



VALLABHACHARYA JAYANTI || जानिए वल्लभाचार्य जयंती का महत्व, कब है वल्लभाचार्य जयंती ? और इसके लाभ

Vallabhacharya Jayanti

Importance of Vallabhacharya Jayanti:

Vallabhacharya Jayanti is a Hindu festival celebrated as the birthday of the famous Vaishnav saint Shri Vallabhacharya. He is known as the founder of Pushtimarg, a branch of Vaishnavism focused on devotion to Lord Krishna.

This festival provides an opportunity to the devotees to remember the philosophy and teachings of Shri Vallabhacharya.

When is it celebrated?

Vallabhacharya Jayanti is usually celebrated on the Ekadashi date of the Krishna Paksha (waning phase of the moon) of the Vaisakha month. This year in 2024, it falls on Saturday, May 4.

How is it celebrated?

Vallabhacharya Jayanti is celebrated mainly in India, especially in regions where Pushtimarg is prevalent. On this day, devotees visit temples and worship Lord Krishna, especially in the form of Shrinathji, which is believed to be a manifestation of Shri

Vallabhacharya. Religious programs such as bhajans, kirtans and discourses are also organized.

In some regions, devotees also observe fast and do charity.

Benefits of Vallabhacharya Jayanti:

Vallabhacharya Jayanti is not just a festival but also an opportunity to bring positive changes in our lives. Let us know about some major benefits of celebrating this festival:

- **Increase in devotion towards Krishna:**

This Jayanti is dedicated to Shri Vallabhacharya, an ardent devotee of Lord Krishna. By seeing and worshipping him on this day, the love and devotion towards Krishna increases in the devotees.

- **Importance of surrender:**

The philosophy of Pushti Marg emphasizes surrender. Vallabhacharya Jayanti reminds us that complete surrender to God is the only way to attain true peace and salvation.

- **Increase in spiritual knowledge:**

Reading or listening to the teachings of Shri Vallabhacharya on this day increases spiritual knowledge. It also helps in understanding the true meaning of life.

- **Strengthening community ties:**

This festival gives us an opportunity to come together and share devotion. This increases mutual love and harmony among the people of the community.

- **Spreading hope and positivity:**

Remembering the life and exploits of Lord Krishna fills the mind with hope and positivity. This gives the strength to face difficult situations.

- **Attainment of virtue:**

By performing worship, bhajan-kirtan and charity on Vallabhacharya Jayanti, one attains virtue and paves the way for attaining auspicious results.

Note that these benefits are based on spiritual beliefs. Vallabhacharya Jayanti teaches us the importance of devotion, surrender and positivity in life. This festival gives us an opportunity to become a better human being and pave the way for spiritual advancement.

What you can do on this auspicious occasion:

- Go to your temple and worship Lord Krishna.
- Learn about the life and teachings of Shri Vallabhacharya.
- Sing devotional songs with your family and friends.
- Help the needy people.
- Vallabhacharya Jayanti is a celebration of devotion and love for Krishna. This day reminds us of the importance of surrender and love for God.

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