



SHREE JAGANNATHA SOCIETY UK



E-Newsletter - May 2021

SECOND EDITION

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Dear Jagannatha-Premi Readers,

Hariom!

Hope this newsletter finds you and your family in good health and spirit. We are well into the spring and the lockdown rules are slowly relaxing all over UK. Hope you are planning to spring into good actions safely and responsibly.

The Shree Jagannatha Society in its turn is also gearing up as ever. We celebrated two important functions recently namely Maha Shivaratri and Holi festivals. We were also blessed with Satasang with the Dr. Chandra Bhanu Satpathy our adviser for the Trust. He particularly assured us that the temple is certainly going to be a reality. We are now looking forward to celebrating our anniversary on 15th May 2021, the holy Akshaya Tritiya day. We are planning this to be a great global event. I request you all please keep this day in your diary.

Our Bhagavata Tungi is a regular event now. You can find more information about this from various communications and be part of this spiritual revolution and evolution of our community and involve your children as well.

This year priority for the Trust will be land acquisition. We are getting ready for the pre-application to the relevant council to ascertain the feasibility of the land for the purpose of temple construction. We have successfully commissioned the services of an able architect for creating the imagination and impression of the temple site in the form of a short video. This will form the story for a GoFumeMe raising platform. Please see our various SJS UK communications for more updates and kindly be a part of this movement and donate generously for the temple. Please request all your contacts to donate generously for the land.

I wish you all a very happy and healthy life! Hope Lord Jagannath's blessings will bring the whole world to near normal in very near future. Jay Jagannath.

Dr. Sahadev Swain




www.jagannathtemple.org.uk

Charity # 1191544

Shree Jagannatha Society UK



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The second edition of the Newsletter of the Shree Jagannatha Society UK (SJS UK) is being released on the auspicious day of **Akshaya Trithiya**, which is also the First Anniversary of our Trust and is being celebrated as **Sankalpa Divas**. On this day the members of SJS UK rededicate ourselves to the construction of a grand Shree Jagannatha Temple in London and the propagation of Jagannatha Culture across the UK and Europe.

In the past year, SJS UK has grown from a handful of individuals on Akshaya Trithiya last year to a thriving family with well over a 100 Life Members from across the globe, that is growing in leaps and bounds. We are now a Registered Charity, have built long and lasting ties with Jagannatha bhaktas across the globe, seeded the formation of the **Shree Subhadra Society UK (SSS UK)** comprising of enterprising women who are Shree Jagannatha Bhakts, and conducted several enthralling spiritual events online to connect devotees to each other and to SJS UK and SSS UK. Regular monthly programs such as **Bhagabata Tunggi** have helped introduce Shree Jagannatha devotees in the UK to the cultural and religious traditions of Sanatana Dharma, drawing a generation of children born in the UK towards the divine worship of Lord Jagannatha. We are fortunate to be guided by several eminent personages, who have agreed to support us in this journey by becoming Advisors and Patrons of SJS UK. We are on track to acquire a large piece of land by the end of 2021, and are confident that with the blessings of Mahaprabhu Jagannatha, and the determination and enthusiasm of all Shree Jagannatha devotees, the first phase of construction of a grand Shree Jagannatha Mandir in London will be completed as planned by 2024.

All this progress has been achieved in the backdrop of a global pandemic that has ravaged the entire world! Even as the UK is on course to relax elements of its latest national lockdown, heart-rending images of the havoc wrecked by Covid19 in India have shocked the whole world. SJS UK leapt into action to collaboratively raise funds for **Covid19 Relief to Rural India** – specifically the underserved Western Districts of Odisha – and joined hands with other NGOs and charities in Odisha to deliver relief materials. Thanks to generous donations by devotees and supporters, SJS UK has ensured the establishment of **Oxygen Banks** in districts like Bolangir and Nuapada, and the urgent supply of oxygen tanks, oximeters and infrared thermometers. Further equipment supplies are due to be delivered to Sambalpur, Bargarh and Bhawanipatna in the coming days. We are also sourcing oxygen concentrators, PPE kits and food packets for the Covid19 affected populace in these districts. SJS UK extends its gratitude to all donors and volunteers for their generosity and selfless service. With the grace of Mahaprabhu Jagannatha, we will undoubtedly overcome this global scourge very soon.

I trust you will enjoy reading this Newsletter. Besides reports about the activities of SJS UK, this edition contains engrossing articles by members, captivating art work contributed by young emerging talents, and introduces readers to fascinating stories about Shree Jagannatha and bhajans extolling the great Lord. Our dedicated Editorial Team has strived to ensure that this Newsletter has plenty of variety and appeals to all age groups. I exhort all Members to step forward and share their articles, stories, art and other contributions related to Shree Jagannatha and Sanatana Dharma for publication in this Newsletter. Join us in spreading the glorious unifying message of Mahaprabhu Jagannatha.

Jai Shree Jagannatha. 🙏

Dr. Chetan C. Shatapathy

c.c. shatapathy

Satasanga with Dr. CB Satpathy

On 13 March 2021 Shree Jagannatha Society UK (SJS UK) organised a captivating online event, graced by **Guruji Dr. Chandra Bhanu Satpathy**, Chairman, Global Shirdi Sai Foundation. Scores of Shree Jagannatha devotees from across the UK and other countries like Ireland, UAE and India attended the event to reiterate their commitment to the construction of a majestic dedicated Shree Jagannatha Mandir in London, U.K.!

Welcoming the gathering with a beautiful Guru Vandana rendition, Chairperson, **Dr. Sahadev Swain** introduced Guruji, and expressed SJS UK's gratitude to the noted scholar, spiritual thinker, author and humanitarian for guiding us on our holy mission. He averred that Guruji has been a friend, philosopher and guide to SJS UK and to millions of people across the globe. His experience in guiding the construction of scores of temples of across the world, and his impeccable personification of empathy, compassion, humility, piety and sacrifice will serve as our inspiration.

Addressing the gathered devotees, Guruji Dr. CB Satpathy assured everyone that the planned Shree Jagannatha Temple will unquestionably materialise, and he vouched this because of the spiritual experiments he has done in his life in such matters which has always given truthful results. He was hugely impressed with the rapid progress made by the Project and commended the dedicated effort of SJS UK Members to advance the original idea to a plan, and thereafter into a concrete projection in less than a year. He reiterated that the motive of building the temple must be to recognize, nurture, practice, and pass on the Jagannatha ethos to our coming generations. He explained that Jagannatha is the Lord himself who is living in our midst, as a living deity experiencing the travails of ordinary human life. Speaking about faith, spirituality and science, he provided examples and reasoned that the correlation between Spirituality and Science was irrefutable. He reminded everyone that service to society and duty towards our parents is an expression of our spirituality, and memorably drove home this concept with a lyrical poem about the role and sacrifices performed by every Mother and Father, which moistened the eyes of listeners.

The event also saw the launch of the 3D Architectural Concept of the Jagannatha Mandir London. The attendees were enthralled to see the Architect's vision of the Temple Complex presented in a 3D view, and words cannot describe the emotional reaction of the overjoyed audience! The 3D conceptual design for a grand eco-friendly Mandir based on the prototype of the Puri Jagannatha Temple was created by Er. Subhranshu Panda of Panda Architects, Hong Kong, underlining the truly global collaboration of Jagannatha devotees. The site is planned to contain a lake, beautiful horticultural and kitchen gardens, will eventually have a Museum, Convention Centre, Guest House, Restaurant, Café, children's play area and ample parking provision for visitors, and harness green energy with emphasis on recyclables.

**LET'S JOIN TO BUILD
SHREE JAGANNATHA TEMPLE IN LONDON**
Shree Jagannatha Society UK, ୨୦, ୧୧୨୧୧୩ |

13-MAR-2021, SATURDAY
TIME: 11AM GMT | 4:30 IST | 6 AM EST
ZOOM MEETING ID-836 348 1918

DR. CHANDRA BHANU SATPATHY
FOUNDER CHAIRMAN, SHIRDI SAI GLOBAL FOUNDATION
CHIEF GUEST

DR. SAHADEV SWAIN
CHAIRPERSON

DR. PARANJAY
SECRETARY

ER. SUBHRANSHU PANDA
ARCHITECT

EVENT PROCEEDINGS:
1. WELCOME ADDRESS- DR. SAHADEV SWAIN / CHAIRMAN
2. CHIEF GUEST ADDRESS- DR. CHANDRA BHANU SATPATHY
3. 3D VIEW SPEECH- ER. SUBHRANSHU PANDA
4. 3D VISION OF SHREE JAGANNATHA MANDIR IN-
LONDON
5. SUBHRANSHU PANDA'S Presentation
6. VOTE OF THANKS

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Secretary of SJS UK, Dr. Prakash Dey, provided an update on the journey, progress and future roadmap of the Temple Project. Active efforts are on to identify a suitable large plot of land on the outskirts of London, and by the grace of Lord Jagannatha, the 1st Phase of the Mandir will be completed by 2024. An ambitious Fundraising Campaign to raise 1 Million Pounds for the purchase of the land was launched, and payment gateways on the temple website, and fundraisers on PayPal and Go-Fund-Me were unveiled. Dr. Dey encouraged all devotees to donate generously and also spread the message far and wide to ensure the target is achieved by the end of 2021.

The Mega event concluded with Q&A session in which members and attendees actively participated, and the positivity could be felt in the atmosphere. The congregated devotees left re-energised and with redoubled determination, dreaming of worshipping Lord Jagannatha very soon in a grand London Mandir!

Understand that success is not an accident but a well-planned Event!!

Corrigendum on Daaru Brahma

In the Inaugural February 2021 Newsletter, the article Shree Jagannatha Idol from Neem Tree on Page 7 had incorrectly referred to the hallowed wood from the holy neem tree as *Daaru Brahma*. We have since been informed that the use of the word *Daaru Brahma* to describe this wood is incorrect, and it should have been described only as *Daarus*.

'*Daaru*' in Sankrit, means wood or timber and '*Brahma*' means the all pervading soul, the universal life force, the God of gods. The term *Daaru Brahma* is therefore only given to the Chaturdha Murtis of Lord Jagannatha, Devi Subhadra, Lord Balabhadra, and Sudarshana Chakra in Shri Mandira in Puri, which contain the '*Brahma padaartha*' (soul-substance). These *Daarus* are replaced during the *Nabakalebara (New Wooden Form) Festival*, a ritual in which the brahma padaarthas are transferred from the old to the new wooden *Daarus* (wooden body shells) carved out of hallowed neem wood. The Nabakalebara rituals are held when an Adhikamasa (intercalary or leap month) of Ashaadha (June/July), when two lunar months of Ashaadha (four lunar fortnights) fall in one year, as per the Hindu Calendar. Such a rare occasion usually occurs once in 12 years, but the gap may range from eight to 19 years, and the last Nabakalebara Ritual was in 2015.

This inadvertent error is regretted.

SJS UK reiterates that the *Daarus* obtained from the holy Neem Tree with all the sacred markings, as described in the article, met all the criteria for being carved into the idols of the Chaturdha Murthis. The carved idols will be brought to London for installation, consecration and worship.

Maha Shivaratri

ଓଡ଼ିଶା ବାହାରେ ସୁଦୂର ବ୍ରିଟେନରେ ରହି ମଧ୍ୟ ଭୁଲି ନାହାନ୍ତି ନିଜର ସଂସ୍କୃତିକୁ ଆମ ଓଡ଼ିଆ ମାନେ । ଖୁବ୍ ଭକ୍ତି ଏବଂ ଆନନ୍ଦର ସହ ପାଳିଛନ୍ତି ଆଜି ମହାଶିବରାତ୍ରି । ଦୂର ଦେଶରେ ରହି ମଧ୍ୟ ନୂତନ ପିଢ଼ିକୁ ନିଜ ସଂସ୍କୃତି ଏବଂ ପରମ୍ପରା ଶିଖାଇଚାଲିଛନ୍ତି । ଏହି ମହାଶିବରାତ୍ରିର ସମସ୍ତ କାର୍ଯ୍ୟ ଭାର ଶ୍ରୀ ସୁଭଦ୍ରା ସୋସାଇଟି(SSS, UK) ର ତତ୍ତ୍ଵାବଧାନ ରେ ସମ୍ପାଦିତ ହୋଇଥିଲା । ବ୍ରିଟେନରେ ଏବେବି କରୋନା ମହାମାରୀ ର ପ୍ରଭାବ ରହିଥିବା ଯୋଗୁଁ ଏହି କାମଟିକୁ virtual କରାଯାଇଥିଲା । ଘରେ ବସି ସମସ୍ତେ ଶିବ ଦର୍ଶନ ର ଆନନ୍ଦ ଉପଲବ୍ଧି କରିଥିଲେ । ଶହେ ରୁ ଉର୍ଦ୍ଧ ପରିବାର ଏହି ମହା ସମାରୋହ ରେ ଯୋଗ ଦେଇଥିଲେ । ସେମାନଙ୍କ ମଧ୍ୟରେ ଓଡ଼ିଶା ସୋସାଇଟି (OSUK) ଏବଂ ଶ୍ରୀ ଜଗନ୍ନାଥ ସୋସାଇଟି (SJS,UK)ର ସଦସ୍ୟ ମାନେ ଏଥିରେ ଉପସ୍ଥିତ ରହି ମାର୍ଗ ଦର୍ଶନ କରାଇଥିଲେ । ଅନ୍ୟ ଦେଶରୁ ଯେପରି ମେକ୍ସିକୋ, ନରଝେ, ଆୟରଲ୍ୟାଣ୍ଡ ଏବଂ ୟୁଏଇରୁ ମଧ୍ୟ ବହୁ ପରିବାର ଜଡ଼ିତ ରହିଥିଲେ ।

କାର୍ଯ୍ୟକ୍ରମର ସଂଚାଳିକା ଶ୍ରୀମତୀ ପ୍ରଞ୍ଜା ଆରିହନ୍ କାର୍ଯ୍ୟ ଶୁଭାରମ୍ଭ କରିଥିଲେ । ଶ୍ରୀମତୀ ନୀନା ଶତପଥୀ ଆଦିଶକ୍ତି ଶିବ ଏବଂ ମହାଶିବରାତ୍ରିର ତାତ୍ପର୍ଯ୍ୟ ଓ ତତ୍ ସମ୍ବନ୍ଧିତ ଉଦ୍ଦେଶ୍ୟ ଏବଂ କାର୍ଯ୍ୟ ବିବରଣୀ ଶୁଣାଇଥିଲେ । ପୁରୋହିତ ଶ୍ରୀମାନ ରଞ୍ଜିତ ନନ୍ଦ ଏବଂ ତାଙ୍କ ପତ୍ନୀ ଶ୍ରୀମତୀ ଜୟଶ୍ରୀ ନନ୍ଦ, ଶ୍ରୀମତୀ ସୁନିତା ସାହୁ ଏବଂ ଶ୍ରୀମତୀ ଶ୍ରଦ୍ଧାଞ୍ଜଳୀ ପଣ୍ଡାଙ୍କ ସହଯୋଗରେ ଶିବାଭିଷେକ ବିଧି ସମ୍ପୂର୍ଣ୍ଣ ହୋଇଥିଲା । ଶ୍ରୀମତୀ ଶର୍ମିଷ୍ଠା ପଣ୍ଡା ଏବଂ ଶ୍ରୀମତୀ ମୌସୁମୀ ମିଶ୍ରଙ୍କ ଶିବ ଭଜନ ଏବଂ ମୃତ୍ୟୁଞ୍ଜୟ ମନ୍ତ୍ର ଭକ୍ତକୁ ଭାବବିଭୋର କରିଥିଲା, ସମସ୍ତେ ମିଳିତ

ମନ୍ତ୍ର ଉଚ୍ଚାରଣ କରିଥିଲେ । ଶ୍ରୀମାନ ଭକ୍ତ ପଣ୍ଡା ଏବଂ ଶ୍ରୀମତୀ ଶ୍ରଦ୍ଧାଞ୍ଜଳୀ ପଣ୍ଡା Southall ର ଏକ ଶିବ ମନ୍ଦିରରୁ ଶିବାଭିଷେକ ର ସିଧା ପ୍ରସାରଣ କରାଇଥିଲେ ଯାହା ସମସ୍ତଙ୍କ ହୃଦୟ ସ୍ଵର୍ଗୀ ହୋଇପାରିଥିଲା ।

କମ୍ପ୍ୟୁଟର ଜଡ଼ିତ କାର୍ଯ୍ୟରେ ଶ୍ରୀମତୀ ସୁନିତା ସାହୁ, ଶ୍ରୀମତୀ ଶତାଂଜୀ ଦାଶ୍ ଏବଂ ଶ୍ରୀମତୀ ପ୍ରିୟଙ୍କା ପୃଷ୍ଟି ବହୁମୂଲ୍ୟ ସମୟ ଦେଇ କାମଟିକୁ ସୁଚାରୁ ରୂପେ କରିଥିବା ଯୋଗୁଁ ଶ୍ରୀ ସୁଭଦ୍ରା ସୋସାଇଟି (SSS,UK)ଆଜି ଗର୍ବ ଅନୁଭବ କରୁଛି । ଏହି (SSS,UK) ସମାଜ ରେ ସମସ୍ତ ନାରୀ ଅଧ୍ୟକ୍ଷା ଥିବା ଯୋଗୁଁ ଏହା ନାରୀ ଶକ୍ତିର ଏକ ଉଦାହରଣ । ବ୍ରିଟେନ ରେ ରହୁଥିବା ସମସ୍ତ ଓଡ଼ିଆ ମାନେ ନିଜଟ ଭବିଷ୍ୟତ ରେ ଜଗନ୍ନାଥ ମନ୍ଦିର ଦେଖିବାର ଆଶା ସୁଦୃଢ କରିଛନ୍ତି । ୨୦୨୦ ମସିହାରୁ ଶ୍ରୀ ଜଗନ୍ନାଥ ସୋସାଇଟି (SJS,UK) ଏ କ୍ଷେତ୍ରରେ ଅଗ୍ରସର ହୋଇସାରିଛନ୍ତି । ବିଭିନ୍ନ ସୋସିଆଲ ମିଡ଼ିଆ ମାଧ୍ୟମରେ ଆପଣ ସେମାନଙ୍କ ସହ ଯୋଗାଯୋଗ କରି ପାରିବେ । @jagannathaUK ଟ୍ଵିଟର ଏବଂ ଇନ୍ସ୍ଟାଗ୍ରାମରେ

ଜଗନ୍ନାଥ ଧର୍ମକୁ ସାରା ପୃଥିବୀରେ ପ୍ରଚାର ଓ ପ୍ରସାର କରିବା ପାଇଁ ଓଡ଼ିଆ ମାନଙ୍କ ଚେଷ୍ଟା ଜାରିରହିଛି ।



DOLA PURNIMA & HOLI UTSAV

At a joyous and colourful HOLI UTSAV organised on 28th of March by the Shree Jagannatha Society UK (SJS UK), scores of devotees from across the UK, India, and other European countries like Switzerland and Ireland came together on an online digital platform to celebrate Shree Jagannatha on the day of His Suna Beshha and mark Holi festivities.

The event began with a beautiful Kirtan and chanting of Lord Krishna sung by Judith Cramer and Amit Sharma Bandhavi from Switzerland. Their melodious jugalbandi set the tone for the entire program by spiritually transporting the participants to Mathura and Sri Kshetra Puri. Dr. Sarojini Pati, the doyenne of Odissi Dance in the UK for over 35 years, welcomed devotees to the HOLI UTSAV, and quoted Mahakavi Jayadeva's beautiful descriptions of the divine Holi celebrations by Lord Krishna and Radha. Smt. Rasmita Patro, a finalist in the Mrs. India UK Contest in 2019, described the significance of **Dola Purnima and Holi**, and reminded the audience about how this festive occasion is celebrated in Odisha. Devotees were thrilled to see videos of the celebration of this festival in different parts of Odisha, and many of them fondly recollected their own celebrations in their motherland. Smt. Jayashree Nanda, who has been instrumental in initiating the **Bhagabata Tungji** program of SJS UK, recited a beautiful poem (Kavita) for Lord Jagannatha, and requested devotees to spread the word of the Lord and help build a community of Shree Jagannatha Bhakts across the UK and Europe.



Artistes from the Himalayan school of Traditional Dance allied to Brahmarishi Mohanji's Foundation presented two captivating dance performances. Smt. Arati Paranjape from Mumbai performed a mesmerising Kathak dance recital to a Shloka for Shri Krishna, and Ms. Radha Subramanian from Bangalore presented a heart touching Bharat Natyam performance to the Jagannatha Hare stotra by Mahakavi Jayadeva. This was followed by a mellifluous and moving Krishna Bhajan rendered by Manaswini Pattanaik from Bhubaneswar, Odisha.

The Holi Utsav event was expertly compered by Smt. Subhashree Thottungal, who enlivened proceedings with her dharmic knowledge and insightful observations.

The event ended with a lively celebration of Dola Purnima and playing of Holi by all the participants in their individual households, with families sharing their celebrations with each other over the online platform. Although separated due to the pandemic, this community celebration of Holi and Dola Purnima helped unite families spread across nations. By getting drenched in vibrant coloured abhira powder, devotees committed to cleanse themselves of errors, egos and ill will, and immerse themselves in adoration for the divine.

ଭାଗବତ ଟୁଙ୍ଗୀ

ଓଁ ନମୋ ଭଗବତେ ବାସୁଦେବାୟଃ ।

ପିଲାବେଳେ ମୋ ବୁଢ଼ାବାପା ସବୁଦିନ ଭାଗବତ ପଢ଼ିବା ଦେଖୁଥିଲି । ଅଜା ଶ୍ରୀଯୁକ୍ତ ବାଉରୀ ବନ୍ଧୁ ମିଶ୍ର ଓଡ଼ିଶାର ଜଣେ ସୁପ୍ରସିଦ୍ଧ ପାଲାଗାୟକ ଥିଲେ । ଅଜା ଏବେ ୧୦୦ ବର୍ଷରୁ ଊର୍ଦ୍ଧ୍ୱ ବୟସରେ ପଦାର୍ପଣ କରିଛନ୍ତି । ତେଣୁ ଛୋଟବେଳୁ ଏ ଭାଗବତ କଥା କଥାକେ ଆମ ଘରେ ଆଲୋଚନା ହୁଏ । ଓଡ଼ିଆ ଭାଗବତ ଓଡ଼ିଶାର ଜନଜୀବନ ସହ ସୁପରିଚିତ । ଲୋକେ କଥା ପ୍ରସଙ୍ଗ ରେ ଭାଗବତର ବିଭିନ୍ନ ପଦ ଉଚ୍ଚାରଣ କରିଥାନ୍ତି । ଅତିବଡ଼ି ଜଗନ୍ନାଥ ଦାସ ରଚନା କରିଥିଲେ ଓଡ଼ିଆ ଭାଗବତ । ଏହା ମୂଳଭାଗବତର ଏକ ଅନୁବାଦ ହୋଇଥିଲେ ମଧ୍ୟ ଅନେକ ସ୍ୱତନ୍ତ୍ରତା ରେ ଭରପୂର ଓଡ଼ିଆ ଭାଗବତ ।

ଭାଗବତ ପାଠ ନିଶ୍ଚିତଭାବେ ଏକ ପ୍ରକୃତ ଜ୍ଞାନ ର ଗନ୍ତାଘର, ଭାଗବତ ପଠନରେ ଆଚରଣ ଓ ଉଚ୍ଚାରଣ ନିଶ୍ଚିତ ହେବା ସହ ମଧୁର ବାଣୀ ପରିସ୍ପର୍ଶିତ ହୋଇ ଏହାର ପ୍ରତ୍ୟେକ କାହାଣୀରେ ଏକ ସ୍ୱତନ୍ତ୍ର ବାର୍ତ୍ତା ବିଦ୍ୟମାନ ।

ଏହାବ୍ୟତୀତ ଜୀବନ ନିର୍ଯ୍ୟାସ ର ଗହନ କଥା ସରଳ ଭାବରେ ଜାତ ହୋଇଥାଏ । ଭାଗବତ ପଠନ ଓ ଶ୍ରବଣରେ ଅନନ୍ୟ ଭକ୍ତି ଭାବ ଧାରା ପ୍ଲାବିତ ହୋଇଥାଏ । ଓଡ଼ିଶାର ପ୍ରାକୃତିକ, ସାମାଜିକ, ସାମ୍ପ୍ରତିକ, ଅର୍ଥନୈତିକ, ରାଜନୈତିକ ଜୀବନ ଚେତନାର ପ୍ରେରଣାର ଉତ୍ସ ଓଡ଼ିଆ ଭାଗବତ । ଏକ ସମୃଦ୍ଧିଶାଳୀ ଓଡ଼ିଶା ଗଠନରେ ଭାଗବତ ଅତ୍ୟନ୍ତ ଉପାଦେୟ । ପୁରପଲ୍ଲୀରେ ଭାଗବତର ପ୍ରଚାର ପ୍ରସାର ପାଇଁ ଗାଁ ଗାଁରେ ଗଢ଼ିଉଠିଲା ଭାଗବତ ଟୁଙ୍ଗୀ । ଏହି ଟୁଙ୍ଗୀ ପାଲଟିଥିଲା ଗାଁର ପାଠାଗାର, ରାତ୍ରି ଶିକ୍ଷାଦାନ କେନ୍ଦ୍ର, ଧାର୍ମିକ ଆଲୋଚନା ସ୍ଥଳ ଏପରିକି ଗାଁର ପ୍ରତ୍ୟେକ ଆବଶ୍ୟକ ସ୍ଥଳେ ଭାଗବତ ଟୁଙ୍ଗୀ ଖୋଜା ପଡ଼ୁଥିଲା । ପ୍ରତ୍ୟହ ସଂଧ୍ୟାରେ ଭାଗବତ ପାଠ ହେଉଥିଲା ।

ଏବେ ସେ ଭାଗବତ ଟୁଙ୍ଗୀ ଗାଁ ଗହଳରେ କ୍ୱଚିତ୍ ଦେଖାଯାଏ । ଯେବେଠାରୁ ଆମର ଶ୍ରୀଜଗନ୍ନାଥ ମନ୍ଦିର ଗଢ଼ିବା ପାଇଁ କଥା ଆରମ୍ଭ ହେଲା ଦିନେ କଥା କଥାରେ ସହଦେବ ଭାଇଙ୍କୁ ମୁଁ କହିଲି ଭାଇ ଜଗନ୍ନାଥ ଯୁକ୍ତେ କୁ ଆସିବା ଆଗରୁ ଆମେ ଭାଗବତ ପଢ଼ା ଆରମ୍ଭ କରିବା । ଭାଇ ଖୁସି ହୋଇ କହିଲେ ଶୁଭସ୍ୟ ଶିଘ୍ର ତେରି କରନ୍ତି ଆରମ୍ଭ କର । ଆୟରଲାଣ୍ଡର ସଞ୍ଜୀବ ବାରିକ (ଭାଇନା) ଙ୍କ ସହ କଥା ହେଲି ଭାଗବତ ଟୁଙ୍ଗୀ ଆରମ୍ଭ ପାଇଁ । ସେଠୁ ଆଉ କେତେଜଣ ବି ଏ କଥାରେ ସମ୍ମତ ହେଲେ ।

ଫେବୃଆରୀ ୧୩ତାରିଖ ଶନିବାର ଦିନ ୧୨ଟା ସମୟରେ ବ୍ରହ୍ମର୍ଷି ମୋହନ ଜୀଙ୍କ ଦ୍ୱାରା ଆମର ଭାଗବତ ଟୁଙ୍ଗୀର ଉଦ୍ ଘାଟନ କଲୁ । ଉତ୍ସାହୀ ଉତ୍ସବରେ ଶ୍ରୀଜଗନ୍ନାଥ ସୋସାଇଟିର ସମସ୍ତ ପରିବାର ଯୋଗ ଦେଇଥିଲେ । ସଞ୍ଜୀବ ବାରିକ , ସୁଶାନ୍ତ ପଟ୍ଟନାୟକ , ଶୁଭଶ୍ରୀ ଚୋଟୁଙ୍ଗାଲ , ଭାଗ୍ୟଶ୍ରୀ ସିଂ ଓ SJS , UK ର ଉପାଧ୍ୟକ୍ଷ ଶ୍ରୀ ସହଦେବ ସ୍ୱାଇଁ ଯୋଗଦେଇ ସେଦିନର କାର୍ଯ୍ୟକ୍ରମଟିକୁ ଖୁବ୍ ସୁରୁଖୁରୁରେ ଆୟୋଜନ କରିଥିଲେ ।



ଆମର ପ୍ରଥମ ଭାଗବତ ଟୁଙ୍ଗୀ ଆରମ୍ଭ ହେଲା ଜାନକୀ ଜୟନ୍ତୀ ଫାଲ୍‌ଗୁନ ମାସ କୃଷ୍ଣପକ୍ଷ ଅଷ୍ଟମୀ ତିଥି ମାର୍ଚ୍ଚ ୨ ତାରିଖରେ ରାତି ୮ଘଟିକାରେ । ଏକ ଘଣ୍ଟା ପାଇଁ ପ୍ରଥମ ଦିନ ପ୍ରାୟ କୋଡ଼ିଏରୁ ଊର୍ଦ୍ଧ୍ୱ ପରିବାର ଯୋଗ ଦେଇଥିଲେ ଓ ସମସ୍ତଙ୍କ ଦ୍ୱାରା ଏହା ଉଚ୍ଚପ୍ରସଂଶିତ ହୋଇଥିଲା ।

#ଭାଗବତ ଟୁଙ୍ଗୀ ୧ମ ଭାଗ ଭାଗବତ ଟୁଙ୍ଗୀରେ ପ୍ରଥମ ଦିନ ତୁ ଜୟଶ୍ରୀ ନନ୍ଦଙ୍କ ଦ୍ୱାରା ଶ୍ରୀଜଗନ୍ନାଥଙ୍କ ଗୁଣ ମହିମା ବ୍ୟାଖ୍ୟା ସହ ଭାଗବତ ପଠନ , ଶ୍ରବଣ ଓ ରଚୟିତାଙ୍କ ବିଷୟରେ ଆଲୋଚନା କରାଯାଇଥିଲା । ଭାଗବତର ପ୍ରଥମ ଅଧ୍ୟାୟ ଆୟରଲାଣ୍ଡରେ ଅବସ୍ଥାନ କରୁଥିବା ଶ୍ରୀଯୁକ୍ତ ସଞ୍ଜୀବ ବାରିକ ଓ ତାଙ୍କର ଧର୍ମପତ୍ନୀଙ୍କ ଦ୍ୱାରା ବିଧିମୁତାବକ ଶ୍ରୀଜଗନ୍ନାଥଙ୍କ ମୂର୍ତ୍ତି ସଜାଯାଇ , ଦୀପ ଧୂପ , ନୈବେଦ୍ୟ ଅର୍ପଣ କରାଯାଇ ହରିବୋଲ , ହୁଳାହୁଳୀ ଓ ଶଙ୍ଖଧ୍ୱନୀ ସହ ଭାଗବତ ପଠନ ଆରମ୍ଭ କରାଯାଇଥିଲା । ତା ପରେ ହରିନାମ ସଂକୀର୍ତ୍ତନ ଓ ଭଗବତ୍ ସମ୍ମନ୍ତୀୟ ଅନେକ ଆଲୋଚନା କରାଯାଇଥିଲା । ଶ୍ରୀ ଅଞ୍ଜନ ମିଶ୍ର ଦୈନନ୍ଦିନ ବ୍ୟବହୃତ ଭାଗବତରୁ ଦୁଇପଦ ଶୁଣାଇବା ସହ ଶବରୀ ଓ ଶ୍ରୀରାମଙ୍କ କଥାଟି ସୁନ୍ଦର ଭାବରେ ସମସ୍ତଙ୍କୁ କହିଥିଲେ । ସର୍ବଶେଷରେ ତୁ ସହଦେବ ସ୍ୱାଇଁ ସୁନ୍ଦର ନୀତିବାଣୀଟିଏ କହିଥିଲେ ।

ଭାଗବତ ଟୁଙ୍ଗୀ ୨ୟ ଭାଗ

ଭାଗବତ ଟୁଙ୍ଗୀ ର ୨ୟ ଭାଗରେ ଆମର ମୁଖ୍ୟ ଅତିଥି ଚରୋଷ୍ଠା ରେ ଅବସ୍ଥାନ କରୁଥିବା ତୁ ତନ୍ମୟ ପଣ୍ଡାଙ୍କ ଦ୍ୱାରା ଭାଗବତର ବିସ୍ତୃତ ଆଲୋଚନା , ପ୍ରଥମ ଓ ଦ୍ୱିତୀୟ ଅଧ୍ୟାୟର ସାରମର୍ମ ଓ ସାରାଂଶ ଖୁବ୍ ସୁନ୍ଦର ଭାବରେ ଆମ ସମସ୍ତଙ୍କୁ ବୁଝାଯାଇଥିଲା । ଯାହା ସମସ୍ତଙ୍କ ଦ୍ୱାରା ଉଚ୍ଚ ପ୍ରଶଂସିତ ହୋଇଥିଲା । ଶ୍ରୀ ଅଞ୍ଜନ ମିଶ୍ରଙ୍କ ଦ୍ୱାରା ଭାଗବତର ଦ୍ୱିତୀୟ ଅଧ୍ୟାୟ ପଠନ କରାଯାଇଥିଲା ।

ଭାଗବତ ଚୁଙ୍ଗା

ଭୁବନେଶ୍ୱର ର ଶ୍ରୀଯୁକ୍ତ ରମେଶ ଚନ୍ଦ୍ର ଦାଶ ଙ୍କ ଘରା ଦାସକାଠିଆ ସହ ସ୍ୱରଚିତ ସୁନ୍ଦର ଭଜନ ପରିବେଷିତ ହୋଇଥିଲା । ଶ୍ରୀମାରାଣୀ ଦାଶ ଜଗନ୍ନାଥଙ୍କର ସୁନ୍ଦର ଭଜନ ପରିବେଷଣ କରିଥିଲେ ଓ ତା ସହିତ ସେଦିନ ଗୁରୁପୂର୍ଣ୍ଣିମା ପାଇଁ ଶ୍ରୀ ସଞ୍ଜୀବ ବାରିକ ଶ୍ରୀ ଚୈତନ୍ୟ ମହାପ୍ରଭୁଙ୍କର ଭଜନ କୀର୍ତ୍ତନ ବେଶ୍ ସୁନ୍ଦର ଭାବେ କରିଥିଲେ । ଉପସ୍ଥିତ ଚିରିଶରୁ ଅଧିକ ପରିବାର ସମସ୍ତେ ଖୁବ୍ ମନଦେଇ ଭାଗବତ ଶ୍ରବଣ କରିଥିଲେ । ତ ସୁନ୍ଦରୀ ମିଶ୍ର ପଣ୍ଡା ଇଶ୍ୱର ଭକ୍ତି ଓ ଭୀମ ଭୋଇଙ୍କ ରଚନାରୁ କିଛି ଶୁଣାଇଥିଲେ ।



ଶେଷରେ ତ ସ୍ୱାଇଁ ଧନ୍ୟବାଦ ଜାପନ କରିଥିଲେ । ଭାଗବତ ବାଣୀ ଜୀବନ ବଞ୍ଚିବାର ଏକ ନୂତନ ରାହା । ଭାଗବତ ହେଉଛି ପରସ୍ପର ସଂପର୍କ , ବିଚାର,ଚିନ୍ତନ,ସମର୍ପଣ, ସେବା ମନୋଭାବ ଜାଗରଣ, ଅଧ୍ୟାତ୍ମିକ ଜ୍ଞାନ ସହ ବୌଦ୍ଧିକ ଜ୍ଞାନ ଲାଭର ଏକ ମାଧ୍ୟମ । ଭାଗବତର ସାମଗ୍ରୀକ ମୂଲ୍ୟବୋଧ ପରୋପକାରୀୟ ସ୍ୱର୍ଗୀୟ ବାଣୀ ପ୍ରଦାନ କରେ । ଲୋକେ ଏହି ତତ୍ତ୍ୱ ବୁଝି ସେବା ସହଯୋଗର ହାତ ବଢ଼ାନ୍ତି । ନିଜ ଧର୍ମ ନିଜ ଜ୍ଞାନ କୁ ଯେତିକି ନିଜର କଲେ ଅନ୍ୟ ଧର୍ମ ପ୍ରତି ସମ୍ମାନ ବୋଧ ମପରିମାଣରେ ମଧ୍ୟ ସୃଷ୍ଟି ହେବା ସହ ଭାଗବତ ସହିଷ୍ଣୁତା ବୃଦ୍ଧି କରିଥାଏ । ତେଣୁ ତ ଭାଗବତକାର କହିଛନ୍ତି "ପରମ ଶାସ୍ତ୍ର ଭାଗବତ ଅଭ୍ୟାସ କରୁଥିବ ନିତ୍ୟ ।"

ଭାଗବତ ପଠନ,ମନନ,ଶ୍ରବଣ,ଧ୍ୟାନ,ଧାରଣା କରିବା ଘରା ରହସ୍ୟମୟ ଜୀବନର ତାପ୍ତର୍ଯ୍ୟ ବୁଝି ହୁଏ । କାରଣ ଭାଗବତ ହେଉଛି ସୃଷ୍ଟି ବିଜ୍ଞାନ, ଜ୍ୟୋତିଷ ବିଜ୍ଞାନ,ବିବର୍ତ୍ତନବାଦ, ଭୂଗୋଳ, କିମ୍ବଦନ୍ତୀ,ନୃତ୍ୟ, ସଂଗୀତ,ଯୋଗ,ସଂସ୍କୃତି ର ଏକ ଗନ୍ତାଘର । ଶ୍ରୀଜଗନ୍ନାଥ ହେଉଛନ୍ତି ପରବ୍ରହ୍ମ ସବୁ ତାଙ୍କରି ଦୟା ଓ କରୁଣା । "କରି କରାଇ ଥାଏ ମୁହିଁ ମୋ ବିନୁ ଅନ୍ୟଗତି ନାହିଁ ।"

ଓଁ ନମୋ ଭଗବତେ ବାସୁଦେବାୟଃ ।

ଡଃ ଜୟଶ୍ରୀ ନନ୍ଦା ।

Muthi Chaula (Fistfull of Rice) Project Update (ମୁଠି ଚାଉଳ)

SJS UK and Shree Subhadra Society UK are pleased to report that the **Muthi Chaula (Fistfull of Rice)** initiative to raise funds for the Shree Jagannatha Mandir London launched in February 2021 has proven to be a great success so far! In this project, families contribute money towards Temple Land Acquisition, Monthly or Quarterly, in lieu of a daily offering of one handful of uncooked rice to Lord Jagannatha. The cost has been calculated to work out to £3 every month per family, or £10 every 3 months.

Thanks to the devout commitment and generosity of many Sugruhinis, this scheme launched in February has seen over £400 collected by the end of April itself! Additionally, the Innovative Tulasi Project Initiated by Smt. Jayashree Nanda has raised £210 as well. Both these projects have seen SJS UK and SSS UK members join, but has also had good participation from many non-members too.

The great start to these initiatives is testament to Naari Shakti. A big thank you to all donors from SJS UK and SSS UK. We encourage those devotees who have not yet joined these initiatives to consider doing so – funds raised from these tiny grains of rice will soon become a mighty flood of piety and money, driving us towards our goal of constructing a grand Mandir. Please reach out to Dr. Jayashree Nanda or any of the Trustees for further details on how to participate in the unique spiritual Muthi Chaula and Tulasi Project activities.

London to Puri - Virtual Relay**London to Puri Virtual Relay Walk, Run, Cycle challenge****May 16, 2021 12:00 am - May 16, 2022 11:45 pm**

JOIN US IN 2021 TO RAISE FUNDS TO BUILD A JAGANNATHA TEMPLE IN LONDON

This Virtual Relay Challenge will cover the distance of 6615 miles between London, UK to Puri, India. Team target to cover the distance collectively in 6 months.

Please find more information in the website below:

<https://jagannatha.activetrainingworld.com/tc-events/london-puri/?fbclid=IwAR0-mtR2cBxnIK-OzzVTetS8Vrz3L8fHaiRBMmqSuNbRHK7RjPWqYxhWPK>

Each team member shall commit to a minimum distance per month (see below) and record their activities on **strava** (<https://www.strava.com>) for the mileage to be considered. Running mileage of walkers shall be counted for walking challenge too.

Please help fundraise for Shree Jagannatha Society UK via your own fundraising page for Shree Jagannatha Society UK on [gofundme.com](https://www.gofundme.com). Charity Number: #1191544

<https://gofund.me/9d623f2d>

SJS UK - COVID APPEAL FOR RURAL INDIA

COVID APPEAL FOR RURAL INDIA



Joint fundraising campaign of **Shree Jagannatha Society UK, Odisha Society of UK, Odisha Society of Scotland** and **Irish Odia Association**.

FUNDING TARGET: Raise £20,000

MISSION - Urgently provide medical equipment to Rural Odisha State

AIM:

To urgently deliver

- **Oxygen concentrators – 25 units**
- **Oxygen saturation monitors – 500 units**
- **Oxygen Cylinders**
- **Food packets for those isolating**

LATEST UPDATE – 14 MAY 2021

Oxygen Banks: Some of the funds raised through generous donations will help support the establishment of Oxygen Banks in Sambalpur, Baragarh, Bhawanipatna and Bolangir in Odisha. ***The first of these Oxygen Banks was set up on 11th May 2021 in Bolangir.*** These Oxygen Banks have been established in coordination with ***Juhar Parivar, UK*** via our collaboration with the ***Juhar Foundation Mumbai***, who are co-ordinating procurement and delivery to local NGOs and COVID centres.

20 pulse oximeters despatched: First batch of pulse oximeters have been despatched to Odisha this week for immediate use on a Pilot basis. These have been delivered to Bolangir and Nuapada Districts of Odisha. However, there is a great shortage of equipment in India and we are looking to send more units from the UK ASAP.

We have tied up with two reputable charitable NGOs **SmilePlease** (run by **Mr Sabyasachi Mishra**, a noted Cine Actor from Odisha) and **India Cares 2020** (run by **Mr. Arun Bothra**, Chief Managing Director, Odisha State Regional Transport Corporation) to deliver these items to the rural districts of Western Odisha. Both these organisations are collaborating together

to ensure delivery of relief materials at the ground level and distribution of equipment for appropriate use by needy villagers.

Food packets: We are in discussion with various NGOs in Odisha to deliver food items to the needy people during this fresh lockdown.

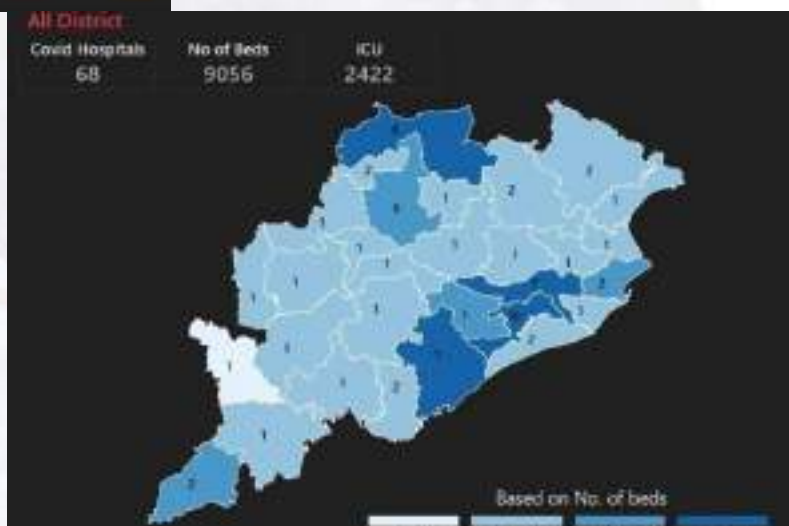
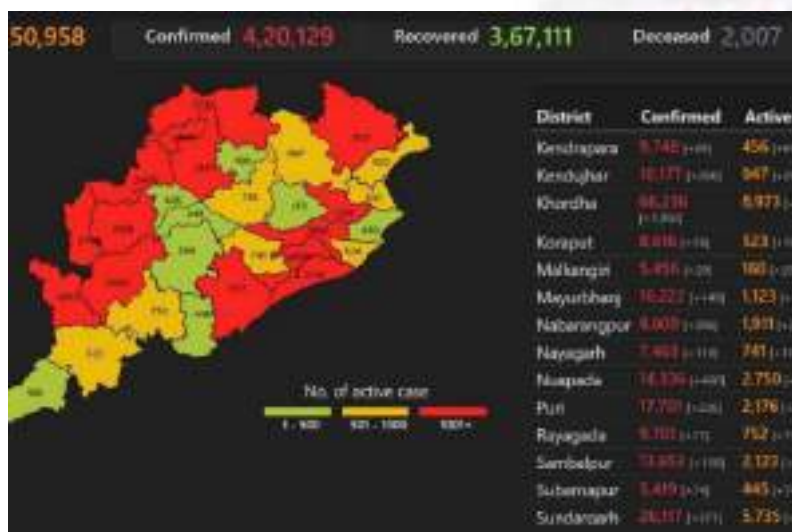
Thank you so much to those of you who have generously donated towards this cause. If you haven't yet done so, there's still time to donate to the COVID APPEAL FOR RURAL INDIA and help us bring much needed urgent relief to the rural populace of Odisha. Please click on the link below to donate and extend a helping hand to our effort. Please share this appeal widely within your network through social media.

<https://gofund.me/96959e4c>

We request your continued support for this humanitarian activity.

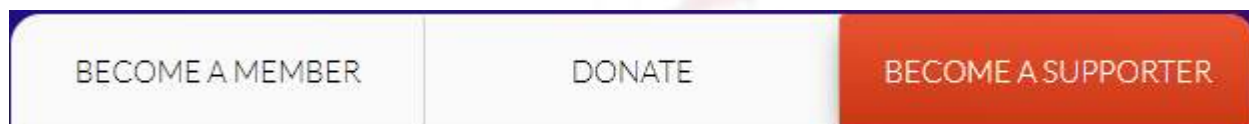
Please do not hesitate to reach out to any of the Trustees if you have any questions or suggestions.

Jai Jagannatha



New Website Update

SJS UK is currently overhauling and bringing new features to the current website for all our members and devotees to join and contribute to the Shree Jagannatha Temple project in London UK. The new website provides the opportunity for everyone above 18 years of age to join by registering just by providing their contact details.



- The supporters will be vital contributors to spread the Jagannatha culture in the United Kingdom, and with their help and support, and blessing of Lord Shree Jagannatha, we will fulfil the dream to build the temple in UK.
- Register as a member by paying a one-off membership contribution or the first instalment of your recurring contribution. Please visit our website for more information
- Donate without becoming a member to the SJS UK.
- Express your interest to volunteer and contribute to one of the dedicated workstreams at your leisure time and help the temple-built project.
- More than one family member can join as a supporter.

We request everyone take a step further to spread this message in your social circles of friends, relatives and pledge them to become a supporter or a member.

Should you need more information on how to be a member and supporter, please reach out to us @

info@jagannathtemple.org.uk

jagannathtempletrustuk@gmail.com

Balabhadra Darshana**Dr Kali Mishra**

On the way to Puri, my son asked me, Dad, you told me a lot about Lord Jagannath temple and how he arrived. The king and queen who brought them and sang all bhajans about him.

Now we are inside the temple. People are rushing and pushing I cannot see much but I can see another white god on the left side of the black Lord Jagannatha, who is he dad? He looks bigger than Lord Jagannatha. Come on son! I will lift you up I said and have a good look. Do namaskar, look at their eyes. The white god is called BALABHADRA, elder brother of Lord Jagannath. His eyes are not round but almond shaped. His head is not flat but round. Dad every day I hear you are singing all those bhajans about Kalia, the Lord Jaganath but you never sing about Lord Balabhadra., Ooh someone pushed me again. No, son I do but you are always busy playing games. (this was a white lie; I could not remember any songs). Let us go out I will tell you all about the white god. While coming out, my son stopped near a box written 'HUNDI' and asked me what is this? Like a learned man I answered, this is a box where pilgrims donate money for the food and other expenses and get blessing from lord Jagannath and their wishes come true. Dad can I put my pocket money in it to get good grades in my exams? Of course, my son let us go. But Dad, you did not put any money? Aha I left my wallet in the car I replied. No dad I saw you put it in your left pocket. Oh yes now I remember, reluctantly I took out my wallet flip around looking for some changes, no small ones, only Rs.500 notes. I put one note and prayed for my wife and other two kids at home.

But Dad, I prayed for my friends. Do you not pray for your friends? Yeeeeeeeeeeeeeeeeesss, I do. Let us go out, we will go round the temple buy some Bhoga. In the book shop, bhajan CDs all about Lord Jagannath but nothing to find about Balabhadra.

Driving back home, trying to remember once a Panditji gave a lecture on Lord Balabhadra. My mind is occupied with other problems like tax & bills etc cannot remember what all he said.

Dad, please tell me about the white God LORD BALABHARDA. Yes son, we will go home and take rest and tomorrow we all sit down and talk about the great white God BALABHARDA, BALARAMA, HALADHARA and SANKARSANA, the same god but different names. Same as yours. Now stop playing games in your mobile phone.

In our Hindu religion there are so many Gods, but you know about Sri Krishna and the different Avatar or Incarnations. Lord Jagannath is one avatar and Balabhadra is his older brother, remember I told you at the temple. He holds Hala Langala (Plough) a farming equipment for production of food for the world and on the other hand a GADA (Mace).

His father's name was Vasudeva and mother's name was Rohini and they lived in Gokul. Sri Krishna & Subhadra are younger brother and sister. You saw them in Puri temple. Subhadra was sitting between two brothers to show their love for each other. In most temples Gods deity are worshiped alone or along with his wife. Balabhadra is Jadavas by caste and they look after cows, get plenty of milk, cheese and they are very fond of milk product and sweets.

Remember the cruel king KANSA his maternal uncle, who had a curse that he will be killed by his nephew and due to God's grace Krishna and Balarama escaped to Brundavan and they killed all the demons sent by Kansa. Balarama as the older brother loved his younger brother and Lord Jagannath had the respect and followed him unlike you fighting with your brother and sister.

With his plough he dug up and brought the river Yamuna close to Brundavan for irrigation.

If you read Mahabharata, you will find Balarama taught both Pandavas and Kauravas how to fight with a mace. He treated them equally, but when they fought with each other Balarama was not happy and did not join either side.

Lord Balarama married to Revati and had two sons named Nishata and Ulmuka and a daughter named Shasirekha. In many parts of India, you will find a lot of temple about Balarama. His images found hundreds of years before the Christianity engraved into coins. Both Jainism and Buddhism period, Balarama was regarded as God of agriculture and worshiped in India and far of land like Java and Sumatra. In Bhagabata Purana, it is stated that Jadavas became unruly and fought with each other and Krishna lost his life in this fight. Lord Balarama fought and killed the Jadavas. Balarama was very sad losing his beloved brother and sat down in meditation and departed from this mortal world. There is an old saying and belief that, His soul transformed into a white snake came out of Him and disappeared into a cave near Somnath temple.

This is Lord Balabhadra's life story in brief. There a lot more about Him and you have to read all those holy books and Puranas to know Him better. The lesson for you from all this is to love and respect your brothers and sisters and that will bring happiness. We may sing songs of praise to Lord Jagannath mostly, but he always showed his respect to older brother and cared for little sister.

Now pray to Lord Balarama for His blessing and go to bed.

Good Night my Son.

Divine Enlightening Rays of Lord Jagannath

Every visit to Jagannath Temple is a feeling hard to describe. Walking towards the towering blessed curvilinear structure brings you nearer to the reality of life. It's like God himself is standing with a celestial smile and inviting you with love, ready to embrace. As you come nearer to the Singahdwara (Lion gate) you can see such a beautiful sight of fellow devotees with different expressions to get a glimpse of the sacred deities. Last time I went, I even bought a wooden flute to quietly play, sitting in one corner, facing the Vyaghradwara (Tiger Gate). Entranced by the rhythmic melody of pleasant harmony, few monkeys came and sat beside me, looking blissfully at the container of sweets (Poda Pitha), with a beautiful lotus adorning the brim. Few bananas were enough to satisfy their desire. The ambrosial aroma of Sankhudi Bhoga from Bhog Mandapa made the ambience even more sacramental, empowering one's belief towards Lord Nilachalia.

At one time I remember even a shiny brown snake merrily going towards it's dwelling with honour and reverence for the almighty.

The gleaming rays of light, the lustrous array of life, Lord Jagannatha is the saviour of mine. Khua, Lahuni, Coconut, banana; there are so many delicacies Lord Jagabandhu likes. Flora, fauna, fish and Garuda, Lord Jagatadisha is the supreme sovereign, admiring alike. The blessedness of Neeladrivihari and the holder of Nirvana Padmalochana is the eternal tryst.

Jai Jagannatha. Jai Patitapabana.

Sharad Kumar Jha

JAGANNATHA - The Eternal Truth

Bagmita Tripathy

**"Jagannatha Swami, Nayana Patha Gami Bhava Tume".
The God of the Gods, The Supreme Universal God.**

For every Odia, the most fascinating thing as a child, certainly would have been picking the flowers bright and fragrant; for their respective home deities for the daily puja(worship). Early mornings were all about the sandalwood paste, wafting aroma of incense sticks blended with smell of camphor, the homemade ghee lit deepa, the enchanting tinkling sound of the brass bells tagging along the hymns and chanting and to end it on a sweet note, the sugar candy as the treat(bhoga).

For some, the one little concrete shelf with a handmade frilly curtain, for others a delicate hanging temple at the entrance, and for some a posh, dedicated finely wooden carved temple at the Ishanya (the pious north-east corner of the house); unerringly, precisely became the most divine place on the earth. The one picture-frame among the 101 gods and goddesses; was the pleasing print of the spellbinding trio namely Balaram, Shubadra and Jagannatha...the siblings in a picturesque. Every single Odia and each Odia household has a unique connection, an inevitable, an uncompromising devotion for the sibling trio. The mesmerising appearance, the magnificent splendour, the profound faith it's all Jagannatha for us. What attracts us to him - unanswered and unexplored so far...

The lord of half embrace and full eyes, a momentary glimpse is all it takes to establish the eternal connection of Bhakta(devotee), Bhakti bhava(devotion)and Bhagwan (the Almighty).



The uncommon, incomplete attributes of Shree Jagannath Maha Prabhu like half hands, no neck, no eyelids, no legs, his benevolent dark colour makes him "**The Absolute**". These mystical wooden statues carved out of the huge log of neem, make them unique and quintessential. So simple, yet elaborate example of skilful craftsmanship. Every minute detail is of grave importance when it comes to the deities of Shree Khetra dhama. The 3 gigantic brightly painted wooden idols staring down at you from a platform. This is what you experience in the temple of Jagannatha Puri.

Jagannatha, the one with a world of adventures, stories, and surprises, I am still exploring. And it begins with the congealed Blue stone...JAI JAGANNATH

Dasia Bauri: The Greatest Devotee of Lord

Mrs Snigdha Mishra

Dasia Bauri was born in the village, Baligaon, which is 33km from Puri in the thirteenth century. He was very poor and belonged to a weaver family and it was a dream for him to visit Puri to get the blessings of Lord Jagannath.

At that time, only rich villagers were able to visit Puri on their bullock carts. Dasia couldn't afford to go and hence decided to send a coconut as an offering to Lord Jagannath with a group of rich villagers. But he put a condition to them, "You must offer the coconut near the Aruna Stambha which is outside the main entrance and if Lord Jagannath receives it directly from his hand, then only give it to him otherwise bring it back to me."



The rich villagers made fun of Dasia and retorted, "Every trip, we took cart-loads of delicious prashad and Lord Jagannath had never accepted a small portion of it. What makes you think that he will accept this tiny coconut?" But Dasia still insisted that they took the coconut and watched as they set off for Puri.

The rich villagers arrived and did as they were instructed. But, to their surprise, the coconut disappeared from one of the villager's hands and the outer core of the coconut was found near the deities. This clearly proved that the Lord accepted Dasia's offering.

After that miracle, Dasia sent a basket full of ripe mangos every year without fail. The temple priest discovered the kernels near the altar the next day and saw that the lord had accepted the devotee's affection.

Dasia's offering.

One night, Dasia and his family had nothing to eat but Lord Jagannath (disguised as a stranger) came to their house and asked for food. Dasia's wife couldn't find anything to feed the hungry guest but managed to find a grain of rice and offered it to her guest. He accepted the grain of rice and told them he was satisfied with the single grain of rice. The same night, the king of Puri had a strange vision that Dasia and his family had nothing to eat, and he was instructed to send food to their house every day.



From that day onwards, after the prashad has been offered to Lord Jagannath, the first offering is sent to Dasia Bauri till this very day. Since Dasia was Lord Jagannath's greatest devotee, Tulsi and lotus flowers from his village are very special to Lord Jagannath and are sent to Puri Temple everyday.

ମହାବାହୁ ଶ୍ରୀ ଜଗନ୍ନାଥ

ହେ ମହାପ୍ରଭୁ ଜଗନ୍ନାଥ

ତୁମେ ତ ସୃଷ୍ଟି, ତୁମେ ହିଁ ବିଲୟ

ତୁମେ ହିଁ ରକ୍ଷକ, ତୁମେ ହିଁ ଭକ୍ଷକ

ତୁମେ ହିଁ ଭ୍ରାଣ କରତା,

ଧରିଛି ତୁମ ଚରଣ, ନେଇଛି ତୁମ ଶରଣ

ହେ ଜଗନ୍ନାଥ, ମଧୁ ସୁଦନ

ଯଦୁ ନନ୍ଦନ, ଚକା ନୟନ

ସବୁରି ପ୍ରଣରେ ବିରଜାମାନ ।

ଜୀବନ ଦେଇଛି, ଦୁଃଖାଦି ଦେଇଛି

କାହାକୁ କହିବି ମୋ ଦୁଃଖ,

ସଂସାର ଗଢ଼ିଛି, ସବୁତ ଦେଇଛି

ଆତ୍ମରେ ଡାକୁଛି ହରଣ କର ମୋ ଦୁଃଖ,

ବେଳେକେ ଚରୁଛି

ବେଳେକେ ହରୁଛି

ତୁମେ ତ ଭକତ ଜୀବନ ଧନ ।

ହେ ମହାପ୍ରଭୁ, ତୁମ ବିନା ଏ

ସଂସାର ରେ ଅଛିବା କଣ ?

ତୁମେ ସର୍ବବ୍ୟାପି, ସର୍ବପ୍ରାପ୍ତି,

ତୁମେ ହିଁ ଜଗତର ନାଥ


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ଭାସ୍କର ଜେନା


ସମ୍ପାଦକ "ବାଣିଚିତ୍ର"

ଭୁବନେଶ୍ୱର.


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जगन्नाथ पंचकम् (JAGANNATHA PANCHAKAM)

- Dr Chetan C Shatapathy

- 1) रक्ताम्भोरुहदर्पभञ्जनमहासौन्दर्यनेत्रद्वयं
मुक्ताहारविलम्बिहेममुकुटं रत्नोज्ज्वलत्कुण्डलम् ।
वर्षामेघसमाननीलवपुषं ग्रैवेयहारान्वितं
पार्श्वे चक्रधरं प्रसन्नवदनं नीलाद्रिनाथं भजे ॥ १॥

Raktāmbhoruha darpa bhanjana maha saundarya netradvayam
Muktā hāra vilambi hema mukuṭam ratnojjvalat kuṇḍalam ।
Varshā megha samāna neela vapushpam graiveya harāṅvitam
Pārshve chakradharam prasannavadanam nilādrinātham bhaje ॥ 1॥

Having two eyes that defeat the pride of the best of the reddish-lotus-flowers with their beauty,
Wearing a golden crown decorated with strings of pearls, decked with bejewelled earrings, Having
a bluish-black complexion similar to a rain cloud, adorned with flower garlands and precious
necklaces, Holding a divine discus by his side, and exhibiting a joyous face — to that Lord of the
Blue Mountain (Jagannatha), I offer my worship. ॥ 1॥

- 2) फुल्लेन्दीवरलोचनं नवघनश्यामाभिरामाकृतिं
विश्वेशं कमलाविलासविलसत्पादारविन्दद्वयम् ।
दैत्यारिं सकलेन्दुमंडितमुखं चक्राब्जहस्तद्वयं
वन्दे श्रीपुरुषोत्तमं प्रतिदिनं लक्ष्मीनिवासालयम् ॥ २॥

Phullendee vara lochanam nava ghana shyāmābhirāmā kṛutim
Vishvesham kamala vilāsa vilasat pādāravinda dvayam ।
Daityārim sakalendu mandita mukham chakrābja hastā dwayam
Vandae sri purushottamam prati dinam lakshmee nivāsālayam ॥ 2॥

With eyes like fully bloomed blue lotuses, with the delightful complexion of a new dark cloud,
Lord of the universe, having two radiant lotus feet that are Kamala's (Lakshmi's) delight, Enemy
of demons, having a face that glows bright like the full moon, and holding a discus and conch in
his two hands, I offer my obeisance daily to that Lord, who is the Best of the Purushas
(Purushottama) and resides in the abode of Lakshmi. ॥ 2॥

- 3) उद्यन्नीरदनीलसुन्दरतनुं पूर्णेन्दुबिम्बाननं
राजीवोत्पलपत्रनेत्रयुगलं कारुण्यवारांनिधिम् ।
भक्तानां सकलार्तिनाशनकरं चिन्तार्थिचिन्तामणिं
वन्दे श्रीपुरुषोत्तमं प्रतिदिनं नीलाद्रिचूडामणिम् ॥ ३॥

Udyan neerada neela sundara tanum purnendu bimbānam
 Rajeevotpala patra netra yugalam kārunya vārām nidhim ।
 Bhaktānām sakalārti nāshanakaram chintārthi chintāmanim
 Vande sri purushottamam prati dinam nilādri choḍāmanim ॥ 3॥

Having a beautiful bluish body like the rising cloud, with a face resembling the full moon,
 With two beautiful eyes like lotus flower leaves, who is an ocean of multitude waves of compassion, Who
 destroys all the problems of his devotees, who is like a touchstone for those who constantly meditate on
 him, I offer my obeisance daily to that Lord, who is the Best of the Purushas (Purushottama) and the
 resplendent head-jewel of the Blue Mountain. ॥ 3॥

4) नीलाद्रौ शंखमध्ये शतदलकमले रत्नसिंहासनस्थं
 सर्वालंकारयुक्तं नवघन रुचिरं संयुतं चाग्रजेन ।

भद्राया वामभागे रथचरणयुतं ब्रह्मरुद्रेन्द्रवंद्यं

वेदानां सारमीशं सुजनपरिवृतं ब्रह्मदारुं स्मरामि ॥ ४॥

Neelādrau shankha madhye shata dala kamale ratna simhāsanastham
 Sarvāṅkāra yuktam navaghana ruchiram samyutam chāgrajena ।
 Bhadrāyā vāma bhāge ratha charana yutam brahma rudrendra vandyam
 vedānam sām eesham sujana parivṛtam brahma dārum smarāmi ॥ 4॥

Seated on a gem studded throne in the midst of a hundred-petalled lotus situated in the conch-shaped
 Blue Mountain, Decorated with all types of jewellery, with beauty resembling a new dark cloud, who is
 along with his elder brother (Balaram), At the left side of his sister (Subhadra), having chariot-like feet,
 worshipped by Lord Brahma, Lord Shiva and Lord Indra I fix my mind on that Supreme God who is the
 essence of all the Vedas, surrounded by his dear devotees — the Supreme Brahman, Jagannath, appearing
 in a form of wood. ॥ 4॥

5) दोर्भ्यां शोभितलांगलं समुसलं कादम्बरीचञ्चलं

रत्नाढ्यं वरकुण्डलं भुजबलैराकांतभूमण्डलम् ।

वज्राभामलचारुगण्डयुगलं नागेन्द्रचूडोज्ज्वलं

संग्रामे चपलं शशांकधवलं श्रीकामपालं भजे ॥ ५॥

Dorbhyām shobhita lāngalam samusalam kādambaree chanchalam
 Ratnāḍḍyam vara kuṇḍalam bhujabalair ākrānta bhoo maṇḍalam ।
 Vajrābhāmala chāru gaṇḍa yugalam nāgendra choḍojjvalam
 Sangrāme chapalam shashānka dhavalam shri kāma pālam bhaje ॥ 5॥

With two shining arms carrying a plough and a mace, appearing unsteady due to drinking honey liquor,
 Emblazed with jewels and beautiful earrings, the power of whose arms caused the earth and planets to
 shiver in fear, Who has two spotless elegant cheeks that are splendidous like diamonds, and who shines
 like the crest-gem adorning the king of serpents (Ananta), Who is agile in battles, has a complexion as
 white as the moon, and who is the protector of Shri's (Lakshmi's) lover (Jagannatha) — I worship that
 Lord Balarama.

इति श्रीजगन्नाथपञ्चकं समाप्तम् ॥

Iti Shri Jagannatha Panchakam Samāptam ॥

Thus ends Shri Jagannatha Panchakam ॥

ପଞ୍ଚ ସଖା ଓ ମଧ୍ୟ ଯୁଗର ସମୃଦ୍ଧ ଓଡ଼ିଆ ସଂସ୍କୃତି

Tarun Nayak

ପଂଚଦଶ ଶତାବ୍ଦୀର ଶେଷ ବେଳକୁ ମହାପ୍ରଭୁ ଶ୍ରୀଚୈତନ୍ୟଙ୍କ ଆବିର୍ଭାବ ହୋଇଥିଲା । ପୁରୀର ଜଗନ୍ନାଥ ମନ୍ଦିରକୁ ଜ୍ଞାନର କେନ୍ଦ୍ରବିନ୍ଦୁ କରି ଶ୍ରୀଚୈତନ୍ୟ ଓ ତାଙ୍କର ଅନୁଯାୟୀ ମାନେ ଭକ୍ତି ଆନ୍ଦୋଳନକୁ ସମ୍ପୂର୍ଣ୍ଣ ଭାରତ ବର୍ଷରେ ପ୍ରସାର କରିଥିଲେ । କୃଷ୍ଣ ଚେତନାର ଛାପ ଆମକୁ ଏବେ ବି ISKCONର ଶିକ୍ଷ୍ୟାରେ ଦେଖିବାକୁ ମିଳେ । ହେଲେ ଜଗନ୍ନାଥ ମନ୍ଦିର କଣ ପ୍ରଥମ ଥର ପାଇଁ ଜ୍ଞାନ ଓ ଭକ୍ତିର ସ୍ରୋତ ହେଲା? ନା, ତାହା ସତ୍ୟ ନୁହେଁ । ଶ୍ରୀଚୈତନ୍ୟଙ୍କ ପୁରୀ ଆଗମନର କିଛି ବର୍ଷ ପୂର୍ବରୁ ଓଡ଼ିଶାରେ ପଞ୍ଚ ଜଣ ମହାତ୍ମାନଙ୍କର ଜନ୍ମ ହୋଇଥିଲା । ସେମାନେ ହେଲେ ବଳରାମ ଦାସ, ଜଗନ୍ନାଥ ଦାସ, ଅରୁଣାଚାର୍ଯ୍ୟ ଦାସ, ଯଶୋବନ୍ତ ଦାସ ଏବଂ ଶିଶୁ ଅନନ୍ତ ଦାସ । ସେମାନଙ୍କୁ ପଞ୍ଚ ସଖା କୁହାଯାଏ । କୃଷ୍ଣ ଓ ଜଗନ୍ନାଥଙ୍କ ଭକ୍ତି ଚେତନାକୁ ପ୍ରଚାର କରିବା ସହିତ ଓଡ଼ିଆ ଭାଷାର ପ୍ରୟୋଗରେ ସେମାନେ ଅନେକ ପୋଥି ଓ ସଂହିତାର ରଚନା କରିଥିଲେ ତଥା ଜୀବନ ଦର୍ଶନର ଅନେକ ଗୁଡ଼ ରହସ୍ୟକୁ ଉଦ୍‌ଘାଟନ କରିଥିଲେ । ସେମାନଙ୍କ ମିଳିତ ଉଦ୍ୟମ କେଉଁ ନାମଧେୟ ବିଶ୍ୱ ବିଦ୍ୟାଳୟର ଶହ ଶହ ବର୍ଷର ଯୋଗଦାନଠାରୁ କୌଣସି ଗୁଣରେ କମ ନୁହେଁ ।

ବଳରାମ ଦାସ

(ଜନ୍ମ ୧୪୭୪, କୋଣାର୍କ ନିକଟସ୍ଥ ଗୋପ ଗ୍ରାମରେ), ରାମାନୁଜ ଆଚାର୍ଯ୍ୟଙ୍କ ପ୍ରଚାରିତ ଭକ୍ତି ମାର୍ଗକୁ ଅନୁକରଣ କରି କୁଣ୍ଡଳିନୀ ଯୋଗକୁ ପ୍ରୋତ୍ସାହିତ କରିଥିଲେ । ତାଙ୍କ ଲେଖା ଭିତରେ ପ୍ରସିଦ୍ଧ ଥିଲା ଲକ୍ଷ୍ମୀ ପୁରାଣ, ହନୁମାନ ଚଉତିଶା ଓ ଅନେକ ଗୀତା ଯଥା ବ୍ରହ୍ମ ଗୀତା, ଉଦ୍‌ବ ଗୀତା, ବିରାଟ ଗୀତା ଇତ୍ୟାଦି । ବଳରାମ ଦାସ ଭଗବତ ଗୀତାର ଓଡ଼ିଆ ଅନୁବାଦ ବି କରିଥିଲେ, ଯାହାକୁ ଏବେ ଓଡ଼ିଶାର ପ୍ରତ୍ୟେକ ମନ୍ଦିରରେ ପାଠ କରାଯାଏ ।



ଅଚିବଡ଼ି ଜଗନ୍ନାଥ ଦାସ

(ଜନ୍ମ ୧୪୮୭, ପୁରୀସ୍ଥିତ ବ୍ରହ୍ମଗିରିରେ) ବହୁତ କମ ବୟସରୁ ପିତାଙ୍କ ଭାଗବତ ପାଠରେ ଆଗ୍ରହ ପ୍ରକାଶ କରିଥିଲେ । ଆଗକୁ ଯାଇ ସେ ଭଗବତର ଓଡ଼ିଆ ଅନୁବାଦ କରିଥିଲେ, ଯାହାକି ଆଜି ପର୍ଯ୍ୟନ୍ତ ଗାଁ ଗହଳରେ ଭାଗବତ ରୂପରେ ବୋଲାଯାଏ । ଜଗନ୍ନାଥ ସଂସ୍କୃତି ଓ ଭାଗବତ କଥାକୁ ଶରେ ଘରେ ପଢ଼ିବାଭଳି ପଞ୍ଜରେ ଜଗନ୍ନାଥ ଦାସଙ୍କର ମୁଖ୍ୟ ଭୂମିକା ଥିଲା । ତାଙ୍କର ଅନ୍ୟ ରଚନା ଭିତରେ ପ୍ରସିଦ୍ଧ ଥିଲା ଗୁପ୍ତ ଭାଗବତ, ଦାରୁ ବ୍ରହ୍ମ ଗୀତା, ଭକ୍ତି ଚକ୍ରିକା ଓ ଶ୍ରୀ କୃଷ୍ଣ ଭକ୍ତି କଳ୍ପ ଆଦି ।



ଅରୁଣାଚାର୍ଯ୍ୟ ଦାସ

(ଜନ୍ମ ୧୪୮୫, କଟକ ଜିଲ୍ଲାରେ) ଶ୍ରୀଚୈତନ୍ୟଙ୍କ ଭକ୍ତି ଭାବକୁ ପ୍ରଚାର କରିବା ସହିତ ଜଗନ୍ନାଥଙ୍କ ଶୂନ୍ୟ ସ୍ୱରୂପ ତଥା ସଗୁଣ ଓ ନିର୍ଗୁଣ ସ୍ୱରୂପର ବର୍ଣ୍ଣନା କରିଥିଲେ । ସେ ଅତୀତ ଏବଂ ଭବିଷ୍ୟତକୁ ସୃଷ୍ଟି ଭାବରେ ଦେଖି ପାରୁଥିଲେ । ସେ ଅରୁଣାଚାର୍ଯ୍ୟ ମାଳିକାର ରଚନା କରିଥିଲେ, ଯେଉଁଥିରେ କବି ଯୁଗର ଶେଷ ଓ କଳ୍ପୀ ଅବତାର ବିଷୟରେ ବର୍ଣ୍ଣନା କରାଯାଇଛି । ସେ ବ୍ରହ୍ମ ସଂହିତା, ହରିବଂଶ, ତରୁ ବୋଧାଳି, ଶୂନ୍ୟ ସଂହିତା ଓ ଜ୍ୟୋତି ସଂହିତା ଇତ୍ୟାଦିର ଓଡ଼ିଆ ଅନୁବାଦ ବି କରିଥିଲେ ।



ଯଶୋବନ୍ତ ଦାସ

(ଜନ୍ମ ୧୪୮୭, ଜଗତସିଂହପୁର ନିକଟରେ) ଭକ୍ତି ଆନ୍ଦୋଳନରେ ନିଜର ଅନେକ ଅବଦାନ ଦେଇଥିଲେ । ସେ ବିଭିନ୍ନ ତୀର୍ଥ ସ୍ଥାନର ଭ୍ରମଣ କରି ଅନେକ ରହସ୍ୟମୟ ଶକ୍ତି ହାସଲ କରିଥିଲେ, ଏବଂ ନୂଆଯାଏ ସେ ନିଜ ଇଚ୍ଛାରେ ତାଙ୍କର ରୂପ ପରିବର୍ତ୍ତନ କରି ପାରୁଥିଲେ । ତାଙ୍କର ଅନେକ ଲେଖାରେ ପଦ୍ମଠାରୁ ଲୋକପ୍ରିୟ ଥିଲା ଗୋବିନ୍ଦ ଚନ୍ଦ୍ର ଯାହାକି ଆସାମ ଓ ବେଙ୍ଗଲରେ ମଧ୍ୟ ବହୁତ ବ୍ୟାପୁ ଥିଲା । ସେ ଅନେକ ଭଜନର ରଚନା ବି କରିଥିଲେ ।



ଶିଶୁ ଅନନ୍ତ ଦାସ

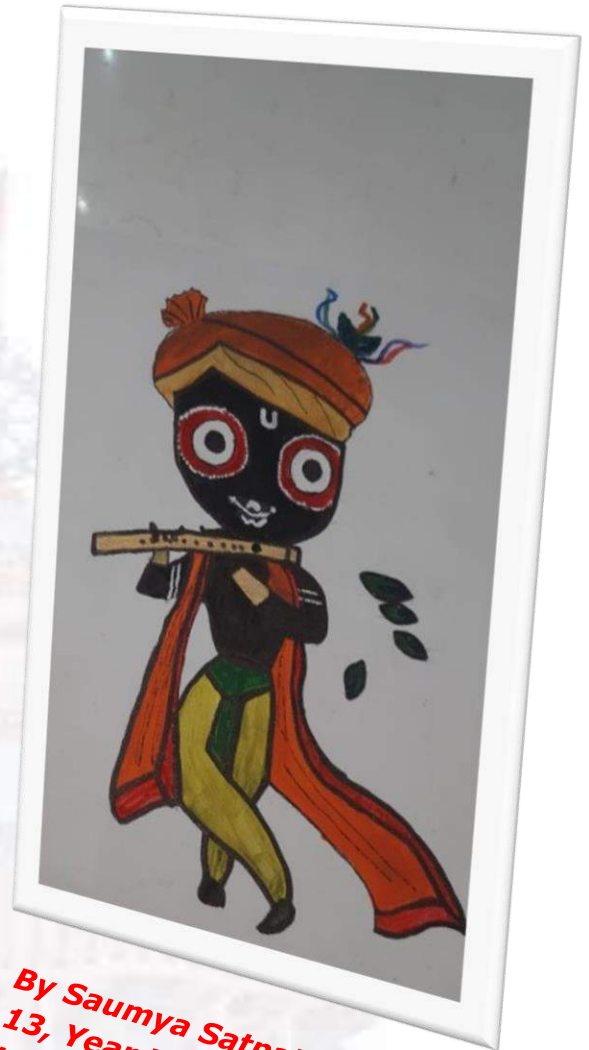
(ଜନ୍ମ ୧୪୭୭, ବାଲିପାଟଣା, ଭୁବନେଶ୍ୱର) ନିଜରରହସ୍ୟମୟଶକ୍ତିଦ୍ୱାରାଶିଶୁରରୂପନେଇପାରୁଥିଲେ । ଜଗନ୍ନାଥ ଓ କୃଷ୍ଣ ଭକ୍ତିର ପ୍ରଚାରହେତୁସେଭକ୍ତିପୁସ୍ତକପଦ୍ୟଗୀତରରଚନାକରିଥିଲେ, ଯାହାକିଓଡ଼ିଶାରଏକପ୍ରସିଦ୍ଧଶାସ୍ତ୍ରାବେରଣାଯାଏ । ତା ଛଡା ସେ ଶିଶୁ ଯେବ ଗୀତ, ଅର୍ଥଚାରେଣା, ରଦେବାବର, ତାରଭାବରଆଦିରଚନାକରିଥିଲେ ।



ମଧ୍ୟ ଯୁଗର ଅଂତ ଭାଗରେ ଏତେଜଣ ମହାପୁଣ୍ୟଙ୍କ ଉଦ୍ଭାବ, ତଥା ଯୁଗ ପରିବର୍ତ୍ତନକାରୀ ଗୁରୁମାଳାର ସଂରଚନା, ଭକ୍ତି ଯୋଗର ପ୍ରଚାର ପ୍ରସାର, ଏହା ସବୁ ଓଡ଼ିଶାରୁ ହିଁ ହୋଇଥିଲା ।

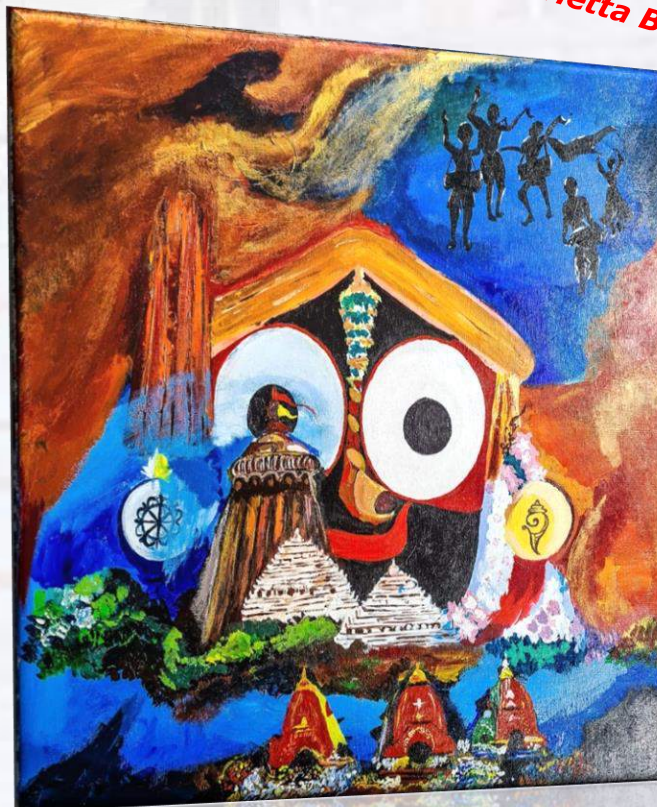
ପଞ୍ଚ ସଖାଙ୍କ ଅବଦାନ ତଥା ପରବର୍ତ୍ତୀ କାଳରେ ବୈଷ୍ଣବ ଭକ୍ତି ପ୍ରଚାର ଅଭିଯାନ ଆମ ଜଗନ୍ନାଥ ସଂସ୍କୃତିର ସୂଚକ ଅଟେ । ଜଗନ୍ନାଥ ଦର୍ଶନ, ଜଗନ୍ନାଥ ଭକ୍ତି, ପୂଜା ପର୍ବଣ, ରଥ ଯାତ୍ରା, ଜଗନ୍ନାଥ ଭଜନ ଓ ମହାପ୍ରସାଦ ଆମ ଓଡ଼ିଆ ଜାତିକୁ ଗର୍ବ କରିବାକୁ ଅନେକ କାରଣ ଯୋଗାଇ ଦେଇଛି ।

The Omnipresent, Omnipotent, Omniscient Lord Shree Jagannatha



<https://www.instagram.com/p/COKqeLeICCH/> ©ArtistSuriya

By Saumya Satpathy, Age 13, Year 7 student of Henrietta Barnet School.



By Rosalin

News Flashback



- Zee News Odisha: <https://fb.watch/40-Fj2FA9c/> (02.03.2021 - ଶ୍ରୀଜଗନ୍ନାଥ ସଂସ୍କୃତିର ପ୍ରଚାର ପ୍ରସାର ପାଇଁ ରିଲିଜ ହେଲା ବ୍ୟୁଜ ଲେଟର)
- Awaj Media: <https://www.youtube.com/watch?v=5CV5oJYzxAs>
- Satya Sandhana: <https://www.satyasandhana.in/londan-jagannathmandir-prakalpar-newsletteer-udghatan-kale-bachaspti/>
- Indian Express: <https://www.newindianexpress.com/states/odisha/2021/mar/02/jagannath-temple-to-come-up-in-uk-2271006.html> (02.03.2021 - Jagannath temple to come up in UK)
- Samaj: <https://samajaepaper.in/> (02.03.2021 – ଲଣ୍ଡନ ଜଗନ୍ନାଥ ମନ୍ଦିର)
- Dharitri: <http://dharitriepaper.in/> (02.03.2021 – Jagannatha Society)
- Sambada Odisha: <https://sambad.in/india-and-beyond/making-of-jagannath-temple-632821/> (02.03.2021 - Jagannath temple to come up in UK)
- Aei Odisha: <https://www.aeiodisha.com/24009/> (28.02.2021 - ଲଣ୍ଡନ ଜଗନ୍ନାଥ ମନ୍ଦିର ପ୍ରକଳ୍ପର ନିଉଜଲେଣ୍ଡର ଉଦଘାଟନ କଲେ ବାଚସ୍ପତି ସୂର୍ଯ୍ୟ ନାରାୟଣ ପାତ୍ର)
- Odisha Taza News: <https://odishatazaneews.com/?p=37234> (02.03.2021 - ଶ୍ରୀ ଜଗନ୍ନାଥ ସୋସାଇଟି, ଲଣ୍ଡନର ବାର୍ତ୍ତା ପତ୍ର ବାଚସ୍ପତି ଡଃ. ସୂର୍ଯ୍ୟ ନାରାୟଣ ପାତ୍ରଙ୍କ ଦ୍ୱାରା ଉନ୍ମୋଚିତ)
- Tatkal Odisha: <http://tatkalodisha.in> (03.03.2021 - ଶ୍ରୀମନ୍ଦିର ଢାଞ୍ଚାରେ ଲଣ୍ଡନରେ ଶ୍ରୀଜଗନ୍ନାଥ ମନ୍ଦିର)



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Digital Marketing – A Catalyst of Change for the Youth of Odisha**Dr Dindayal Swain**

Odisha as a state in the eastern part of India holds a total area of 155,707 square kilometer, 4.7 crore population with a GDP of \$75 billion, \$1600 Per capita Income and with a literacy rate of 73.45%. Odisha is gifted with plenty of natural resources, coastline, and biodiversity. However, its real asset is its young population & cultural values. In 2020 the population of Odisha was about 4.7 crore out of which 1.7 Crore are youth in the age group 14-34 years. This is a tremendous dividend for the state and can be the fuel that will propel the state into a higher growth orbit. Out of the 1.7 crore youth nearly 60 lakhs are in NEET (Not in Employment Education or Training) category. They need injection of skill training to be employable and enterprising. Out of the working class, majority are engaged in the informal and unorganised sector. As per a survey conducted by the Centre for Monitoring Indian Economy (CMIE), Odisha's unemployment rate stayed at 9.6% in May 2020. Amidst the COVID-19 pandemic to stay relevant, we will need to skill, re-skill, and up-skill. Skill development will be of paramount importance for a resilient youth and workforce. This year's theme of the World Youth Skills Day on July 15 is 'Skills for a Resilient Youth in the Era of COVID-19 and Beyond.' In the skilling process of youth of Odisha digital marketing can play the role of a catalyst of change. Digital marketing refers to online marketing efforts to sell your products, services, ideas, concepts, destinations and many more. Digital marketing broadly includes Search Engine Optimization, Pay-per-Click, Social Media Marketing, Content Marketing, Email Marketing, Mobile Marketing, Marketing Analytics. The industry has grown over \$1 billion worldwide in the last few years. Digital marketing demands tech-savvy youngsters with basic knowledge of web design, social media and web-related software's.

Digital marketing will be very useful for promoting Odisha's

- Jaganath Culture around the world for the wellbeing of the society
- Travel, Tourism and Hospitality industry
- Healthcare, Naturopathy, Medical Tourism, Yoga, Odissi dance and Music
- Small Entrepreneurs (Ecommerce) & Skillsets like Plumbing and Carpentry.
- Artifacts, handicrafts, Cottage Industry & Natural Resources
- Rural Produce, Pipli Chandua, Silver Filigree work, Khadi Products, Sambalpuri Sarees
- Destinations like temple city, silver city, Chilika, Bhitarkanika, Puri, Konark etc.

Youth can use content marketing, SEO, SEM, Social Media Marketing, Mobile Marketing, Analytics to promote Odisha's traditional crafts, culture and destinations on a global level for not only to build the brand equity for Odisha but also earning livelihood in a Gig Economy. Youth can become rich through affiliate marketing as well. As a digital marketer I strongly feel it will change the fate of the youth in the state for a sustainable future. The importance of digital media is quite obvious from the Hootsuite data. The world has 5.1 billion unique mobile users, 4.38 billion internet users, 3.48 billion active social media users and 3.25 billion mobile social media users. I am sure adoption of digital marketing skill set will really build Odisha's demographic youth dividend in the coming years.

Author: Dr Dindayal Swain is currently working as the Director at Rajalakshmi School of Business, Chennai, India. He is a Motivational Speaker, Best Selling Author and a Leading Digital Marketing Expert. He can be reached at dindayalswain@gmail.com or www.ddswain.com

Who We Are

- Represent Odia community in UK
- Most trustees are UK residents for last 20+ years
- Lead Odisha Society UK which is a 40+ years organisation
- Professional with diverse skill set to manage a charity



Dr Sahadev Swain,
Chairperson



Dr Prakash Dey,
Gen. Sec. & Temple Site



Mr Sukant Sahu
Corporate Outreach



Dr Aditya Singh
Community Outreach



Mr Bhakta B Panda,
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Dr Chetan C Shatapathy
Communication & Content



Mr Sharad K Jha
Government Liaison



Mr Bijoy Sahoo
Community Outreach



Dr Malaya Nayak
Fundraising



Mr Rasmi K Nanda
Project Lead & Digital



SHREE JAGANNATHA SOCIETY UK
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*Join Us
As a Member*

We take this opportunity to thank you for supporting this initiative. Building a Jagannath Temple have been a dream of many in our community for long. We have been trying hard to make this dream a reality. This is a monumental task and need involvement from all in the community. We request each one of you to come forward and JOIN US.

JOIN US AND BE PART OF THIS HISTORIC INITIATIVE

The membership categories are as follows:

Associate Member (Min £11/Month)

- Become part of working committees.
- Receive all communications/newsletters.

Life Member (Min £501 Donation or £55 x 10 month)

- Can be nominated as trustee.
- Attend/contribute in trust meetings.
- Become part of working committees.
- Receive all communications/newsletters.

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