

Hare Rama Hare Rama Rama Rama Hare Hare |
Hare Krishna Hare Krishna Krishna Krishna Hare Hare ||

Respected members

Jai Jai Radhe Shyam

Every year, the monthly magazine 'Kalyaan' by Gitapress, Gorakhpur publishes an appeal for participation in the annual naam-japa anushthaan of the above shodash-akshar mantra from Kartik Poornima till Chaitr Poornima. This anushthan is laden with the blessings of Param Poojya 'Babuji' (Shri Hanuman Prasad Poddar), and therefore Poojya 'Nanaji' (Shri Dharmendra Mohan Sinha) would always motivate us that it is our greatest privilege to participate in this anushthaan.

Last year, the appeal published in 'Kalyaan' proposed a target of 95,00,00,000 (95 crores) mantra-japa. As per the information published in the October 2024 issue of 'Kalyaan', the total mantra-japa received from various places was 68,00,00,000 (68 crores), which was less than the desired target. **By the grace of the Lord, in this the cumulative contribution of members from various groups associated with Poojya Nanaji was 16,00,00,000 (16 crores). We are extremely grateful to everyone for their enthusiastic efforts.**

This year, you are requested to participate in the anushthaan with even more enthusiasm. Towards this end, Poojya Nanaji would urge members that every year, we must try to increase our daily individual naam-japa mala target by 10% as compared to the previous year. In addition, goshti members and other friends-acquaintances may be motivated to regularly do naam-japa with a mala, thereby increasing the number of participants in this anushthaan. New members can be motivated to join the anushthaan even in the midst of its period and submit the number of naam-japa malas done by them.

As mentioned in the October 2024 issue of "Kalyaan", **this year the naam-jap anushthaan is from Friday 15th November 2024 to Saturday 12th April 2025.** Goshti Coordinators are accordingly requested to **kindly communicate to us the individual daily naam-japa mala targets of all members by Sunday, 10th November 2024** so that the information can be passed on to 'Kalyaan' at the earliest. Attached with this message is a scan of the October 2024 'Kalyaan' article (2 pages). You are requested to kindly circulate this among all goshti members so that they may be motivated to participate wholeheartedly in the anushthaan.

On behalf of poojya Nanaji and the sinha.swadhyay team

Jai Jai Radhe Shyam