

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 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 and 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 INDIA, **ISKCON Daiva Varnasrama Ministry (IDVM-India) and India Cow Protection Ministry**. A third body called “*Sustainable Vaisnava Communities*” a global initiative under Strategic Planning Network (SPN), will also help in introducing 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 individual 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 *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 seminars promoting health and 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 SrilaPrabhupada.

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. United Nations and Nations adopt our Mother *Surabhi* 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 showing examples of a simple living and high thinking.