

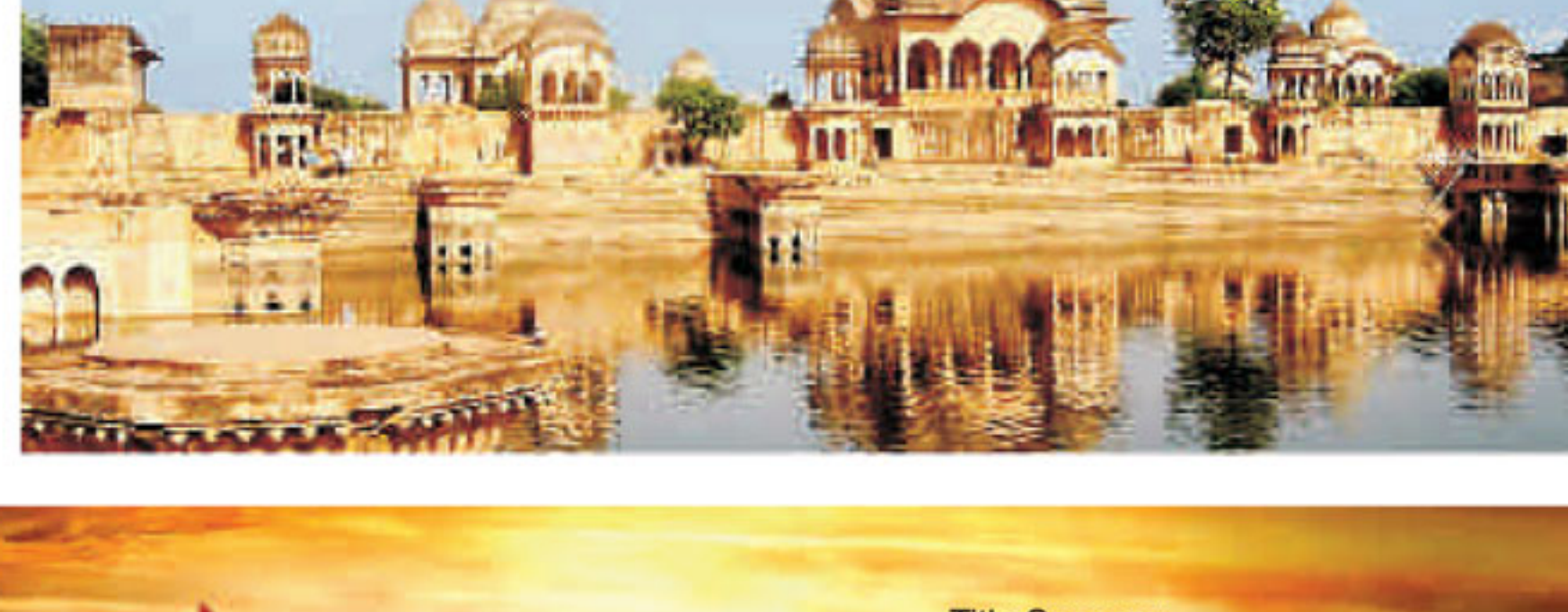
World Bank funded project to restore the water bodies of Vraja

The facelift of the ancient water bodies of Vraja will begin soon under the World Bank's Pro-poor tourism project. The U.P. tourism has identified eleven kundis which are situated in Vrindavan, Mathura, Goverdhan, Varsana and Nandgaon. It has prepared a detailed report on these kundis, which has been submitted to the Divisional Commissioner of Agra for his approval. The Commissioner will review the significance of these kundis and finalize the proposal before the fund is released.

The Uttar Pradesh Government is exploring the possibilities to promote tourism in Vraja through World Bank funded tourism project. The department has prepared a detailed report on the demographic situation around the kund, including the maps of the water bodies

and the areas around those kundis. The restoration work of these kundis will begin after the approval of the commissioner. Potra Kund in Mathura, Davana Kund in Vrindavan, Mansi Ganga, Govind Kund, Kusum Sarovar, Harji Kund, Narad Kund, Vihval Kund in Goverdhan; Priya Kund, Vrishbhan Kund, Madhusudhan Kund in Varsana are the water bodies which have been identified for the restoration.

The biometric process will be used to treat the water of these kundis. The Mathura Vrindavan Development Authority has awarded the contract of the water treatment of the four major kundis to the Intel Company, which will treat the water of these kundis with the bacteria. The Brajwasis have welcomed the restoration proposal of the ancient kundis of Vraja.



Rath Yatra

Ratha Yatra or Ratha Jatra or the Chariot Festival is a festival associated with Lord Jagannath held at Puri in Orissa.

The festival commemorates Lord Jagannath's annual visit to Gundicha Temple via his aunt's home.

As part of Ratha Yatra, the dieties of Lord Jagannath, Balabhadra and Subhadra are taken out in a procession to Gundicha Temple and remain there for 9 days

Next to the Puri Ratha Yatra, the second largest Ratha Yatra is celebrated on the same day in Ahmedabad, Gujarat.

Owner speak:

Mr. Rakesh Goyal
Transport Business
Agarwal Carrying Corporation
Delhi

"The heritage circuit of Vrindavan - Mathura holds tremendous growth and tourism potential, especially after the introduction of Yamuna Expressway which has facilitated the connectivity of Vrindavan with Delhi, Agra and other tier-II cities".

Title Sponsor:

A month long programme in Agra is being held to commemorate and indeed felicitate the martyrs who were a part of the Indian Freedom Movement. The program is also aimed at highlighting and sensitizing the youth of today's India who were born in an Independent Nation. The program will conclude on 15th August 2015.

Varsana Ropeway project to get Green nod

The ropeway project at Varsana may get a green nod soon from the Apex Court. A two member empowered committee appointed by the Supreme Court of India visited Varsana on Friday. The Mathura District Administration sought permission to cut 25 trees to pave way for the ambitious ropeway project.

These trees fall on the route of the proposed ropeway. Since Varsana falls in the Taj trapezium zone, the apex court had set restriction on tree felling under 10,400 square kilometer areas, identified as the eco sensitive zone.

The Empowered Committee felt that the ropeway was useful for Varsana to take the handicapped and the elderly people to the Radha Rani temple situated on the hill. The committee has identified the trees which needed to be removed from the path of the planned ropeway. The committee will submit the report to the court and if the court grants permission then the project will begin within two three months time.

Shri P. V. Jai Krishnan, the chairman of the Central Empowered Committee and Shri Mahendra Vyas met the officials of the forestry department and the Mathura

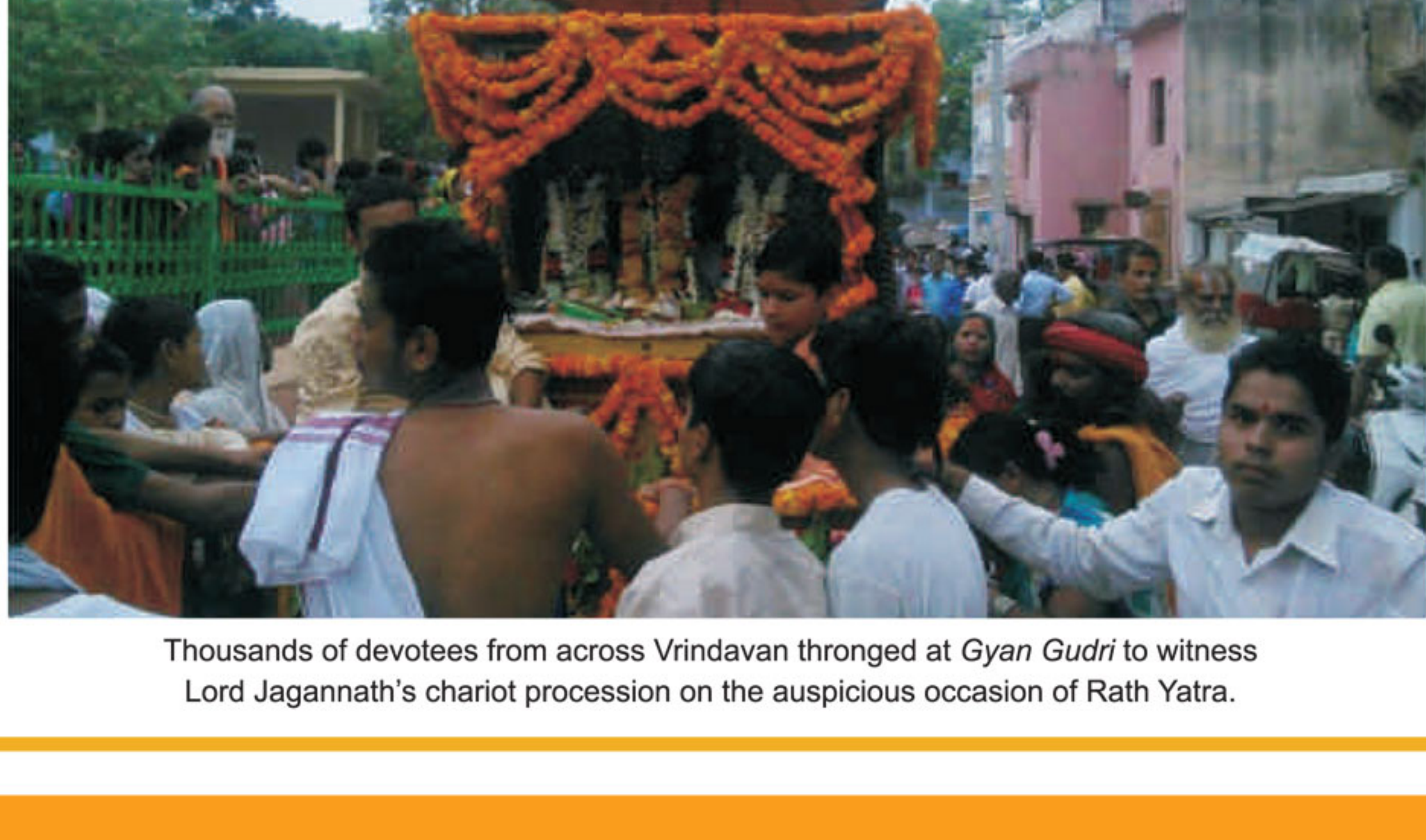


Vrindavan Development Authority and discussed the modality and importance of the ropeway to promote tourism and facilitate the elderly to have darshan.

According to the MVDA Vice Chairman Shri Nagendra Pratap, the members of the empowered committee had climbed up to the Radha Rani Temple in Varsana and felt that the ropeway would prove very useful for the elderly. Shri N.K. Janu, the District Forest Officer of Mathura emphasized that the ropeway will be an eco-friendly transport to the hill as it will be battery operated.



CLICK OF THE MONTH



Thousands of devotees thronged across Vrindavan thronged at Gyan Gudri to witness Lord Jagannath's chariot procession on the auspicious occasion of Rath Yatra.

The importance of Guru Purnima

Guru Purnima is the day to celebrate and acknowledge one's Gurus, those who removed our inner fears or darkness and showed the path to Param Brahma, the Supreme One.

It is the day to revere our teachers and mentors who make our life valuable. In Hinduism, one's Gurus are often related with God, and are said to be the source that connects the individual to the Almighty. The word Guru derived from its Sanskrit roots "Gu" which means darkness and "Ru" which means the one who removes the darkness. Hence it is the Guru who removes the darkness from within his students and leads them to the light of wisdom and ultimately introduces them to God. The ones who impart temporal wisdom such as school teachers and college lecturers are also felicitated on this day.

The importance of Guru Purnima and the Guru is detailed in the famous couplet "Guru Govind donu khade, kisko laagu paay, Balihari Gurudevaki jinhe Govind diyo bataay" It means that one should always bow to the Guru before Govind (God) as it is the Guru who shows us the path of God.

The Guru Purnima festival will fall on the 31st of July in 2015. Traditionally it falls on the full moon day in the Hindu calendar month of Ashadh (June-July).

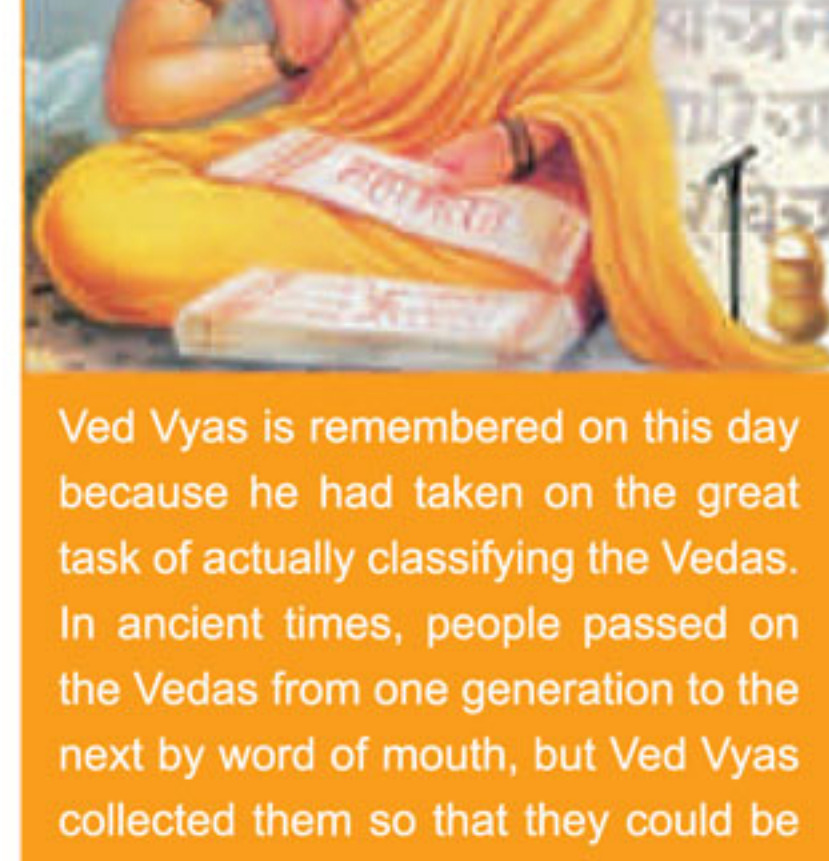
Guru Purnima is also known as Vyasa Purnima as Sage Ved Vyasa the author of Mahabharata and Brahma Sutras was born on this day. Buddhists believe this to be the day when Gautam Buddha taught his disciples the path of enlightenment. Buddhists celebrate Guru Purnima by meditating and fasting.

- Some practices for Guru Purnima
- Pay their reverence to the Guru by making offerings as the Guru can show the path to Moksha.
 - Wake up early in the morning (Brahmamuhurta) to pray and chant hymns.
 - Take blessings by touching your guru's feet.
 - The faithful disciples may fast and pray for the whole day.
 - People should indulge in meditation. The cosmic Satguru Ved Vyasa is honored with symbolic gifts and floral offerings.



Did you know?

It is actually **VIKAS PURNIMA** that is now commonly celebrated as **GURU PURNIMA**



Ved Vyasa is remembered on this day because he had taken on the great task of actually classifying the Vedas. In ancient times, people passed on the Vedas from one generation to the next by word of mouth, but Ved Vyasa collected them so that they could be read.

He classified the four Vedas, wrote the 18 Purans, the Brahma Sutras, and uttered the Mahabharat and Shrimad Bhagwat which Shri Ganeshji penned down. Since he provided the world with such great knowledge, he is known as the first and the greatest Acharya of Hindus.

Vyas Purnima, which is now more commonly known as Guru Purnima and is celebrated as a mark of respect to all Gurus.

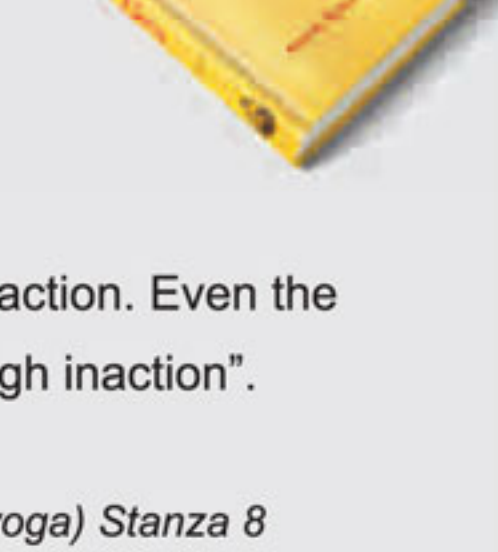
From the Bhagwad Gita

नयितं कुरु कर्म त्वं कर्म ज्यायो ह्यकर्मणः।

शरीरयात्रापि च ते न प्रसद्विध्यैदकर्मणः॥८॥

"Perform prescribed duty because action is superior to inaction. Even the maintenance of your body cannot be accomplished through inaction".

Bhagavadgītā (Bhagavad Gita): Chapter III (Karmayoga) Stanza 8



Watch out!

- 27th July : Devshayani Ekadashi
- 31st July : Guru Purnima/ Full moon
- 10th August : Kamika Ekadashi
- 15th August : Independence Day
- 17th August : Hariyali Teej
- 19th August : Nag Panchami

Tourism department to build heritage walk for Vrindavan temples

The tourism ministry is set to spend over Rs. 120 crore on the infrastructural development of the Mathura - Vrindavan pilgrimage circuit, a move that will transform the profile of a land visited by millions round the year. Heritage walk to the temple was also being felt necessary by the residents as well as the tourists.

So far the maximum tourists were limited to visiting the Banke Bihari Mandir, Prem Mandir, Iskcon and Vaishno Devi Mandir. The ancient temples were visited by only those people who have a deep knowledge about the history of Vrindavan and are traditional pilgrims. An amount of Rupees Seventy crores has been allocated to build the heritage walk of four kilometers, which will take the tourists to the ancient temples of Vrindavan.

According to the plan the visitors will park their vehicles in the car parking to be built near Kalidaha. The heritage walk will be conducted by experienced and knowledgeable guides, who are well versed with the local culture and temples. Visitors will be provided with illustrated information material which includes relevant facts about the temples, shrines, monuments, a route map etc. The traditional art and culture of Vraja will be displayed along the route of the heritage walk. Charkula dance, Ras lila, Saanjhi art etc. will be displayed to the tourists on the sides of the walk.

The tourists will get the guide from the Kalidaha parking. The tour starts from the Madan Mohan Mandir. After visiting the Archeological Survey of India (ASI)

protected monument, the visitors will be then taken to the Banke Bihari Mandir. Then the guide will take them to Radha Ballabh Mandir, Shah ji Mandir, Cheer Ghat, Radha Raman Mandir, Keshi Ghat, Radha Gopinath, Nidhivan, Govinda Dev Mandir, Rangji Mandir and Katyayani Bazaar. They will walk through the local markets and parkranga to visit the different temples. The tour will end at Gandhi Park.

The first phase of the project will begin soon in which the Heritage Walk will be created. The first phase includes the making of the heritage walk and the beautification of the Van Chetna Kendra (Nature Park) situated between Mathura and Vrindavan.

The Van Chetna Kendra will get a facelift with a fund of Rs. 40 crores. Two artificial water bodies will be made here for water harvesting. Medicinal trees will also be planted in this nature park and a play ground for the visiting children will be made. The park will be named as Krishna Van and Natural History Centre. No charges will be taken for the heritage walk; it will be absolutely free for the visitors. The names of the tourists will have to be registered in the tourist office in Mathura, a day prior to their Heritage Walk darshan. Total 13 temples will be shown under this plan.

The walk is being designed in such a way that if any visitor is lost in the crowd, s/he can join the group again by connecting the guide. The signage for the walk will be put in such a way that it could be recognized from far.

In the News



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