

MISSION: The twelve years *OM Sri Surabhi Campaign* is all about the restoration of “*dharma*”, the basis of which lies in the protection of *Mother Surabhi*. Our campaign is yet another step towards realizing the main objective i.e. to bring awareness about *Mother Surabhi* and her absolute and essential role to help restore society to its pure, simple and natural state.

The first year of the campaign will focus on laying the basic groundwork and formulating the strategy for a successful campaign. This will include selecting Campaign Coordinators and Campaign Managers both at the Continental and National levels who can then gradually introduce the campaign within their respective areas. National Campaign Managers will train devotees who will travel and make presentations in local temples, in villages, to government officers, to private and public organizations, etc., propagating the objectives of the *OM Sri Surabhi Campaign*.

INITIATIVE: The campaign is an initiative of two ministries of **ISKCON India**, the **ISKCON Daiva Varnasrama Ministry (IDVM-India)** and the **ISKCON Cow Protection Ministry**. A third body called “**Sustainable Vaisnava Communities**”, a global initiative under the **GBC** sponsored Strategic Planning Network (SPN), will also help to introduce the campaign within each continent.

STRATEGY: This initial phase will entail working closely both within the **ISKCON** society and within the larger secular society. Within **ISKCON** we will reach out to indi-

vidual temple leaders as well as their respective congregations where, in the larger centers, the membership reaches out to thousands of supporters. Within the secular world we will reach out to various organizations and government departments seeking their support and involvement.

For many of our activities connected with the protection of *Mother Cow*, the correction of ecological disparities and the preservation of villages, various organizations and government agencies may provide much needed funds.

In addition to laying the basic groundwork in India, the Ministry is also taking some initiatives by travelling to various continents with scheduled visits where activities are already in the planning and can easily be linked with the purpose of the *Surabhi Campaign*.

SHORT-TERM OBJECTIVES

1. Individuals:

Take a lifelong pledge to always protect our *Mother Surabhi*.

2. Family Practices:

Play the *Surabhi Mantra* daily at home. Place cow photos on altar and walls at home. Use cow products such as soaps, incense & ghee. Daily recite prayers glorifying our *Mother Surabhi*. **Go-Seva** by weekly visiting a nearby Goshala. **Go-Puja** by daily offering incense and flowers to *Mother Surabhi*.

3. Green City Temples:

Hold seminars promoting health and diet for

inmates & the congregation. Teach about and encourage community gardens in cities. Inspire temples to lease or purchase land for the purpose of growing organic food. Maintain cows and help develop self-sufficient communities. Organize a yearly conference sharing development among temples. Help set up curriculum for Home Schooling, Sunday Schools, Gurukulas 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 or maintain a cow.

7. Adopt a Village:

Support Village Development by adopting a Village.

LONG-TERM OBJECTIVES

1. Have the United Nations and Governments adopt the cow as our universal mother.
2. Help introduce legislation to stop cruelty to animals, especially the cows.
3. Assist governments in reverting global ecological problems by promoting natural large scale grazing of cows and by showing examples of a Simple Living and High Thinking.