

ISKCON HARINAM SANKIRTAN MINISTRY
ANNUAL REPORT FOR YEAR 2020

Submitted by: Lokanath Swami, Minister of ISKCON Harinam Sankirtan Ministry, January 2021

Vision Statement: Chanting of the Hare Krishna maha-mantra is enthusiastically embraced as a prominent means of spiritual awakening throughout the World.

Mission Statement: To Encourage, Educate, and Empower people to adopt and propagate Harinama sankirtan in every town and village of the world.

Srila Prabhupada Quote: “Hare Krishna, Hare Krishna, Krishna Krishna, Hare Hare/ Hare Rama, Hare Rama, Rama Rama, Hare Hare. In Kali-yuga, if this Vedic maha-mantra is chanted regularly and heard regularly by the devotional process of shravanam kirtanam, it will purify all societies, and thus humanity will be happy both materially and spiritually.” - *Srimad Bhagavatam Purport 4.18.14*

Reflections: The ISKCON Harinam Sankirtan Ministry is a new ministry. This is my first annual report. During 2020, I was able to spend considerable time building a team to develop the new ministry. We partnered with ISKCON Online, and cultivated relationships with affiliates. I also spent time with other responsibilities including my Zonal Responsibilities in Maharashtra and Noida, Padayatra Ministry, disciples, and outreach. COVID-19 provided many challenges, but also opportunities.

Summary of the achievements in our Ministry during 2020 in the following categories:

1. Education and Training

- a. Trained leaders in India, Bangladesh and USA in the facilitation of Online Kirtan Festivals.
- b. Worked with Sanskrit scholar, Nityananda Prabhu towards establishing a platform to promote correct Sanskrit Pronunciation.
- c. Organised japa retreats to promote good chanting habits.
- d. Promoted instrument learning classes.
- e. Encouraged Shlokarship Unlimited, a Sanskrit Sastric Verse learning academy - bit.ly/shlokarshipunlimited

- f. The Kirtan Standards Committee Chairman, Janananda Goswami, consolidated all the work of the Kirtan Standards Committee and shared it with our Ministry. We have secured all the work.

2. Publications

1. Publishing of our first Newsletter entitled KIRTAN WORLD.
 - a. Highlights include:
 - i. Inspiration from Srila Prabhupada,
 - ii. Message from the Kirtan Minister
 - iii. Current and Completed Events
 - iv. Upcoming Events
 - v. Kirtan Safety
 - vi. Japa Affirmation
 - vii. Did You Know?

The link for our newsletter is:

<http://kirtanministry.com/Newsletter/jan21/>

3. Website/E-mail

1. Kirtan Ministry official website: <https://www.kirtanministry.com/>
 - a. Under construction
2. Kirtan Fest Global - <http://bit.ly/KirtanFest>
3. YouTube : <http://bit.ly/ISKCONKirtanMinistryYoutube>
4. Facebook : <https://www.facebook.com/ISKCONKirtanMinistry>
5. Instagram:
<https://instagram.com/iskconharinamsankirtanmin?igshid=r99f5v0uzkxa>
6. Email: Kirtanministry@gmail.com

4. Resources

Here is a list of some of our festivals from 2020.

1. Kirtan Fest Online

- a. Kirtan @ 5pm IST daily (Conducted for approximately two months during the initial lockdown period in India)
- b. Kirtan Fest India (5 days @12 hours a day)
- c. Kirtan Fest Bangladesh (6 days @12 hours a day)

- d. Kirtan Fest Global for the Recovery of Bhakti Charu Swami Maharaja (7 days @24 hours a day)
- e. 12 Hour New Year's Eve Festival

2. **World Holy Name Festival**

- a. As part of the promotion before the festival, we organized a **Virtual World Holy Name Festival Promotional World Tour**, consisting of HG Pancharatna Prabhu (ACBSP), HG Shaktiavesha Avatar Prabhu (Moscow), HG Ekalavya Prabhu, HG Madhavi Gauri d.d. and myself. We addressed ISKCON leaders of India, Middle East, Europe, North America, South America, Russia, South Africa, and Mauritius to assist them in their preparation for World Holy Name Festival.
- b. **Online presentations** from twenty-seven of some of our most senior devotees.
- c. **Global Kirtan Connect:** 24 hour kirtan, 24 time zones, 36 kirtan leaders
- d. **An astounding 5753% increase in the numbers of videos of people chanting Hare Krishna Maha Mantra uploaded over previous years!!!** Recording and uploading of more than **140,000 videos** of people chanting Hare Krishna with the **Fortunate People campaign**.

- 3. **Fortunate People** campaign worldwide, especially during the World Holy Name Festival, Purushottama and Kartik Masa. <https://fortunate-people.com>
<http://fp-ambassadors.com>



5. Challenges

The Ministry needs more manpower support like content creators, writers, designers, educators, etc.

6. Please share your vision for the activities of the Ministry for 2021.

1. Creating a **Master Strategic Plan** for our Ministry.
2. Celebrating the **125th Anniversary of Srila Prabhupada** and the **25th Anniversary of the World Holy Name Festival**.
3. Compiling the **GBC Kirtan Standards Guidebook** in consultation with the members of the Kirtan Standards Committee.
4. Creating a strategic infrastructure for **Fortunate People in India**.
5. Hosting **Online Events** including:
 - a. Mayapur Festival Online
 - b. Kirtan Ministry and JSSS Worldwide 24 hour kirtan for all those afflicted with COVID-19.
 - c. Ekadasi Sravanam Kirtanam Utsava - to take place every Ekadasi with alternating sessions of Japa. Kirtan and Talk.
6. Continue developing our **network with affiliates** including, but not limited to:
 - a. ISKCON Online
 - b. chantnow.com
 - c. Kirtan Yoga
 - d. Shlokarship Unlimited
 - e. Fortunate People
 - f. Festival of the Holy Name (FoHN)
 - g. Kirtan Academies
 - h. Mayapuris
 - i. SPT
 - j. ISKCON Ministries

7. Progressive Goals

1. Establish the Kirtan Ministry website as the focal point for anyone seeking any information on programs, services or lessons related to japa and kirtan

8. If you have any message for the GBC Executive Committee, please write it here:

The Ministry gratefully thanks all the senior devotees, and especially our sannyasis who have supported us in the past year. It would be appreciated if GBC members and sannyasis would **participate in our events** by leading kirtan and/or give class on the Glories of the Holy Name at Kirtan Ministry organised events throughout the year.

