Hello, Namaste & As-salam-alaikum have been properly portrayed, the Sikh greeting Sat Sri Akal has been maliciously shown with a dancing individual who is supposed to be a Sikh. Could not the government make a simple graphic of a Sikh feeding the poor? Or a Sikh greeting another Sikh with Sat Sri Akal?

Sikhs across the globe and in India have been working tirelessly to help the needy and support **governments in the battle against Covid-19 pandemic. Following the dictum of Sarbat da Bhala -Welfare for all humanity, Sikhs -young and old, individually and through Gurdwaras have been selflessly serving one and all, irrespective of religion, caste or creed.**

It is shocking that a government agency is stereotyping and demeaning Sikhs. This is simply crass and ill-conceived. Notwithstanding, whether it has been done unintentionally or with the aim to malign the Sikhs, this portrayal must be immediately withdrawn and removed from the public domain. All concerned who are responsible must apologise

This clearly shows that like Bollywood, irrespective of the role of the Sikhs in philanthropy, military services and other services, there continues to be a deliberate campaign to taunt the Sikhs. The government of India may take the services of Sikh advocacy groups to conduct institutional lessons in understanding Sikhs and Sikhism.

I am sending you a collage of how to do sat siri akal.

Best Regards

Lady Singh

President Global Sikh Council

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