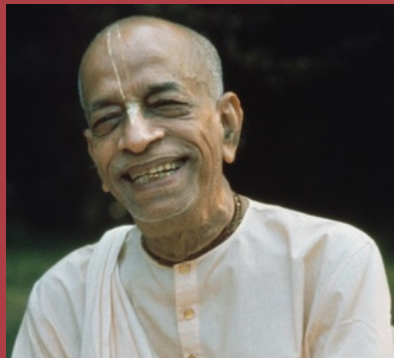


Newsletter



The most auspicious Kartik month starts on October 6 and runs through November 5. The first day of Kartik is marked by Sharad Purnima, which is the day Lord Krishna performed His glorious Raas Lila. This month is decked with wonderful festivals such as Damodar Lila, Goverdhan Lila, Deepavali and Gopastami. Any devotional service brings 10 times the benefit. Austerity, Charity and sacrifice is recommended.

October News



**Srila Bhaktivedanta
swami Prabhupada**

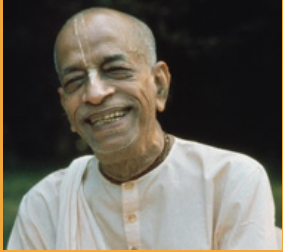
Our beloved Founder Acarya and Param Guru of the International Society for Krishna Consciousness, left for his heavenly abode in the month of Kartik. This is an event to celebrate, even though we feel his separation from us. Join us at this momentous event on October 25 at noon.

Sharad Purnima

Celebrate Sharad Purnima, the autumn full moon, with the night darshan of the temple dieties, kirtans and an atmosphere that invokes the night of Vrindavan. Visit the temple to see the dieties in their glorious new outfits, fresh flowers and beautiful ornaments. Melodious kirtan fills the air and there is dancing and feasting with Sri Radha and Krishna. Everyone offers a lamp to Krishna and Yashoda, and obtain divine blessings in this month of Kartik. This is truly a memorable experience for all.



Newsletter



Srila Prabhupada Departs October 25, 2025

Srila Prabhupada's Disappearance Day is observed annually to commemorate the departure of His Divine Grace A.C. Bhaktivedanta Swami Prabhupada, founder of ISKCON, from the world on November 14, 1977. Devotees worldwide remember him with personal recollections, readings from his biography, and devotional observances like chanting and distributing prasadam (sanctified food). His mission, teachings, and books are seen as his continued presence, reminding his followers that he "will live forever in my books".

Devotees celebrate this sacred day by:

- Recalling his life and teachings through personal tributes and readings from his biography.*
- Participating in devotional activities such as chanting the holy name of Krishna.*
- Offering abhisheka (ceremonial bathing) and vyasa-puja (offerings to the spiritual master) to his divine form.*
- Distributing prasadam (sanctified food) to thousands of pilgrims.*

Please visit our website or Whatsapp chat groups to obtain more details of this celebration on October 25 at noon.

Newsletter

Sharad Purnima - October 6, 2025

Sharad Purnima is one of the most famous Purnima(s) in Hindu Calendar.

On this day the Moon shines with all sixteen Kala(s) and its rays have certain healing properties which nourish the body and the soul. It is also believed that the moon rays on the day of Sharad Purnima drip nectar. Hence to take advantage of this divine phenomenon, traditionally on the day of Sharad Purnima, Rice-Kheer a famous Indian sweet dish made of cow milk, rice and sugar, is prepared and left in moonlight for the whole night. In the morning, Rice-Kheer which is believed to be invigorated and fortified with the moonlight is consumed and distributed as Prasad to family members.

Sharad Purnima is also known as **Raas Purnima** (रास पूर्णिमा). It is believed that on the day of Sharad Purnima Lord Krishna performed Maha-Raas, the dance of divine love. On the night of Sharad Purnima, upon hearing the divine music of Krishna's flute, Gopis of Vrindavan sneaked away from their homes and families to the forest to dance with Krishna throughout the night. It was the day when Lord Krishna created several of His forms to accompany each Gopi. It is believed that Lord Krishna supernaturally stretched the night to the length of one night of Lord Brahma, which was the equivalent of billions of human years.

Sharad Purnima will be celebrated at your temple in grand fashion, with new outfits, ornaments and fresh flowers for the Deities. There will be kirtans, dancing (Garba, dandiya), Arathis and Puspanjalis all evening and a very delicious feast will be served at the end of the evening.

Experience the atmosphere of Vrindavan, relish the association of Sri Radha and Krishna and their devotees, and be transported to the spiritual world, Goloka Vrindavan, in this serene atmosphere. This is a lifetime experience to be cherished.

Visit our website and chat groups for more information.

Newsletter

Krishna Lila at Goverdhan in Kartik

*“Namaste Girirajaya sri govardhana namine;
Ashesha klesha nashaya parmananda dayine”*

I offer my respectful obeisance to the King of all hills, Goverdhan (the source of enjoyment for the senses, land, and cows). He is a servant of Krishna and is Krishna himself. He puts an end to unlimited sufferings and bestows the supreme bliss.

When Krishna saw the residents of Vrindavana arranging for Indra-yajna (a traditional ceremony to please Indra, the chief-of-demigods, who is responsible for supplying water), He suggested that they forgo the worship of Indra and instead worship Govardhana Hill.

When Indra understood that the sacrifice which was to be offered by the cowherd men in Vrindavana had been stopped by Krishna, he became angry. He ordered Samvartaka (the cloud of devastation) to go over Vrindavana and inundate the whole area with an extensive flood. Riding on his elephant Airavata, he personally came to punish the inhabitants of Vrindavana. Ordered by King Indra, all the dangerous clouds appeared above Vrindavana and began to pour water incessantly, with all their strength and power. There was constant lightning and thunder, blowing of severe wind, and incessant falling of rain. The rain seemed to fall like piercing sharp arrows.

All the inhabitants of Vrindavana prayed to the Supreme Lord Krishna and took shelter at His lotus feet. Lord Krishna immediately picked up Govardhana Hill with one hand, and asked everyone to come under the umbrella of Govardhana Hill along with their properties and animals. For one week, they remained there without being affected by hunger, thirst or any other discomforts. Indra was astonished to see the little boy Krishna holding the Govardhana Hill on the little finger of His left hand and protecting Vrindavana from the devastating rainfall.

Newsletter

Krishna Lila at Goverdhan in Kartik...continued

He immediately called for all the clouds and asked them to desist. The sky became completely cleared of all clouds and there was sunrise again, the strong wind stopped. All the inhabitants of Vrindavana came out and Krishna replaced the Govardhana Hill in its place. Indra, the King of heaven, became conscious of his offense before Krishna; therefore he stealthily appeared before Him and immediately fell down at the lotus feet of Krishna and offered his prayers.

A devotee who is engaged in the service of Krishna is free from all obligations. He has no other duty to perform. He need not perform any ritualistic functions enjoined in the Vedas; nor is he required to worship any devatas. Krishna wanted to firmly establish this principle during His presence in Vrindavana.

Goverdhan lila is celebrated at your temple with a makeshift goverdhan hill being held up by Gopal. The hill is decorated with sweets and savories, and various preparations, as an offering to this most auspicious hill. Aarti and puspanjali and circumambulating the hill three times marks this most glorious celebration.

The offerings are then shared with all participants, together with a very delicious dinner.

Anyone who participates in this wonderful celebration becomes the recipient of Lord Krishna's mercy and at the end of this life returns back to Goloka, the eternal abode of Krishna.

More details of this festival will become available on our website and through our chat groups.

Newsletter

The Month of Damodar (Kartik)

Damodar Lila refers to the pastime (lila) of Lord Krishna when His foster mother, Yashoda, binds Him with a rope around His belly as punishment for His mischievous acts, such as stealing butter. He runs away in fear but eventually allows Himself to be bound, a divine act made possible by His mother's pure love. This story, found in the Srimad-Bhagavatam, highlights Krishna's accessibility and the power of devotion, celebrated by devotees during the month of Kartika with Damodarastakam. The month of Kartik is referred to as Damodar month due to this wonderful pasttime of Lord Krishna.

Divine Accessibility:

- The lila shows that the Supreme Lord, though powerful, can be controlled by the pure, selfless love of His devotees.*

The Power of Love:

- Krishna is bound not by physical strength but by the love and devotion of His mother, demonstrating that sincere love can bring the divine closer.*

Spiritual Connection:

- Devotees celebrate this lila by singing the Damodarastakam and lighting ghee lamps during the month of Kartika, honoring Krishna's sweetness and accessibility.*

Utilize the month of Damodar in acquiring unlimited blessings by singing the damodarastakam with devotees and lighting a lamp at the temple every evening.

This is a very auspicious month for donations and devotional service at your temple.

Newsletter

Deepavali

Significance and Symbolism

Light over Darkness:

The most prominent theme is the victory of light, representing spiritual enlightenment and inner truth, over darkness, symbolizing ignorance and evil.

Victory of Good:

The festival commemorates the victory of good over evil, notably the return of Lord Rama to his kingdom after defeating the demon king Ravana, a story central to Hindu tradition.

New Beginnings:

Diwali marks the beginning of the Hindu New Year, a time for new ventures and positive change.

Key Traditions

Lighting Diyas:

Families light numerous small clay lamps (diyas) and place them in and around their homes to welcome prosperity and good fortune.

Worship:

The main day involves puja (worship) of deities, especially Lakshmi, the goddess of wealth and prosperity, and Ganesha, the god of wisdom and good fortune.

Feasts and Sweets:

People gather for family feasts and exchange sweet dishes (mithai) with loved ones.

Rangoli Designs:

Intricate and colorful patterns are created on the floor using rice, flowers, or powders to decorate homes and welcome good fortune.

Fireworks:

Fireworks are a common part of the celebrations, adding to the festive atmosphere.

Gift Exchange:

Families and friends exchange gifts and blessings, reinforcing relationships and spreading joy.

Newsletter

Gopastami

The Significance of Gopastami

Krishna's Transition:

Before Gopastami, Krishna was only allowed to tend to calves. On this day, he graduated to the role of a cowherd, which is a significant milestone in his life.

Cow Worship:

Cows are revered in Hinduism as sacred and are considered a source of nourishment, like a mother. Gopastami emphasizes the special status of cows in daily life and their importance in the spiritual context.

Environmental Protection:

By honoring Krishna's love for cows and nature, the festival encourages devotees to follow in his footsteps and promote cow welfare and protection.

How Gopastami is Celebrated

Cow Decoration:

Cows are bathed, cleaned, and adorned with clothes, jewels, and sindoor (red powder). Their horns are often painted, and they are decorated with colorful sindoor and bills (garlands).

Puja and Prayers:

Devotees worship Krishna and perform cow puja (worship), often in a Goshala (cow shelter).

Feeding and Feasting:

Devotees feed cows with fresh grass and other foods as a gesture of reverence. They also organize feasts to celebrate the occasion.

Discussions and Teachings:

Senior devotees share stories and teachings about the glories of cows and the importance of cow protection.

Radharani's Role:

It's also a special occasion where Srimati Radharani and Her close friends are dressed as cowherd boys, resembling a cowherder, to join in the festivities.

Newsletter

Damodarastakam

Damodarastakam

*"In the month of Kartika one should worship Lord Damodara and daily recite the prayer known as Damodarashtaka, which has been spoken by the sage Satyavrata and which attracts Lord Damodara."
(Sri Hari-bhakti-vilasa 2.16.198)*

(1)

*namamisvaram sac-cid-ananda-rupam
lasat-kundalam gokule bhrajanam
yasoda-bhiyolukhalad dhavamanam
paramrishtam atyantato drutya gopya*

(2)

*rudantam muhur netra-yugmam mrijantam
karambhoja-yugmena satanka-netram
muhuh svasa-kampa-trekhanka-kanthasthita-
graivam damodaram bhakti-baddham*

(3)

*itidrik sva-lilabhir ananda-kunde
sva-ghosham nimajjantam akhyapayantam
tadiyeshita-jnesu bhaktair jitatvam
punah prematas tam satavritti vande*

(4)

*varam deva moksham na mokshavadhim va
na canyam vrine 'ham vareshad apiha
idam te vapur natha gopala-balam
sada me manasy avirastam kim anyaih*

(5)

*idam te mukhambhojam atyanta-nilair
vritam kuntalaih snigdha-raktais ca gopya
muhus cumbitam bimba-raktadharam me
manasy avirastam alam laksha-labhaih*

(6)

*namo deva damodarananta vishno
prasida prabho duhkha-jalabdhi-magnam
kripa-drishti-vrishtyati-dinam batanu
grihanesha mam ajnam edhy akshi-drisyah*

(7)

*kuveratmajau baddha-murtyaiva yadvat
tvaya mocitau bhakti-bhajau kritau ca
tatha prema-bhaktim svakam me prayaccha
na mokshe graho me 'sti damodareha*

Newsletter

Damodarastakam

(8)

**namas te 'stu damne sphurad-dipti-dhamne
tvadiyodarayatha visvasya dhamne
namo radhikayai tvadiya-priyayai
namo 'nanta-lilaya devaya tubhyam**

Translation:

(1) To the Supreme Lord, whose form is the embodiment of eternal existence, knowledge, and bliss, whose shark-shaped earrings are swinging to and fro, who is beautifully shining in the divine realm of Gokula, who [due to the offense of breaking the pot of yogurt that His mother was churning into butter and then stealing the butter that was kept hanging from a swing] is quickly running from the wooden grinding mortar in fear of mother Yasoda, but who has been caught from behind by her who ran after Him with greater speed—to that Supreme Lord, Sri Damodara, I offer my humble obeisances.

(2) Seeing the whipping stick in His mother's hand,] He is crying and rubbing His eyes again and again with His two lotus hands. His eyes are filled with fear, and the necklace of pearls around His neck, which is marked with three lines like a conchshell, is shaking because of His quick breathing due to crying. To this Supreme Lord, Sri Damodara, whose belly is bound not with ropes but with His mother's pure love, I offer my humble obeisances.

(3) By such childhood pastimes as this He is drowning the inhabitants of Gokula in pools of ecstasy, and is revealing to those devotees who are absorbed in knowledge of His supreme majesty and opulence that He is only conquered by devotees whose pure love is imbued with intimacy and is free from all conceptions of awe and reverence. With great love I again offer my obeisances to Lord Damodara hundreds and hundreds of times.

(4) O Lord, although You are able to give all kinds of benedictions, I do not pray to You for the boon of impersonal liberation, nor the highest liberation of eternal life in Vaikuntha, nor any other boon [which may be obtained by executing the nine processes of bhakti]. O Lord, I simply wish that this form of Yours as Bala Gopala in Vrindavana may ever be manifest in my heart, for what is the use to me of any other boon besides this?

(5) O Lord, Your lotus face, which is encircled by locks of soft black hair tinged with red, is kissed again and again by mother Yasoda, and Your lips are reddish like the bimba fruit. May this beautiful vision of Your lotus face be ever manifest in my heart. Thousands and thousands of other benedictions are of no use to me.

(6) O Supreme Godhead, I offer my obeisances unto You. O Damodara! O Ananta! O Vishnu! O master! O my Lord, be pleased upon me. By showering Your glance of mercy upon me, deliver this poor ignorant fool who is immersed in an ocean of worldly sorrows, and become visible to my eyes.

(7) O Lord Damodara, just as the two sons of Kuvera—Manigriva and Nalakuvara—were delivered from the curse of Narada and made into great devotees by You in Your form as a baby tied with rope to a wooden grinding mortar, in the same way, please give to me Your own prema-bhakti. I only long for this and have no desire for any kind of liberation.

(8) O Lord Damodara, I first of all offer my obeisances to the brilliantly effulgent rope which binds Your belly. I then offer my obeisances to Your belly, which is the abode of the entire universe. I humbly bow down to Your most beloved Srimati Radharani, and I offer all obeisances to You, the Supreme Lord, who displays unlimited pastimes.

ISKCON of North Atlanta

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Newsletter



"The question is not how much of our money we should give to God,
but how much of God's money we should keep for ourselves."

Your tithing dollars help maintain your temple and pay regular monthly expenses:

electric

gas

water

bhoga expenses

flowers

Miscellaneous maintenance

When you come to the temple any day of any week and see the beautiful darshan,
the adorning flowers, breakfast, lunch, and feast prasad,
understand that this is possible because of our regular monthly tithing donors.

It is your privilege and responsibility to support Krishna's temple. Become a tither today.
Choose an amount you feel comfortable giving each month.

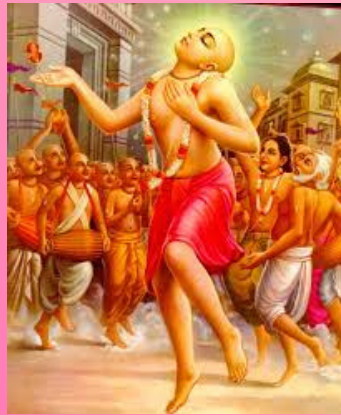
Message us today with your committment.

Think of Giving not as Duty, but as a Privilege.



Newsletter

Monthly Sankirtana



Our monthly sankirtana this month is on October 18th at 5 pm. This is our 4 hour uninterrupted Kirtan for the pleasure of our dieties and Srila Prabhupada. Everyone is invited to come and chant, dance and enjoy delicious dinner prasadam.

GBC Adapts Kirtan Standards

Please read the complete guidelines carefully. Pay special attention to the highlighted sections, as they are important for the Lakshmi Narasimha temple kirtans.

(Paste in a browser)

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ISKCON 7 Purposes

ISKCON was established by our Founder Acarya HDG Srila Bhaktivedanta Swami Srila Prabhupada on July 13, 1996.

The 7 purposes clearly lay down the foundation on which ISKCON was built and continues to thrive. These seven purposes are:

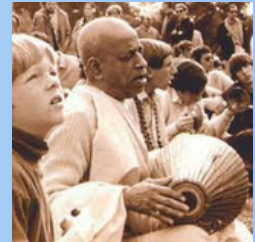
- 1. To systematically propagate spiritual knowledge to society at large and to educate all people in the techniques of spiritual life in order to check the imbalance of values in life and to achieve real unity and peace in the world.**
- 2. To propagate a consciousness of Krishna (God), as it is revealed 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 Caitanya 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.**

Service opens the doors to the spiritual world

At Lakshmi Narasimha temple, service is the root of all activities. From welcoming new guests, helping them with understanding ISKCON and its 7 purposes, guiding them around Srila Prabhupada and the dieties, circumambulating and honoring prasadam, this service is most pleasing to Srila Prabhupada and Krishna



Experience the benefits of Volunteering



1. Strengthen Our Community: Your participation can help meet critical community needs and ensure essential services are carried out.
2. Foster connection and belonging: Volunteering helps reduce feelings of loneliness and social isolation, which are linked to 29% increased risk of premature death.
3. Improve Mental Health: Engaging in volunteer activities has been identified as an effective way to alleviate anxiety and depression, providing a sense of purpose and connection.
4. Foster Social Connection: Volunteering brings people together, creating meaningful connections that build trust within the community and foster empathy and trust.

Every act of kindness counts. Pledge to volunteer!
An hour, a day, or more...your contribution matters.

Connect with us at our Website, Facebook, Whatsapp or email

Newsletter

Class Schedule & Vaishnava Calendar Month of August, 2025

SUNDAY LOVE FEAST

11:45am

October 5, HG Balabhadra Bhattacharya, ACBSP

October 12, To be Determined

October 19, To be Determined

October 26, HG Balabhadra Bhattacharya, ACBSP

FESTIVALS

Monday October 6, 6pm Sharad Purnima

Monday October 13, Bahulastami, kirtans at 7pm

Monday October 20 6pm, Deepavali celebrations

Wednesday October 22, 6pm Goverdhan Lila celebration

Saturday October 25, Noon, Srila Prabhupada disappearance

Thursday October 30, 6pm Gopastami, Aarti and kirtans

Ekadasi Calendar:

October 3, Pashankusha Ekadasi

Fasting begins 07:34 Parana 07:34 to 07:42 the next day

October 17, Rama Ekadasi

Fasting begins at 07:44 Parana 07:45 to 11:30 the next day

Harinama Every Friday

A decades-old tradition



Join us Fridays from 11:00 AM–1:00 PM at Georgia State University
and Moe's on Peachtree Street, across from Woodruff park

Join our What's App Chat Group for Temple Updates

Dear Alpharetta / Johns Creek / Suwanee/Cumming/North Atlanta residents, please join our ISKCON North Atlanta Temple WhatsApp broadcast list so we can communicate with you in a timely manner, messaging you with important temple announcements and last-minute event updates.



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on our website (scroll to the bottom).

Newsletter Staff

Editor-in-Chief: Shyam Behari Dasa

Article submission deadline: 15th of the month

Send articles and photos to

youreverwellwisherga@gmail.com.

The editors reserve the right to exclude
or edit submissions.

Dedicated to our ISKCON Founder-Acharya
His Divine Grace A.C. Bhaktivedanta Swami Prabhupada

Chant...

Hare Krishna Hare Krishna Krishna Krishna Hare Hare

Hare Rama Hare Rama Rama Rama Hare Hare

... and be happy

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Newsletter

Navigating COVID and Flu Season: Temple Guidelines for a Safe and Spiritual Community

Covid and flus are making their way through our community. If you test positive for Covid, here are the CDC guidelines we follow at the temple, for when and how long to isolate.

<https://www.cdc.gov/coronavirus/2019-ncov/your-health/isolation.html>

If you are coughing or feverish you should stay home and rest anyway. If you need Prasad let the temple know and we will arrange something for you. If you are symptomatic but going out please wear a mask, especially in crowded areas like temple kirtans during festivals. Everything is live-streamed at our temple, including the kirtans. Take care, of yourself and your friends and loved ones.



Questions?

Contact us today at 1-888-380-3098

Email: youreverwellwisher@gmail.com

Website: www.theLNCC.com

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