

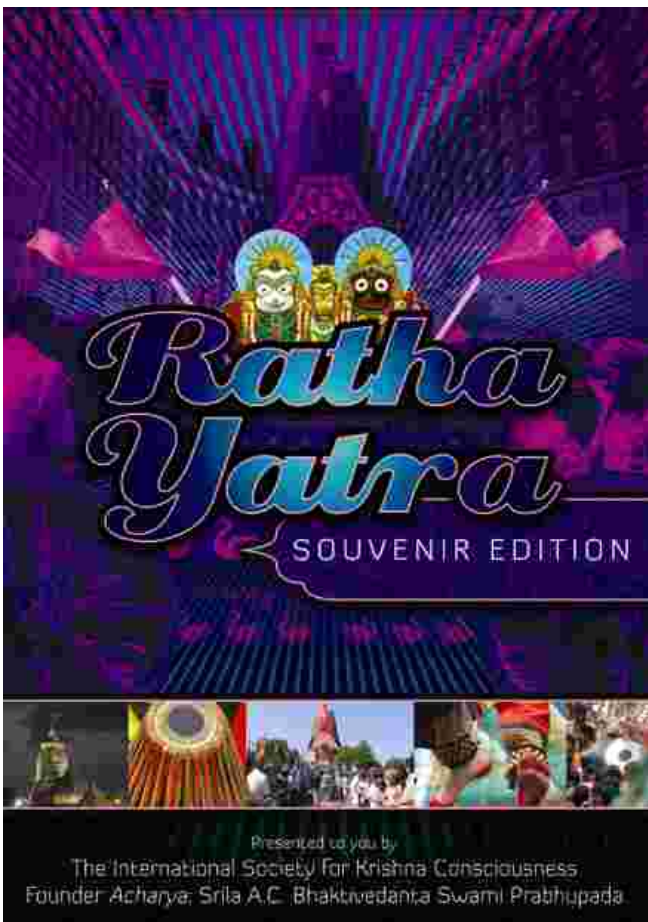
“RathYatra Festival Brochure 2007”

By Antardwip das

This year London, Leicester and Birmingham Rathayatras got together to do a free Rathayatra magazine for public distribution. By combining together, with London taking 10,000, Leicester 5,000, Birmingham 3,000, and 2,000 to spare, a good printing price was secured for 20,000 copies. There was a bit of reluctance to produce free magazines because Srila Prabhupada liked people to pay for publications because then they would take them seriously.

However, on the Rathayatras they turned out to be a wonderful way of getting into conversation with the general public who had never seen anything like it, and were delighted to receive some extra information – and talk with a devotee. Next year hopefully we will have a team of devotees to engage with the public in this way. The next publication should have even more of Lord Jagannatha and His festival, as that is what the public wanted to learn about.

The 8-page colour magazine was designed by Madhusudana prabhu as a free service to Lord Jagannatha, and he came up with a really terrific design! Some text came from Tribhangananda prabhu, some from Titiksu who also provided an old talk by Visnujana Swami. A very original temple address page-spread was collated with Krupesh and the rest of the team. There were several errors due to last minute panic in the proof reading stage, but no-one seems to have minded except the proof-reader.



“BLUE BOY – issue 01, sept 07”

By Krupesh

So what's Blue Boy all about then? It's not designed for devotees that's for sure. When you browse through the mag, the first thing that hits you is the glossy, colour pages. Shiva Parmar is responsible for the mag's crazy urban look, something he picked up from his university degree course.

The Birmingham Pandava Sena have managed to re-package Krishna Consciousness in such a way that it will appeal to the kids of Birmingham city.



Its aim is to reach out to youth who wouldn't normally want to read pages and pages of dense spiritual content. The magazine will be sold at various functions and festivals, from university preaching to stall displays to harinam.

So what's inside Blue Boy? Well there's a humorous personal account from Tina Chambers on the reaction one gets when your friends find out you're vegetarian. Vaishali Roy looks at happiness in the modern world, some words of wisdom from Srila Prabhupada are thrown in, and a carob fudge cake recipe from Kurma das, all wrapped up in a photo cover of a Bengali village boy staring into the camera (wearing blue – any connection guys?).

The team have done a fantastic job – it's the standard you'd expect from professionals. Well-produced, this is the start of something new on the horizon, I'm looking forward to future issues!

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