

Friends of Krishna and all Citizens of India Awake!

In Vrindavan, the abode of Shri Krishna, **pilgrims are being poisoned** by black water flowing directly into the Yamuna. This raw sewage enters the river just before the ghats, where pilgrims bathe and take achman. For almost 50 years, the government has done nothing to help the situation. Even worse, in the name of helping Yamuna in Vrindavan, they have wasted money building ineffective and inadequate sewage treatment plants that are seldom in operation and overflow with sewage beyond their capacity. More people in Vrindavan become ill every day, and as more people visit and come to live in the town, this threat becomes worse.

There ARE solutions.

There are scientifically researched methods for cleaning Yamuna. There are examples of other rivers the world over that have been successfully cleaned by national and state governments. There are organizations dedicated to keeping rivers clean, with citizens who voluntarily patrol the rivers and report instances of pollution.

WHY does nothing like this exist for Yamuna?

The secular government avoids prioritizing holy places, but more than this, our officials are so corrupt that they purposely perform inadequate work with substandard materials so they can be paid to do the job again in the future. Even well-intentioned leaders act without first getting input from the public and undertake projects in ways that make no sense and sometimes only add to the problem.

WHY are Yamuna issues almost exclusively focused on Delhi?

Why do people focus only on Delhi's extreme pollution of the Yamuna without giving a thought to areas like Vrindavan, where the river is naturally cleansed and regains some health before black water is poured in? **Proper cleansing can be achieved more easily here** and should be just as important as stemming the massive amounts of human and industrial waste entering the Yamuna from Delhi.

Nothing Will Change Unless YOU Demand it!

Each of us must make it his or her personal responsibility to inform themselves and others, to voice concerns to officials and to join in group efforts to clean and protect. **Active public discussion and protest against projects undertaken without public participation are mandatory for all who want to see change.**

Devotees of Krishna Must Honor and Protect the Dham!

80 crore yattris from all sectors of society – richest to poorest – come to Vrindavan each year to honor the place and take blessings from Krishna. They return this divine gift by covering places like Vrindavan and Goverdhan in plastic garbage and sitting silently as the trees are cut, the holy land is covered in concrete, Krishna's cows are stolen for butchering and the Yamuna is killed. Many feel the situation is hopeless; IT IS NOT. Many feel there is nothing they can do; THERE ARE THINGS THAT EACH PERSON CAN DO. **First and foremost, devotees of Krishna are responsible to participate in protecting the Dham and to be informed, acting as experts on issues so others can learn.**

The Dham has dignity derived from its holy places, its kunds and River Yamuna, its temples, its Brijibasi residents and its devotees. Devotees must also have dignity

derived from a love for Krishna and all associated with him. When devotees allow abuses of a place so highly connected to their faith to occur uncontested, devotees and even Indian culture are seen in a negative light.

Braj-Vrindavan is Important to All, Under Threat and Irreplaceable. Act Now!

Braj-Vrindavan is part of the pan-Indian identity. Shops and products bear names and photos associated to Krishna's Vrindavan. Spiritual personalities speak of it on TV and sing songs about it. Regardless of your faith, Krishna's Vrindavan is present in your life in one of these ways every day. Krishna's Vrindavan is cherished all over the world, with devotees everywhere, some who can only dream of being able to touch its holy dust.

Vrindavan's sacred significance occurs on such a scale that it is a major facet of Indian culture – a culture about which people all over the world want to know and a culture that India should showcase with pride. This culture is being actively attacked by intentional neglect and irresponsible development. The Commonwealth Games in Delhi were subjected to the same mistreatment of public funds and space. **It is too late to save the Commonwealth Games, but it is not too late to save Vrindavan. However, you must ACT NOW.**

Once Vrindavan is fully overwhelmed by the forces attacking it, surrender of the Dham will be complete. There will be no recovery of the glory of the enchanted forests where Krishna sported with the gopis – only concrete and plastic reproductions that will be littered with empty water packages since Yamuna-ji will be unable to provide. We need to save the place – as a place of devotion, as a place of human and animal habitation and as a place that serves as an international showcase for Indian culture.

What are the Threats to Vrindavan? Why is it Important to Act Immediately?

Not only is Yamuna poisoned, but open drains containing pools of stagnant garbage spread disease. Garbage lies everywhere. Historic temples are being crowded out by new constructions and even actively abused by local people. Construction began for a flyover in front of historic Keshi Ghat, leaving ugly pillars in the water which sit on a landfill that traps sewage at the ghats and reduces the river's flow. Observances regarding the consumption of meat and alcohol are being intentionally breached by those seeking to make money, harming sacred animals and facilitating the possibility for addictions that are not only against sacred prescriptions, but criminally harmful to the incomes and family lives of the many impoverished people in town. The public is not consulted on new developments that harm the nature and buildings that make place a recognizable unique home for Krishna and those who serve and worship Him. Some of the people entrusted to help the town, including government officials, religious leaders and charity organizations steal money from the public. Some pandas act with aggression, immediately demanding money while insulting pilgrims – impairing the very connection with God that they are supposed to help facilitate. The majority of people, locals, pilgrims and tourists alike, say nothing about these acts of violence against the spirituality, life and culture of the Dham.

Devotees and religious leaders call these acts offenses to the Dham and consider those contributing to such problems unwelcome in Vrindavan.

Act NOW!

Now – all have to act now.

First and foremost, inform yourself.

Visit the website Vrindavanactionnow.blogspot.com

Here you will find information, resources and a community of people who are committed to protecting the Yamuna and Vrindavan.

Other Things you can Do:

Stop using plastic. Stop throwing waste in the street or Yamuna. Help those who really try to work for Vrindavan's problems.

Write letters to your political leaders and to the Mathura – Vrindavan municipalities.

Copy this urgent message and give to everyone.

If you are on a social networking website like Facebook, include information about what is happening in Vrindavan. Donate to effective Vrindavan projects. Clean the Dham with your own hands. Make hunger strikes to oblige the government to also ACT NOW to save Yamuna and the land of Krishna so highly connected with her.