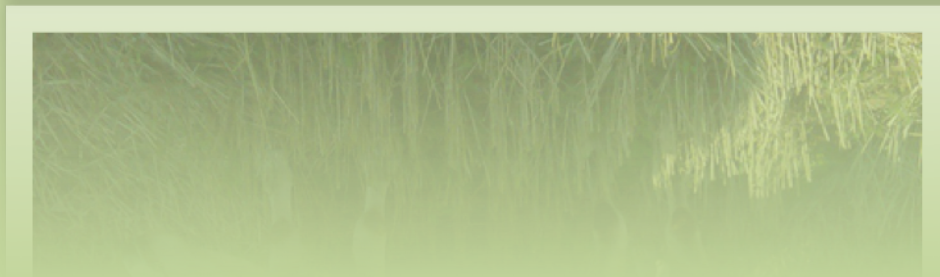
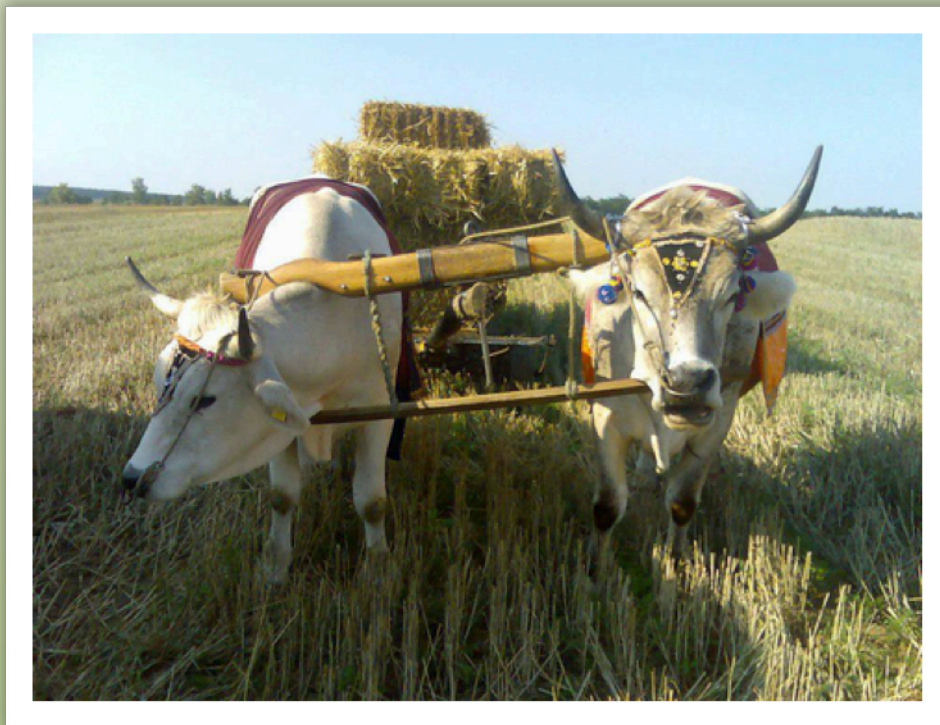


SUSTAINABLE VAISNAVA COMMUNITIES

Strategy Document

2014



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Sustainable Vaisnava Communities (SVC)

Strategy Document

NOT FOR RELEASE

- 17th October, 2014 -

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SVC at a Glance

The Mandate (The Mission)

The Sustainable Vaisnava Communities (SVC) initiative committee has been established to assist the ISKCON GBC, established ministries and temples to promote the concepts and best practices of sustainability and self-sufficiency within the ISKCON rural and urban communities as well as individual devotees around the world. (See Appendix I for further details)

The Vision

SVC envisions to be ISKCON's reservoir of practical knowledge on sustainable life, and thus give opportunity to millions around the world to change their life through application of Srila Prabhupada's motto of "simple living high thinking".

The Values

- Sustainable
- Practical
- Personal
- Honourable
- Inclusive
- Measurable

The Goals

- **To be complimentary** to the GBC's and the SPT's goals.
- **To create devotee awareness** about ISKCON's most inspirational examples and best practices.
- To **inspire** ISKCON devotees and people in general around the world for a more sustainable and attractive life.
- **To empower** individuals to reach their full potential.
- **To raise interest** in the academic world to research and document our best practices on the highest level.

- To **develop** and **provide tools** to further develop the best practices and to provide educational and research facilities for others.

The Tools

1. Database
2. Communication
3. Media and Publication
4. Website
5. Secretariat
6. Financial Instruments
7. Training
8. Networking
9. Sastric Compliance
10. Marketing

The Values

The values help determine the work and the deliverables of the SVC. This is a very important and integral part of our strategy and these should be the foundation of all our activities.

Sustainable

The SVC is committed to help set practical examples of sustainable life. Its activities will thus reflect the ethos of sustainability. This means the following:

- The SVC has a team that works together and stays together.
- The SVC is financially stable and can raise funds for its projects.
- The SVC offers tools to help others live a more sustainable life.

Practical

The principle is: less talk, more action. This implies that SVC provides information and training in areas it can be applied without any further studies or research and is down-to-earth in practice.

The GVIC will provide authentic, time tested and well-founded knowledge and information relating to best practices.

SVC will also provide or search for experienced and trained manpower/teachers in various fields of knowledge related to various best practices. SVC will offer guidance and training to interested individuals or groups in their respective areas.

Personal

SVC is ready to reach out and help in sharing its experiences through different mediums that provide personal interaction and tools specially tailored to one's need.

SVC will establish a Global SVC Secretariat with subsidiary branches on each continent and gradually within each country that will be staffed by committed and

dedicated SVC personnel who will cater to the needs of individuals or groups from ISKCON and from both the private and government sectors of society.

The SVC will provide trained field workers who will travel extensively to different countries giving personal attention to individuals, groups and projects.

Honourable

We walk the talk. SVC will test and apply its documented best practices of everyday life. It will not be archaic.

Inclusive

SVC's activities will cover all aspects of simple living and sustainability, including training to devotees and non-devotees.

Measurable

All activities and results of the SVC can directly be measured and thus easily scalable and amendable. This will give clarity to its achievements and to the direction of its movement.

SVC will maintain various records and data collection in the SVC Secretariat. This will help compile, tabulate, analyse and disseminate various pieces of information in the form of regular reports.

All activities, including financial transactions within SCV, will be officially recorded and shared with all members.

SVC will keep records of all its activities in the form of charts and surveys, which in turn will help to constantly monitor the progress of the group.

The Goals

Be complimentary

SVC will compliment the GBC's and the SPT's work by conducting research and developing tools for leading a more sustainable life through Srila Prabhupada's teachings.

Create awareness

ISKCON has several good examples of sustainable lifestyle. Our best practices and sustainable achievements in both the rural and urban sectors have not been widely publicized. These need to be shared and brought to the knowledge of ISKCON members and the general public.

Inspire

ISKCON devotees are mainly involved with urban preaching. If we can demonstrate the preaching potential and link with rural development, as well as the benefits for city temples, devotees will become inspired to share various best practices. This comes from the Krishna Valley experience.

Empower

There are several organizations that share their experiences of sustainable and rural life. They should reckon SVC as authentic trainers of people who walk the talk.

Raise interest

SVC can share its best practices and provide practical information based on its hands-on experiences through different channels of communication. This will help every category of audience and help their life become more sustainable and ultimately more Krishna conscious. This in turn is likely to generate interest from the people of academia, researchers, students, professors, politicians and even corporates.

Develop and provide tools

To achieve all the above goals SVC needs to develop and provide tools that will help devotees further develop their best practices. In addition, even the centres that have a best practice to share should be equipped with the tools to do so. This will result in further knowledge sharing amongst each other. SVC will support these efforts.

The Tools

This section comprises all the tools that will help SVC achieve its goals. For a better understanding, a general description of the tools precedes the table depicting the different goals correlated with their respective tools. The S.M.A.R.T. description will be discussed in the next chapter.

Database

The SVC will collect and tabulate data from various sources most of which will be made available and disseminated to individuals or groups interested to promote the ideals of SVC.

Developing the database is crucial for the success of the committee. It gives the preliminary information so that all other tools can be developed. It is a categorized, regularly updated list of structured information.

Communication

SVC will develop an effective communications network to disseminate various information related to its activities, needs and objectives.

Media and Publication

SVC, serving as a forum of knowledge sharing, will publish its different activities and related information through pamphlets, books and newsletters, all of which will provide information on best practices and sustainability.

SVC will produce and share various video documentaries and other multi-media related to on-going activities promoting “simple living and high thinking”.

Website

A group of qualified devotees will work on the website. The goal to develop this tool will be to make the database information accessible to different categories of audience and promote the best practices besides helping the viewer find relevant training facilities and places to visit.

Secretariat

To maintain its database and provide quick and useful information to the public, SVC will have its own SVC Global Secretariat that will be staffed by SVC personnel. The Global SVC Secretariat will gradually establish satellite Secretariats as and when the need arises. The Secretariat will ensure that all meetings are properly recorded and will develop and maintain an electronic and offline database. The Secretariat will oversee the accounting and keep record of all income and expenses.

Financial Instruments

SVC needs a qualified staff to be developed, recruited and properly maintained to realize its goals. The staff will be skilful in administration, IT, data processing and communication. At the back-end, the office needs to be well-equipped besides the travelling staff who will require a computer, data recording devices (including audio, picture and video), proper telecommunication devices, press kit and image products to render its services effectively.

Grants

1. LIFE is the EU's financial instrument supporting environmental and nature conservation projects throughout the EU, as well as in some candidate, acceding and neighbouring countries. Since 1992, LIFE has co-financed some 3954 projects, contributing approximately €3.1 billion to the protection of the environment. More details on when and what type of funding for 2014 - 2020 will be known in November - December.
2. Youth and the World (100.000 EUR funding) - at least 4 partner countries - 2 from EU and 2 from World (like India, Brazil, South Africa).
3. Lifelong Learning - Policy Co-operation and Innovation in Lifelong Learning - Leonardo da Vinci -
4. Energy Efficiency Funding of EU - for solar panels, new heating systems, changing of lights, windows, etc.
5. USA: The Organic Farming Research Foundation (OFRF) is pleased to announce that funding is available for:
 - 5.1. Research Proposals

- 5.2. Research projects on organic farming and food systems
- 5.3. Education and Outreach Proposals
- 5.4. Education and Outreach projects on organic farming and food systems
- 5.5. OFRF accepts proposals via electronic submission. Click on the program area of interest above for guidelines on how to apply.

<http://ofrf.org/research/grants>

6. EU: http://ec.europa.eu/agriculture/organic/eu-policy/research-projects_en
 - 6.1. The European Action Plan for Organic Food and Farming sets out 21 initiatives to achieve the objectives of developing the market for organic food and improving standards by increasing efficacy, transparency and consumer confidence.
 - 6.2. The plan aims to achieve measures such as improving information about organic farming, streamlining public support via rural development, improving production standards or strengthening research. It follows the rapid increase in the number of farmers producing organically and strong demand from consumers during the past few years.
7. European Social Fund - possibility of employing staff
8. Erasmus Plus is of course best for networking

Other Opportunities

1. Donations
2. Fund raising
3. Advertisements

Products

1. Books
2. Online courses
3. On-site trainings
4. Advertisements
5. Franchise Farms

Non financial instruments

1. Seed bank
2. Time banking
3. Services

4. Adopt a cow
5. Adopt a village
6. Adopt a temple
7. Sharing traditional technologies

Training

SVC will provide training and education to interested persons. This could be in the form of distance learning through e-courses or may also be direct training with some of our existing educational facilities or centres.

For devotees:

1. Sharing best practices
2. Setting up training sites
3. Attracting different audiences
4. Cater the needs of different audiences
5. How to raise revenue from sharing the best practices

For others:

1. Develop on-site workshops of the best practices adapted to circumstances.
2. Develop on-line training.

Networking

Identify and reach out to non-ISKCON entities to share experiences and develop ISKCON's reputation in sustainable practices. Develop relationship with professionals and representatives of academia to firmly lay down the foundation to "simple living, high thinking".

Marketing

- Communication
- Media and publication
- Internal
- External

Appendix

SVC Members, Responsibilities and Contact Details

	Place	Name	Title	E-mail
1	Africa, Nigeria	Bhakti Dhira Damodara Swami		BDDS.BTS@pamho.net
2	Africa, Ghana	Srivas das	Regional Sec. W	Srivas.BTS@pamho.net
3	Australia, New Gokula	Abhay Charan das		abhaycharan.grs@gmail.com
4	Australia, New Gokula	Kaliya Krsna das		Kaliya.Krsna@pamho.net
5	Australia	Suka Vyasa das		morrisseysa2013@gmail.com
6	Brazil	Kalakantha das	IDVM – Agriculture	kalakantha@gmail.com
7	Cambodia, Siem Reap	Guna Avatara das		Gunaavatara.BRS@pamho.net
	Canada, Saranagati Eco Village	Bala Krsna das		bforganics@gmail.com
	Canada, Nouvelle Vraja Bhumi	Bhakti Raghava Swami	Varnasrama Minister of India	Bhakti.Raghava.Swami@pamho.net
	Canada, Vraja Bhumi Dham	Krsna Balaram das		kbd@ssccclab.com
	England	Syamasundara das	Minister Cow Protection/Agr	Syamasundara@pamho.net
	Hungary, Krishna Valley	Radha Krishna das	Varnasrama Minister of Europe	rkd@1108.cc
	India, IDVM	Arjuna Krsna das		Arjuna.Krsna.BRS@pamho.net
	India, IDVM- India	Gour Gopal das		Gour-Gopal.BRS@pamho.net
	India, IDVM- India	Hari Kirtan das		Hari.Kirtan@pamho.net
	India, IDVM/SSKBK	Mahananda das		Mahananda.BRS@pamho.net
	India, IDVM- India	Ram Laksman das		Ram.Lakshman.BRS@pamho.net
	India, Sri Mayapur	Samba das		Samba@pamho.net
	India	Vrindavan Lila dd	Ed. The Eight Petals	vrindavanlila.brs@gmail.com
	Indonesia, Bali	Kisora Krsna das		Kisora.Krsna.BRS@pamho.net
	USA, ISCOWP	Balabhadra das		balabhadra.iscowp@earthlink.net
	USA, New	Shalagram das		Shalagram.TKG@pamho.net

	Kurukshetra – Texas			
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List of ISKCON Farm Projects

A. AFRICA

Ghana

1. Accra Hare Krishna Farm
(Srivasa das)

B. AMERICA NORTH

Canada

1. Ashcroft, B.C. Saranagati Village
2. Ahherst, Quebec Nouvelle Vraja Bhumi
(Krsna Balarama das)

USA

1. Alachua, Florida New Raman Reti
2. Carriere, Mississippi New Talavan
3. Hillsborough, North Carolina New Goloka
4. Sandy Ridge, North Carolina Prabhupada Village
5. Moundsville, West Virginia New Vrindavan
6. Mulberry, Tennessee Murari Sevaka
7. Port Royal, Pennsylvania Gita Nagari
8. Moundsville, West Virginia ISKCOWP
9. Irvine, Kentucky Cintamani Dham
10. Dallas, Texas New Kurukshetra
11. California Laguna Beach Farm
12. Seattle, Washington Seattle Farm
13. Big Island, Hawaii Volcano Farm

C. AMERICA SOUTH

Brazil

- | | | |
|----|-----------------------------|--|
| 1. | Pindamonhagaba, São Paulo | Nova Gokula |
| 2. | Paraty, Rio de Janeiro | Goura Vrndavana |
| 3. | Caruaru, Pernambuco | Ecolvila Vrajadhama |
| 4. | Teresopolis, Rio de Janeiro | Vrajabhumi (Only Rural Ashram and Guest house) |

Ecuador

- | | | |
|----|-----------|-------------|
| 1. | Guayaquil | New Mayapur |
|----|-----------|-------------|

Mauritius

- | | | |
|----|-------------|-------------------|
| 1. | Bon Accueil | ISKCON Vedic Farm |
|----|-------------|-------------------|

D. ASIA

Cambodia

- | | | |
|----|--------------------|--|
| 1. | Siem Reap Province | Yasodapur Eco-Village (Guna Avatara das) |
|----|--------------------|--|

Indonesia

- | | | |
|----|------------------|--|
| 1. | Lampung Province | Gita Nagari Baru (Sadbhuja Gauranga das) |
| 2. | Bali Province | Gaura Hari Ashram (Kisora Krsna das) |
| 3. | Kalimantan State | Ganga Sagara Baru (Sundar Gopal das) |

Malaysia

- | | | |
|----|--------------|------------------------------------|
| 1. | Kuala Lumpur | Hare Krishna Farm (Simhesvara das) |
|----|--------------|------------------------------------|

India

- | | | |
|----|------------------|---|
| 1. | Maharastra State | Govardhan Eco-Village (Gauranga das) |
| 2. | Assam State | Kanai-Balai Eco-Village (Pangkajanabha das) |



- | | | |
|---------------------|---------------------|--|
| 3. | Tamil Nadu State | Panchavati
(Savyasachi das) |
| 4. | Mahasratra State | Nilachal Dham
(Damodar Dulal das) |
| 5. | Karnataka State | SSKBK
(Krishna Chandra das) |
| 6. | Gujarat State | Avanti Eco-Village
(Nartak Gauranga das) |
|
 | | |
| E. AUSTRALIA | | |
| 1. | | New Govardhan
(Ajita das) |
| 2. | | New Gokula
(Kaliya Krsna das) &
(Abhay Charan das) |
|
 | | |
| F. EUROPE | | |
| 1. | Denmark, Copenhagen | Urban Farming
(Lalitanath das) |
| 2. | England | Bhaktivedanta Manor
(Syamasundara das) |
| 3. | France | New Mayapur |
| 4. | Hungary | Krishna Valley |
| 5. | Germany | Simhachalam Farm |
| 6. | Sweden | Almvik Project
(Smitha Krsna Maharaja) |