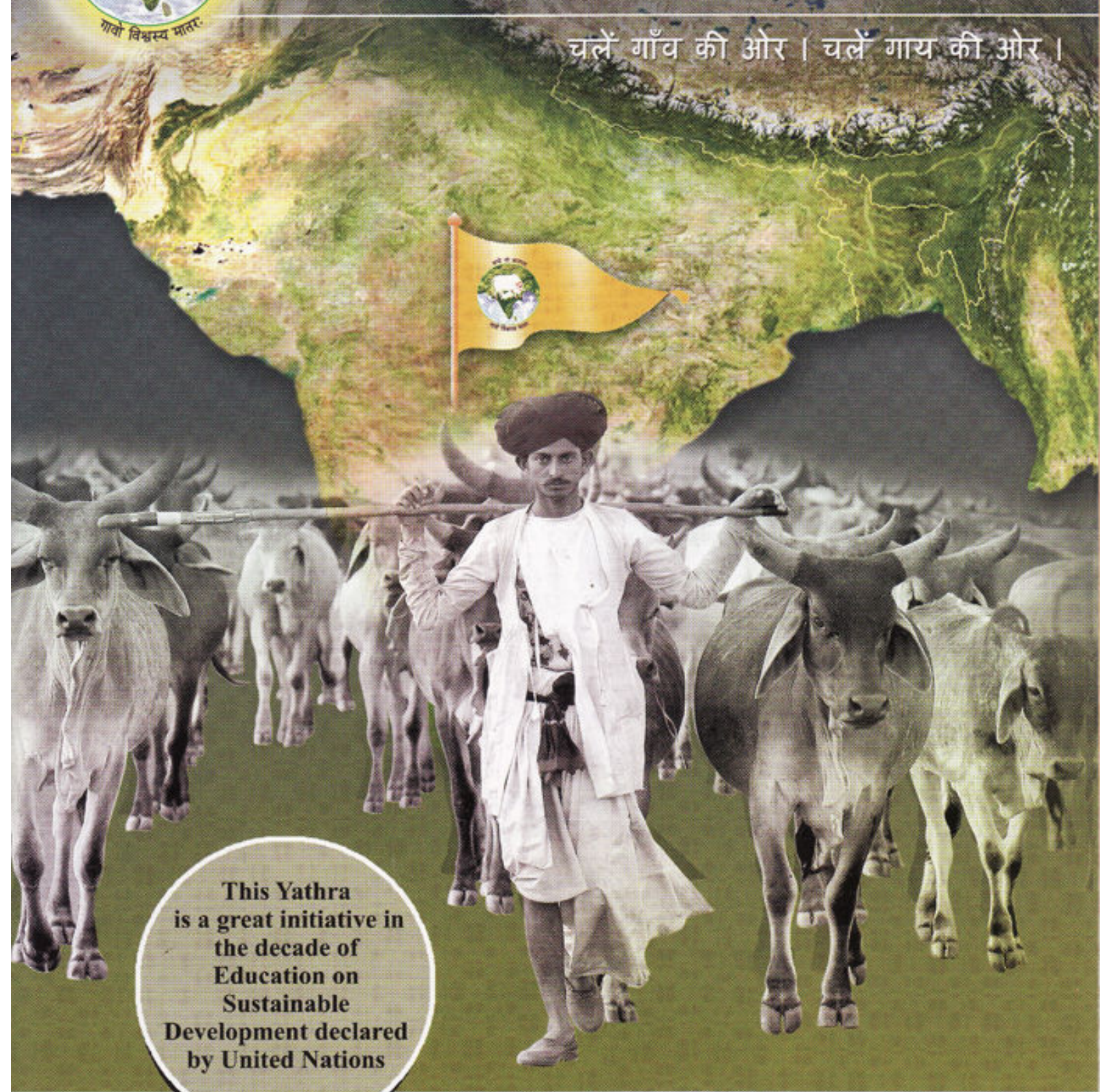


|| Vande Gou Matharam ||



VISHWA MANGALA GOU GRAMA YATHRA

चलें गाँव की ओर | चलें गाय की ओर |



This Yathra
is a great initiative in
the decade of
Education on
Sustainable
Development declared
by United Nations

Come, Join Us In This Historic Journey Towards
Universal Prosperity And Happiness

ROUTE MAP

STARTS On 30 Sep 2009
at **KURUKSHETRA**

ENDS
On 17 Jan 2010
in **NAGPUR**

We look forward to your whole-hearted participation and complete involvement in terms of time and resources.

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What is Vishwa Mangala Gou Grama Yathra?

A massive national movement to restore freedom to the cow to live and die with dignity. A movement which aims to bring back the smile on the face of the Indian farmer, a pilgrimage to regain the lost soul of the nation. The guiding force behind this real war of Indian independence is

Poojya Jagadguru Shankaracharya Shree Raghaveshwara Bharathi Swamiji.

It is an awareness campaign to spread the message 'Protect the cow and bring prosperity to the Indian villages'.

LET THE GLOBE TRULY BECOME A COW-CENTERED VILLAGE.



A MOVEMENT TO SAVE THE BHARATHIYA GOU AND VILLAGES

Eminent spiritual heads who have joined hands in this movement are :

Poojya Shree Ravishankar Guruji
Poojya Shree Ramdevji Baba
Poojya Shree Matha Amrithanandamayiji
Poojya Shree Acharya Vidyasagaraji
Poojya Shree Acharya Mahaprajnaji
Poojya Shree Acharya Vijaya Ratnasundara Surishwarji
Poojya Shree Swami Dayananda Saraswathiji
Poojya Shree Murari Bapuji Maharaj
Poojya Shree Jagjeeth Simhaji Maharaj
Poojya Shree Samdong Rinpocheji

NATIONAL COMMITTEE

Honourary President :
Poojya Dr. Pranav Pandiyaji

Working President :
Dr. H.R. Nagendra


Vice President :
Shri Kesrichand Mehta
Shri R.S. Goenka
Padmabhushan Dr. Padma Subrahmanyam
Shri Hukum Chand Sawla
Ustad H. Sayeeduddin Dagar

Treasurer :
Shri Bhanwarlal Kothari

Secretary :
Shri Megharaj Jain
Shri Shankarlal
Shri C.M. Divakara Shastry
Shri Sunil Mansinghka

Office Secretary :
Dr. Y.V. Krishnamoorthy





It is an initiative
To put Indian villages
On the path of
Sustainable development
By focusing on
Cow based way of life.

Some facts about the Yathra :

- ▶ Yathra will commence on 30 September, 2009, Vijaya dashami day at the historic battle field of Kurukshetra.
- ▶ The yathra will traverse through the length and breadth of the country approximate distance covered will be 20000 kms.
- ▶ Total number of days 108
- ▶ A number of Upa Yathras will commence from villages and join at taluk, district and state centres.
- ▶ Millions will participate in signature campaign calling for the end of cruelty to cow and to declare cow a national animal.
- ▶ On 29 January, 2010 submission of memorandum with expected more than 50 crore signatures to the President of India.
- ▶ Processions, Gou poojas, Gou Sandeshas by saints and scientists.

If not now, when ?

Awake, arise, save the cow, the village, the nation and be saved

It is a matter of great concern that the Indian indigenous cow, an invaluable gift from nature is at the verge of extinction. Only thirty-three breeds out of the hundreds of varieties are surviving today. There is a dire need to save and protect them. We have to wake up to this urgent need and workout the comprehensive plan to rehabilitate them. Vishwa Mangala Gou Grama Yathra is one such initiative. From time immemorial cow has patiently carried on its back the burden of agriculture, nay the burden of humanity itself. It is our duty to protect her rights to be born free, live with dignity and die naturally.

Village is the soul of Bharath; the farmer is its light; the cow is his life. But today the farmer's over dependence on chemical fertilizers and machines has led to the neglect of the indigenous cows and bulls. The food he produces has become toxic, the land has turned infertile and the mounting loans drive him to death.

The answer to this problem is to return to the cow-centered way of life. The cow and the farmer are two eyes of the nation. They have to move together and look together if we have to be happy.

Vishwa Mangala Gou Grama Yathra is the wake up call given by the spiritual leaders of the nation to **SAVE THE COW, SAVE THE VILLAGE, SAVE BHARATH** and **THE WORLD** through positive action.



Action Plan

- ▶ Farmers have to rear indigenous cows and bulls for ploughing, manure and transport.
- ▶ Cows to be reared not just for milk but also for cow dung and urine, so that cow keeping becomes economically viable.
- ▶ To avoid artificial insemination and cross breeding of cows.
- ▶ To establish gavya industries in villages to manufacture health care and cosmetic products.
- ▶ This brings additional income to the farmer and makes cow rearing profitable.
- ▶ To create employment in the villages and prevent the migration of youth to cities.
- ▶ Farmers to adopt Eco-friendly methods of cultivation, organic farmig and preservation of nature.
- ▶ To take serious steps to establish research projects

