

MVDA sanctions ₹ 176 Crore for upgradation of Braj

The Mathura-Vrindavan Development Authority (MVDA) has recently sanctioned Rs 176.59 Crores to upgrade the infrastructure of the Braj region. The twin towns of Mathura and Vrindavan, along with Govardhan, Barsana, Gokul and Nandgaon are expected to benefit from this.

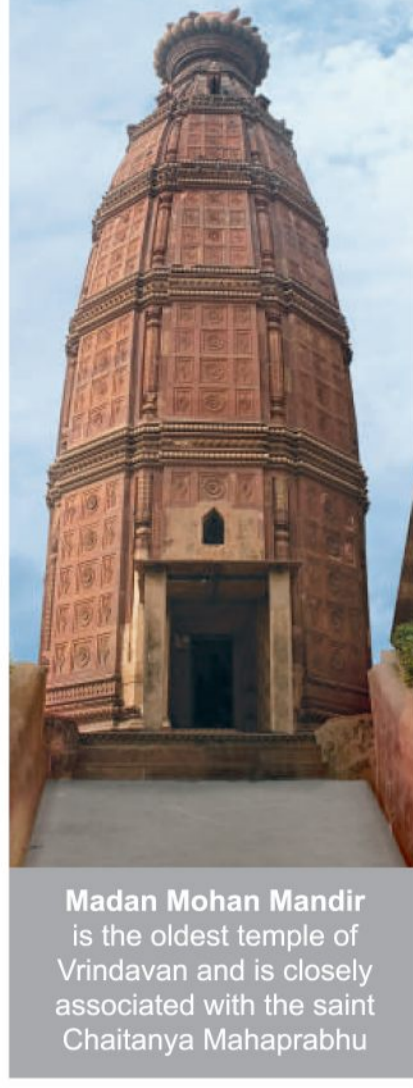
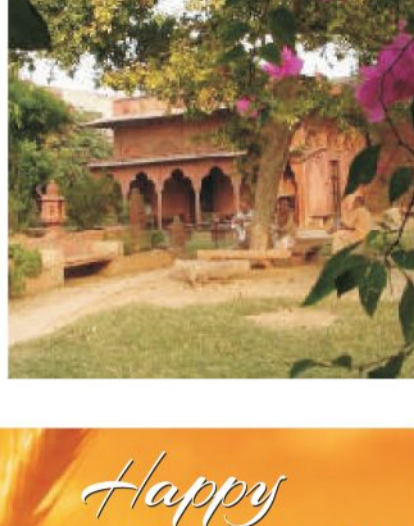
The Braj region is a cultural conglomerate of places around Mathura and Vrindavan associated with Lord Krishna and is visited by millions of tourists and devotees every year.

MVDA has also set up two committees for maintaining and promoting the rich cultural heritage of the Braj region. While the first of the two committees will be responsible for protecting monuments and shrines and promoting local culture, the second committee named Ujjwal Braj Samiti will chalk out a detailed plan for an annual cultural show similar to the Taj Mahotsava in Agra.

According to MVDA, the same committee will also be responsible to monitor cleanliness campaigns around important spots across the Braj region that is visited by pilgrims on a regular basis.

"We will put an emphasis on cleanliness so that tourists are comfortable when they visit here," Nagendra Pratap Singh, vice chairman of MVDA said, further adding that residents of the Braj region would also be encouraged to involve themselves and be an active part in these campaigns.

MVDA has also sanctioned funds for infrastructural development of the region that includes improvement of public utility facilities and building or revamping of bus stops, footpaths and under-passes.



Madan Mohan Mandir is the oldest temple of Vrindavan and is closely associated with the saint Chaitanya Mahaprabhu



Owner speak:

Lt. Col. Tarun Kumar Bharadwaj
 Chartered Accountant
 Mrs. Anuja Bharadwaj
 Housewife
 Mathura, Uttar Pradesh

"To own an apartment next to Vrindavan Chandrodaya Mandir, in the holy town of Vrindavan is a sheer blessing."



Flower decorations in temples begin on Kamda Ekadashi

The traditional season of decorating the deities and the temples with flowers and garland began here on Tuesday. The deities of the prominent temples were brought out from the sanctum to the Jagmohan of the temples.

The lavish flower decoration covered the thrones and temple courtyards. The tradition of phool bangla had begun to give relief to the Lord from the heat of the summer by flower dress and decorations.

The elaborate flower decorations are very attractive and bring many people to the temple to admire them. The beauty of the decorations can't be described in words, nor imagined without having been seen at least once. Traditionally the season of the Phool banglas begin on Kamda Ekadashi in the month of Chaitra and the flower decoration continues till Hariyal Amavasya, in the month of Shraavan. This is the only time when the flower decorations are prescribed. Since the lord may get a cold or cough if the phool banglas are not organized in the winter.

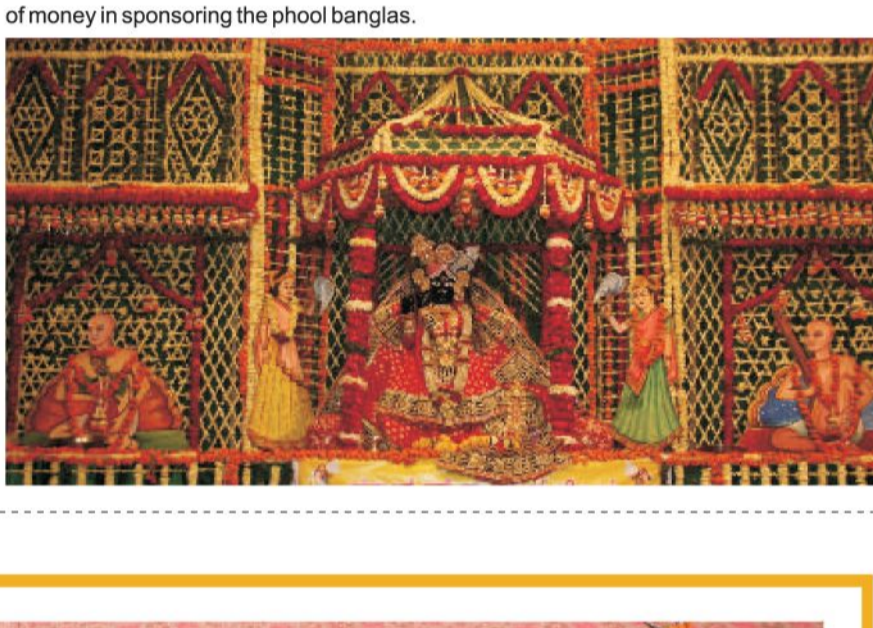
Apart from the temple decoration, the

deities are adorned with ornaments made of leaves, buds and flowers. The leaves are cut into the shape of ornament like necklace, armlets, bracelets, earrings and crowns. The flower buds of the scented flowers of mogra, kaner, tagar and bela are also used with the leaves to make the ornaments.

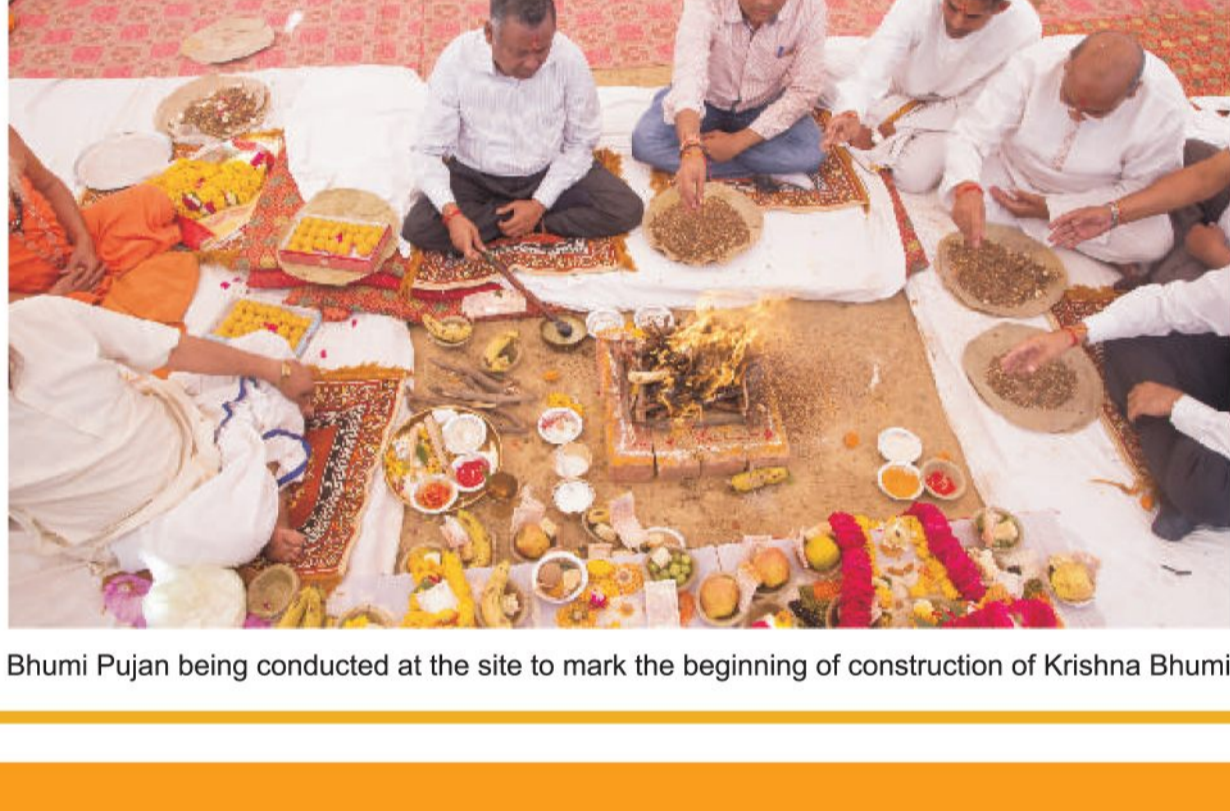
Sometimes, the phool bangla is made of the panels festooned with vegetables, fruits and banana tree along with the flowers. The devotees spend a big amount of money in sponsoring the phool banglas.

In some temples the booking to sponsor the phool banglas are done in advance. Those who get an opportunity to sponsor the phool bangla consider themselves lucky as there are limited days to organize the flower festival comparing to the devotees who wish to sponsor the decoration.

Radha Raman, Shyam Sundar, Banke Bihari, Radha Ballabh, Radha Damodar are some temples where the phool banglas are organized frequently.



CLICK OF THE MONTH



Bhumi Pujan being conducted at the site to mark the beginning of construction of Krishna Bhumi.



Ram Navami Celebrating the birth of Lord Rama

Ram Navami or the birthday of Lord Rama falls on the 9th day of Shukla Paksha in the month of Chaitra (March-April). Rama, the seventh and one of the oldest avatars of Lord Vishnu was born on this day to King Dasharatha and Rani Kaushalya. This day is also known as Chaitra Masa Suklapaksha Navami, and marks the end of the nine-day Chaitra-Navaratri (Vasanta Navaratri) celebrations.

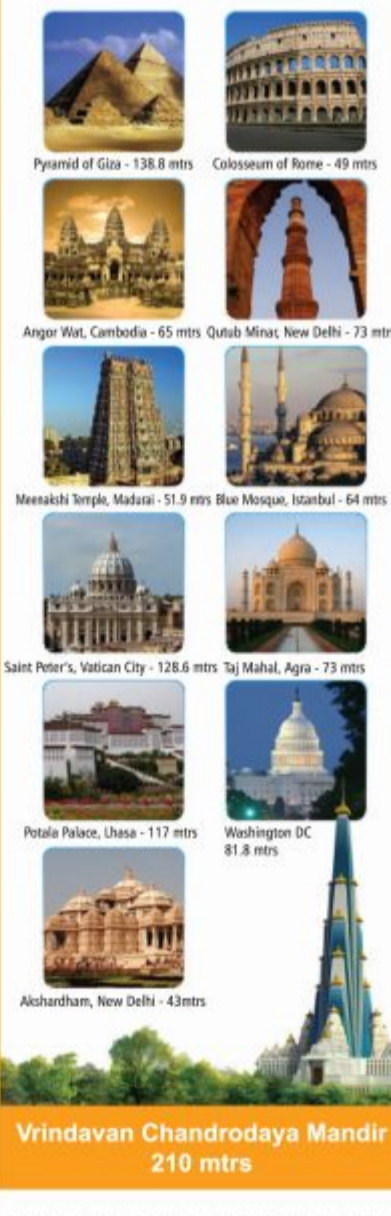
Ram Navami is one of the most important festivals of the Hindus, particularly the Vaishnava sect of the Hindus. Many observe a strict fast on this day. In Ayodhya, the birthplace of Sri Rama, a big fair is held on this day. In South India the "Sri Ramnavami Utsavam" is celebrated for nine days with great fervor and devotion. In temples and at pious gatherings the learned narrate episodes of the 'Ramayana'. The Kirtanists chant the holy name of Rama and celebrate the wedding of Rama with Sita on this day.

The Sivananda Ashram in Rishikesh and several other temples of Rama celebrate this festival for nine days, beginning from Gudhi Padva on the first day or 'pratipada' of the month of Chaitra. It is celebrated by periodic readings of the Ramayana, organizing and attending spiritual discourses and beautifully embellishing Shri Rama's statue.



Did you know !

Once completed Vrindavan Chandrodaya Mandir will be taller than many world renowned monuments!



Vrindavan Chandrodaya Mandir 210 mtrs

From the Bhagwad Gita

यद्यदाचरति शिरेष्वस्तत्तदेवतरो जन्ः।
 स यत्प्रमाणं कुरुते लोकस्तदनुवर्तते॥ २१ ॥

"Whosoever a superior being performs, that very thing an ordinary person does too! Whosoever he sets up as an authority, the world follows that."

Bhagavadgītā (Bhagavad Gita): Chapter III (Karmayoga) Stanza 21



Watch out!

- 04 April : Hanuman Jayanti, Chandra Grahani
- 14 April : Solar New Year, Mesha Sankranti
- 15 April : Varuthini Ekadashi
- 20 April : Parashurama Jayanti
- 21 April : Akshaya Tithiya
- 25 April : Braj Mahotsav / Ganga Saptami
- 26 April : Braj Mahotsav
- 27 April : Sita Navami
- 29 April : Mohini Ekadashi



First drinking water ATM in Uttar Pradesh launched by Mathura MP, Smt. Hema Malini

Mathura MP and actress Hema Malini recently inaugurated Uttar Pradesh's first drinking water ATM at Sonkh, located 20 km away from the district headquarter. "It is my desire that women should feel safe and Vraja becomes a clean and beautiful place. The people of Vraja shouldn't suffer for not having access to the potable water," she said while addressing a gathering in the Vidya Mandir where the launch ceremony was organized.

The water ATM will be attached to a Reverse Osmosis (RO) plant for providing safe drinking water. According to Shiv Shankar Verma, ex-chairman of Sonkh municipal committee, people will have to pay just Rs. 2 for 20 litres of drinking water. The water ATM will be operated with a pre-paid card and is expected to benefit around 2500 families in

the region. Moreover, children in the region will get water at the water ATM for free. The District Magistrate Rajesh Kumar has also recommended the use of solar energy to power the RO plant in the village to the state government. Based on a central survey report, the Uttar Pradesh Jai Nigam will execute the project.

Mathura Chairperson, Smt. Manisha Gupta, Industrialist Subodh Yadav, Trader Union Leader Sudhir Babu Agrawal, Bhagwat Ruhela were among the many dignitaries present during the inauguration function. Dheerendra Sachan, the ADM (Finance & Revenue) of Mathura District said, "All village panchayats and municipalities should follow Sonkh to provide safe drinking water to its citizen".

In the news

Budget Views



Mr. Ravindra Chamaria, CMD, Infinity Group

"I am more hopeful than ever and with good reason, that by and large we stand on a grand week and that not just the sector but many others will start benefitting from the policies and reforms that are either in the pipeline or have already been undertaken.

Ambitious, bold and may I say overdue missions, such as clearing up of Gangas or a Swachh Bharat Movement have a ripple effect. They start by affecting our day to day lives but eventually, go on to have a positive impact on sectors like healthcare and tourism. I do believe that other than incalculable a sense of pride, if we can make Swachh Bharat work, it is bound to have a manifold impact on tourism as an industry, because India offers unmatched tourist attractions and hospitality comes quite naturally to us.

I also think that affordable housing is due for a big flip by way of large tracts of land being available for it, along with incentives being thrown in. This will augur well for a country like ours, where mass or affordable housing is a necessity of the day. Moreover, with smaller towns becoming more self sustainable and cities going smart, the burden on just a few metropolitan cities will ease which will go a long way in breaking the catch 22 situation that urban India often has to grapple with.

The best part is that the approach and thinking seems to be holistic and not fragmented. Occurs, there will be challenges along the way, but I also see a sense of determination which is required to fuel success. On our parts, I think corporate India as well as the youth which is tomorrow's India will do well in remaining positive and not harbouring cynicism".

Krishna Bhumi model display at Home Front 2015



Krishna Bhumi received tremendous attention and applause at the CREDAI Home Front 2015 held at Netaji Indoor Stadium, Kolkata.