

# Sri Chaitanya Cultural World Heritage Center



"We have plans for erecting a magnificent international city based on this Vedic culture."

*Srila Prabhupada - 23/01/76*

**SRIDHAM MAYAPUR DEVELOPMENT FOUNDATION**

An undertaking of International Society for Krishna Consciousness

Founder-Acharya: His Divine Grace A.C. Bhaktivedanta Swami Prabhupada



# Sri Chaitanya Cultural World Heritage Center

The **Sri Chaitanya Cultural World Heritage Center**, a unique temple town project spread over 750 acres, has been launched by **Sridham Mayapur Development Foundation**, an undertaking of the **International Society for Krishna Consciousness (ISKCON)**, founded by His Divine Grace A.C. Bhaktivedanta Swami Prabhupada.

In Mayapur, ISKCON is building the **Temple of the Vedic Planetarium (TOVP)**, a major spiritual landmark for India and all over the world.

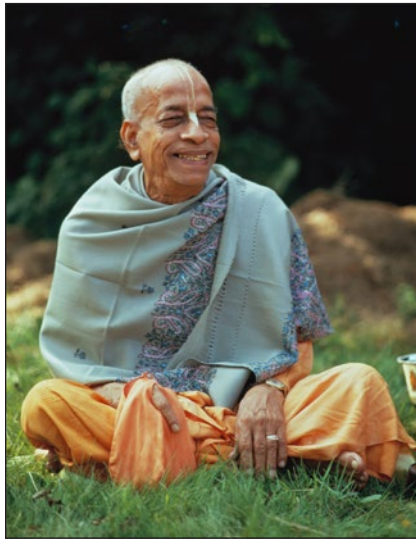
Sri Mayapur is a world-renowned place of spiritual pilgrimage and culture, as the birthplace of Lord Chaitanya Mahaprabhu.

## Mission statement

The Krishna consciousness movement has established its center in Mayapur, the birth site of Lord Sri Chaitanya Mahaprabhu, to give everyone the great opportunity to come here and perform a regular festival of sankirtan-yajña, and to distribute prasadam to millions of hungry people hankering for spiritual emancipation. This is the mission of the Krishna Consciousness movement.

## Srila Prabhupada's Vision for Mayapur

Srila Prabhupada's vision and instructions inspire and guide ISKCON and the Mayapur Foundation in striving to fulfill the transcendental desires of His Divine Grace and the previous Acharyas, to establish a spiritual city where the following are essential and prominent.



1. TOVP and Vedic Science
2. Education
3. Food (Prasadam) Distribution
4. Cow Protection
5. Regional Development
6. Environmental Protection & Beautification
7. Self-sufficiency
8. Temple Worship
9. Harinama and Kirtana
10. Spreading the Mission
11. Hospitality
12. Community
13. ISKCON World Headquarters

In the pages of this brochure, you will be invited to envision the future of Mayapur Dham. Let it inspire you to experience the magic of Mayapur in your life.

## Seven Purposes of ISKCON

1. To systematically propagate spiritual knowledge to society at large and to educate all people in the techniques of spiritual life in order to check the imbalance of values in life and to achieve real unity and peace in the world.
2. To propagate a consciousness of Krishna (God), as it is revealed in the great scriptures of India, Bhagavad-gita and Srimad-Bhagavatam.
3. To bring the members of the Society together with each other and nearer to Krishna, the prime entity, thus developing the idea within the members, and humanity at large, that each soul is part and parcel of the quality of Godhead (Krishna).
4. To teach and encourage the sankirtana movement, congregational chanting of the holy name of God, as revealed in the teachings of Lord Sri Chaitanya Mahaprabhu.
5. To erect for the members and for society at large a holy place of transcendental pastimes dedicated to the personality of Krishna.
6. To bring the members closer together for the purpose of teaching a simpler, more natural way of life.
7. With a view towards achieving the aforementioned purposes, to publish and distribute periodicals, magazines, books and other writings.

## Objectives of the Mayapur Foundation

1. To provide education and medical relief.
2. To promote and revive Indian culture, art, tradition, music, philosophy, history, traditional cuisine, handicrafts and handlooms.
3. To conserve and preserve ecology and environment, water resources, animal and plant life; organic farming, animal husbandry, agriculture, and alternative energy sources.
4. To propagate religious values, systematic dissemination of spiritual knowledge, and for performing other humanitarian activities directed towards universal integration and for the propagation of yoga.
5. To promote skill development and self-employment and to create awareness on social, moral and economic issues affecting the nation, and work towards the upliftment of the society.
6. To undertake welfare activities by developing temporary and permanent accommodation in rural areas for the poor and needy, by providing food and other necessities of life to people regardless of race, caste, creed or gender at Sri Mayapur.

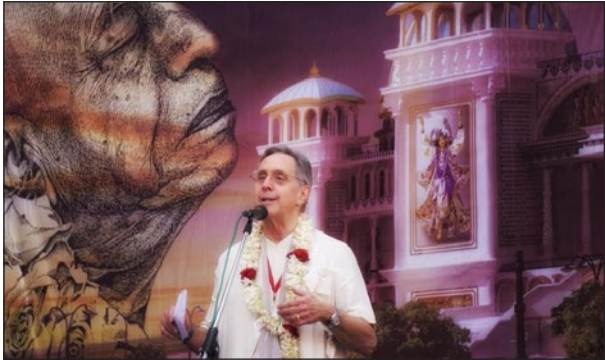


# TOVP and Vedic Science

The Temple of the Vedic Planetarium (TOVP) demonstrates the Vedic alternative to modern atheistic science and cosmology. A variety of scientific presentations on spiritual life display the harmony of science and spirituality, transcending all sectarian boundaries, thus inspiring all who visit to engage in the eternal service of Lord Chaitanya. Sri Nityananda Prabhu said to Srila Jiva Goswami, ***“One exceedingly wonderful temple (adbhuta-mandira) will appear from which Gauranga’s eternal service will be preached everywhere.”***



The TOVP will have one of the largest domes of any religious structure in the world. Srila Prabhupada said, “We shall show the Vedic conception of planetary system within this material world and above the material world.”



This temple is being created with the goal to spread Vedic culture and knowledge throughout the world through a materialised, scientific and authoritative platform built on the lines of Vedic knowledge.

Sri Mayapur Chandrodaya Mandir, the Temple of Vedic Planetarium



# Education

The highest level of spiritual and practical education is imparted through a variety of Vedic-inspired facilities at all levels from early childhood to adult education. This will enable people of all ages, genders, nationalities and socio-economic status to be trained in devotional service, develop exemplary character, and acquire the practical skills required to live a productive and spiritually centered life.



Bhaktivedanta Academy provides education for boys and adult students on the principles of the Vedic Gurukula system.



Bhaktivedanta National School is affiliated to CBSE & NIOS, providing subsidized education for local children.

Mayapur University aims to create a world class research center for Gaudiya Vaishnava Studies and establish Mayapur as the center of education and learning.





# Food (Prasadam) Distribution

Abundant, pure and delicious prasadam is distributed daily without discrimination to all. Srila Prabhupada said, ***“We do not discriminate that ‘He is needy...’ Everyone is needy. So actually, everyone is in need of spiritual understanding. So by distributing food, the spiritual food, simply by eating, he will be in Krishna consciousness, even if he does not do anything. But actually, we are inviting persons to come, sit down, chant with us Hare Krishna mantra and take prasadam and go home. That’s all. This is our program.”***



Daily distribution of free prasadam to pilgrims without discrimination. Srila Prabhupada said, “No one within a ten-mile radius of any temple should go hungry.”



Srila Prabhupada said, “In our Mayapur they are distributing prasadam. Perhaps it is for the first time that Hindus and Muslims are taking prasadam in the one line.” This was a prominent feature of ISKCON Mayapur prasadam distribution during COVID-19.

# Cow Protection

The cows and bulls are kept happy, protected, worshiped and fully engaged, setting a standard for cow protection all over the world. Srila Prabhupada said, ***“The bull is the emblem of the moral principle (dharma), and the cow is the representative of the earth.”***



ISKCON's goshala at Mayapur Dham is a happy home for more than three hundred cows, bulls and calves. They are provided with nutritious food, clean water, medical care and lifetime accommodation in a natural and peaceful atmosphere.



The cows perform a very important service in providing milk for the Temple Deities. The bulls are engaged in ploughing and transporting visitors around the campus in bullock carts.

Proposed Bhaktivedanta Anna-Dan Complex, free prasadam distribution center.



Prabhupada Avenue – The new east entrance for visitors will lead to Srila Prabhupada Samadhi.





# Regional Development

Devotees care for and work co-operatively with the broader local community of the Mayapur region for their spiritual and material wellbeing.

Srila Prabhupada said, ***“We’re not only chanting, we are giving them work. We are trying to become self-sufficient, the same idea of Gandhi’s village organization, so they may not come out from the village. They’ll be satisfied, village economics. That we are doing.”***



Sri Mayapur Community hospital is providing affordable high-class medical care, state of art diagnostics, digital X-rays, 24-hour emergency facility to the local population. The existing hospital is being expanded to a 100-bed multi-specialty charitable hospital for bringing world-class medical infrastructure to this rural area.



‘National Mission for Clean Ganga (NMCG)’ is building Srila Prabhupada Ghat at Mayapur Dham to facilitate the pilgrims. Many activities such as the daily Ganga arati, regular Ganga katha, special pujas will be undertaken here.

A Skill development Centre will provide entrepreneurial training for traditional artisans to develop unique products.



# Environmental Protection & Beautification

The architecture, fine craftsmanship, ample parks, flower gardens and impeccable cleanliness beautifully reflect the philosophy, art, principles and glory of Vedic Vaishnava culture, thus creating a favorable environment for spiritual advancement. The physical environment, pastime sites and sacred ambience of the dham are respected and protected with great care and attention.



‘Zero Waste Mayapur - Clean the Dham, Clean your Heart’ is inspired by ‘Swachh Bharat Mission’. It organizes awareness campaigns, manages waste, and promotes responsible recycling, composting and organic agriculture.



The landscape master plan has been designed to enhance the natural ambience and develop a garden city focused around parks, plantations, water bodies and open space.

Transcendental gardens will preserve the rich biodiversity of the region.





# Self-sufficiency

Local organic agriculture, cottage and small-scale industries provide the basic needs of the resident community with environmentally sustainable and healthy products enabling and promoting a self-sustainable economy. Srila Prabhupada said, ***“We are producing our own food, our own cloth, own milk, and we are chanting Hare Krishna. This is the simplest life.”***



Sri Chaitanya Mahaprabhu not only stressed devotion of the heart, but also living in harmony with the God and nature, thus underlining the importance of sustainable development.



Inspired by the ‘Atmanirbhar Bharat’ campaign, ‘Mayapur Foundation’ produces and promotes cow-based medicines and products. Other cottage industries include the production of snacks, cloth, mridangas, karatalas...

An Artisans enclave will showcase local artisans at work and be a point of sale for their traditional products.



# Temple Worship

The Deities of the Lord are gorgeously worshiped with exemplary love and devotion, and glorified through vibrant festivals. Srila Prabhupada said, ***“Now you make Mayapur into a gorgeous palace for Radha and Krishna, and I shall come there immediately and sit down there permanently to stay by them.”***



Srila Prabhupada said, “Mayapur is where I worship the Supreme Personality of Godhead.” Here the devotees worship the Supreme Lord in such a magnificent style that the whole world is attracted to Mayapur Dham.



‘Mayapur TV’ broadcasts daily darshan, classes and festivals online as well as via local cable television.

Arati at the proposed Temple Ghat on the Jalangi river.





# Harinama and Kirtana

Residents and people from all over the world come together to engage in Harinama Sankirtana and hear, chant and dance to the constant sound of the Hare Krishna maha-mantra (***Hare Krishna Hare Krishna Krishna Krishna Hare Hare, Hare Rama Hare Rama Rama Hare Hare***) and Krishna-katha, thus forgetting their bodily identification and experiencing the joy of loving devotional service.



The prime purpose of ‘Kirtan Mela’ is to give devotees an opportunity to experience the bliss of Harinama by absorbing their minds and hearts in the prayerful chanting of the Holy Names.

Chanting of the Holy Names in the proposed Nabadwip park.



Harinam parties in the campus facilitate the chanting and hearing of the Holy Names to visitors and pilgrims from all over the world. Srila Prabhupada said, “By chanting, this center will become spiritually perfect – a living temple and true United Nations.”

# Spreading the Mission

The topmost priority is preaching, book distribution, teaching, and spreading the mission of Lord Chaitanya within the campus, from village to village and country to country in both traditional and innovative ways to all classes of people. Srila Prabhupada said, ***“This Mayapur is meant for this purpose, to spread Krishna consciousness movement all over the world as it was desired by Chaitanya Mahaprabhu.”***



Srila Prabhupada said, “Therefore our mission is to bring Mayapur everywhere... This is the greatest peace movement, to bring peace to the suffering humanity.” Several devotees visit remote areas in travelling temples distributing books, prasadam and giving spiritual discourses.



Srila Bhaktivinoda Thakura conceived the Nama-hatta, marketplace for the holy name. ISKCON Mayapur Nama-hatta facilitates various congregation programs, House Programs, etc. all over West Bengal, Bihar & Orissa.

The Haribol stadium will be one of the venues for large festivals and cultural programmes.





# Hospitality

Pilgrims, guests and devotees, from both nearby and far corners of the world, experience spiritual upliftment while being received, accommodated, honored, cared for, and given an opportunity to learn about and engage in devotional service.

Srila Prabhupada wanted that visitors to Mayapur Dham are well accommodated so that the world could be deeply affected by the dynamic demonstration of the artistic, philosophical, and humanitarian aspects of Krishna consciousness.



Principle of 'Atithi Devo Bhava' guides Mayapur in providing world-class hospitality and care to the increasing number of visitors.



Visitors participating in parikrama with spiritually-enlivening activities within Mayapur Dham and nearby Holy Places.

Guest Houses will provide a spiritual experience with prasadam and accommodation facilities amidst the tranquillity of nature.



# Community

ISKCON Mayapur is a growing international community. Its primary goal is to invite, inspire, and enable people to perform devotional service by providing a supportive environment in harmony with a progressive yet simple lifestyle. It aims to demonstrate to the world the ideal Vaishnava society, incorporating spiritual culture, economic and social life guided by daiva-varnashrama principles and the Vedic tenets of 'simple living, high thinking'.



Sri Sri Radha Madhava and Their Asta-sakhis, Sri Sri Pancha-tattva, and Sri Sri Prahlada Nrsimhadeva are the center of the Mayapur community, which comprises devotees from 100 different countries. All the residents are engaged in the service of the Lordships in one way or another.



Srila Prabhupada said, "It was the desire of Srila Bhaktivinoda Thakura that Europeans and Americans would come here (Mayapur) and chant Hare Krishna mantra. That prophecy is now being fulfilled, and that is my satisfaction."

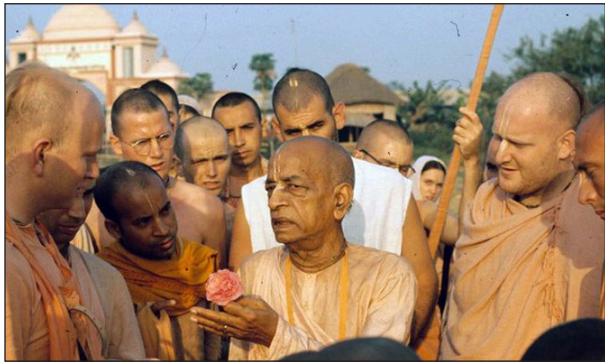
Prabhupada Plaza will be surrounded by the GBC building, a Convention Center and Cultural Centers from all over the world.





# ISKCON World Headquarters

Srila Prabhupada made Mayapur Dham as ISKCON's World Headquarters to support the propagation of the teachings of Lord Chaitanya all around the globe. All ISKCON devotees are encouraged to visit Sri Mayapur Dham on a regular basis and become spiritually inspired. Srila Prabhupada said, ***“Here in Mayapur we are trying to create a place of inspiration for people throughout the world”.***

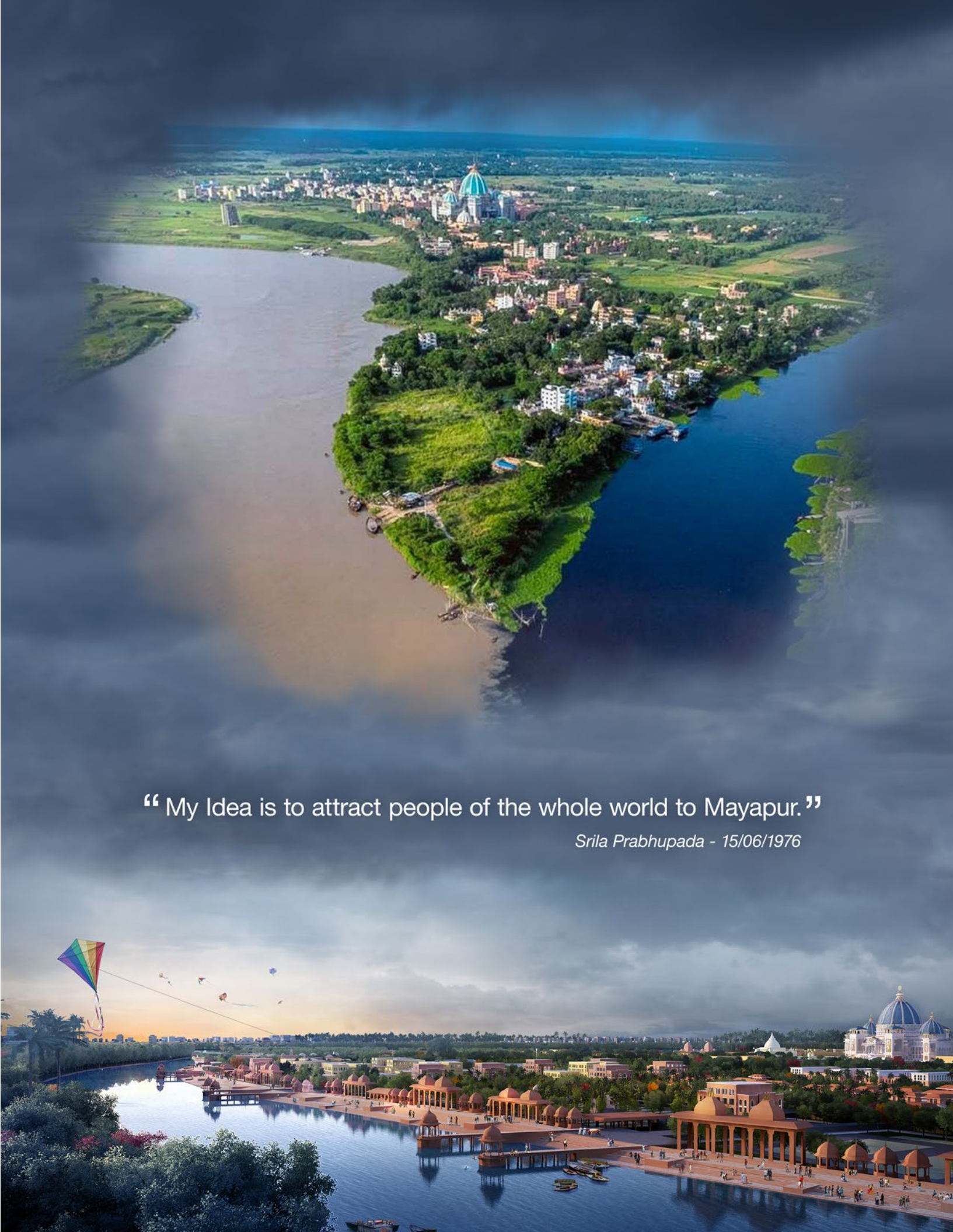


Srila Prabhupada made Mayapur Dham as ISKCON's World Headquarters, as Mayapur is the birthsite of Lord Chaitanya Mahaprabhu. Srila Prabhupada performed the Bhumi puja for the Mayapur Project in 1972 (First International Festival).



The Governing Body Commission (GBC), convenes yearly in Mayapur Dham during the Gaura Purnima Festival, to discuss strategies for spreading Krishna Consciousness around the globe.

Srila Prabhupada Park is in front of the Lotus Building, the first building constructed in Sri Mayapur Dham.



“ My Idea is to attract people of the whole world to Mayapur.”

Srila Prabhupada - 15/06/1976





“Mayapur Chandrodaya Temple is meant for transcendental United Nation. What the United Nation has failed, that will be achieved here by the process recommended by Sri Chaitanya Mahaprabhu.”

*Srila Prabhupada, Mayapur - 15/01/1976*



“Go on cooperating in this way, and I am sure this mission of Chaitanya Mahaprabhu will be successful. It must be successful, because Sri Chaitanya Mahaprabhu wanted it to be done... That is my only request.”

*Srila Prabhupada Lecture, Mayapur – 27/09/1974*



It has been a great honor and privilege to share with you a glimpse of Mayapur Dham.  
We pray that the spiritual wealth that inundates this Holy place flows into your life.  
For more information on service opportunities please contact:

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