



Sri Krishna Kathamrita Bindu

तवकथामृतं तप्तजीवनम्
tava kathāmṛtaṁ tapta-jīvanam

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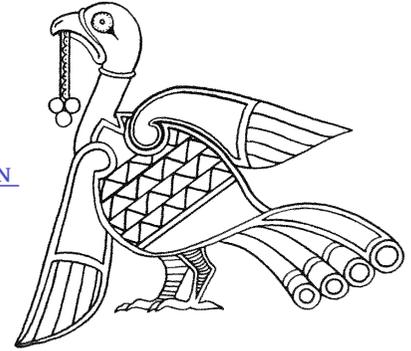
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SELLING LIES

His Divine Grace

A. C. Bhaktivedanta Swami Prabhupada

Regarding this making some false story for collecting money or selling book: Of course, we may do anything for Krishna, but that is supposed to be reserved for very advanced experts in Krishna

consciousness — they know how to catch the big fish without themselves getting wet. So, it is not very much advisable to make lies just to sell books. If we simply stick to describing how wonderful Krishna is, then whatever we may lie or exaggerate will not be a lie! But other things, lies, will not help to train ourselves in truthfulness. “Lie to some, not to others,” that is not a good philosophy. Rather the Brahmins are always truthful, even to their enemies. There is sufficient merit in our books that if you simply describe them sincerely to anyone, they will buy. That art you must develop, not the art of lying. Convince them to give by your preaching the absolute truth, not by tricking, that is a more mature stage of development of Krishna consciousness. (Letter to Sri Govinda, 25 December 1972.)

Regarding your question whether some small lies may be said in order to sell our books, I have already replied to Bali Mardan on that point and a copy of his letter is enclosed herewith. But the kind of lie as you have given example of the apartment manager, telling him, “Yes, we have gotten permission to distribute here,” that kind of lie is not harmful. The highest development of Krishna consciousness understanding will be when you are able to tell anyone the truth, but in such a manner that they will respond in a positive way.

If people like to contribute by hearing such things, there is no harm. That is just to induce him to purchase. Some of my godbrothers, I can remember, when we used to go out for begging some contribution from some big man, they used to say that my guru maharaja had lived for 12 years in the forest in solitary place, living only on the *tulasī* leaves. I could scarcely stop from laughing when I heard such story, but it was effective to get the money and give to our guru maharaja, and he was pleased by our gift.

So the idea is not what you are saying, so much as how you say it. If you understand this properly, then you may be able to say the truth at all times in the most palatable way, according to the situation and the type of hearer. To perfect this art takes practice, so practice preaching from this understanding and gradually you will develop it more and more. But we should never steal anything like money, food, water, gasoline, just to enhance our service to Krishna. That is too much dangerous, and if we are caught then all of our work is finished. Just like in India recently, this Balyogi Guru Maharaji was detected by the customs authorities attempting to smuggle some small items into India. By this one tiny incident his entire effort for preaching, even though he is rascal number one and his preaching is nonsense, his work is now ruined and he is practically finished as the government will not grant him a passport to leave India. So we shall always be careful to avoid jeopardizing our high standing in the society by some foolish and small act of illegal stealing. (Letter to Sankarsana. 31 December 1972.)

If we simply speak nicely to a person and sincerely try to get him to take the book, he'll take it. Why should we adopt unfair means? We should not do anything which will create a bad impression or make us unpopular. People are after these books; they are hankering for them. We don't need to adopt cheating methods. I never had to use any cheating method when I first began. I simply presented the real thing. Basically, and practically speaking, everything that is done sincerely for Krishna's satisfaction is perfect. But we have to be very, very careful in our dealings with others so that they will not take the wrong view. (Letter to Ramesvara. 1 January 1975.)

THE ETERNAL SOURCE OF KNOWLEDGE

Sri Srimad Gour Govinda Swami Maharaja

Srila Jiva Goswami in his *Tattva-sandarbha* gives a description of the Vedas, *anādi-siddha-sarva-puruṣa-paramāparāsu sarva-laukikālaukika-jñāna-nidānatvād aprākṛta-vacana-lakṣaṇo vedah* — “The Vedas are eternally self-manifest and from them have been derived all departments of knowledge, mundane and spiritual, among all schools of thought in human society, since time immemorial.”

Who is *sarva-kāraṇa-kāraṇam, anādir ādir* — the beginningless original cause of all causes? It is Govinda. He is the cause of all causes. He is Krishna, the Supreme Personality of Godhead. From him come the Vedas. It is said *niḥśvasita-vāṇī* — “The Vedas come from the breathing of the Supreme Lord.” All the Vedas come from the breathing of the Supreme Lord. As Krishna is *anādi*, the Vedas are *anādi*. You cannot find their beginning. Govinda is *sarvādi* and *anādi*. He is the beginning of everything but he has no beginning. Do you understand? Similarly, the Vedas are *anādi*. You cannot say that the Vedas first appeared on a particular date.

We have two types of considerations, *apara-vicāra*, the apparent consideration; and *tattva-vicāra*,



Nāma-tattva

NAMA DOESN'T APPEAR IN BAD ASSOCIATION

*Srila Jagadananda Pandit's
Prema-vivarta 7.1*

*asādhu-saṅge bhāi kṛṣṇa-nāma nāhi haya
nāmākṣara bāhirāya baṭe tabu nāma kabhu naya*

O brother, Krishna's name never appears in bad association; the external letters of the name may appear, but the name never does.

— Jagadananda Pandit. Śrī Śrī Prema-vivarta. Sri Chaitanya Gaudiya Math. Calcutta. 1984. Bengali.





Pre-Mughal School, Delhi Agra. c. 1520

Krishna kills the demon Trinavarta

the absolute consideration. All of our discussions, philosophy, are based on *tattva-vicāra*, absolute considerations, not apparent considerations. So if you take to *tattva-vicāra* you will find that nothing is material, everything comes from the Supreme Lord Krishna, *sat* (permanent), as well as *asat* (temporary). Everything is there. The Vedas contain everything.

So *apraṁṛta-vacana-lakṣaṇaḥ* [Srila Jiva Goswami's *Tattva-sandarbhā* text 10] is transcendental words, or Veda, that come in *paramparā*, bonafide disciplic succession. Therefore, one of the names of the Vedas is *śrutiḥ* — “by hearing”. By hearing you will get it. You have to hear the Vedas from a bonafide *ācārya*. The *Upaniṣads* say, *ācāryavān puruṣo veda* — “He who has an *ācārya* knows the truth”. One who has heard from the bonafide *ācārya* and that *ācārya* has heard from his *ācārya*, and so on. Ultimately, you will reach Krishna — *kṛṣṇaṁ vande jagad-gurum* — He is the original *ācārya*. The original guru of the Vedas. The Vedas come from him through the bonafide disciplic succession. 🌀

— From a lecture in the United Kingdom. 28 August 1991.

FAME FALLS FLAT ON ITS FACE

Krishna says that he is the ability in all humans — *pauruṣaṁ nṛṣu* (*Bhagavad-gītā* 7.8). Accordingly, we find many gifted individuals in the material world. These individuals often strive hard to reach the pinnacle of excellence in their respective fields of interest in their lives.

However, once they do reach the top there is often only one way left to go, and that is down. Those who are at the top have a great responsibility to lift others to the same heights that they have achieved.

If instead of lifting others up, they start looking down upon others. Such an attitude marks the beginning of their downward journey.

In our devotional lives this can happen very easily. Some of us wish to achieve Krishna and become recognized as an empowered devotee. However, in the process we often end up neglecting Krishna's devotees, and this leads to a downfall.

This happened with a personality named Trinavarta, whose downfall is described by the devotee poet Mahakavi Dhundhiraj Shastri as follows:



Krishna kills Trinavarta

*dhṛtājito 'py adhi-hṛdayam tadāśritāv-
ahelanād upari-gato 'py adhaḥ patet
iti bruvann iva rajasārdita-vrajās
tṛṇa-bhramah sa-harir ihāpatad divaḥ*

Even though one may attain great heights in life and even though one may hold the Lord very close to one's heart, one will certainly fall if one disregards and hurts the devotees who are surrendered to the Lord. As if demonstrating this fact through his personal example,



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the demon Trinavarta who had literally risen to great heights in the sky and who was carrying the Lord very close to his heart fell down and died having given immense pain to the devotee residents of Gokul. 🙏 — HPD

— Translated from *Bhāgavatam-vyañjanam*, chapter 1, verse 44, from the edition published by Govind Jaikrishna Kale. Nagpur. 1965 A.D.

A GOPI'S LAMENTATION

The medieval poet Govinda Das

Gāndhāra Rāga

*ḍhala ḍhala sajala, jalada tanu sohana
mohana caraṇana sāja
aruna nayana gati, bijuri camaka jiti
dagadhala kulavati lāja*

Brimming over with the effulgence of his youthful beauty, his body glows radiantly. His feet decorations are extremely attractive to the mind. The brilliant flash of his of his reddish eyes defeats a flash of lightning and burns to ashes the modesty of the married damsels of Gokul.

*sajani, jā-ite pekhala kāna (refrain)
tad abadhi jaga bhari, bharala kusuma śara
nayana na heriye āna*

O friend! I saw Kāna (Krishna) while walking on the path today. Since then, my entire world is filled with the flowery arrows of Cupid. Now I don't see anything else with my eyes.

*majhu mukha daraśi, vihasi tanu ṛoḍa-i
vigalita mohana vaṃsa
na jāniya kauna, manoratha ākula
kisalaya dala karu daṃsa*

Seeing me, he smiled mockingly and turned his face away from me. The dignity and modesty of my family lineage has now completely melted away. I do not understand what desires within the mind are causing such distress. Even the fresh soft leaves sprouting out of tree branches appear to me to be like sharp biting thorns.

*ataye se majhu mana, jvalatahi anukhana
dolata capala parāna
govinda dāsa, micha-i āśoyāsala
abahuṃ na mlala kāna*

Since then, my mind is burning every moment and my life airs are rolling around in a fickle manner. Govinda Das says, "It is useless to give any assurances to the mind now. Krishna has not been attained." 🙏

— *Vaiṣṇava Padāvalī*, fourth edition, April 2010. Compiled and edited by Hare Krishna Mukhopadhyay. Published by Shishu Sahitya Sansad Pvt. Ltd., Kolkata.