

Success Sutra



*Their minds are pierced by desires,
Their hearts are filled with fears,
They are on the verge of tears,
And they say, "Cheers"*

Doesn't this poem describe the façade that characterizes our society, the masquerade that we wear in the name of happiness? We get caught up in trying to achieve what society has defined as happiness – material possessions and positions, physical pleasures and treasures – and we scarcely pause to think whether these things actually make us happy. When we fail to achieve these trappings of happiness, we naturally feel miserable.

When we succeed, we are perpetually tortured by anxiety to protect our laurels while somehow putting on a plastic smile to accept the congratulations enviously offered by others.

That's "successful life" for us – a life that makes a "ful" (fool) out of us in the name of "success".

Different from this façade is real success as explained in the Bhagavad-gita (6.22), "Upon gaining this he thinks there is no greater gain. Being situated in such a position, one is never shaken, even in the midst of greatest difficulty." Let's understand the two freedoms that real success awards:

- **Freedom From Craving:**

When we achieve real success, we become free from all craving. Materially, if we become a millionaire, we crave to become a billionaire, then a trillionaire and so on. The more we get, the more we crave for. But spiritually, when we achieve love for God, *krishna-prema*, and thus invite and enthrone Krishna in our heart, He being the unlimited reservoir of all beauty and sweetness satisfies our heart in a way that nothing else can.

- **Freedom From Misery:**

Real success catapults us beyond the reach of misery. Materially, the more we achieve or acquire, the more we become susceptible to misery from our competitors, enemies or thieves. But when we are internally fulfilled by experiencing the presence and love of God, then we no longer depend on externals for our happiness. Even if we lose everything external, as we inevitably will at the time of death, we secure the highest gain – God Himself and eternal residence in His blissful abode.

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