



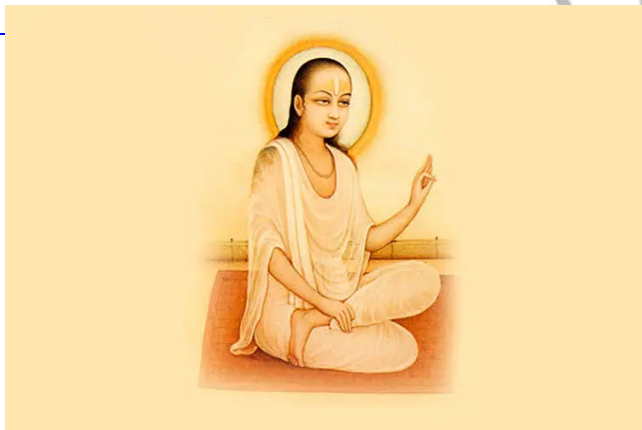
## Vallabhacharya Jayanti

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

- 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**.
  - Vallabhacharya 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.
- Vallabhacharya was born in a Telugu Brahmin family in 1479 AD and is a prolific writer, he composed many literary works in his lifetime, including sixteen independent granthas called "**Shodash Granth.**"

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