

## Twitter Thread by WORLD OF SANATAN DHARMA

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### HOW MANY OF U KNOW TODAY IS FOUNDERS DAY OF GITA PRESS GORAKHPUR ?

Today it completes 98 yrs

Let's look back to it's history

A ■ written a long ago by [@BharadwajSpeaks](#)

**Gita Press was established in 1923 by JD Goyanka. Hanuman Prasad Poddar was its founding editor.**

Its first journal Kalyan was published in 1927. Unless other publications, Gita Press publishes its books at a very reasonable price. For example, a Bhagavad Gita can be procured at Rs.30. A copy of Hanuman Chalisa cost just Rs. 2 (50 lakh copies printed every year).

But why? Why does Gita Press publish excellent books at such a minimum token price which inevitably equals or exceeds the creation cost? The answer to this question is that Gita Press was not founded to be a profit making enterprise.

Its goals were something very different, Gita Press was founded at a time when Christian Missionaries were making rapid progress in converting Hindus. They were making all out attacks on Hinduism. Missionaries used to distribute copies of Bible to anyone who

shows slightest inclination to accept it.

Bibles were flowing By contrast, except for a few Pandits who were specialists in the field, an ordinary Hindu did not have any printed copy of any of his books. Ordinary Hindu did not have any good knowledge of his own Dharma's books.

Gita Press was founded only to propagate and defend Dharma. In addition, a majority of Hindus in this period was not literate. They simply could not read. Hence, in addition to printing books, Gita Press also used to organize several

Kathas(Oral narration).

Their Kathavachaks would read & narrate the great Epics Ramayana and Mahabharata.

The head Kathavachak of Gita Press was Kripashankar Ramayani. He used to tour village to village. Gather people around in the evening after work and recite the Ramcharitmanas

His salary: 0 (food and travel was organised by Gitapress) and what was the success of Gita Press:

It was ASTOUNDING. As of 2014, they SOLD more than 72 million copies of Gita, 70 million copies of Ramcharitmanas and 19 million copies of Puranas.

Gita press is easily the BIGGEST publisher of India. It DWARFS others by its sheer numbers It was ONLY due to Gita Press that an ordinary Hindu could have a copy of Ramcharitmanas or Bhagavad Gita in his home.

It was due to Gita Press that an ordinary Hindu could read & know about his religion. It was Gita Press which challenged the missionary proliferation of Bibles.

What do we expect from a highly successful publishing house?

A luxurious and posh building as its headquarters?

But no. The Gita Press House is a very small building. It looks like a very small temple. This is certainly not what one would expect from "India's biggest publisher" Anybody who has visited Gita Press House at Gorakhpur would simply be awestruck at its simplicity.

Why?

Why did Gita Press not publish anything about their editorial founder?

The answer lies in the Motto of Gita Press. Hanuman prasad Poddar used to say- "I never sanction self praise"

Gita Press shuns self praise and worship of Individuals"

As a result of this, while millions peruse the Gita Press publications, we hardly know anything about them. Whatever information available about Gita Press whether online or otherwise is mostly its evaluation by parties and individuals extremely inimical to it

The modesty is striking. Did you know that the founding editor of Gita Press, Hanuman Prasad Poddar was recommended for Bharat Ratna by then home minister Govind Ballabh Pant. But to the surprise of Pant, Poddar flatly refused it.

All his life, Poddar refused any felicitation