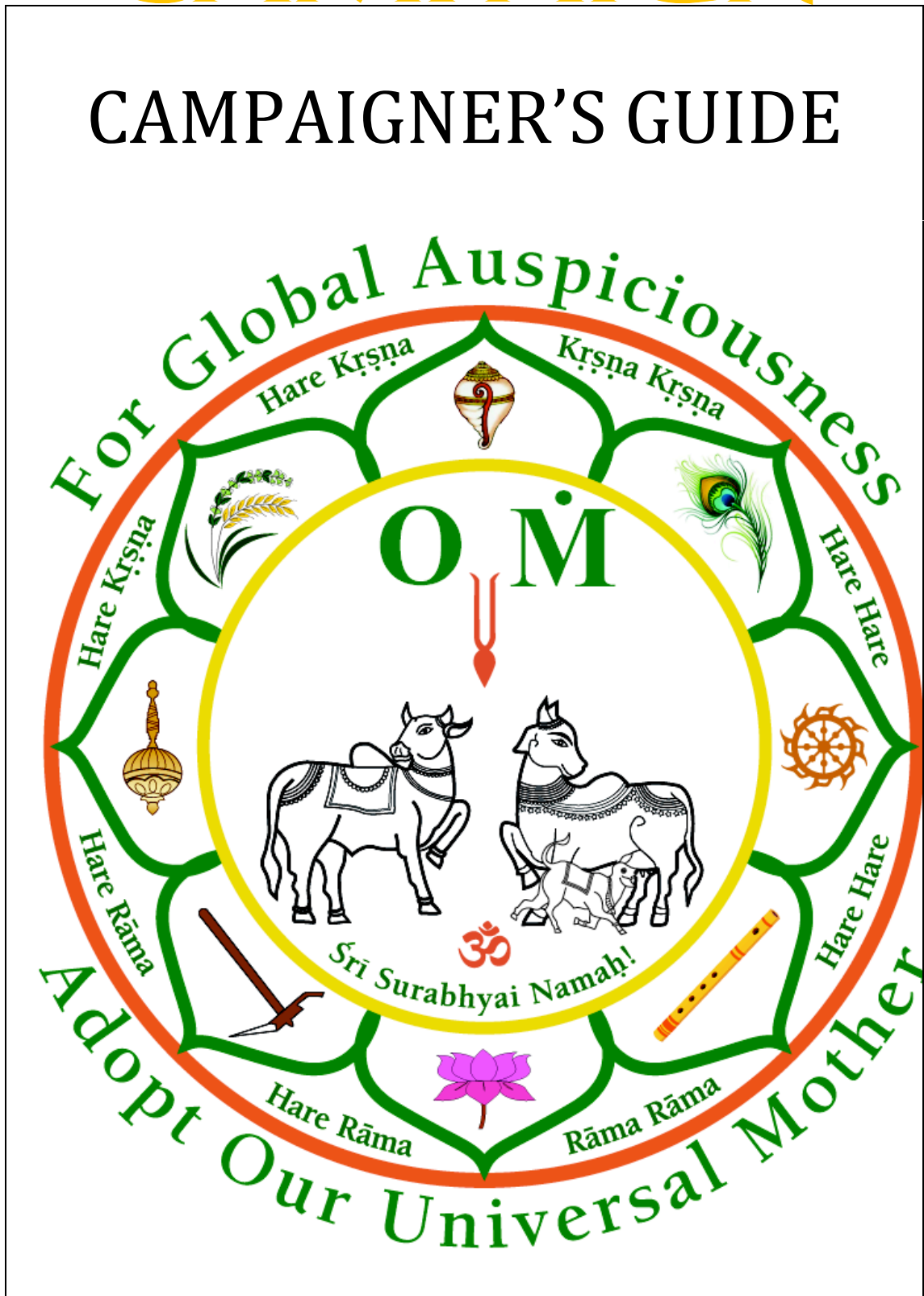


OM ŚRĪ SURABHI CAMPAIGN

CAMPAIGNER'S GUIDE



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INTRODUCTION

The Campaigner's Guide is meant to serve as a guide for those who wish to become active promoters of the OM Sri Surabhi Campaign. There is a great need to get devotees inspired and involved with the campaign so that people in all the different parts of the world can help us realize one of the long-term objectives of the campaign, having countries around the world, and one day the United Nations itself, adopt Mother Surabhi as our Universal Mother.

This global awareness we wish to spread vigorously. This is very much possible if we systematically propagate the various goals and objectives of the OM Sri Surabhi Campaign which are meant to help the Founder-Acarya of ISKCON, His Divine Grace A.C. Bhaktivedanta Swami Prabhupada, fulfill the mission of re-spiritualizing the entire world by introducing the Vedic culture, the brahminical culture which begins with and remains dependent upon Mother Surabhi. It is not simply a sentimental and idealistic effort, it is rather based on the most scientific facts and realities (educational, political, economic, ecological, vocational... and the list goes on) as anyone will attest by taking even a little time to study the different dimensions the campaign offers to one and all.

The Campaigner's Guide covers a number of areas that will provide the tools necessary for anyone to introduce the basic concepts of the OM Sri Surabhi Campaign in his or her area. We begin by sharing some most important quotes from Srila Prabhupada as to the urgent need to protect mother cow. In addition to Srila Prabhupada's statements, we also present testimonies from other sources, covering both the religious and secular sectors of society.

The Campaigner's Guide then proceeds to explain the different objectives of the campaign, both short-term and long-term objectives. We have deliberately chosen the period 2015 to 2027 to coincide with Srila Prabhupada's Golden Jubilee celebrations that commemorate his illustrious and unprecedented preaching activities from 1965 to 1977. August 13, 1965, marks Srila Prabhupada's historical boarding in Calcutta of the cargo ship "Jaladuta" that carried him five weeks later, September 18, 1965, to the shores of Boston Harbor.

Devotees have already commemorated these two momentous events, August 13, 2015 (Srila Prabhupada's Golden Jubilee departure from Calcutta) and September 18, 2015 (Srila Prabhupada's auspicious arrival in America). November 2, 2027 will commemorate the 50th anniversary of Srila Prabhupada's leaving this material world in the most sacred of holy places, Vrindavan Dham and will officially end the OM Sri Surabhi Campaign marking the end of the Golden Jubilee Era. By our united efforts to commemorate all the wonderful achievements of Srila Prabhupada and his earlier devotees during this historical period, we can be assured that many more souls will have joined this great movement started by Srila Prabhupada.

The Campaigner's Guide also contains the Sacred Oath to Mother Surabhi as well as the Sacred Prayer to recite on a regular basis so as to nurture this

consciousness of Mother Surabhi. The campaign has the potential to reach out to literally hundreds of thousands if not millions of people. By taking the solemn Sacred Oath pledge they will become more committed to the cause of Mother Surabhi. The whole world is greatly suffering and remains in a most precarious condition due to the unparalleled atrocities committed to Mother Surabhi on a daily basis. We cannot fathom the heavy karmic reactions that are building up.

The Campaigner's Guide also lists various items that can be used to make a simple but practical "Preaching Kit" for those who officially volunteer to become OM Sri Surabhi "Campaigners". In that Preaching Kit will be important Videos related to the campaign, some Power Point presentations that will make it convenient for any Campaigner to introduce the notions of Mother Surabhi practically to any audience.

Since the whole thrust is on spreading awareness of Mother Cow, we will also have a special section outlining the different species of original pure "desi" cows. This information can form the core data of different Power Points one may present to different audiences. In addition to Videos and Power Points, we will provide the Campaigner with pamphlets and banners as additional outreach tools.

The Campaigner's Guide will list the different members of the OM Sri Surabhi Campaign and how the organizational structure is meant to help individuals and communities take active part in the campaign.

There are a number of stakeholders involved and our Guide Manual will also explain their respective roles and positions. As the campaign progresses, we expect to increase the number of participants at all levels.

QUOTES ON COWS

Mahabharata

*tratavyah prathamam gavah/tratah trayanti ta dvijan
gobrahmana paritrane/paritratam jagat bhavet*

“First of all cows should be protected. Cows thus protected, will in turn protect the brahmanas.

Thus when protection of cows and brahmanas is achieved, then the whole world is protected.”

Harivamsa Parva, 55.31

Srila Prabhupada

“This Krishna consciousness movement is for the protection of brahminical culture and cows. Then automatically the peace of the world will come, if (these) two things are done. This is Vedic literature. They pick up the essence of the things, and all other things follow.”

[Lecture, December 4, 1968, Los Angeles]

“The killing of cows by human society is one of the grossest suicidal policies and those who are anxious to cultivate the human spirit must turn their attention first toward the question of cow protection.”

[Light of the Bhagavat, 27]

“Therefore the world is suffering, so much sinful activities. The greatest sinful activity is cow slaughter, and they are committing. They do not know what will be the result. Such brain, stool-bound brain. Thorough overhaul is required. That we are doing. Otherwise the stool cannot be cleansed.”

February 19, 1977, Mayapur

There should be a thorough overhauling of the social system, and society should revert to the Vedic principles, that is, the four varnas and the four asramas.”

SB 4.29.54

Gandhi

Cow is the source of progress and prosperity. In many ways it is superior to one’s mother.

Thomas De Quincy

Cows are amongst the gentlest of breathing creatures; none show more passionate tenderness to their young when deprived of them; and, in short, I am not ashamed to profess a deep love for these quiet creatures.

SHORT-TERM OBJECTIVES

1. Personal Oath

Take a lifelong pledge to always protect our Mother Surabhi
(Standard pledge to be taken at some official ceremony)

2. Family Practices

- * Play Surabhi Mantra daily at home
- * Cow photos on altar and walls at home
- * Using cow products such as soaps, incense, ghee
- * Daily recite prayer glorifying our Mother Surabhi
- * *Go-Seva*: weekly visit and *seva* to nearby *Goshala*
- * *Go-Puja*: daily offer incense and flower to Mother Surabhi

3. Green City Temples

- Hold regular seminars that can help promote good health and a balance diet for inmates/congregation
- Teach about and encourage community gardens in cities
- Inspire temples to lease or purchase land for the purpose of growing organic food, maintaining cows and developing self-sufficient communities.
- Organize yearly fairs sharing development among temples
- Help set up curriculum for Home Schooling and Varnasrama Colleges as desired by Srila Prabhupada.

4. Ahimsa Milk

Take milk only from protected cows

5. Cooking in Ghee

Avoid commercial oils, cook only in pure ghee.

6. Adopt a Cow

Adopt a cow by supporting a *goshala* or purchase/maintain a cow

7. Adopt a Village

Support Village Development by adopting a Village

LONG-TERM OBJECTIVES

1. Work towards having the United Nations and Countries adopt our Mother Surabhi as our universal mother/national emblem.
2. Help introduce legislation to stop cruelty to animals, especially the cows.
3. Encourage devotees/congregational members to take up important posts in the government administration in as many countries as possible.
4. Educate organizations and governments about the merits of A-2 Category Milk as found in indigenous breeds (*desi* cows) and the demerits of A-1 Category Milk as found in non-indigenous breeds. Encourage more in depth study on the subject.
5. Demonstrate the benefits of an agrarian lifestyle, the superiority of a cow driven economy – Agrarian Revival through traditional technologies for a sustainable economic growth.
6. Promote Yoga, Vegetarianism, Organic Foods, Organic farming.
7. Teach the harmful effects of chemical pesticides, chemical fertilizers, hybrid seeds and machinery.
8. Promote traditional occupation through traditional education
9. Help re-establish the concept of *gochar bhumi* providing ample grazing for cows.
10. Assist governments in reverting the critical global problems such as desertification and climate change by promoting natural large scale grazing of animals, especially cows and showing examples of a more simple and natural way of living in keeping with the concepts of simple living and high thinking.

PREACHING KITS

Each OM Sri Surabhi Campaigner will receive a small Preaching Kit that will have additional information such as Videos, Power Points, Pamphlets, etc., that will help facilitate his/her preaching efforts.

The Preaching Kit will also have the Sacred Oath card allowing individuals to take a solemn oath to protect Mother Surabhi. The card will have on its backside the Sacred Prayer to Mother Surabhi that can be recited daily for invoking auspiciousness.

PRAYER to MOTHER SURABHI

Oh Mother Surabhi!

You are the Mother of all Cows.

You sustain all life and all living entities.
You provide shelter to those who have no shelter.

You fulfill all desires.

Your very presence brings all auspiciousness.

You are the source and basis of all wealth.
You are pure, attractive and aromatic.

You bring one to the mode of goodness.
You bring health, longevity and good fortune.

You are our Universal Mother!

Without you we will have no mothers.
Without you we will have no life.

Without you we will have no shelter.
Without you we will have no hope.

Without you we will have no happiness.
Without you we will have no food.

Without you we will have no direction.
Without you we will have no morality.

Without you we will have no health.
Without you we will become orphans.

Please allow us to serve you.
Please allow us to love you.
Please allow us to worship you.
Please allow us to be with you.



Initiative of ISKCON Daiva Varnasrama Ministry (IDVM-India)

www.iskconvarnasrama.com

ŌM ŚRĪ SURABHI CAMPAIGN – 2015 to 2027

OUR MOTHER

Initiative of ISKCON
Daiva Varnasrama Ministry (IDVM-India)
www.iskconvarnasrama.com



Our Mother



THE SACRED OATH

Oh most worshipable Mother Surabhi! You are our most affectionate Sacred Mother. You are the wish-fulfilling Kamadhenu who grants everyone's desires. You are the manifestation of all sacred places of pilgrimage, the support of all living entities and the ocean of all auspiciousness.

Oh most worshipable Mother Surabhi! You are the purifying Mother Ganga and the Goddess of Sanctity. You are the healer of all diseases, the bestower of good health and the embodiment of Maharshi Dhanvantari. You are the Goddess of Fortune and the provider of nourishing agriculture products.

Oh most worshipable Mother Surabhi! Today I take this solemn oath to always remember the land of Bharat-varsa and our ancestors' noble heritage. With my mind, words and actions, I hereby pledge to always protect, preserve and serve you and all the wonderful gifts of nature such as water, earth, the forests, as well as all living entities and all sacred places of pilgrimages. I will actively strive to ensure that your glory spreads throughout the entire world.

Oh most worshipable Mother Surabhi! In order that our villages become holy places of pilgrimage, I will endeavour with my mind, body and soul to protect the ancient wealth and beauty of traditional village life.

Oh most worshipable Mother Surabhi! Please bless and empower this humble servant of yours with the necessary ability, strength, and courage to fulfill this solemn oath.

All glories, all glories, all glories to you, o eternally most Sacred Mother Cow! (Translated from Hindi)

Edited by HH RP Bhakti Raghava Swami

For Details : www.iskconvarnasrama.com

Dedicated to our Eternal
Spiritual Father His Divine Grace
A.C. Bhaktivedanta Swami Prabhupada
Founder-Acarya of ISKCON



*** We plan to have both the Oath to Mother Surabhi and the Prayer to Mother Surabhi in a Card Format that can easily be distributed at any function or event centered on cow protection. This will help generate interest and participation in the OM Sri Surabhi Campaign by connecting people to the campaign.

SHAREHOLDERS WITH IDVM-INDIA

In addition to IDVM-India and the Ministry for Cow Protection in India, the OM Sri Surabhi Campaign will also work closely with its own global outreach agency called Sustainable Eco Alliance (SEA.Inc.), an official legal entity that is particularly meant to reach out to the secular world. SEA.Inc. will have its own website and its own membership system but will work totally in synchrony with the OM Sri Surabhi Campaign.

The OM Sri Surabhi Campaign will also network with other Agencies, in particular the GBC/SPT global initiative called “Sustainable Vaisnava Communities” committee that also aims at reviving principles of Simple Living and High Thinking.

OM SRI SURABHI CAMPAIGN INAUGURATING PROCEDURE

OM Sri Surabhi Campaigners are encouraged to perform the OM Sri Surabhi Campaign inauguration wherever devotees or others show interest to become actively involved with the campaign.

The simple sequence to follow will be 1) the performance of Go-Puja (if possible arranging for a live cow either in the premises or close to the premises) before the official OM Sri Surabhi Campaign Inaugurating Ceremony begins.

After the Go-Puja, the official inauguration begins with 2) the Master of Ceremony (MC) welcoming any special guests (ideally you should invite a Chief Guest and other dignitaries) and the general audience. You may then 3) request the Chief Guest and other guests to briefly speak. This will be followed by 4) the main speech from a devotee who will introduce the OM Sri Surabhi Campaign and explain the general purposes of the campaign to the audience. After this presentation, 5) the MC will invite everyone to recite in unison the Prayer to Mother Surabhi getting all those present to stand. After reciting the Prayer to Mother Surabhi, 6) the MC will ask everyone to formally take the Sacred Oath to Mother Surabhi by repeating after him the sacred oath. Ideally, you should have the card with the words for both the Sacred Prayers and Sacred Oath in the local language. The ceremony will end with 7) prasadam distribution and 8) inviting guests to take books, literatures, cow products that will have been displayed at a book table nearby. The event should have been advertised and there should be a large banner announcing the event.

CHARTER MEMBERSHIP

In addition to the various types of membership described on the website, the OM Sri Surabhi Campaign offers groups, organizations or communities to be officially connected with the campaign for which such a group/organization will receive a Membership Charter.

Information is available on the website regarding the Charter Application, the Charter Guidelines and the Charter itself.

For more details and for download of the templates, one can visit our Home Page on the website, www.srisurabhi.org

GLOBAL GOSHALA DIRECTORY

The OM Sri Surabhi Campaign encourages individuals, temples, organizations, and other entities to register their Goshala online by visiting www.srisurabhi.org

A “Global Goshala Survey” template will be sent to those who register their Goshala online so that we may have a better idea about our Goshalas for devotees interested to visit or render some service.

HIERARCHY AND ORGANIZATION OF OM SRI SURABHI CAMPAIGN

The OM Sri Surabhi Campaign is a joint initiative of the ISKCON Daiva Varnasrama Ministry (IDVM-India), a national ministry established by the ISKCON Bureau (2009) whose appointed Minister is HH RP Bhakti Raghava Swami and of the ISKCON India Ministry for Cow Protection and Agriculture (established in 2014) whose appointed Minister is Sriman Damodar Dulal das.

The OM Sri Surabhi Campaign is being directly overseen by the IDVM-India Minister with the help of all the appointed Continental Surabhi Campaign Coordinators along with the Webmaster for the dedicated website created in the year 2014. This core group oversees the management and development of the campaign by regular Skype Conferences and submitting regular Bi-Monthly and Quarterly Reports.

Under each Continental Surabhi Campaign Coordinator are National Surabhi Campaign Coordinators who help introduce and coordinate the goals and objectives of the campaign. Within each country, individuals, temples and various organizations may become involved through various schemes, one being direct membership, another being Chartered Membership. These are all explained in the Campaigner’s Guide Manual and on the srisurabhi.org website.

IDVM-INDIA SUSTAINABLE ECO ALLIANCE (SEA)

OBJECTIVES OF THE CAMPAIGN

- To commemorate the Golden Jubilee Years of ISKCON – 2015 to 2027
- To support and revive agrarian lifestyle globally
- To create awareness of the Surabhi Cow as our Sustaining Universal Mother
- To re-establish balance and harmony in individuals, society, nature & God
- To raise funds during its 12 years campaign to support the above
- To establish the IDVM-India Eco Alliance

The ISKCON Daiva Varnasrama Ministry of India (IDVM-India) invites intentional communities (including individuals, families, villages, groups, from both private, public and governmental sectors and for the purpose of this document all referred to as “applicants”) who support the universal principles of food production through localized economy, who value the protection of our mother cow and our father bull, and who advocate a lifestyle based on traditional simple living and high thinking to become members of IDVM-India Eco Alliance.

IDVM-India Eco Alliance is a program conceived by IDVM-India in collaboration with the Global Village Initiative Committee (GVIC), also known as the Vaisnava Sustainable Communities (VSC), for the purpose of promoting universal peace, prosperity and enlightenment through the establishment of intentional communities and revival of traditional education and traditional village development based on the holistic protection of our mother the Surabhi Cow.

PRE-REQUISITES

The following pre-requisites are needed to become a recognized bona-fide patron:

1. Each intentional community (or applicant) will fill in the Application Form requesting formal partnership/patronship into the IDVM-India Eco Alliance.
2. Each intentional community (or individual) will fill in the Survey Questionnaire providing information about their (his/her) community (or person).
3. Each intentional community (or applicant) will renew its membership yearly from the date of acceptance by IDVM-India by writing to the IDVM-India Secretariat.
4. Each applicant must be a member of any ISKCON recognized project/temple or favorable to the mission of Srila Prabhupada recognizing him as the Founder-Acarya of ISKCON and the main inspiration behind the concept of simple living and high thinking.

THE OFFICIAL LOGO AND ITS MEANING

The OM Sri Surabhi Campaign officially launched its logo on the auspicious day of Gopastami, celebrated October 30th, 2014 in both Sri Dham Mayapur and Sri Vrindavan Dham. Readers can avail of the booklet that explains in details about the meaning of the logo. The booklet is available online for free download.

SERVICE OPPORTUNITIES (GET INVOLVED)

There are innumerable opportunities for one and all to get-involved in the OM Sri Surabhi Campaign and there is a need to engage various individuals, at whatever level may be suitable for them and in whatever activity they may be inclined or qualified to perform.

To provide such opportunities to devotees having some affinity, interest and desire to help develop some particular aspect of the varnasrama mission, the Surabhi Campaign has identified 15 “Service Categories” that one can take up in order to participate in fulfilling Srila Prabhupada’s unfulfilled mission.

The categories listed below provide an initial choice of possible engagements for interested persons (more can be added or amended). All such services are purely voluntary and should be performed essentially for the pleasure of the Lord and His devotees. More than one service category can be chosen also.

Each “Service Category” is described under the sub-divisions (whose full details can be downloaded from our website):

1. Definition, 2. Duties, 3. Qualifications and 4. Application.

Various ‘Service Categories’ are:

1. Consultants
2. Coordinators
3. Donors.
4. Editors
5. Farmers
6. Helpers
7. Instructors
8. Managers
9. Moderators
10. Monitors
11. Proof Readers
12. Researchers
13. Skilled Labor
14. Writers
15. Reporters

If you feel you can be part of this glorious mission and can take up any of the above services, or want to know more about the description of the above service categories, kindly write to us.

MEMBERSHIP

There are five types of membership available to those who wish to support the OM Sri Surabhi Campaign. Please fill in the Membership Registration Form at the end of the pamphlet. Thank you for your kind participation.

1- Basic Membership

- Receive a Monthly Newsletter and access to promotional material for starting a campaign locally.
- Ideal for someone who can't contribute financially but can support through his time and expertise.
- Receive a Welcome Kit.

Free

2- Campaign Supporter Membership

- Receive a Monthly Newsletter and access to promotional material for starting a campaign locally.
- Ideal for someone who can begin to support financially.
- Receive quarterly a small Surabhi Products Basket.
- Receive a Welcome Kit.

Donation - \$ 11/month

3- Adopt a Cow Membership

- Become a Cow Protector through "Adopt a Cow Membership" by actually supporting those who are actively protecting and taking care of Mother Surabhi.
- Just \$ 1/day can help support one cow.
- Receive quarterly a large Surabhi Products Basket.
- Receive a Welcome Kit.

Donation - \$ 31/month

4- Adopt a Village Membership

- Become a Village Protector through “Adopt a Village Membership” by actually supporting those who are actively protecting and taking care of Mother Surabhi and trying to implement the principles of Simple Living and High Thinking at the grass root levels.
- Less than \$ 10/day can provide necessary support for the development of one entire village.
- Received complete details of the adopted village with photographs.
- Receive quarterly a Village Products Large Basket.
- Receive a Welcome Kit.

Donation - \$ 251/month

5- Patron Membership

The ISKCON Daiva Varnasrama Ministry of India (IDVM-India) invites intentional communities (including individuals, families, villages, organizations, groups from both private, public and governmental sectors and for the purpose of this document all referred to as “applicants”) who support the universal principles of food production through localized economy, who value the protection of our mother cow and our father bull, and who advocate a lifestyle based traditional simple living and high thinking to become “Patron Members” of IDVM-India Sustainable Eco Alliance.

Yearly fees correspond to a fixed percentage of your net annual income in cash or kind, the minimum being 2% (two percent). Please enter the amount during registration. Leave the default value if you are not sure and select “Pay by Check”.

Donation - 2% of your net annual income

AHIMSA MILK & THE A1 vs. A2 CATEGORY MILK

In addition to the milk controversy regarding “ahimsa milk” and “non-ahimsa milk”, there is also a serious controversy over milk that is called A1 and A2 milk.

There seems to be a need for more research in both of these issues, but there is sufficient concern to direct us towards taking a close look at these two matters.

For those not familiar with A1 or A2 category milk, we refer you to a book published called THE DEVIL IN THE MILK by author Dr. Keith Woodford, Professor of Farm Management and Agribusiness at Lincoln University in New Zealand.

“The Devil in the Milk”

A1 or A2? How Beta-Caseins Are Changing the Dairy Industry

There’s a devil in the milk, says agricultural scientist Keith Woodford, and it has little to do with production methods. Woodford’s startling thesis, backed up by a pile of research, is that a mutation many years ago created an aberrant protein in some European cows, called A1 cows to set them aside from all other cows, which are called A2. As a result, the milk from these cows has been linked to a host of maladies, including Type 1 diabetes, autism and heart disease.

Still virtually unknown in this country, the A1-A2 question is prominent enough in New Zealand, where Woodford lives and works, to have spurred public controversy and the creation of a successful company that markets only A2 milk, the a2 Corporation. For growing numbers of Americans who have noticed that milk seems to attack their systems even though they are lactose- tolerant, Woodford’s work, collected in his book, Devil in the Milk, offers vital illumination. To read the full article, please go the the following link:

. http://www.worldguernseys.org/PageMill_Resources/Acres_Woodford.pdf

CONTACT AND WEBSITES

The following two links provide detailed information about the OM Sri Surabhi Campaign as well as about the IDVM-India ministry.

www.srisurabhi.org
www.iskconvarnasrama.com

For additional information, you may write to us at admin@srisurabhi.org