July 2018

KRISHNA BHŪMI Vrindavan

Introducing KRISHNA BHŪMI holydays

Krishna Bhumi Newsletter

Krishna Bhumi introduces a unique membership programme Krishnabhumi Holydays

Infinity introduces Krishnabhumi Holydays, a special membership product that seeks to reinvent the way one experiences Vrindavan. Born out of the desire to extend 5-star category amenities and facilities to frequent Vrindavan visitors, Krishna Bhumi Holydays is designed to become a trusted travel partner for families.

Krishnabhumi Holydays membership is available for 15 or 25 years during which members can spend 7 nights and 8 days every year in Krishna Bhumi, Vrindavan. Apart from the opportunity to stay adjacent to the upcoming Vrindavan Chandrodaya Mandir, a Holydays member can avail the same on-premises amenities as the residents of Krishna Bhumi. Special services such as booking local sightseeing, darshans, pujas, and parikramas will be offered to the members upon request. A Holydays membership has been rolled-out not only across India but also globally. NRIs and Foreign nationals can easily book a membership through the easy-to-use online booking platform integrated into the website.

Speaking of Krishnabhumi Holydays, Ravee Shanker, Chief Marketing Officer, says, “Krishnabhumi Holydays has been conceived keeping those people in mind who always wished they had a home in Vrindavan but never wanted to get into the financial commitment of buying a property. A Holydays membership is also the closest a foreign national can come to owning a home in Vrindavan, the town that witnesses thousands of Krishna devotees from all the corners of the world.”

Holydays membership is offering many unique privileges to the members who sign up now. To begin with, the membership comes free of any Annual Service Charges (ASC) for the first five years. On the sixth year, a member needs to pay a pre-determined ASC which will remain unchanged even in case of a future price hike. Membership is available on full-payment or through 18 monthly instalments.

Holydays members can use this privilege to exchange their Vrindavan stay with 4,000+ exotic RCI resorts in 100 countries. They can even gift their Holydays membership to anyone they want by simply obtaining a Guest Certificate that's available free of cost.

One of the most unique features of Krishnabhumi Holydays is its all-season availability. Unlike most other holiday membership products that come with seasonal restrictions, Krishnabhumi Holydays gifts its members the freedom to choose their Vrindavan visit at whatever time of the year they want to. This means the added advantage of the ability to attend all the beautiful festivals and celebrations that enliven each day in Vrindavan.

#SupportEducation

Anant footprints of knowledge

Congratulations!

MS. SHANU BAKSHI, Anant Scholar 2012 Batch
Youngest executive to clear **WBCS 2017 EXAMS**

If you want to support meritorious students like Shanu, please write to us at info@ananteducation.org

Team Krishna Bhumi congratulates you on becoming a proud home owner!

Mr. Kamal Gupta
Agra, Uttar Pradesh
Businessman

5 ways in which a Holydays membership will spiritually rejuvenate you

Just imagine that out of hundreds of countries in the world and thousands of big and small places, there are only a few that stay with us even long after we have visited them. Vrindavan is one such place that haunts you not just for months but for years after you have visited this small yet vibrant land of Sri Krishna. As the Adi Purana beautifully puts it— "In all the three planetary systems, this earth is especially fortunate for here stands the town of Vrindavana."

What is so special about Vrindavan? Why is it that every time a Krishna devotee visits Vrindavan, he/ she comes back with one predominant desire to go back to this beautiful place one more time? The reason is quite simple. Vrindavan inspires us not only as Sri Krishna's leelakshetra, but also with its divine ambience that is imbued in Sri Krishna's love. There is magic in its air and miracle in its lanes. Because there is Sri Krishna wherever you go. As Srila Prabhupada beautifully explains it,

"Vrindavana dhäma is non-different from Krishna because the name, form, fame, and place where the Lord manifests – are all identical with the Lord as absolute knowledge. Therefore, Vrindavana dhäma is as worshipable as the Lord." If you have ever wished to go back to Vrindavan year after year, if you have secretly dreamed of having a home in Vrindavan, if you have always wanted to stretch your Vrindavan visits by a few more hours, a Krishnabhumi Holydays membership is for you.

Begin a journey of spiritual rejuvenation Becoming a Krishnabhumi Holydays member is the beginning of a spiritually elevating experience that will resonate with you for years to come. After all, how wonderful it is to spend a few days every year surrounded by the holiest 84 kos on earth! And a Holydays membership creates an atmosphere in which you can soak in the glory of the land and be one with Sri Krishna.

Here's how:

Stay close to the Vrindavan Chandrodaya Mandir: When you become a Krishnabhumi Holydays member, you have a home in Krishna Bhumi, a beautiful township that is taking shape close to the upcoming Vrindavan Chandrodaya Mandir.

Conceived as the world's tallest Krishna temple, this awe-inspiring creation will be a sight to behold. Begin your mornings with pujas and aartis and fill your days with the holy chants of Sri Krishna Mahamantra. And in the evening when you look out of your balcony, be mesmerised by the imposing Vrindavan Chandrodaya Mandir that will stand right outside!

Immerse yourself in kirtans and kathas, pravachans and bhajans: Apart from the daily pujas and aartis, the Vrindavan Chandrodaya Mandir will also have regular bhajans, kirtans, and spiritual discourses. The Holy Yamuna is just 4.5km away. Reach the Kesi Ghat in just 10 minutes, take a boat ride in the Holy Yamuna and watch the enthralling evening aarti bidding adieu to the day.

Meditate in the vast green area: What is the best way to serve Sri Krishna? To surrender your thoughts to Him. To think about Him undisturbed by anything around you. Your surrounding plays an important role in creating the appropriate environment. Krishna Bhumi is surrounded by acres of greenery where you can peacefully chant the Hari-naam and feel one with Sri Krishna.

Perform all the pujas and parikramas you always wanted: A Holydays membership offers you a concierge service upon request that takes care of your entire itinerary. We will arrange all your pujas, parikramas, and darshans so that you can have a hassle-free Vrindavan experience, every single time.

Get virtually transported to the Dwapara Yuga: Twelve forests of the Dwapara Yuga, also known as the Dvadasha Kanana, are being recreated adjacent to Krishna Bhumi. Vrindavan Chandrodaya Mandir will also feature light and sound shows and story-telling with Sri Krishna at their centre. The Vedic cosmology exhibit and the Goloka Vrindavan Darshan viewing gallery inside the proposed Vrindavan Chandrodaya Mandir will further revive you spiritually. Vrindavan is waiting right here with its promise of peace and profundity. A Holydays membership will help you imbibe all the positivity in the air of this holy dham. We look forward to having you as part of our Holydays family.

Krishna Bhumi holydays

A member of AIRDA All India Resort Development Association www.airda.org

Discover Holydays

The Concept

- Based on the time-tested and successful Timeshare Scheme.
- Annual guaranteed vacation with family.

The Model

- 7 nights/ 8 days of stay in the iconic temple township of Krishna Bhumi.
- One-time membership fee valid for 15/25 years.

The Advantage

- Membership fee may be paid in instalments.
- Annual maintenance charges waived for first five years of membership.
- Option of gifting your Timeshare to anyone you choose.

The Worldwide Connect

- Krishnabhumi Holydays has tie-up with Resort Condominium International Inc. (RCI)
- Complimentary RCI Platinum Privilege Membership for all members of Krishnabhumi Holydays for 5 years.
- Entitled to a whole lot of privileges like special discount on Exchange Fee, Fooding, Access to Airport Lounges, etc.

Five mythical places that actually exist in Vrindavan

In the introduction to Srimad Bhagavatam Srila Prabhupada says, "*Vrindavana dhäma is non-different from Krishna because the name, form, fame, and place where the Lord manifests – are all identical with the Lord as absolute knowledge. Therefore, Vrindavana dhäma is as worshippable as the Lord.*"

There is magic in Vrindavan, a magic that has survived thousands of years and has made its way into the modern times. Here are five such mythical places in and around Vrindavan Dham that you should visit:

Bhandirvan: One of the Dwadasha Kanana (12 forests)

It was here that Krishna and Balaram killed the demons Vatsasura and Pralambhasura. It is also believed that Sri Krishna gathered with His friends under the Bhandirvata and had lunch every day.

The Bhandirvan also has the deities of Shri Shri Radha Bhandirbihari where Sri Krishna is seen putting sindoor on Radharani's forehead. Legend has it that Sri Krishna married Radharani under the Bhandirvata. Lalitha and the other *sakhis* made all the arrangements and Brahma acted as the head priest.

Shringar Vat: The place where Sri Krishna adorned Radharani

During Raas Leelas, Sri Krishna danced with every *gopi*, but He also needed to be alone with Sri Radha for the leela to reach its supreme state. So, Radharani left the place and Sri Krishna followed her. Once alone, He adorned His beloved Radha with flowers and combed her hair at the Sringar Vat.

Raman Reti: The playground of Sri Krishna

A few kilometres away from Mathura stands Raman Reti, quietly narrating a story of the bygone days. It was here that Sri Krishna played with Balaram and friends. The sands (reti) of this place stand testimony to the divine plays (raman) of Sri Krishna. It is also believed that Sri Krishna met Radharani here before visiting Vrindavan together.
Today, there is a deer sanctuary, small temples, and the Karshni Ashram beside Raman Reti.

Kesi Ghat: Where Sri Krishna took a bath after killing demon Kesi

There is hardly a place in Vrindavan that is not touched by Sri Krishna's miracles. The Kesi Ghat is no exception. It is believed that Kansa sent Kesi to kill Krishna. Kesi took the form of a fearful horse and started killing innocent Brajwasis. Krishna forced His fist inside the horse's mouth and killed it because Sri Krishna's fist felt like a hot iron rod. After killing Kesi, Sri Krishna took a dip in the holy Yamuna at the Kesi Ghat.

Kadamba tree in Chir Ghat: Where Sri Krishna playfully stole the gopis' clothes

It is believed that the gopis wanted Sri Krishna as their husband and prayed to Mother Katyayani to fulfil their desire. One day, when they were taking a bath in the Yamuna, Sri Krishna stole their clothes and brought it to the holy Kadamba tree that is still there at Chir Ghat.
There are many such places in Vrindavana and the Braj that tell the tale of Krishna's magic. Come, spend a blissful week in Vrindavan with Krishna Bhumi Holydays.

The Worldwide Connect

RCI® www.rci.com

RCI opens a whole world of holidaying opportunities, it is a holiday exchange network with over 4000 allotted resorts. The platform has added greater benefit to the timeshare experience when they pioneered the vacation exchange concept.

They developed a system that allowed owners to swap time at their home resort for a stay at a different affiliated property, delivering a new level of flexibility and choice to timeshare owners and revolutionising an industry in the process. RCI is the leader in vacation exchange, offering the world's largest vacation exchange network.

Krishnabhumi Holydays has partnered with RCI for complete access to the RCI exchange network for its members.

KRISHNA BHUMI holydays

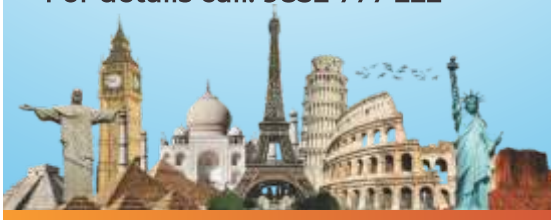
A vacation ownership that offers

Spiritual rejuvenation to relaxing retreats

BOOK YOUR HOLYDAYS MEMBERSHIP

Enjoy 7 incredible days every year in Vrindavan or in any other destination of your choice world-wide

For details call: 9832 777 222



Watch out!

June 2018

10	Sunday	Parama Ekadasi
22	Friday	Ganga Puja
25	Monday	Panihati Cida Dahi Utsava

July 2018

09	Monday	Yogini Ekadasi
14	Saturday	Ratha Yatra
22	Sunday	Ulta Ratha
23	Monday	Sayana Ekadasi
27	Friday	Guru (Vyasa) Purnima 1st Chaturmasya begins

August 2018

06	Monday	ISKCON's New York Incorporation
08	Wednesday	Kamika Ekadasi
21	Tuesday	Radha Govinda Jhulana Yatra Begins
25	Saturday	Last day of the 1st Chaturmasya
26	Sunday	Appearance of Lord Balarama Jhulana Yatra Ends. 2nd Chaturmasya begins
27	Monday	Srila Prabhupada's USA departure

Nritya Gopal Sharma: Using the paintbrush to glorify Braj

Vrindavan is glorified for being the land of the pastimes of Shri Krishna and for its temples, and the contribution of artists has added to the glory of Vrindavan. Art and culture illuminate our inner lives and enrich our emotional world and the role of painters is very significant in propagating culture.

Shri Nritya Gopal Sharma was interviewed, who is an asset for not only Vrindavan, but for the entire land of Vraja and the extensions of Vraja in the spiritual communities worldwide.

An ardent admirer of the miniature form of paintings that emerged during the 16th century in North India, Nritya Gopal Sharma draws his inspiration from the country's tradition of religious art.

Since Vaishnavism is primarily based on Lord Krishna's life and His homeland, Brajbhoomi, it was natural that this theme became the principal source for NG Sharma's works. When we asked him for the inspiration behind his creativity, he said, "I feel that Shri Krishna wants me to paint Him, He is my only inspiration. Moreover, the compositions depicting and glorifying the Radha Krishna's Divine Couple pastimes, have always occupied the centre of my imagination." Born in 1958 in Vrindavan, Shri Nritya Gopal Sharma is an artist by nature with no formal professional training. Sketching was his childhood love which later graduated into a job.

Even though Nritya Gopal Sharma has been honored for his Mughal-style painting, he enjoys doing religious and traditional paintings. He finds much satisfaction and peace making the paintings of Radha and Krishna. As he himself puts it, "there is always something challenging and extremely beautiful to be found while painting the most popular subjects in Braj."

He elucidates the mythical moments of life – the life of a Mughal or a pastime of Lord Krishna with equal ease and has a sharp knowledge of both areas.

One of his paintings depicting Shri Krishna won special accolades from HRH prince Philip at Berlin in 1996. About this work, entitled 'Sustaining Creation', Sharma said, "In this painting, I tried to visualise the different places in Krishna's life. I portrayed this through the medium of flower with each of its petals showing a different aspect of his life."

Nritya Gopal Sharma's tireless efforts and dedication to the traditional Braj style of miniature painting has helped in reviving this art in the country. His favourite work seems to be one in which he depicts the maharajas of Krishna with several gopis and Radha in the centre . Sharma said "I have a belief that the Lord orders me to paint and so, the moment any thought strikes my mind, I put it on paper and fill it with colours."

His artistic and scholarly pursuits are ultimately dedicated to the Lord, and as well as helping him to focus on the Lord's pastimes, his paintings help draw the public's attention to the mysteries of history and the Lord's pastimes.

Global tender for Sewer treatment plant in Mathura

Recently, the Union Government has given approval for the biggest STP in Mathura under its ambitious Ganga rejuvenation programme. The government has allocated Rs. 204 crore for the construction of the sewer treatment plant having a capacity of 30 MLD.

The new Sewer Treatment Plant (STP) will be installed near the old STP behind PMV polytechnic College. The government has also approved an STP for Vrindavan with constructed wetland design.

Mohan Swaroop receives Padma Award:

The well-known educationist of Vraja Shri Mohan Swaroop Bhatia has won the Padma Award for his work on preserving the folk culture of Vraja. He played an important role in preserving the folk culture and helping the artists to perform internationally. Talking to the media, Mohan Swaroop Bhatia said that his nomination was an honour for entire Vraja. Social worker and Senior Journalist Shri Mohan Swaroop Bhatia was born in 1935 in Mathura. Son of a freedom fighter Shri Girdhar Lal Bhatia, he completed his graduation from Kishori Raman Degree College in Mathura. He received the honour of Lok Bhushan from Uttar Pradesh Hindi Sansthan and numerous awards by various organisations working for Hindi Literature.

From the Bhagavad Gita

परित्राणाय, साधूनाम्, विनाशाय, च, दुष्कृताम्,
धर्मसंस्थापनार्थाय, सम्भवामि, युगे, युगे।।

"Sri Krishna said: To deliver the pious and to annihilate the miscreants, as well as to re-establish the principles of religion, I Myself appear, millennium after millennium."

Bhagavad Gita: Chapter IV, Stanza 8

Central Hindi Institute compiling a digital Braj Bhasha Dictionary

The Central Hindi Institute (CHI), Agra, is working on an ambitious Braj Bhasha dictionary project. Sixty percent of the work has already been completed. The project is being undertaken in order to strengthen and enrich lexical resources of Hindi by conserving and documenting the cultural and linguistic repertoire of Braj Bhasha.

Using state-of-the-art techniques of lexicography, the CHI will create a modern trilingual dictionary: Braj Bhasha - Hindi - English. In addition to printed editions, in order to gain wider readership, the CHI also plans to make dictionaries available on the Internet.

The project uses a tri-layered strategy for compiling the dictionaries. The first step is data collection from published sources and through field work in the language area using specially prepared elicitation questionnaires. This is followed by data entry in Indic script using Unicode and modern lexicographic and database software; and, lastly, translation, editing, proof-reading, and publication.

The project is making use of the Institute's in-house library containing various published books, monographs, newspapers and magazines in Braj Bhasha. Prof. Nand Kishore Pandey, the Director of the Central Hindi Institute of Agra said, “Many Indian and international scholars have expressed their wish to study the poets and writers of Braj, but they face the difficulty of having a lack of knowledge about the typical language of Braj.” “Chinese scholar Ziang Xie Khwe is working on Sur Sagar. He has been a student of the Central Hindi Institute,” added Prof. Pandey.

Braj Bhasha is a Western Hindi language. Along with Awadhi (a variety of Eastern Hindi), it was one of the two predominant literary languages of North Central India before the region switched writing primarily in Khariboli in the 19th century.

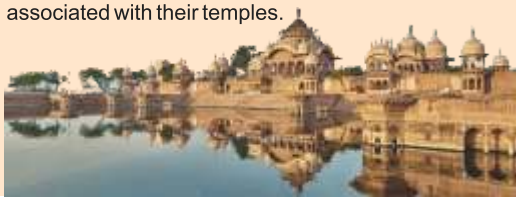
Braj Bhasha is spoken by people in the nebulously defined region of Braj. It is the vernacular of the region and boasts a rich culture by famous poets like Surdas, Kumbandas, Rahim, Raskhan, Jagannath Das, Ratnakar, Amir Khusro, and others.

These days, the Khariboli dialect has become the predominant dialect of spoken and written Hindi. In modern India, Braj Bhasha exists as an official dialect spoken colloquially by natives of the region of Braj Bhoomi. This language holds great cultural and religious significance.

Sacred grove to be revived at Gokulananda Mandir

Friends of Vrindavan (FoV) has begun to work on reviving a sacred grove in the premises of Shri Radha Gokulananda Mandir. The grove will be named as 'Manjulali Kunj'. Gokulananda Mandir is one of the Sapta Devalya temples associated with Shri Loknath Goswami, who was the incarnation of Manjulali Manjari. FoV has undertaken this project in collaboration with Sri Chaitanya Prema Samasthana.

This project aims to save these last bastions of environmental heritage in Vrindavan. The town of Vrindavan, as well as the rest of the Braj region of which it is a part, once contained large areas of sacred forests and groves. But there is a sheer need to recreate new forests and groves in Vrindavan and Vraja. The efforts of FoV to revive the 'Sacred grove' can't just be seen as a beautification project, but it will be a pilot project for the other temples to recreate the ‘Sacred groves' associated with their temples.



Infinity has recently won 7 Real Estate Awards

We thank our customers, partners and team members for their support towards this successful journey

- CSR Excellence Award
- IT Park Project of the year - **Infinity IT Lagoon**
- Lifetime Achievement Award - **Shri Ravindra Chamaria, CMD - Infinity Group**
- Scroll of Honour - **Shri Pulak Chamaria, Director, Infinity Group**
- Most admired upcoming Project of the year - **Adventz Infinity@5**
- Developer of the year - **Commercial Developments**
- Big Project of the year - **Krishna Bhumi**

● Realty Plus Awards ● ET Now Awards

Construction work in progress at Krishna Bhumi site

Non-Tower Area Ground Floor Slab Reinforcement Work-in-Progress

Ground Floor Slab Shuttering Work-in-Progress

Non-Tower Area Basement Slab R.C.C. Work-in-Progress

Tower G03 Reinforcement Work-in-Progress

Tower G01 & G02 Basement Slab Completed

Tower T3G03 Basement Slab Shuttering Work-in-Progress

Villa Type A Phase I

Villa Type A-2 Mockup Villa Completed

Villa Type B Phase I

Villa Type B Phase I

Villa Type C Phase I

Villa Type C Phase I Work-in-Progress

A world class temple township in the heart of Vrindavan

Only 90 minutes from Delhi NCR (Via Yamuna Expressway)

Price Starts ₹21 Lacs

Project approved by:

State Bank of India THE BANKER TO EVERY INDIAN

DHFL

An initiative of: infinity

w : www.krishnabhumi.in
e : sales@krishnabhumi.in
✆ : +91 96969 68899

Follow us on:

https://www.facebook.com/krishnabhumi.vrindavan
https://twitter.com/KrishnaBhumiV
https://www.youtube.com/user/KrishnaBhumiINFINITY