

Topic - ***Being Product Oriented to Being Process oriented***

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When we come to kc everyone goal is very clear, that everyone wants to go Back2godhead. but when we hear the lcm principle na dhanam najanam.... lcm said i dont want anything to myself. i want only to serve the lord in material world as well as spiritual world. lcm said i dont want anything but give me next birth to serve you. should we aspire to go back2 godhead or should we aspire to lcm principles. here i introduces 2 terms i.e. product which is basically going back to godhead and another is the process which is doing bhakti to attain abode of supreme lord. taking the example from student, cracking the exams and attaining good grade is the goal, the product. & doing studies is the process. so what happens when we make our products priority instead of the process, then the process becomes burden. recently i wrote article in back2godhead magazine one of the student telling me that dear prbjji, i'm not able to concentrate on my studies & sometimes i'm getting bored by doing studies so this was the article related to this. so his goal was crack the exams and to get the good grades bcoz he was product oriented & not process oriented, by which he feels burdened to study. therefore we can say that inorder to focus on process we have to give up attachments to the goal atleast temporary. when this happens we become calm & refresh. many times our mind dwells in future and sometimes dwells in past. most of the times mind is not in present bcoz product oriented person always dwells in future where has to go and always dwells in past for what mistakes i did. Imagine i give you play the game of bucket and ball. in this you has 3 chances which is 10ft distance from you. the product oriented person will become judgemental to think if he loose 1 or 2 or 3 chances. on the contrary the process oriented this person will not be a judgemental of his activities rather he becomes a observer of his activities and he will observe all his failures as a feedbacks and learn from this mistakes and he wins the game. product oriented person has frustration because he may think that i'm fit for nothing bcoz he is judging the activities but 2nd person(process oriented) will think that as he is a observer of his activities that he will observe all the tackles of his activities and wins the game of life. generally, this happens among devotees we may fail for sometime in something but that doesn't mean a ultimate failure. we dont want a product oriented sadhaka but we want process oriented sadhaka which process we are going through. canto 6. chitraketu maharaja was cursed by mother parvati that sp said in purport shivji speaks to parvati that those who are the goals to serve the narayan either hell or heaven is equal to them but if the person is process oriented then the famous eg is gopis. gopis takes ample of dust to krishna. one relieve for krishna is better for us because they are process oriented. we should take the goal as the service to Lord forver, but dont make the benchmark towards product oriented. eg from ramayana, ram sita and laxman when they are in exile. mother sita was not condemning the mother kaikai, she was just thinking how i serve my husband rama sincerely and seriously. he was the bothered to serve the lord. she was very much absorbed in process oriented. another example is jatayu. jatayu is the another example of process oriented. in bg. karmanya vadhikarasthay.... you have right to do the process of doing work but you dont have the right to keep attachments in fruits. if we try to control things which is in our control then we will happy. if

its not in our control then you will miserable. product is krishnas domain and process is our domain. we have to depend on process not product. we are living in this world which is full depended on product oriented not process oriented, as I say it is instant gratification but short term satisfaction. one time narendra modi was asked by one student what will you do if you become pm of india then he said in one that speech on teacher's day, that jivan me kuch bane ki mat socho, lekin jivan me kuch karne ki socho. dont dream about what i become & dream about what i will do....when we are product oriented frustrations rises, and when we become process oriented you will be happy. when we get good marks you will remember the hard work or process that makes you good scorer, u will remember the process. when we are process oriented you will start enjoying & when we are product oriented then it will become burdensome for us.

when we do what you want to do, inspiration is the interior immune system & when you do what you have to do, motivation is exterior steroid injection.

| pastimes happened while returning from chitrakoot to nashik..... |

when we are process oriented you will forget about product or goal.

there are four things to come closer towards desire, fear, duty and love. so someone will ask have you developed love towards krishna? answer is No, i had not developed love towards lord, but i'm doing the process which i will develop love towards Lord. so we should change the attitude from I have to do TO i get to do. failure will not divert from our process to achieve product. being process oriented will not allow us to get diverted from goal i.e product. my life is absorbed in remembering you, sp was also process oriented. he was always thinking about serving lord everytime. we do the best and we leave the rest in God i.e. product.

thank you very much
hare krsna!