

Campus Hospitality at ISKCON Chowpatty

Brief History

HH Radhanath Swami Maharaj has instructed the guest reception team at ISKCON Chowpatty that any person walking into Sri Sri Radha Gopinath Mandir is a special guest of Their Lordships and needs to be given special care. It is ensured that all their needs are met in the temple. In this way all the guests to the temple, feel a special connection to the temple. HG Sankirtan Prabhu was given the seva of guest reception in the temple. Visitors when properly cared for also share their contact details, which are stored in the temple database(CR-CVM). The guests are then invited to the temple program and festivals and get gradually connected to the congregation.

Overview of Temple Hospitality

Following are some of the salient features of the Campus Hospitality program at ISKCON Chowpatty: - Visitors get their first impressions about ISKCON from genuine representatives of the temple who are trained for this job. - Visitors from other cities learn about ISKCON centers near their homes. Also those who are far from temple get connected to the nearest congregation program. - Organized devotee database for sending only selective information relevant to devotees. - Effective use of CRM technology to make 'More Devotees, Happier Devotees'. - Potential of enthusiastic devotees is harnessed well by engaging them in services of their interest. - By collaborating with the Tour guides, visits of hundreds of foreign tourists are facilitated to the temple every year. -A portal with online courses has been launched so that visitors can even remotely stay connected by participating in online courses.

Govindas and Shayan Kirtan

The Govinda's Restaurant & Shayan Darshan with its soothing kirtans has been of special interest to the elite class of population residing at South Mumbai. Generally people come for Relaxing & Soothing Kirtan of holy name, after a hard days work. These Kirtans are sung in smooth tones & accompanied by musical instruments being played very softly. After being completely relaxed they are in a great mood to have delicious Prasadam from Govinda's.

Volunteer Management

In order to better serve the visitors/guests to the temple a special dedicated team has been set up. This team essentially compromises of the grhastas who as per their availability make themselves available for the temple hall services. They give prasadam to the incoming visitors and inform them regarding the various temple programs and activities.

Enhancing Online Reviews

The guests especially the foreigners coming to the temple get very attracted to the temple environment. Since in the current age, the popularity of a place is gauged by the reviews displayed in the online websites like trip advisor, so special emphasis was made to popularize the ISKCON Chowpatty temple in such online forums. Even negative feedback was responded to very sensitively. As a result of which ISKCON Chowpatty is ranked among the top 45 place amongst the more than 450 tourist places in Mumbai.

Hosting Foreign Tourists

Tour operators become quite impressed on seeing the cleanliness maintained in the temples. They specially invite their foreign tourists to come and visit the temple. More and more tourists then desire to visit the ISKCON temples in the respective countries after getting such a wonderful welcome in ISKCON Chowpatty. Also information brochure are translated into many foreign languages like French, German, Italian, Spanish etc for better understanding of the tourists.

Online courses for visitors

In order to facilitate the greater accessibility of the temple study programs like. Bhakti Shastri, ISKCON disciples course (both English and Hindi), Srimad Bhagavatam study. Various self paced online course have been created. These courses enable the devotees to take the course at his/her own pace without any physical constraint.