



Shri Gusainji was the younger son of Shri Vallabhacharyaji and Shri MahaLakshmi-Mataji. His real name was Vitthalnathji. He was born in 1516 at Charnat near Varanasi.

Gusainji (Vithalnathji) is mentioned distinctively in Hindu scriptures, in Agni Purana, in a chapter titled "Bhavishiyotar" (Future birth), God himself professed that: "In future I will come as son of Shree Vallabh and I will be known as Shree Vithal."

### Param Krupalu Shri Vallabh Nandan

Shree Krishnadas Adhikari is one of the Vaishnavs featured in the "84 Vaishnav Vartas". Krishnadas commenced Thakorji's seva under guidance from Shree Mahaprabhuji, and then Shree Gusainji.

Over a period, a rift developed between Shree Gusainji and Krishnadas, as Gusainji was pre doomed to be away from Thakorji seva for a six month period. During this period, Krishnadas had ensured that Gusainji had no darshan of Thakorji, including bricking up a window from where Gusainji was getting the darshan.

When King Todatmal and Birbal found out about this, they ordered Krishnadas to release Gusainji (the 6 month period was actually coming to an end), and then imprisoned Krishnadas for the misdeed. Birbal asked Gusainji to recommence seva, but Gusainji enquired whether Krishnadas had approved of this, and on finding that Krishnadas was imprisoned, he went on a hunger protest until Birbal arranged for his release.

It was during their emotional reunion, that Krishnadas sang this poem, to pour out his feelings; that you are such a generous and forgiving one, your gesture is unbearable, after what I have done to you. I have come to you for refuge, please accept me, and recommence the seva that I had denied you.

Hence this most renowned title - Param Krupalu Shri Vallabh Nandan

### Birth, childhood & education

From his very childhood he showed the qualities of a divine being. There is a story in which Shri Gusainji argued with Shri Navneetpriyaji (Shri Mahaprabhuji's Thakorji) himself when he was a toddler. It is also known that once Lord Shiva himself (dressed as a brahmin) had come for the Darshan of Shri Gusainji when he was a small child.

He was given his *Yagyopavit* & *Brahmasambandh* by Shri Mahaprabhuji on the auspicious day of "Ram Navami" at Varanasi. He was well versed in many fields such as the Four vedas, Astrology & medical knowledge. Shri Gusainji wrote the "*Rajbhog Arti Arya*" when he was only nine years old.



Shri Vallabh.

Along with his elder brother Gopinathji, he grew up in the pious environment of his father's new sect. There were a large number of very intelligent and very dedicated devotees who helped raise the two sons of

## Interest in Sewa

After his father and brother, Shri Gusainji ascended to the Guru Gadi of Pushti Marg.

He sired seven sons and two daughters.

During his own lifetime, he decided to make Gokul his headquarters and to make the matters of inheritance as smooth as possible, he gave each of his sons one of the sacred Nidhi Swarups (icons) and established a separate Haveli for each one of them in Gokul.

Shri Nathji remained at Jatipura during Shri Gusainji's lifetime.



It was he who started the various *shringars* that we see in Pushtimarg today. Shri Gusainji also started the *manoraths* such as *chhappan bhog* etc. In addition to variation of Bhog (feasts & meals), he also introduced Raag (music) and Shringaar (adorations) into the seva (day to day services) of Shrinathji.

Shri Gusainji was relied upon by Shrinathji to fulfill any of his wishes. Once Shri Gusainji was separated from Shrinathji for 6 months (see the varta of *Krishnadasji Adhikarīn* 84 vaishnavas). During this period Shri Gusainji used to write prayers to Shrinathji daily which are popularly known as the *Nav Vigyaptis*

During his own time as the head of the sect, he added four more Sakhas (poet saints) to the divine court of Shri Nathji and brought the final number of poet saints to eight (Ashtasakha). Several new Havelies were added at this time and new festivals and rituals were added to the repertoire of the sect.

## Influence on Kings

Many kings of that time were greatly influenced by Shri Gusainji and were his devotees. Kings such as Birbal, Todarmal and Mansingh, Tansen and Taj bibi were Shri Gusainji's *sevak*s and had taken *brahmasambandh* from him. Emperor Akbar was greatly impressed by Shri Gusainji and had given the land rights of Gokul to Shri Gusainji. Akbar had also announced that no one should stop the cows of Shri Gusainji from grazing in any part of Vraj. It was Akbar who had given the *Vallabhkula* the name "Goswami", which still continues to this day. As many as 27 kings were the devotees of Shri Shri Gusainji.



## Travel

There are as many as 28 *bethaks* (a place where he had stayed for at least 7 days and had done the *path of Bhagwatji*) of Shri Gusainji throughout India. He used to come to Gujarat on a regular basis for the darshan of Shri Ranchodraiiji in Dwarka. It was a rule that Shri Gusainji would give *brahmasambandh* to at least 2 *jivas* (living beings) everyday or else he would not take food. From all the vaishnavas of Shri Gusainji 252 vaishnavas stand out (though the total number of



vaishnavas who came to Shri Gusainji's feet is in thousands), their lives are described in the famous book "252 vaishnav varta" which has been published time and again in Hindi & Gujarati languages.

### Literary works by Shri Gusainji

During his lifetime Shri Gusainji wrote many works in Sanskrit and *vrajbhasha*, and amongst these, he had written various commentaries on the Gita such as (1) commentary on the first chapter (*adhyaya*) of the Gita (2) *Gita Tatparya* (3) *Gita hetu* & (4) *Nyasaadesh Vriddhi*. Shri Gusainji had great respect for his father - Shri Mahaprabhuji and so he had written the grantha *Sarvottamstotram* in which 108 names of Shri Mahaprabhuji have been given. Apart from these he also wrote the *Vallabhaashtak* and *Shrikrishnapremamratam* stotras to sing the praise of Shri Mahaprabhuji which show the vast respect he had for his father/guru. He has also written as many as nine more stotras in Sanskrit language. Shri Gusainji had good command on *Vrajbhasha* and had written innumerable kirtans in this language.



### Jalebi Utsav

This was during the period when Shri Gusainji was performing seva of Shri Navneetpriyaji in Gokul. On the day of Magsar (Vraj - Posh) vadi adham, Ramdasji, was offering Shringar to Shrinathji, at Shri Girirajji Mandir and Shri Kumbhandasji was reciting Kirtans.



At that time, ShriNathji said to Ramdsaji and Kumbhandasji : " Ramdasji! Kumbhandasji ! do you remember on my birthday, Kakaji (Shri Gusainji) arranged grand celebrations ?"

Tomorrow it's Kakaji's birthday, and I want to celebrate it in equally grand manner. My wish is for you to prepare the best of Samagri for offering to me on the day.

Shri Ramdasji enquired as to which samagri he should prepare, and Shrinathji responded that it should be Jalebis - " Raas rupi Jalebi siddh karo".

After the seva of Shrinathji, Ramdasji gathered all the sevakos in the Mandir and declared that the following day is "Shri Gusainji no Pragtya deen" and as per Shri Nathji's wish some special samagri will have to be prepared.

Shri Sadu Pande very happily accepted this and committed to arrange " Ghee , Mendo vegere joyti samagree" from his household.

Shri Kumbhandasji was not in funds at that time, and sold his 4 oxes and cows for Rs.5 and gave this to Shri Ramdasji for the samagree. They all worked all night and ensured the Jalebis were ready for the offering in the morning.

Shri Kumbhandas sang a poem:

Aaj vadhai Shri Vallabh dware,  
Pragat bhaye puren purshtum pushti kara vistar ||1||  
Bhagi ude sab dayvi jeevan ke nisaddhan jan kiye uddhar  
Khumbandas Giridharan jugal vapu neegam agam saab sadhan saar ||2||  
Shri Gusainji param dayal ki jai

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SEVA PRAKAR- Shri Gusainji Pragtya deen

**Vastra-kesari or yellow satin. Vaagha chaakdaar. Sutan kesri.**  
**On Shrimastak is kesari kulhe and 5 chandrika ni jod, Red pethaka.**  
**All shringar must be as heavy as Janamastami**

શ્રીગુસાઇજી શ્રીનવનીતપ્રીયાજીની સેવામાં શ્રીમત ગોકુલ બિરાજતા હતા, માગશર વડ પોષ વડી આઠમના દિવસે શ્રીરામદાસજી શ્રીગીરીરાજ ઉપર શ્રીનાથજીના મંદિરમાં શ્રીનાથજીને શ્રીનગાર ધરાવી રહ્યા હતા અને શ્રીકુમાન્દાસ્જી કીર્તન કરી રહ્યા હતા. ત્યારે શ્રીનાથજી એ શ્રીરામદાસજી ને અને શ્રીકુમભાન્દાસ્જી ને કહ્યું. રામદાસજી કુમુન્દાસ્જી આપ જનો હો કે કાકાજી મેરો જનમ દિન કિતને આનંદ ઔર ઉત્સવ સે મનાવત હૈ. કલ કાકાજી કો જનમ દિવસ હૈ, વો મુકો ધૂમધામ સે મનાનો હૈ તુમ સામગ્રી સીધ કરકે મુકે આરોગવો.

શ્રીરામદાસજીએ વિનંતી કરી કૃપાનાથ સી સામગ્રી ની ઈચ્છા છે?

શ્રીનાથજી એ આગયા કરી 'રાસ રૂપ જલેબી સીધ કરો '

શ્રીરામદાસજી અને શ્રીકુમભાન્દાસ્જીએ કહ્યું, જેવી આપની અગ્યા.

રામદાસજી એ મંદિરના બધા સેવકો ને ભેગા કરીને કહ્યું કે કાલે શ્રીગુસાઇજીનો પ્રાગટ્ય દિન છે એટલે શ્રીનાથજીની ઈચ્છા મુજબ સામગ્રી કરવાની છે.

શ્રીસધુ પાંડે એ શ્રીરામદાસજીની વાત વધાવી લેતા કહ્યું 'ધી મેંદો સામગ્રી હું મારા ઘરથી પધરાવિશ'

શ્રીકુમભાન્દાસજીએ ઘરે જઈ ને જોયુ તો કઈ પણ ન હતું. પણ તેમનો ઉત્સવ જરાય ઘટ્યો નહિ અમને તરત જ બે પડા બે પડી વેહચી પૈસા શ્રીરામદાસજીને સામગ્રી માટે આપ્યા, તેમાંથી ખાંડ મંગાવી. આખી રાત સવ ભેગા મળી જલેબીની સામગ્રી સીધ કરી.

નવમીની સવારે રાજભોગના સમયે જલેબી ધરાવી. શ્રીજી એ શ્રી કુમાન્દાસ્જી ને શ્રીગુસીજીની વધાઈ ગાવાની આગયા કરી. શ્રીકુમાન્દાસ્જી એ પદ કર્યું.

શ્રીકુમાન્દાસ્જીના પદ સામભળી શ્રીનાથજી ખુબ પ્રસન થયા.

શ્રીનવનીતપ્રીયાજીની સેવા કાર્ય પછી શ્રીગુસીજી ગોપાલપુર પધારયા. શ્રીરામદાસજીએ આપશ્રીને જણાવ્યું કે શ્રીજી રાજભોગ આરોગે છે. શ્રી ગુસઈજી અંદર પધાયા ને ટોપલા ને ટોપલા જલેબી ની સામગ્રી જોઈ આશ્ચર્યમાં પડ્યા ને શ્રીરામદાસજી ને પૂછ્યું, કે આજ કયો ઉત્સવ છે. શ્રીરામદાસજી એ કહ્યું કે શ્રીજી ને આપનો જનમ દિવસ ધૂમધામથી મનાવાની ઈચ્છા થઇ હતી. પોતાને ખૂબ ભાગ્યશાળી માની શ્રીગુસીજી એ શ્રીજી ની આરતી કરી સેવાથી પોહોંચી બેઠક પર પધાર્યા. આવો સ્નેહ શ્રીજી ને શ્રીગુસીજી ઉપર છે.