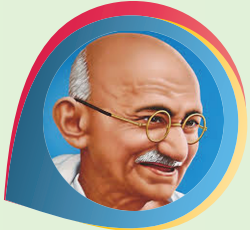




● “This Krishna consciousness movement is for the protection of brahminical culture and cows. Then automatically the peace of the world will come, if (these) two things are done.”

● “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
(A.C. Bhaktivedanta Swami Prabhupada, Founder Acharya ISKCON)



Cow is the source of progress and prosperity. In many ways it is superior to one's mother.
(Mahatma Gandhi)



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.
(Thomas de Quincey, English author and intellectual)

We look forward to your active participation in the campaign. Come forward and obtain the mercy awaiting those who will lend their support to
“Our Universal Mother Surabhi”



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2015 - 2027

TWELVE YEAR MARATHON

from January 1, 2015 to November 2, 2027

An initiative of

ISKCON Daiva Varnasrama Ministry - INDIA
&
ISKCON Cow Protection Ministry - INDIA