



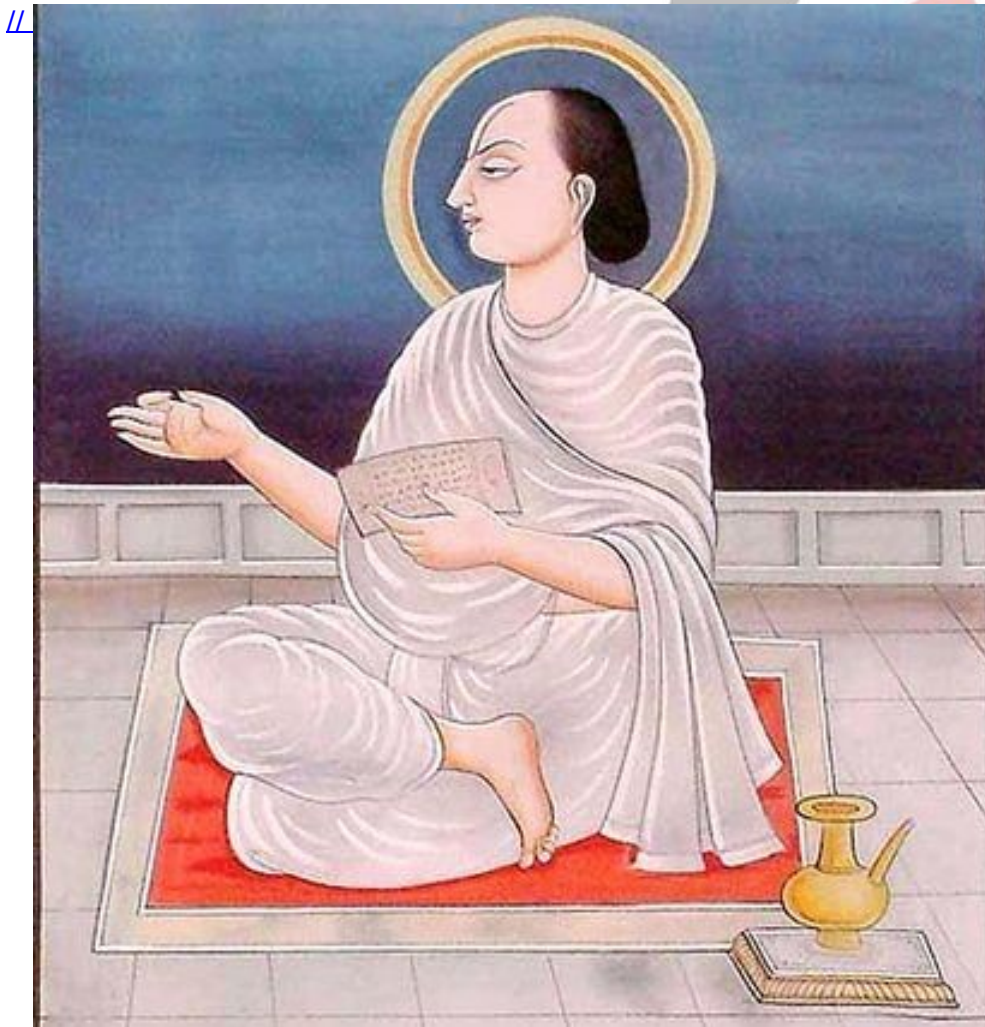
Shri Vallabhacharya Jayanti | Uttar Pradesh | 09 May 2024

Why in News?

Vallabhacharya Jayanti, celebrated on **4th May 2024**, commemorates the **birth anniversary** of the renowned Hind scholar and an **ardent devotee of Lord Krishna, Shri Vallabhacharya (1479-1531 CE)**.

Key Points

- Vallabhacharya was a revered figure who had a deep command over the **Vedas and Upanishads**. He was known by the titles **Vallabha and Mahaprabhu Vallabhacharya**.
- He founded the philosophy of **Shuddha Advaita or pure non-dualism**. He also founded the **Pushti sect of Vaishnavism**, a Krishna-centric cult in the Braj region of India.
- He was **born in the year 1479 AD in Varanasi** to a Telugu Brahmin family.



Pushti sect

- **Vallabhacharya was the founder of** the Bhakti sect named '**Pushtimarg**'.
- Pushtimarg is a subtradition of **Rudra Sampradaya**, also known as Pushtimarg Sampradaya or Vallabha Sampradaya (Vaishnavism).
- He founded it in the early 16th century, and it is dedicated to Krishna.
- Pushtimarg, a bhakti (devotional) school, was expanded by Vallabhacharya's followers, particularly **Gusainji**.
- Its principles are rooted from, and its devotional practises are centred on, the fabled amorous plays of young Krishna, such as those described in the Bhagavata Purana and those associated with Govardhana Hill.

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