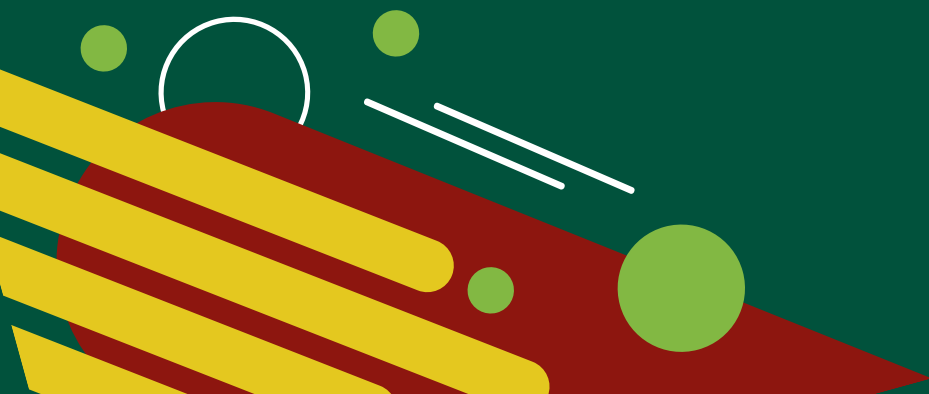




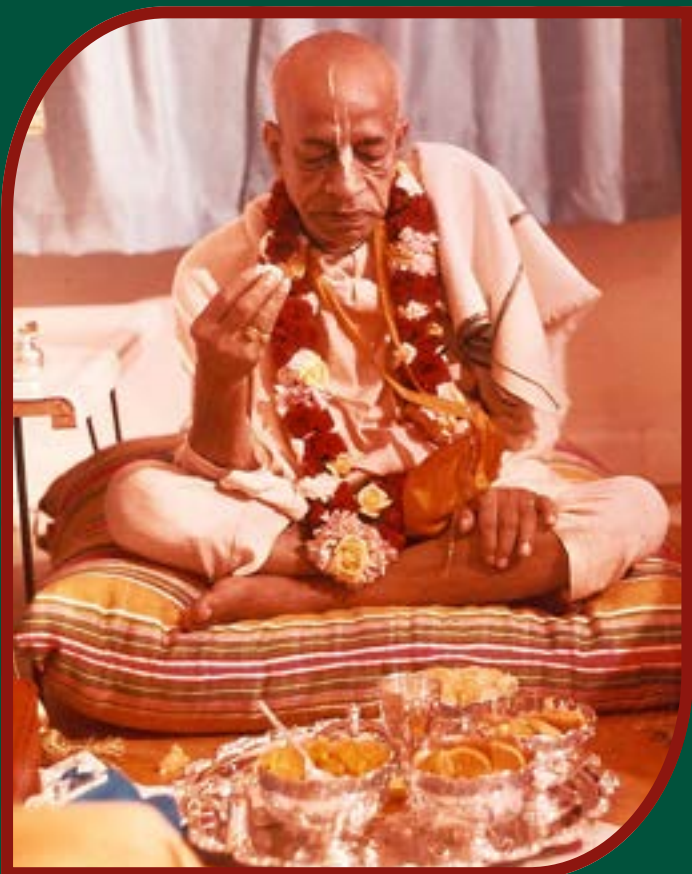
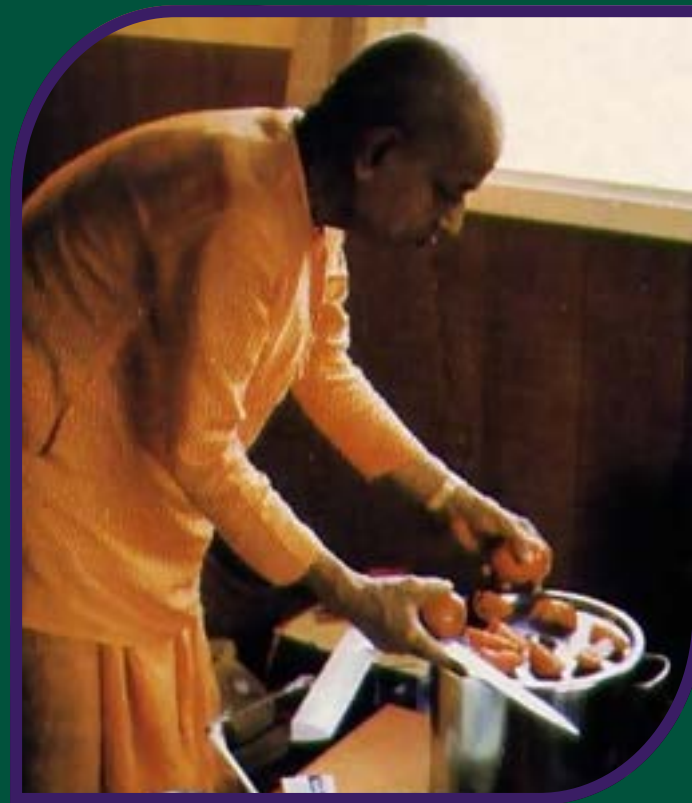
GOVINDA'S



SRILA PRABHUPADA'S SUPPORT OF GOVINDA'S

Regarding the idea of Prasadam restaurant, I am advocating it since very beginning. If you can manage such Prasadam eating place and the temple at one place it will super-excellent. I shall personally assist you in this affair because I like this idea very much. Our chanting is medicine and our Prasadam is the diet for curing material disease.

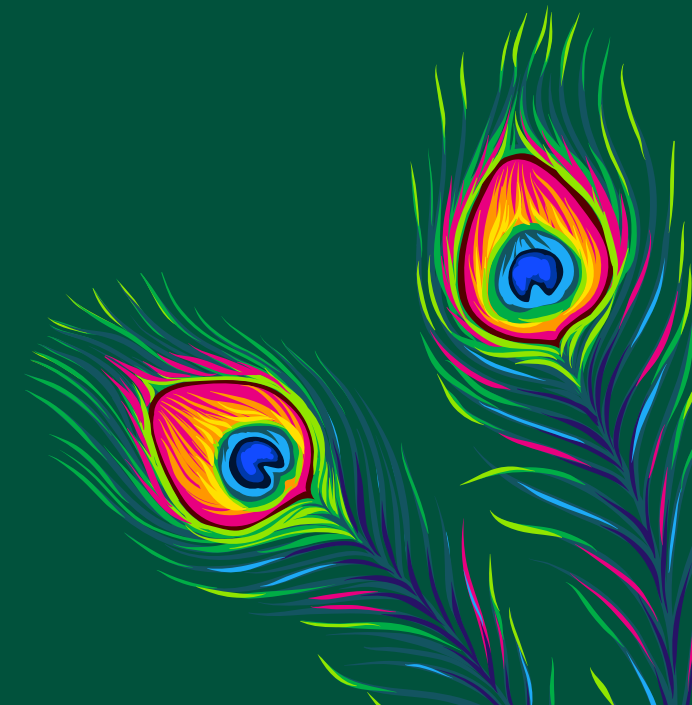
~ Srila Prabhupada Letter to Dayananda 10/18/1968



THE NEXT PHASE OF OUR MOVEMENT

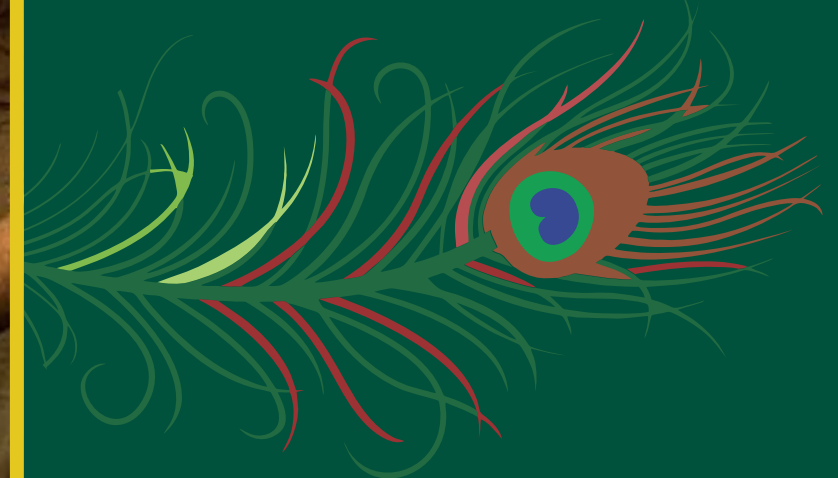
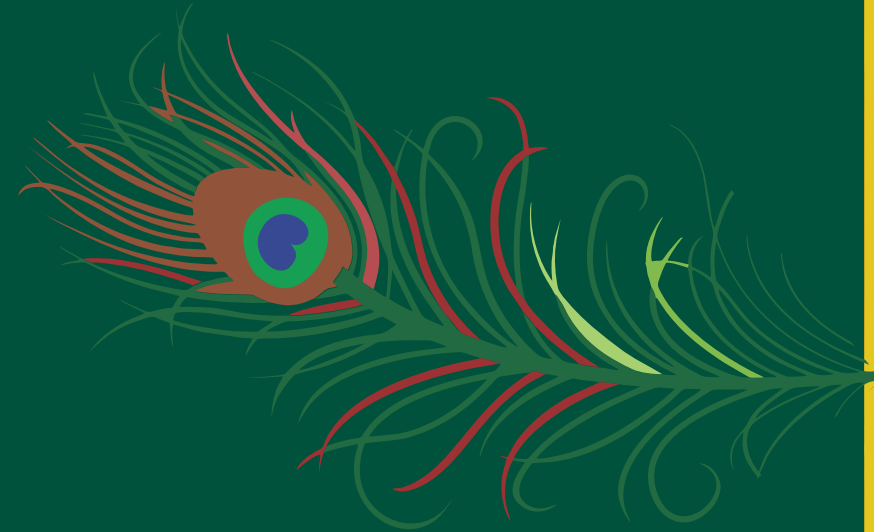
ISKCON's 'food culture' or prasadam distribution was always an important part of Srila Prabhupada's arsenal.

Satsvarupa das Goswami wrote this on June 18, 1974: "The other day His Divine Grace revealed in detail his plans for Hare Krsna restaurants, which can be opened anywhere in the world. After his talk most recently, he told me to see that this information is disseminated to all the devotees. He described it as 'the next phase of our movement.' Please therefore make a newsletter of the information that follows for all-ISKCON distribution."



THE NEXT PHASE OF OUR MOVEMENT

In another letter Tamal Krsna Goswami wrote, "Srila Prabhupada has suggested that rather than opening any more temples in the U.S. that we open combinations of reading rooms and restaurants. After the local people frequent these, then we can open temples. These reading rooms and restaurants will be appreciated by the public as not being sectarian."



SUMMARY OF GOAL AND PURPOSE

▶ LARGE GROWTH POTENTIAL

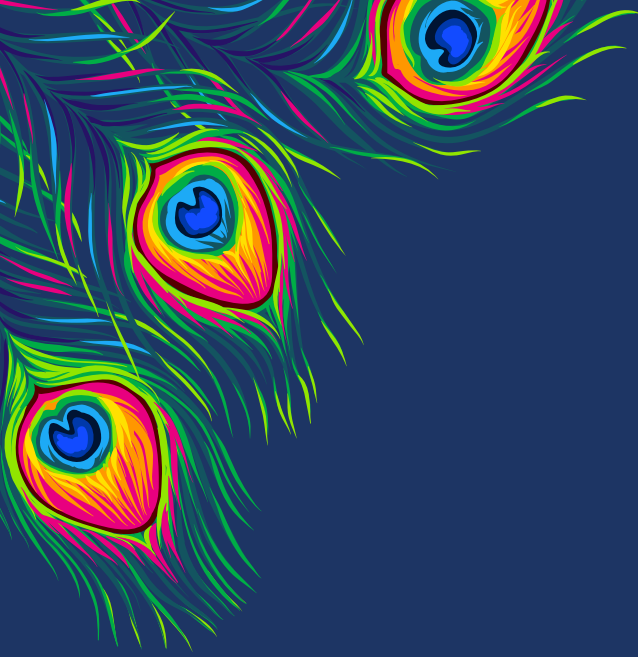
- Prasadam Distribution
- Funding of Local Centre



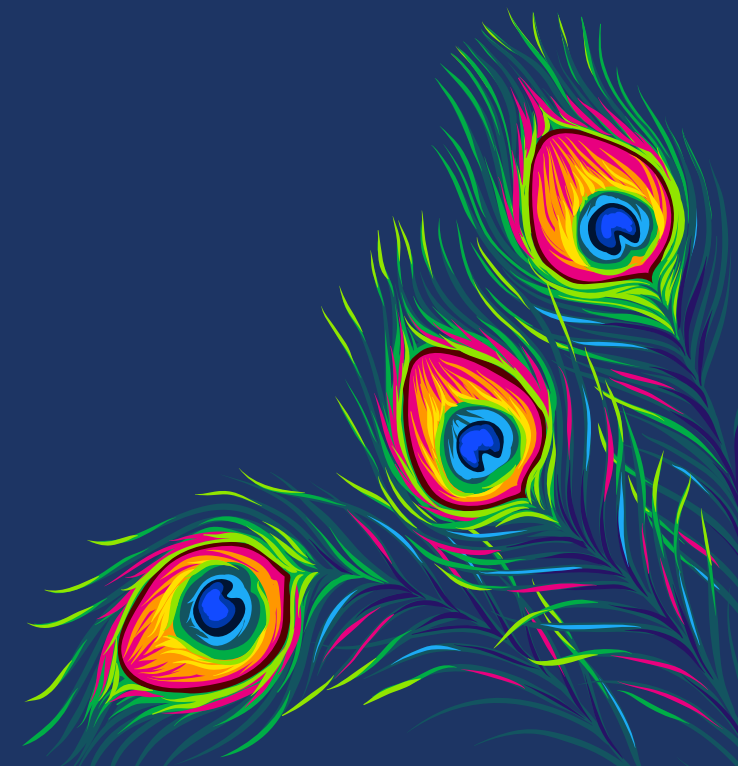
▶ NON-SECTARIAN AND SUBTLE

- Method to Introduce Culture
- Benefit of the Lord's Mercy





**How can we start Govinda's
within our local yatra in
2024?**



SRILA PRABHUPADA HAS GIVEN US THE FORMULA!

✓ LOCATION

- preferred on temple premises
- with separate entry

✓ DECOR AND VIBE

- Need to spend and not haphazardly
- Even music to play

✓ MENU

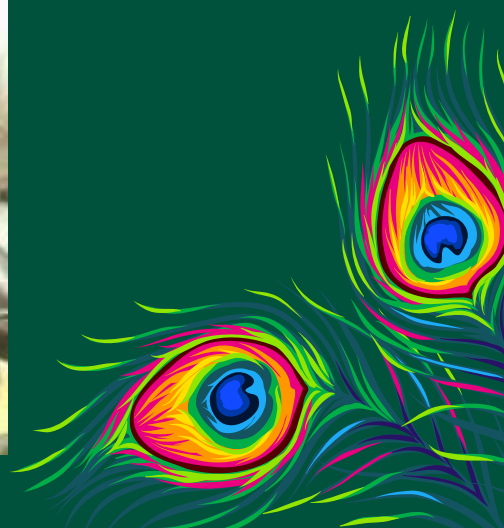
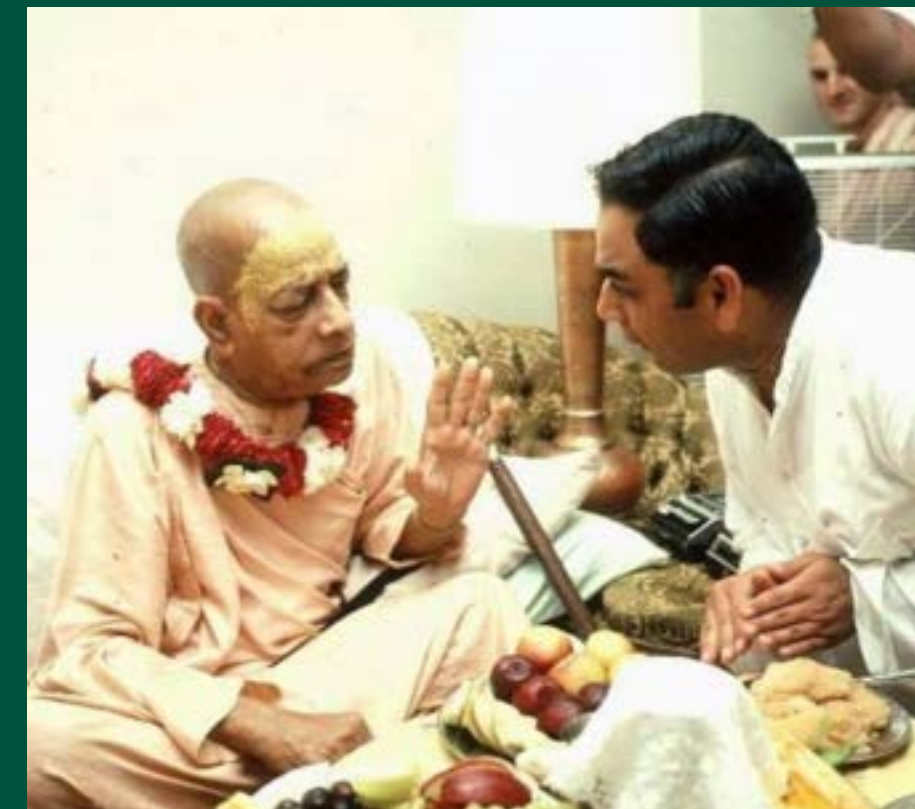
- Soups, savouries, desserts
- Prasadam!

✓ HOME DELIVERIES

- Decades ahead of the current trend
- Before Uber Eats & DoorDash (huge chunk of revenue)

Along with the restaurants there can be "Bhaktivedanta Reading Room where all my books can be kept and people can come and sit comfortably and read. The people will like these restaurants and reading rooms. They will take them as non-sectarian.

~ Letter to my father, Subhivilasa das
3/16/77



BACKGROUND

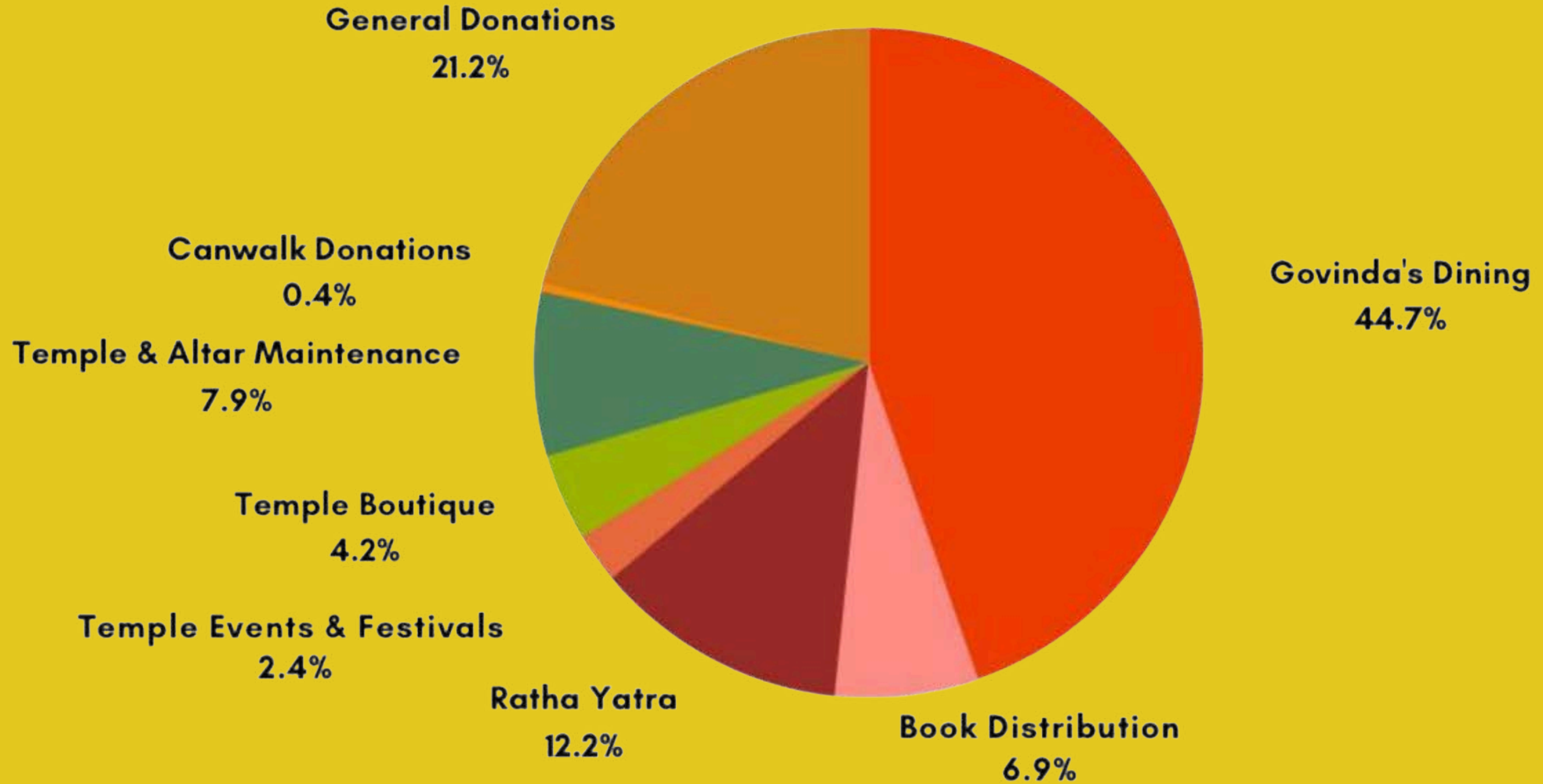
- We are blessed to manage a successful Govinda's in Toronto
- This is on a voluntary basis with all revenue going to the temple
- We provide advice to other centers and operators



**Busy with over 100,000
plates being sold annually**



2023 Q2 Operating Income



GOVINDA'S
RESTAURANT

FRESH
INGREDIENTS
FUSION
CUISINE

**PLANT BASED
DINING
EXPERIENCE**

Vegan & Vegetarian

**DINE-IN,
TAKEOUT,
DELIVERY**

govindas.ca
1-888-218-1040
243 Avenue Road, Toronto, ON

YOU CANNOT CREATE THIS OVERNIGHT!

**STEP BY STEP... YOU CAN START
GOVINDA'S WITHIN WEEKS!**

BEGIN BY SERVING TREATS & EATS AT SUNDAY FEASTS AND FESTIVALS



AT RATHAYATRA WE SERVE AROUND 25,000 PLATES OF FREE PRASADAM AND STILL MAKE IN SALES BY SELLING PRASADAM TREATS & EATS...

HELPS COVER FESTIVAL COSTS!



SAME FOR JANMASTAMI!

GOVINDA'S CELEBRATES
JANMASTAMI
MONDAY AUGUST 30TH
10:00 AM - 9:00 PM



SNACKS, SAMOSAS, SWEETS, AND MORE!

GOVINDA'S
TORONTO

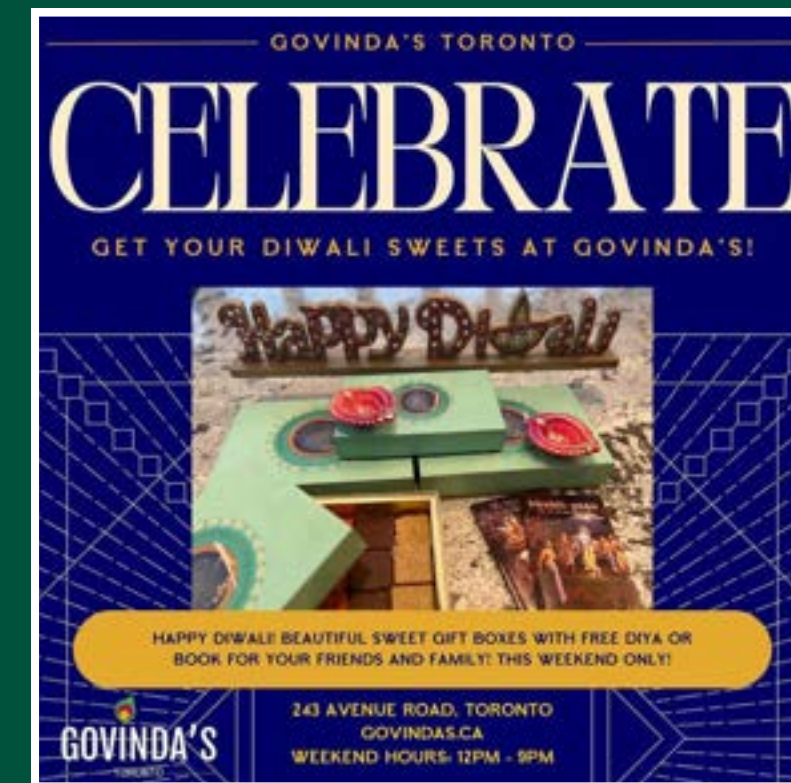
**FREE PRASADAM IS COMPLIMENTED
WITH GOVINDA'S TREATS.**



DIWALI SWEET BOXES

CONGREGATION IS IN THE THOUSANDS
OUTSIDE

ADDS TO THE FESTIVITIES



FOOD FOR LIFE

- ▶ **SPONSORED MEALS TO SHELTERS**
- ▶ **CONSISTENT ARRANGEMENT WITH LAXMI COMING IN / PRASADAM GOING OUT**

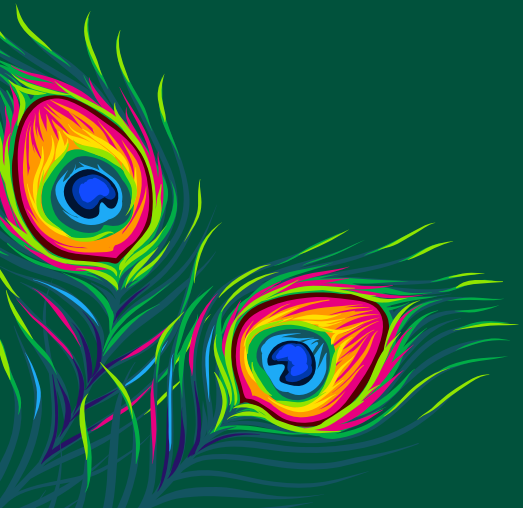


EVENT CATERING

- Brand it as Govinda's
- Leave cards/flyrers where others can get prasadam



**Srila Prabhupada's
books and
merchandise
available!**



Sunday Bistro

Community night

Family night

Have Fun
with it!

SAMOSA CHAAT

RASMALAI

DHOKLA

GOVINDA'S
TORONTO

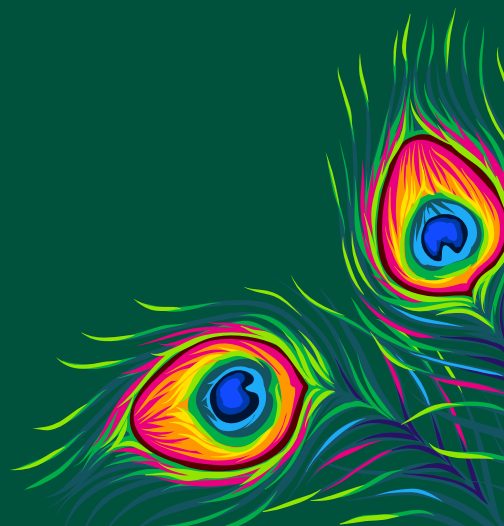
TODAY'S
FEATURED ITEMS

STOP BY GOVINDA'S TO TRY
THESE DELICIOUS MENU ITEMS
AND MUCH MORE!

The advertisement features three circular images of food items: Samosa Chaat (a bowl of fried samosas with chutneys and garnishes), Rasmalai (a plate of white, round sweets in a creamy sauce with pistachios and almonds), and Dhokla (a plate of yellow, square-shaped steamed cakes). The background shows a dimly lit restaurant interior with tables and chairs.

GOVINDA'S & PRASADAM DISTRIBUTION CAN TAKE ON MANY FORMS

- **POP-UP / BISTRO SUNDAYS**
- **FESTIVAL EATS & TREATS SPECIAL**
- **EVENTS FOOD FOR LIFE SPONSORED MEALS**
- **CATERING**
- **LIMITED OPERATING DAYS/HOURS TO START**
- **PROMOTE AT FARMER'S MARKETS/YOGA FESTIVALS**



Break out rooms

What Steps can our center take in 2024?

- **Easy to implement actionable steps**
- **Actual launch of at least 1 idea**

Vision for 2025 - 2030

- **What role can Prasadam distribution play in our local center?**
- **What forms do we envision?**



Coming soon

- **COLLECTION OF SRILA PRABHUPADA'S INSTRUCTIONS ON RUNNING HARE KRISHNA RESTAURANTS INDEXED BY SUBJECT ALONG WITH "PURPORTS"**
- **OPERATING GUIDE FOR GOVINDA'S INCLUDING MARKETING STRATEGIES, MANAGEMENT, REVENUE MODELS, ACCOUNTING/CASH CONTROL, HEALTH STANDARDS, MENUS AND MORE...**
- **GOVINDA'S SUPPORT OFFICE INCLUDING WEBSITE, CONTACT CENTER & FAQs AND ABOVE MENTIONED CONTENT**
- **ADVICE AND SUPPORT AVAILABLE VIA ZOOM AND IN SOME CASES ON-SITE TO HELP IMPROVE OPERATIONS OR ESTABLISH GOVINDA'S**





GOVINDA'S



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Global Duty Officer (GDO)
Govinda's Model

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