

Historical Accomplishment for the Gita Govinda

Commissioned by H.H. Jayapataka Swami, Co-Minister for Congregational Development in ISKCON

Written by Kush Singh

There are four bona fide vaisnava sampradayas, as members of ISKCON and followers of Srila Prabhupada, we are in the Brahma sampradaya. Within the Brahma sampradaya we fall in the Brahma-Madhava-**Gaudiya** Sampradaya. The unique glory of our lineage as Gaudiya vaisnavas is that we are followers of Srimati Radharani. Lord Caitanya came in the mood of Srimati Radharani and revealed her most exalted position to us. The mercy of Srimati Radharani is the driving force of the Krishna Consciousness movement.

Upon a visit to Radha Kund in (2014) Bhadra Rupa das prayed to Srimati Radharani to fulfil his desire to receive a personal instruction from his Guru Maharaj, His Holiness Jayapataka Swami. Shortly after this, in a darshan with Maharaj, Bhadra Rupa's prayer was answered. Maharaj instructed Bhadra Rupa to preach by composing and performing music for the Vaisnava Padavali (including the Gita Govinda), written by the associates of Lord Caitanya. These poems glorify to unparalleled love that Srimati Radharani has for Krishna. Since then, he has dedicated himself cent per cent to the fulfilment of this instruction.

In his desire to make Maharaj's dream of creating a musical revolution using these poems of the great vaisnava acaryas to change the world, into a reality in this lifetime he composed and produced the Rainbow of Endless Love Album which was recorded and released worldwide by Sony Music International. The artistic director of this album was HH Hrdayananda Maharaj. The eight compositions in the Latin Avantgarde Folk music style of this album were inspired by eight poems in the Gita Govinda. Bhadra Rupa went to Orissa, India, to learn how to compose music for the Gita Govinda under the guidance of Pandit Gopal Chandra Panda, an Awardee by the National Academy of Music, Dance and Drama, New Delhi, India (An autonomous body of Ministry of Culture, Government of India).

According to this Indian National Academy, this is the first time in history that a music album, based on the *Gita Govinda*, of this quality, has been produced and released worldwide by an international music company. The involvement of Sony Music International in this project speaks to the high calibre of artistic presentation. Record Collectors Magazine, the Japanese Billboard, elected this album as one of the best albums of 2020, along with albums by Elton John, Elvis Presley, Eric Clapton, Charlie Parker, Santana, Bruce Springsteen, AC / DC, and Jimi Hendrix.

The Rainbow of Endless Love album is a monumental achievement. This album is a research artistic collaboration between some of the Highest Awarded Indian Artists of India's National Academy of Music, Dance and Drama, New Delhi, India; Ithaca College in New York, USA; and the University of Geneva, Switzerland. By the mercy of Srimati Radharani, Srila Prabhupada and HH Jayapataka Maharaj, HH Hrdayananda Maharaj, the glories of Srimati Radharani through the poems of the Gita Govinda are being preached all around the world. You can watch the music video of the album here <https://youtu.be/2YY1apYi-Q0> and listen to the full album here: <https://smdr.lnk.to/XuBkLM>

For more information on the Album: <https://www.luisdelacalle.com/new-cd-release-with-sony-music-in-japan/>

[Read the commendation from Dr. Bharat Bhushan at the Indian National Academy here: https://linktr.ee/lrchcr](https://linktr.ee/lrchcr)