



ISKCON

## SRI SRI KRISHNA BALARAM GOSHALA

New Naimisaranya, Dabilpur Village, Medchal, Hyderabad



COW PROTECTION

SUSTAINABLE LIVING

ORGANIC FARMING

VEDIC COMMUNITY

## WHAT IS COW PROTECTION?

The revealed scriptures inform us that the Cow is the abode of all devatas. She is Kamdhenu (desire fulfiller) personified. Without Cow protection there is no Sanatan Dharma. Cows are especially beloved of Lord Krishna. Over 5000 years ago, when the Lord appeared on this planet to enact His pastimes in Gokula, He entered the family of Cow Herders. His first business was to give all comfort to the Cows.

The Cow is thus like our Mother, Go-Mata giving us her milk which has been recognized as one of the most nourishing substances the human civilization has ever known. Likewise, the bull is our father because he can plow the earth to produce food grains. One does not kill and eat one's father and mother - not even when they are old and less economically useful.

The cow, the bull and their progeny all are very useful to the Indian Economy. Rural prosperity is based on them. The cow products viz., milk, yoghurt, ghee, cow dung, urine, biogas energy, medicines and hide (obtained after it's life-

time) all make important contributions to the economic life and health of humans. This fact was known to our founding fathers and they included Anti-Cow slaughter as a Directive principle in the Constitution for our Governments to follow.

Unfortunately, we have built a type of civilization in modern times aping the western countries model, where we have artificially reduced the role of the cow in our lives to merely supply us essential requirements like milk etc. Thus, maintaining a cow throughout it's life is considered economically unviable and we are sending the cow and it's progeny for slaughter as soon as it's useful period is life is apparently over. Thus, even though our Vedic scriptures ban violence to the cow, in the name of secularism, we have allowed huge slaughter houses to come into being in our country where lakhs of cows are slaughtered daily. We have from being the only country where cow is worshipped and where about a century ago people would be shocked to hear about cow slaughter, gone on to achieve the dubious distinction of being the world's largest exporter of beef!

## GOSHALA AT ISKCON MEDCHAL

*The Ghoshal at present takes care of 70 cows, 20 calves, 10 bulls. Here they are worshiped and cared for by the devotees and patrons.*



## HISTORY OF NEW NAIMISARANYA

ISKCON at its New Naimisharanya farm, Dabilpur (Medchal), intends to demonstrate that it is possible for a viable and sustainable economy to protect the cow by basing our lifestyle on a symbiotic relationship with cows and other animals without slaughtering them. The cows at New Naimisaranya are the recipients of worship, love and affection.

The heart of Vedic culture and civilization is to lead a more agrarian, organic and sustainable way of life. Mother Cow is central to such a scheme of things. If we have to re-establish Vedic Sanatan Dharma as relevant to all people for all time, we need to re-establish Vedic Varnsashrama Dharma and we can begin that first by Goraksha. ISKCON Founder His Divine Grace A.C.Bhaktivedanta Swami Prabhupada tasked us with this mission at the time of the founding of the farm in 1976.



Until and unless, we can re-establish the Cow as the central element in a long term sustainable, eco friendly and viable Economy, Cow protection is not a profit making business. Running a Goshala tests the determination of it's promoters as the economics of maintaining Cows for life can be very demanding. While one can design a program so that the Cow and it's products (without slaughter) can be self sustaining, until that optimal conditions are reached, donations to programs such as adopting a cow, feeding a cow etc are very important and provide for the general feed and care of cows. At this moment, the spiritual value of Goraksha take precedence in a general atmosphere of Godlessness. ISKCON, therefore, offers the following schemes which pious gentlemen can consider and offer their services to Gomata fulfilling spiritual obligations laid upon us by Vedic Shastras.

In ancient Sanskrit literature the benefits of Cow Protection are always extolled very highly.

“There is no wealth superior to the cow. All the demigods reside in different parts of her body. By serving the cow with devotion, Lord Hari becomes pleased. Her milk nourishes human beings. How can such a cow not be worshipable.”

**BRIHAT PRASARA-SAMITI**

“The bull is the emblem of the moral principle (dharma), and the cow is the representative of the earth.”

**SRIMAD BHAGAVATAM**

“One who desires a son or a daughter, who desires wealth, one who desires piety, or knowledge - all can get their desires fulfilled by the mercy of the cow.”

**THE MAHABHARATA**

“Cows are the mothers of both the Past and the Future. Every morning, people should bow with reverence unto cows. Cows are sacred. They are the foremost of all things in the world. They are verily the refuge of the universe. Cows are the mothers of the universe. They are verily incomparable. There is no gift more sacred than the gift of cows. There is no gift that produces more blessed merit.”

**THE MAHABHARATA**



# YOUR CONTRIBUTION WILL MAKE A DIFFERENCE!

ISKCON has played a pioneering role in advocating and practising cow protection by establishing farm communities and goshalas, all over the world. Cow protection is not a profit making business, so donations to programs such as adopting a cow provide for the general feed and care of cows, and maintain our self sustainable eco-friendly Goshala.

## Nitya Goseva

Support the Maintenance of a cow or bull of your choice for one year

**Rs 1,600**

PER MONTH

## Shaashvatha Goseva

Support a cow for its lifetime. Your donation will be maintained in a fixed deposit and the interest used to take care of the cow. Donors name will be displayed at the

**Rs 1,00,000**

## Medical Expenses

Donate to expand our clinical and veterinary facilities

**Rs 10,000**

PER MONTH

## Feed the Herd for a Day

## Feed the Herd a Feast

Feed the herd on your desired day. The herd's regular diet is supplemented with wheat porridge, jaggary and fruits.

**Rs 5,100**

**Rs 10,000**

## Build a new Cowshed

For fifty cows

**Rs 10,00,000**

## General Donation

You can Donate as much as you like for Go-Seva.

You can donate as much as you like for Go-Seva. You may donate to us in Cash, Kind or by a Cheque or Demand Draft. We also call upon all animal lovers, vets and cow enthusiasts to volunteer their expertise and services towards cow protection. If you have any ideas or suggestion on how to enhance our programs please do share them by getting in touch with us. All cash/DD/cheque donations are tax exempt under 80-G.

Kindly make the payment favouring "ISKCON" and send it in to:

The Temple President,  
ISKCON New Naimisaranya Farm,  
Hare Krishna Land, Abids,  
Hyderabad. AP. India. 500001.

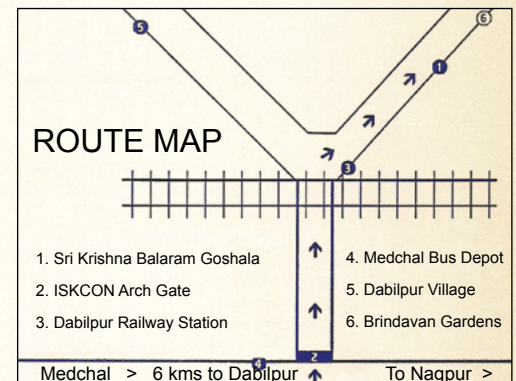
You may also perform a wire transfer to the following account:

Bank: **Bank of Baroda**

Account No: **05110100000304**

Branch: **Bank Street, Hyderabad**

IFSC Code: **BARBOHYDERA**



*We invite you along with your family to please spend a day with the cows and get their blessings.*

## SRI KRISHNA BALARAM GOSHALA

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