



HER DIVINE HOLINESS GOSWAMI 108 SHRI INDIRABETIJI MAHODAYA "JIJI"

An apostle of affection, an epitome of devotion, an embodiment of social service, a fountainhead of knowledge, a proponent of Hinduism, **HDH Goswami 108 Shri Indirabetiji Mahodaya**, lovingly known as "**Pujya Jiji**", is the Spiritual Benefactor of multitude of followers of Hinduism and PushtiBhaktiMarg, worldwide.

Pujya Jiji is the sixteenth descendent of Shrimad Vallabhacharyaji (MahaPrabhuji), the renowned Spiritual Guru, the eminent Philosopher and the celebrated Scholar of Hinduism in fifteenth century India, who institutionalized **PushtiBhaktiMarg** – a path of devotion through selfless Love for ShriKrishna.

Pujya Jiji appeared on this earth on Third September 1939 AD. She graduated with Master's Degree in Sanskrit and later attained the title of Acharya (Scholar of Hinduism). She is a renowned scholar of the Vedas, the Upanishads and other scriptures of Hinduism. During Her incessant Religious-Spiritual journeys through out the world, She bestows Her grace on multitude of devotees by reciting Shrimad Bhagvat, Bhagvad Geeta and PushtiBhaktiMargiya scriptures. She has authored many books on Hinduism and PushtiBhaktiMarg. She is the Inspirer and the Spiritual Benefactor of many temples and religious-spiritual congregations through out the world.

Pujya Jiji is a well known poetess. Her poetry is an imaginative awareness of Her devotional experiences and filled with Her tenderness, Her humility, Her selfless benevolence, Her omnipresent love for all beings. Her poetry is compiled in several books.

Pujya Jiji observes the universal principle of 'Lighting a candle instead of cursing the darkness', while creating a selfless, divine blend of religious-spiritual practices and social services in Her own exemplary life.

For years, She is deeply involved into helping the helpless. Her many social service organizations cater to the needs of the needy through subsidized healthcare facilities, eye care-dental care-blood donation camps, literacy camps in economically backwards areas of India. Her notable natural calamity relief and rehabilitation efforts include building houses in villages affected by flash floods of Morvi (Gujarat), providing emergency as well as long-range medical assistance and providing food, shelter, clothing and education to many children in the aftermath of earthquake of Latur (Maharashtra) of 1994, rehabilitating two entire villages – BhaktiBhavaniPur and KrishnaNagar with over 300 families by building brand new villages with earthquake proof housing and extensive infrastructure – such as, school, nursery, library, dining hall, medical clinic, water tank, community hall, city hall, park, roads -- in the aftermath of devastating earthquake of Kutch (Gujarat) of 2001 and adopting a Tsunami-2005 affected Tamilnadu village of 60 fisherman families for complete rehabilitation including giving them fishing boats to enable them to resume their livelihood.

Pujya Jiji lives a simple, selfless but purposeful life. She practices what She preaches.

|| PUJYA JIJI'S LIFE IS HER MESSAGE ||