



October 2015



THE CONCH

www.conch.org.au

“Lord Sri Krishna and Arjuna blew their celestial conches to rally and enthuse the devotees.”

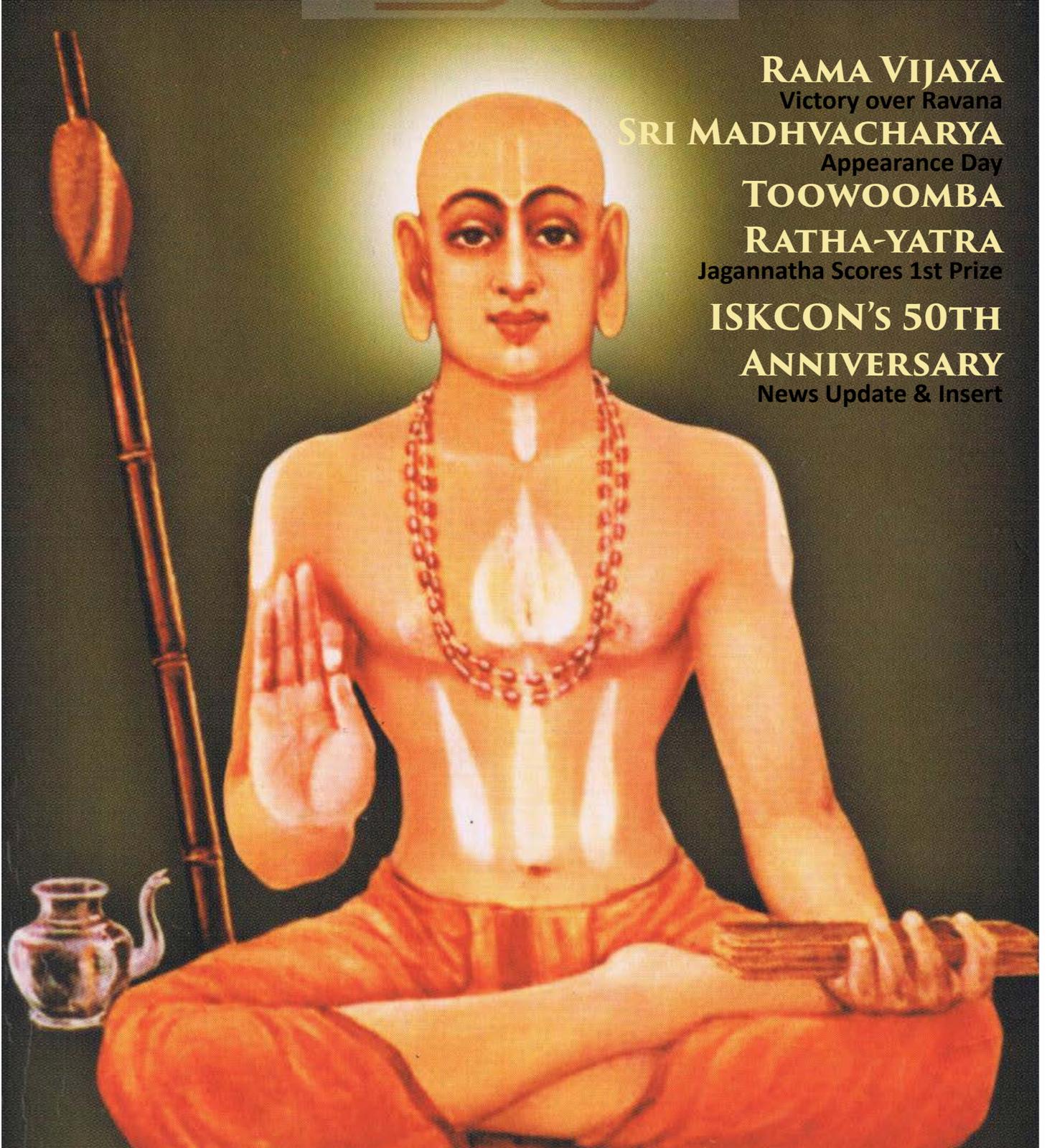
NEWSLETTER

New Govardhana Community



krishnafarm.com

Dedicated to His Divine Grace A.C. Bhaktivedanta Swami Prabhupada, Founder-Acharya of the International Society for Krishna Consciousness

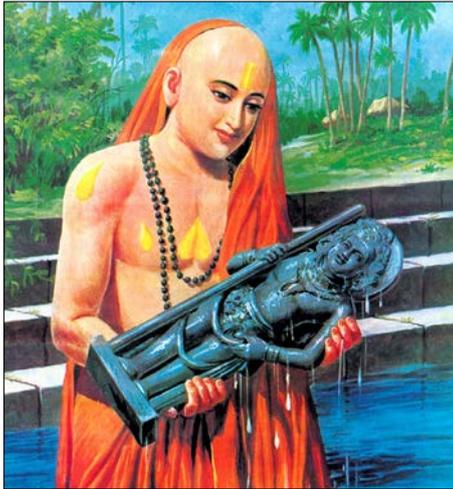


RAMA VIJAYA
 Victory over Ravana
SRI MADHVACHARYA
 Appearance Day
TOOWOOMBA
RATHA-YATRA
 Jagannatha Scores 1st Prize
ISKCON'S 50TH
ANNIVERSARY
 News Update & Insert

SRILA PRABHUPADA UVACA + IN FOCUS + UPCOMING EVENTS + GOSHALLA GOSS

MADHVACHARYA

By Kisori devi dasi



Images: www.tumblr.com

As the *Vedas* had necessarily been re-established in a convoluted way by Shankaracharya, Krishna sent four *acharyas*, one from each of the four Vaishnava *sampradayas* (lineage), in order to re-instate the real teachings of the *Vedas*. They are Ramanujacharya (Sri *sampradaya*); Madhvacharya (Brahma *sampradaya*); Vishnusvami (Rudra *sampradaya*); and Nimbarka (Nimbarka or Kumara *sampradaya*).

Their mission was to defeat impersonalism, in particular the point that the Supreme is formless, and to re-establish firmly the true conclusion that the Supreme has a form and is a person. By the Lord's desire, all these *acharyas* came to Navadvipa where they received personal instructions from Lord Chaitanya for their respective preaching missions.

Madhvacharya's Appearance Day will be celebrated on the 23 October this year. He established complete defeat of the Mayavada (Impersonalist) philosophy as well as service to the Deity of Krishna, accepting the Deity as an eternal spiritual being.

He took birth near Udupi, in South India in the year A.D 1118. He was known as Vasudeva in his childhood and there are some wonderful stories surrounding him. Once when his father had collected many debts, he converted tamarind seeds into coins to pay them off. He killed a snake demon named Maniman at the age of five with his left toe and whenever his mother was disturbed, he would appear before her in one big jump. 🙏

Caitanya Caritamrta Madhya-Lila Ch 9:245.
Gauradesa by Manjari devi dasi.



Photo: www.facebook.com

ISKCON Founder-Acharya His Divine Grace
A.C. Bhaktivedanta Swami Prabhupada

Srila Prabhupada Uvaca

When Lord Bharata understood that Lord Ramacandra was returning to the capital, Ayodhya, He immediately took upon His own head Lord Ramacandra's wooden shoes and came out from His camp at Nandigrama. Lord Bharata was accompanied by ministers, priests and other respectable citizens, by professional musicians vibrating pleasing musical sounds, and by learned *brahmanas* loudly chanting Vedic hymns. Following in the procession were chariots drawn by beautiful horses with harnesses of golden rope. These chariots were decorated by flags with golden embroidery and by other flags of various sizes and patterns. There were soldiers bedecked with golden armor, servants bearing betel nut, and many well-known and beautiful prostitutes. Many servants followed on foot, bearing an umbrella, whisks, different grades of precious jewels, and other paraphernalia befitting a royal reception. Accompanied in this way, Lord Bharata, His heart softened in ecstasy and His eyes full of tears, approached Lord Ramacandra and fell at His lotus feet with great ecstatic love.

Accompanied by mother Sita and Laksmana, Lord Ramacandra then offered His respectful obeisances unto the learned *brahmanas* and the elderly persons in the family, and all the citizens of Ayodhya offered their respectful obeisances unto the Lord.

Srimad-Bhagavatam 9.10.35-40



Lord Rama kills the demon Ravana.



Sita, Rama and Laksmana enter Ayodhya to celebrate Rama's victory.



BRANDING THE 50TH ANNIVERSARY

By **Mukunda Goswami**

The concept of ‘branding’ can be used by putting ISKCON’s 50th Anniversary logo on every ISKCON website, temple notice, temple poster, temple advertising and in many other places.

Placing ISKCON’s 50th Anniversary logo everywhere is important propaganda. The official logo can appear on ISKCON notices, memos, concession cards, vouchers, announcements, statements, letterheads, websites, position papers, news releases, communiqués of all description, bulletin boards, signs, briefings, manuals, fact sheets, handouts, flyers, minutes of meetings, notices, directories, reports – and the list goes on. On occasion, this may cost something, but many applications, like websites, are free.

A large number of applications involve minimal costs.

Branding is a device employed by corporate entities all over the world. Sometimes branding takes the form of advertising with millions of dollars involved.

One corporate example may be cited. Beginning in the 1990s, a well-known US candy bar advertised itself all over the Russian Federation. After some time, owing to the popularity of its sales, its corporate board decided not to advertise. As a result, sales plummeted. The board then agreed to resume advertising. Soon sales improved, and the bottom line was eventually restored.

According to Promotional Products Association International, “Promotional products can be used for non-profit organisations to promote their cause, as well as promote certain events they hold ...”



Wikipedia tells us “The *Australasian Promotional Products Association (APPA)* research ... states [that] the effectiveness of promotional merchandise shows that ... 76% recall the name advertised” and that “52% of people do business with a company after receiving a promotional product”.

The website, www.iskcon.org (ISKCON’s official site) uses a type of branding on its homepage. 🙏

QUIET ACHIEVER HITS THE MARK

By **Mandakini devi dasi**

Congratulations to Mahesvari devi dasi who has just completed a full-time, 18-month online university Post Graduate Diploma of Learning and Teaching to become a fully qualified teacher.

A grateful Mahesvari says, “I couldn’t have done it without the help and support of my family. Besides studying, I was working at the *gurukula* full time. My husband and the older girls took over the many household chores and assisted me with the younger children, which allowed me to give extra attention to my studies.”

Before migrating to Australia in 2004, Mahesvari, with the additional



Photo: University of Southern Queensland

(L to R) *Tulsi, Nandu, Mahesvari, Mandali, Nandaraja and Jahnvi* at the recent graduation ceremony.

advantage of her three language skills, was offered a position in the European Parliament after acquiring two degrees in Hungary. These were a Business degree, which she studied for in French, and a degree in Economics, studied for in her mother tongue, Hungarian.

These prior accomplishments were accepted by the University of Southern Queensland, Toowoomba, thereby considerably lessening the required study time to complete her chosen course.

Mahesvari, who has already clocked up five years dedicated service at the *gurukula* as a K2 assistant teacher to Premavati devi dasi, now teaches literacy to the five year olds.

On the domestic front, she is mother to a family of six, ranging in ages from 4–19. Three of the children are presently attending *gurukula*.

Husband Nandaraja dasa says, “I am proud of my wife’s achievement and believe she is well suited to be a primary school teacher. I think the *gurukula* has gained a great asset”. 🙏

GOSHALLA GOSS

By *Urvasi devi dasi*

You may have noticed that there are four brown-spotted white Gir calves in our dairy herd at the moment. One of them is a bull calf named



Photo: Urvasi devi dasi

Prahlada Narasimha being very brave during a recent routine vet visit.

Locana, who is here preparing for his long journey to Hare Krishna Land at Bambra, Victoria. He was purchased from a nearby breeder and is slowly getting used to human contact, which he didn't have there. Locana will be a sire for the small Gir herd at Bambra. He will be accompanied on his journey by one of our Gir cows, Kunti, together with her young calf Prahlad Narasimha. They will leave sometime in October.

One of our *bhaktas*, Alex, has been serving at the *goshalla*. He grew up on a horse property near Perth, and feels naturally attracted to the cows here. He met the devotees when he was 16 and instantly made friends, and became vegetarian from day one. "Some compassionate soul just came along, picked me up from an ocean of misery and carried me on his dinghy to Prabhupada's ship."

Alex says, "Cows are like horses, but they are just chilled out distorted horses that are slower, more affectionate, give milk and have horns. I have grown very fond of the cows here, especially the Girs. I feel connected to Govinda in their presence."

The Cowshed Crew wants to thank Bhaktine Sharne for her service to go



Photo Supplied by: Alex

Alex with Padma.

mata here at New Govardhana, and wish her well as she continues this service in Sri Mayapur Dham.

In preparation for the construction of the new *goshalla* building (on the present site) the milking bales are being temporarily relocated to the corner of Lagudi Road. While construction is underway, the cows and calves will have a peaceful place to have their 'morning program'.

If you would like to be part of the fundraising campaign for the *goshalla*, please consider our 50/50 Goshalla Fundraiser sponsorship program.

Contact Urvasi on 0403 977 777 for details on how you can be part of this wonderful project commemorating ISKCON's 50th Anniversary. 🐾

BIG-TIME CHANGES FOR KRISHNA

By *Ajita dasa*

During the past two years, preparation and planning work for the proposed new temple has been steadily progressing. This has included the following:

- Widening the entrance road for semi trailers (completed).
- Installation of three-phase power and a new transformer to supply the required amount of electricity for accommodation and a commercial kitchen (in progress, with a completion date of November 2015).
- Clearing of vegetation for surveying and establishing new boundaries (completed).
- Defining the temple compound boundaries according to *vastu shastra* (completed).

- Building a new entrance that will bypass Krishna Village. The new entrance will take the visitors in between the 'White House' and the *goshalla*. The road will be slightly wider with a proper entrance gate clearly defining the entrance to the Hare Krishna property (scheduled to commence soon).
- Construction of a new *goshalla*. Although not directly related to the proposed temple, building a new home for Krishna's cows is in order and will hopefully attract the favourable attention of the Supreme Lord, who loves His cows very much.
- Construction of more dwellings for devotees.

Another important aspect of building a temple is the consciousness of the devotee community.

New Govardhana belongs to Krishna – it is meant for His pleasure and as

His humble servants we dedicate our time and energy to keep New Govardhana beautiful for the Lord and for the many guests who come to connect with Him.

A new temple is the physical manifestation of this consciousness – it is a place where God is worshipped and where we are given an opportunity to experience His kindness and mercy. Such a rare opportunity to build a temple for Krishna is not simply a matter of logistics and finances, but is an effort from all the New Govardhana devotees to increase their spiritual connection with Lord Krishna and each other. 🐾



TOWNSVILLE PREACHING ADVENTURE

By *Kisori devi dasi*

On 19 August Mandakini devi dasi headed far north for Townsville on the request of Bhaktine Malthi, who needed some help preaching there.



Photos: Anchu Srikumaran

Malthi Bathan heads up Townsville's preaching centre.

Bhaktine Malthi has opened up her lounge room – Mantra Lounge – for preaching. It resembles a temple room with a large *murti* of Srila Prabhupada presiding there along with her Deities. She holds a successful weekly program including *arati*, chanting and feasting.



Mandakini devi dasi captures the attention of five-year-old Aum Seth.

Mandakini arrived during a cultural festival taking place in Townsville. Along with other devotees, she manned the book table daily and also performed *kirtana* in an open tent, inviting everyone to participate. The many guests were fascinated with the Indian musical instruments and parents looked on dotingly as their children played the *karatalas*.

A Ratha-yatra parade and daily *prasadam* distribution by Govinda's crew were major Krishna conscious features of this festival as well.

Numbers at the Mantra Lounge swelled at the regular weekly program as a result of the big festival presence of devotees. Many of them had purchased books at the festival.

Mandakini's second week in Townsville was spent sharing Krishna consciousness with the many inquisitive people dropping in, mostly by talking to them as well as by *kirtana* and *arati*. There was also much organising, decorating, shopping and cooking to be done.



Townsville's first Vyasa Puja festival at Malthi Bathan's Mantra Lounge.

In her third week, Mandakini led the Janmastami program, which had been organised by the Hindu society in a community hall. She first chanted the *Brahma Samhita*, then led *kirtana* and gave class to a crowd of approximately 80 people. All the guests received delicious *prasadam* at the conclusion of the program.

The first ever Vyasa Puja for Srila Prabhupada at the Mantra Lounge was also conducted by Mandakini the following day, with 13 attendees. Guru puja, homages and *pushpanjali* were part of this program, with even first-time attendees offering homages! 🙏



Members of the Hindu Society celebrate Janmastami at the local Community Hall.

MEET THE PUJARI: MADHUMATI DEVI DASI

By *Krsnarupa devi dasi (bkg)*

Madhumati devi dasi has been serving as a *pujari* since 2006. She came from Sebul in the Philippines, where she was a personal cook for her spiritual master, Giridhari Swami.

"When I came to New Govardhana, there were only three *pujaris* serving. I had 16 services a week. I did *aratis*, cooking and dressed two Deities every day. I would come to the temple at *mangala-arati*, and went back to my lodgings at 7 pm.

"Now I dress the Deities four times a week, as there are many other married couples sharing the services."

Madhumati relishes her service to the Deities, basking in the glow of Krishna's magnificent smile.

"When doing the fruit offering and I see Krishna, He is very beautiful. He has a big smile for you. When I first go into the Deity room, it is very cool inside, despite the fact that there is no air-conditioning. Krishna just smiles at me and I think: 'Wow! Krishna!'"

When asked what her mood is when she is serving the Deities, Madhumati says, "When I am dressing the Deities, I am not asking for anything; I am very contented with whatever Krishna gives me. Every day I thank Krishna, Srila Prabhupada and my *guru maharaja* for all the mercy."

Madhumati also helps collect *tulasi* leaves and cooks. She is an avid gardener, renting a block of land on the farm with her husband, Ranadhira dasa, cultivating vegetables for sale in local markets. 🙏



Photo: Jyestha devi dasi

Madhumati devi dasi.

TOVP MILESTONE

By **Sadbhuja dasa, Director of the TOVP**

The construction of the TOVP, the Temple of Vedic Planetarium, in rural Mayapur, is a major feat of design and engineering. Devotees are tirelessly working towards fulfilling the prophecy of the previous *acharyas* and the heartfelt desire of ISKCON's Founder-*Acharya*, Srila Prabhupada.

The main dome's stainless steel superstructure of the TOVP is now completed. This was a major undertaking for the TOVP team.

We can admire the dome's perfect shape, every segment fitting like a glove. This is a task that has not been accomplished anywhere else in the world.



Photo: tovp.org

TOVP's main dome's superstructure rises high above the West Bengal landscape. (Inset) Interior view of main dome.

Special thanks are extended to Mr Chaudhuri, TOVP's senior engineer, in making every single section perfect. Now the next phase is to add the *kailash* and the *chakra*, two major features that must also be executed flawlessly. Let us pray that this, too, will be successful.

For more news on the TOVP or to make a donation, please visit: tovp.org 🙏

BEHIND THE SCENES: FESTIVALS

By **Krishnarupa devi dasi (bkg)**

The month of September this year featured many wonderful festivals, celebrated with beautiful new outfits for the Deities, vivid flower displays and delicious feasts.

A hard-working Festival Committee spends a great deal of time and energy trying to make these wonderful events the best they can be for the pleasure of the Deities, Srila Prabhupada and the community of devotees.

Surprisingly, there are only four devotees in the Festival Committee in two sub-committees – one for the service of the Deities, with Nrsimha Kavaca dasa and Danda Karanya dasa – and another for the other aspects of festival organisation with Dhriti Gopi devi dasi and Guru Prasad devi dasi.

The Deity team organises the *abhishek*; offerings; and the scheduling, while the festival team arranges the altar and temple decorations; discourse speakers; market stalls; car parking; and many other details.

When asked what challenges the Festival Committee experiences, Dhriti Gopi says, "We are only human and there are only so many hours in the day! But we improve each year."

The festivals this year have been wonderful, but the Festival Committee is eager to receive any feedback so they can continue to improve.

"We listen to everyone's feedback after the event and make adjustments accordingly," says Dhriti Gopi. "For example, this year we made Ratha-yatra earlier in the day. Many of our guests come from Brisbane, so they need to get home in time for work and school on Monday, and it gets very cold at night. Moving the festival to lunchtime made it more of a family fun day."

For Balarama's Appearance Day, Dhriti Gopi came up with the idea of offering many potted flower plants.

"It's painful spending a lot of money on flowers that get discarded the next day. So I purchased lots of little pots from Bunnings, all with white flowers to match the new black and white Deity outfits. I became obsessed with growing them so that they would be in full bloom for Balarama's festival!"

The pots will be used again for Radhastami, and also to decorate the Toowoomba Ratha-yatra Festival of Flowers. Then they will be planted in the temple grounds.

Dhriti Gopi and Guru Prasad are in their element organising the festivals. All devotees are more than welcome to participate in preparing for the events, and because festivals are so broad, there are many ways people can get involved.

With so many festivals each year, what a great opportunity to serve Krishna! 🙏



Two of the main forces behind the festivals at New Govardhana, (L) Guru Prasada devi dasi and Dhriti Gopi devi dasi

SNAPSHOTS

Photos: Antony Brennan



Thousands of spectators line the street waiting for Lord Jagannatha to approach.



Bhisma, Subhangi devi dasi, Maharani and Jamala Arjuna dasa, main organisers of the Ratha-yatra entry.

The Gold Coast Bhakti Centre organised a Ratha-yatra as part of the Toowoomba Carnival of Flowers in Queensland. This famous festival attracts approximately 65,000 people who line the streets of the city along a four-kilometre route to view the parade. The event is widely reported on news and variety shows around Australia. The devotees covered the Ratha cart in flowers to meet the theme of the flower festival and everyone enthusiastically engaged with the thousands of spectators. The Ratha cart, celebrating the arrival of Srila Prabhupada in New York, won first prize at the Toowoomba festival.

– Antony Brennan



Photo: Dhruvananda dasa

As a child and growing up we attended the Toowoomba Carnival of Flowers. It first started in 1949 and is now a major festival in Australia. The Bhakti Centre Gold Coast participated in the festival for the second year. It is estimated that 65,000 people attended. The chariot was decorated with flowers and lovingly paraded for all to see. There is immense benefit for anyone who sees the chariot and hears the chanting of the Hare Krishna maha mantra. I'd have never guessed as a child that I would be chanting and dancing myself on the streets and participating in such a festival, an experience we should all have.

– Dhruvananda dasa



Rasarani devi dasi and Sukla devi dasi with the flower decorated chariot.



Devotees lead the kirtana before the Ratha cart.

SUBMISSION GUIDELINES

The Conch is your community newsletter, and we invite you to submit articles for publication. Articles should be 300 words or less and supplied in MS Word via email to newgovconch@gmail.com. Photographs must be in JPG format. Please provide the name of the author and

the photographer. Anonymous submissions will not be published. Deadline is the 12th of each month. Occasionally a submission could be held over to a later edition. All submissions will be edited, proofread or rejected without notice.



EDITORIAL BOARD:

Damodara Pandit dasa, Govardhana Seva dasa, Krishnarupa devi dasi (ACBSP), Mandakini devi dasi, Urvashi devi dasi (layout and graphic design). For enquiries, comments or suggestions, contact: newgovconch@gmail.com

UPCOMING EVENTS

DAYLIGHT SAVING (NSW)

Daylight saving begins on
SUNDAY, 4 OCTOBER.

Please set your clocks
FORWARD one hour before
you retire on the evening of
Saturday, 3 October.

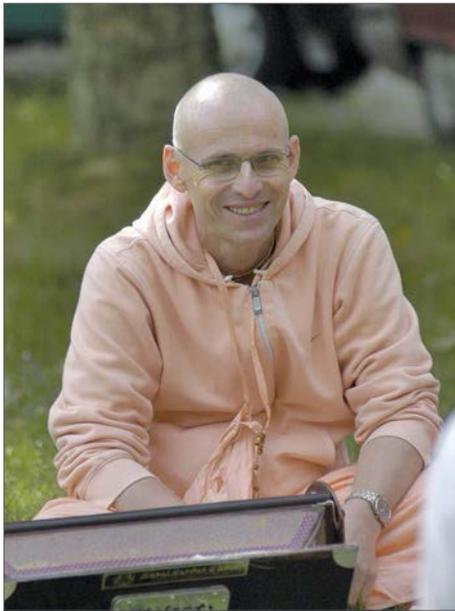


Photo: facebook.com

Kadamba Kanana Swami 12–16 October 2015

Morning classes from 7.30 am

Harinamas and evening classes when
time permits. Check krishnafarm.com
for more details.

Deities dazzle crowds in Their new festival outfits



Photos: Trevor Gore

(Above) Sri Sri Krishna Balarama on
Janmastami. (Below) Sri Sri Radha
Govardhanadhari on Radhastami.



Photo: Antony Brennan

WELCOME TO AJA NARASIMHA



On 19 August, Svetadvipa dasa,
his wife, Manjulali devi dasi,
and daughter, Lali, welcomed a
new addition to the family – Aja
Narasimha dasa, weighing in at a
healthy 3.7kg.

We look forward to seeing this
little Vaishnava. On behalf of the
New Govardhana community,
we extend our blessings and
congratulations to the family.



HARINAMA SANKIRTANA KI JAYA!



Wednesdays 10.30 am

Byron Bay *harinama* at the park
opposite the Post Office. For
further details and transport
information, contact

Parama Karuna dasa
0439 280 362

Friday Evenings 6.30 pm

Bhakti Centre Surfers Paradise
bhakticentregoldcoast.com.au

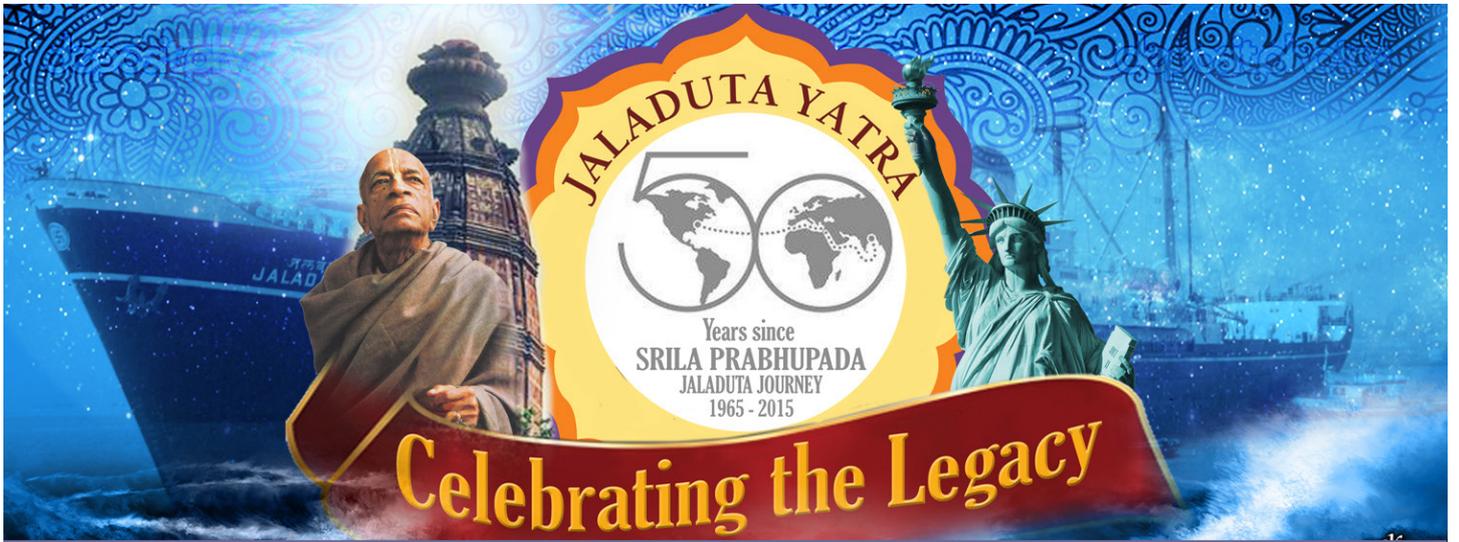
Sunday Mornings

Northern NSW & Gold Coast
Visnujana dasa 0498 141 021

OCTOBER CALENDAR

(from Vaishnava calendar www.vaishnavacalendar.com)

4 Sun	First day of Daylight Saving (NSW)
8 Thu	Ekadasi – Fasting for Indira Ekadasi
9 Fri	Dvadasi – Break fast 7.21 am – 10.28 am
23 Fri	Ramachandra Vijayotsava Sri Madhavacarya – Appearance
24 Sat	Ekadasi – Fasting for Pasankusa Ekadasi
25 Sun	Dvadasi – Break Fast 6.00 am – 09.39 am Srila Raghunatha Dasa Goswami – Disappearance Srila Raghunatha Bhatta Goswami – Disappearance Srila Krsnadasa Kaviraja Rasayatra
27 Tue	Srila Krsna Saradiya Rasayatra Srila Murari Gupta – Disappearance Laksmi Puja



50 FABULOUS YEARS THAT CHANGED THE WORLD

*Celebrating the Golden Jubilee Anniversary of
Srila Prabhupada's arrival in the United States*

On the 50th anniversary of Srila Prabhupada's arrival in Boston on 17 September 1965, we are happy to present that ISKCON has developed and expanded at an awe-inspiring rate. Here are some of ISKCON's wonderful achievements to date ...

ISKCON can report there are:

CENTRES

- 602 ISKCON temples worldwide
- 65 farms/eco villages
- 54 educational institutions, including primary schools, secondary schools and tertiary colleges
- 110 vegetarian Hare Krishna restaurants worldwide

DEVOTEES

- 75,000 devotees in ISKCON have received initiation
- 7 million worshippers attend an ISKCON centre annually
- 3600 home study / worship (Bhakti Vriksha & Nama Hatta) groups meet regularly worldwide

BOOKS

- 516 million books have been published by the BBT and distributed worldwide

SANCTIFIED MEAL DISTRIBUTION

- 3 billion plates of *prasadam* have been served worldwide
- 1.2 million plates of *prasadam* are now served daily to Indian children as part of the 'Midday Meal' or 'Annamrita' by ISKCON Food Relief Foundation

FESTIVALS, CHANTING & PADAYATRA

- 600 *harinama* chanting parties go chanting on the streets worldwide every week
- 6000 Vaishnava festivals held every year globally in ISKCON centres celebrating festivals like Sri Krishna Janmastami, Rama Namani and Sri Jagannatha Ratha-yatra
- 150 *padayatra* teams (walking temples, usually with bullock carts), consisting of a total of 10,000 participants have walked 260,000km worldwide visiting 52,000 towns and villages in 107 countries since its inception in 1976.

Compiled by Damodara Pandit dasa.

Sources include: Congregational Development Ministry; FFL Global & ISKCON Food Relief Foundation; GBC Census; ISKCON Communications; ISKCON.com directory; Iskcondesiretree.com directory; Padayatra Ministry; Sankirtana Newsletter.

