

Holy Cow



A Noble Initiative to Connect Cow lovers Worldwide



Take Initiative to Protect and Serve the Mother Cow GO-SEVA

Krsi-go-raksya-vanijyam vaisya-karma svabhava-jam

The Supreme Personality of Godhead has instructed in the Bhagavad-gita, "Farming, Cow Protection & Business are the natural work for the vaisyas.

- Bhagavad Gita (18.44)

Cow is our mother and a mobile temple in which 33 Crores demigods are residing. Lord Krsna is Himself caring the cows personally, that's why He is known as Gopal and Govind. Cow Protection has been emphasized

by Spiritual Teachers like Srila Prabhupada, Guru Gobind Singh, Hazarat Mohammed, Jesus Christ. By just the association of Mother Cow, all saintly qualities will be automatically obtained. Any type of sins, negative energies, material and spiritual problems can be easily removed. Mother Cow gives Milk, Ghee, Curd, Gomutra and Gomay to the humanity to lead a natural and healthy living. So human society should serve the Mother Cow in all respects for her divine blessings. Mother Cow can be served in 4 ways – by body, mind, wealth and speech.

Every householder can adopt a cow or should feel responsible for livelihood of a cow. Of course it does not necessarily mean personally taking care but it could be sponsoring a cow in one of the organization that takes care of the cows. Traditional Hindus have the habit of giving Go-grass i.e. first chapatti (Indian bread) that gets cooked at home is kept aside for cows. Also the skins of the vegetables and fruits are collected carefully and fed to them. In every family ceremony, whether a child birth, marriage or passing away of someone, a portion of expenditure would be seduced first for go-seva. Today crores of rupees are being spent of Hindu marriages, birthdays, anniversaries etc. But proportionately lesser money being set aside for the service of cows. On these auspicious occasions one should seek the blessings of mother cow and bull. Indeed it was believed that by blessings of the cows, one can lead a happy life free from various calamities and by the curse of the cows, entire family, society of nation could be doomed. Also it was common to set aside a certain percentage of income for go-seva and go-raksha. Many families even now set aside one rupee per member per day for go-seva or those who are poor, they dedicate one rupee per family per day.

Traditional educational system which was taught in Gurukuls of India, emphasized cow protection and importance of cow in daily life. India is already the third largest beef exporting country behind only Brazil and Australia. Cow protection need to be included in standard curriculum, school text books should have chapters on importance of cow. Many organizations are struggling to get cow slaughter completely banned while the government is trying to modernize slaughterhouses and augment export earnings. Well one single thing that will stop cow slaughter in India is making cow rearing economically viable. If every Indian starts using Cow Panchgavya based Tooth powder, Soap, Dhoop, Phenyl, Ark, Panchgavya Medicines, Bio fertilizer, Pesticides etc in addition to Cow Milk and Ghee, there will be no more cow available for slaughter. Leaving aside all cow products, simply if Indian population starts using 2 spoons of Gomutr ark (cow urine distillate) every morning, it will make cow rearing profitable and health of the nation will dramatically improve, saving crores of rupees in modern health care. Thus saved money can again be ploughed back in to go seva and go raksa. The wealth of the national will not fall in the hands of unscrupulous foreign companies and village economies will flourish. By this single fact our farming masses may rise above poverty line.

Cow can be considered as a mobile dispensary. We should learn about medicines prepared from cow products known as panch-gavya. This is the only viable system of medicine for Indian masses. India in next 5 years is investing \$216 billion in health care sector. But it will remain out of reach for over 90% of Indians. Healthcare system based on cow products known as panch-gavya ayurveda. It is a cheap and effective, suitable for poor masses that have easy access to cows.

Gogross Riksha Seva



Gau Grass Riksha Sevak team collects Fresh Go-grass (Chapati, Rice, Vegetable Leaves, Flour, Grains etc.) every morning from homes and feed to Goshala & Street cows with love & affection, which were eating garbage earlier. Currently, more than 1000 homes are offering Gogross thru this initiative from different colonies of Delhi. Kalpavriksha's aim is to launch 500 Go-Grass Rikshas in Delhi/NCR, so that more people could be a part of this cow feeding program & get the divine blessings.



Holy Cow Event

First ever Cow Event to glorify the importance of Mother Cow & its Panchgavya Healthcare products are initiated by Kalpavriksha Foundation. Holy Cow Events are acting as a wonderful platform to connect all Cow Lovers and offer Health, Happness & Devotional Prosperity to the Society.

Event includes Kirtan, Gomata Puja, Film & Exhibition on Holy Cow, Lecture on the importance of Gomata & its Panchgavya Products by the Goshala & Research Institute Healthcare Experts, Event is followed by Gomata Prasadam prepared from Pure Indian Breed Cow Ghee & Milk. Kalpavriksha have organized such HOLY COW Events during last few months at ISKCON New Delhi, BIMTECH Greater Noida & some more institutes in Mathura & Vrindavan. Organization is planning to have such HOLY COW Events in different parts of the country in association with worldwide cow lover communities.



Goshala Cow Care

There are so many sick goshalas in india, where accidental cows, abandoned cows and calf are in the crises of food stuffs, medicines, infrastructure, care takers ets.

Kalpavriksha patrons, through their growing cow lovers' team, are collectively trying to take care of sick goshalas and street cows, who are in urgent need.

Cow product promotion



Kalpavriksha's cow products kiosk at ISKCON New Delhi is promoting and distributing cow panchgavya products to lakhs of people throughout the world. It is one stop store of cow panchgavya, dairy & organic products from top goshalas of India.

KALPAVRIKSHA is expanding its network by offering franchises to cow lovers and environment caring community. The activity is supporting currently to more than 20 goshalas in becoming self sufficient and giving awareness to masses regarding the importance of gomata and its panchgavya organic products.

USE COW PANCHGAVYA PRODUCTS FOR NATURAL & HEALTHY LIVING

Personal Care	Home Care	Pooja Items	Medicines	Nutrition & Health	Organic Items
<ul style="list-style-type: none"> Panchgavya Soaps Hair Shampoo & Tonic Hair Oil Tooth Powder Face pack & Cream 	<ul style="list-style-type: none"> Floor Cleaner Utensil Cleaner Mosquito Repellent Toilet Cleaner Vermi Compost Manure 	<ul style="list-style-type: none"> Incense / Dhoop Sticks Cow Dung Cakes Hawan Samagri Hawan Kit Go-Mutra 	<ul style="list-style-type: none"> Cow Ark Ghanvati Pain Reliever Oil Eye Drop Gau-Ghrit Nasal Drop 	<ul style="list-style-type: none"> Cow Milk Cow Ghee Milk Products Sweets Golok Pey Soft Drink 	<ul style="list-style-type: none"> Vegetables Fruits Grains Spices Chavanparash

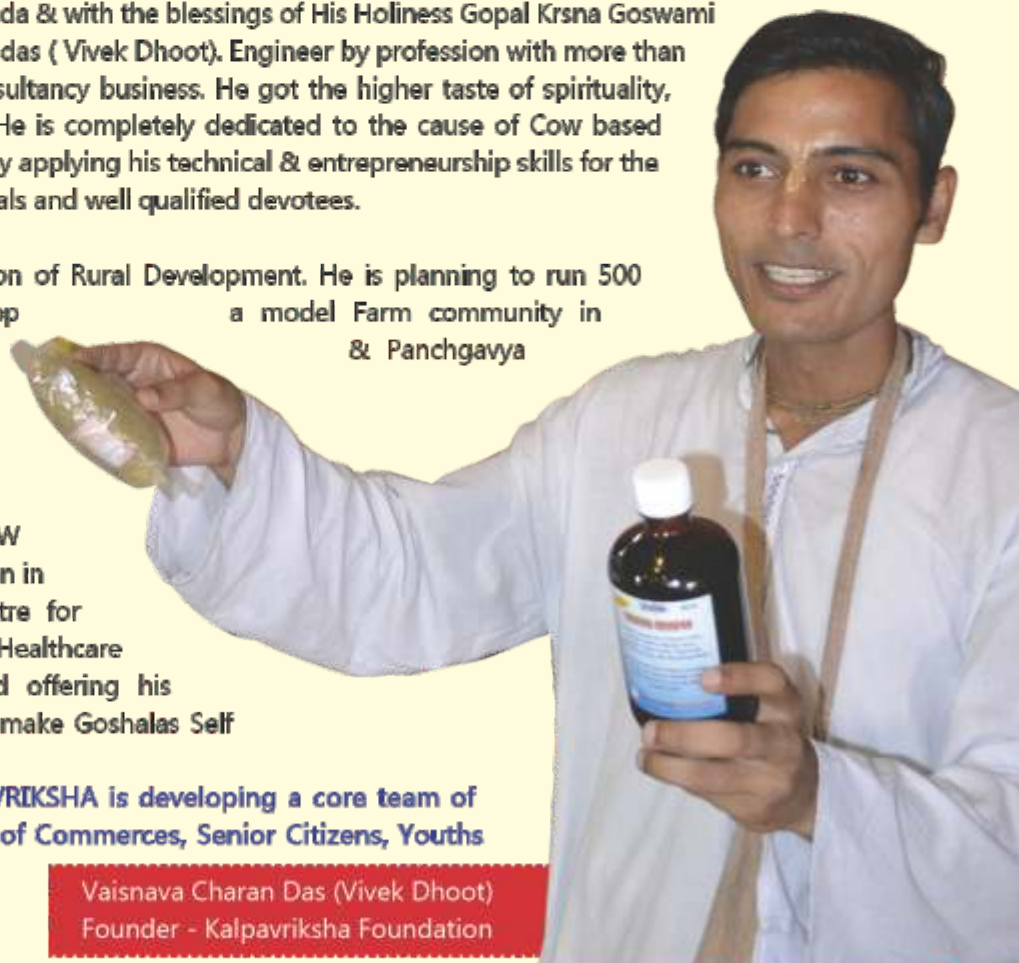
❁ The Inspiration Behind ❁

Kalpavriksha Foundation is a non-profit organization founded by the inspiration of ISKCON Founder Acharya A.C.Bhaktivedanta Swami Srila Prabhupada & with the blessings of His Holiness Gopal Krsna Goswami Maharaj by his disciple Vaisnava charan das (Vivek Dhoot). Engineer by profession with more than 10 years of experience in software consultancy business. He got the higher taste of spirituality, when he came in contact of ISKCON. He is completely dedicated to the cause of Cow based Healthcare & Vedic Education. He is busy applying his technical & entrepreneurship skills for the same along with the team of professionals and well qualified devotees.

Vaisnava Charan Das has a broad vision of Rural Development. He is planning to run 500 Gau-Grass Rikshas in Delhi-NCR, develop a model Farm community in Vraj to spread the importance of Cow products. He wish to - Develop HOLY COW Farm in Delhi for Cow Lovers, wish to Develop & Distribute Pure Indian breed cow milk & its products to the cow lovers through ADOPT A COW Program, he wants to enhance Gau-Palan in Vraj, want to set up Cow R&D Centre for Unified branding of Cow Panchgavya Healthcare products for all Indian Goshalas and offering his Technical & Marketing Consultancy to make Goshalas Self dependent.

To promote the social cause, KALPAVRIKSHA is developing a core team of Businessman, Industrialists, Chamber of Commerces, Senior Citizens, Youths and NGOs.

Vaisnava Charan Das (Vivek Dhoot)
Founder - Kalpavriksha Foundation



RECENT ACHIEVEMENTS IN THE SERVICE OF GAUMATA BY KALPAVRIKSHA

Preaching in more than 300 villages of Vraj about Gau-Palan during VRAJ MANDAL GO-YATRA. Kalpavriksha has launched economical viable Rural schemes for the development of upcoming Cow Panchgavya, Organic & Dairy projects thru Gau-Swadeshi Pracharak and Gau- Swadeshi Vyavsyai.

Started distributing India's Biggest Goshala - Pathmeda Cow products including Pure cow Ghee, Milk Powder & Sweets

CONTRIBUTIONS FOR SERVING MOTHER COW

Protection of Cow & Bulls is possible only when cultured & pious minded citizens come forward to actively support the cause by their words, action & wealth. It is the responsibility of every one of us.

GAU-GRASS RIKSHAW SEVA		GOSHALA SEVA	
❖ Sponsor 1 Gau-grass Rikshaw	21,000/-	❖ Feed Ladoos to 100 Cows	1,000/-
❖ Sponsor 10 Gau-grass Rikshaw	2 Lakhs	❖ Feed Green Fodder to 100 Cows	6,000/-
❖ Sponsor Go-Grass Rikshaw Seva for whole city (500 Rikshaws)	1 Crore	❖ Adopt a abandoned Cow for 1 month	3,000/-
❖ Sponsor Monthly Maintenance of Gau-Grass Riksha Seva	6,000/-	❖ Feed 101 Cows for 1 day	11,000/-
❖ Sponsor Medical Van	10 Lakhs	❖ Adopt a Sick Cow for 1 year	36,000/-
❖ Sponsor First Aid Kit for Injured Cows	11,000/-	❖ Donate a land for cows	10 Lakhs/Acre
❖ Sponsor a Vetnary Doctor	10,000/-	❖ Sponsor hospital for cows	25 Lakhs
❖ Sponsor Medicines for Cow	25,000/-	❖ Sponsor Cow shed	15 Lakhs
		❖ Sponsor Food store	10 Lakhs
COW PROMOTIONS & HEALTHCARE		HOLY COW EVENTS	
❖ Sponsor online store	5 Lakhs	❖ Sponsor weekly Cow Conference	3,000/-
❖ Sponsor 1 kiosk	11,000/-	❖ Sponsor monthly Seminar	50,000/-
❖ Sponsor Goshala Training	5 Lakhs	❖ Sponsor HOLY COW Harinaam	11,000/-
❖ Sponsor Rural Gopalan Program	1 Crore	❖ Sponsor 1 Cow Therapy Medi Camp	16,000/-
❖ Sponsor Social Networking	16 Lakhs	❖ Sponsor Cow Event	2 Lakhs
❖ Sponsor R&D Centre	50 Lakhs	❖ Sponsor Goshala Tour	50,000/-
❖ Sponsor e-newsletter	3,000/-	❖ Sponsor Gau-Katha (7 days)	50 Lakhs
❖ Sponsor Monthly Newsletter	16,000/-	❖ Sponsor City level Cow Campaign	25 Lakhs
❖ Sponsor Awareness Pamphlet	6,000/-	❖ Sponsor Vraj Mandal Go-Yatra	1 Crore
❖ Sponsor Cow Therapy CD's	21,000/-	❖ Sponsor National level Cow Campaign	25 Crore
❖ Sponsor 1 Van	10 Lakhs		
❖ Sponsor Promotion Bullock Cart	51,000/-		

* Any amount of Donation Contributions will also be accepted in the service of Gomata.

* All donations should be in favor of "Kalpavriksha Foundation

* All donors will get the Gau-mata Blessings gift kit, Holy Cow Newsletter & and get 50% tax exemption under 80G.

Do you like to serve Cows! Do you want to use & distribute Cow Products! Do you have the zeal to preach about cow protection!

Join India's biggest cow campaign - SERVE OUR MOTHER COW to connect all cow lovers by sms : "GOMATA" at 09350145954

If you like to participate in or contribute for any of the KALPAVRIKSHA Activities GET IN TOUCH WITH US

KALPAVRIKSHA FOUNDATION

187/18, Amritpuri, East of Kailash, (Opp. ISKCON Temple),

New Delhi - 110065

Phone : +91-11-26232743,

Mobile : +91-9350145954

Email : kalpavriksha@project@gmail.com

Website : www.kalpavriksha.com

Skype : kalpavrikshavedicclub

Find us on facebook : kalpavriksha