

SB 1.2.14: Therefore, with one-pointed attention, one should constantly hear about, glorify, remember and worship the Personality of Godhead, who is the protector of the devotees.

1. If realization of the Absolute Truth is the ultimate aim of life, it must be carried out by all means.
How to do it?

1. Ekena manasā - One-pointed attention.
 - A strong faith that by Kṛṣṇa consciousness, one will be elevated to the highest perfection of life is called *vyavasāyātmiikā* intelligence. ([BG 2.41 purport](#))
 - Tamal Krishna Goswami explains in a lecture on [sri guru carana padma](#) song, that Srila Narottam das thakura had only one desire – to serve the order of his spiritual master.
 - Lord Caitanya instructs Raghunath das goswami – “Within your heart you should keep yourself very faithful, but externally you may behave like an ordinary man.” ([CC Madhya 16.239](#))
 2. Make Him our only shelter.
 - **Example:** Gandhi’s wife endeared herself to him due to this quality. ([I have no other shelter](#))
 - **Example:** Queen Kunti prays for calamities to happen again and again. ([SB 1.8.25](#))
 - **Example:** Our dear Prema Tarangini mataji.
 3. Pure devotional service can only be purchased by laulyam. ([CC Madhya 8.70](#))
 - “O Lord, just as a miser continually collects, counts and remembers his money, in the same way let us continually collect, count, and remember Your holy names”. ([Sri Padyavali by Srila Rupa Goswami](#))
 4. Need to perform tivra-bhakti.
 - Srila Prabhupada explains in a conversation as to how we advance in Krsna Consciousness depends on our desires. ([What is required to become Krsna conscious](#))
 - Lord Caitanya instructs Sanatana goswami to be diligent as a woman who has a paramour other than her husband. ([CC Madhya 1.211](#))
 - “As the minds of young girls take pleasure in thinking of a young boy and those of young boys take pleasure in thinking of a young girl, may my mind take pleasure in You.” ([SB 11.2.36 purport](#))
 5. Not wasting even a moment – Avyarthaka-latvam. ([CC Madhya 23.18-19](#))
 - **Example:** Srila Prabhupada’s exchange with a hippie who wanted to meet him just to impress a girl. ([I am very busy](#)).
 - **Example:** Srila Prabhupada’s daily routine. ([Srila Prabhupada’s daily routine in London](#))
 - **Example:** A devotee mother reads Bhagavatham when she gets 8 minutes of spare time just after feeding her small child.
 - **Example:** My friend Jaya Subhadra mataji
2. The four processes, namely glorifying, hearing, remembering and worshiping, are general occupations of living beings.
 1. Any man becomes a well-known man within a very short time if he is simply glorified in the daily newspapers.
 2. Political leaders of a particular party are also glorified by newspaper propaganda.
 3. The actual object of glorification is the Supreme Personality of Godhead, who has created everything manifested before us. ([janmady asya, SB 1.1.1](#))

1. False glorification of an unqualified person:
 - Cannot bring about any good.
 - May lead to some temporary reactions, but there are no permanent effects.
 - Is a waste of time. (*śrama eva hi kevalam*, [SB 1.2.8](#))
2. Therefore, the tendency to glorify others or hear others must be turned to the Supreme Lord. Why?
 - He is sātvatāṁ patih, the protector of devotees.
 - Lord is our eternal well-wisher. (*suhṛdam sarva-bhutanam*, [BG 5.29](#))
 - It gives us complete satisfaction.
 - It is unsatisfiable. (*svādu svādu pade pade*, [SB 1.1.19](#))
 - We can stop the repetition of birth and death. ([SB 1.8.36](#))
 - We will develop love for the lord which qualifies us to enter his abode.
 - It is auspicious to everyone. ([Questions about Krsna are loka-hitam](#))

SB 1.2.15: With sword in hand, intelligent men cut through the binding knots of reactionary work [karma] by remembering the Personality of Godhead. Therefore, who will not pay attention to His message?

1. Liberation from material bondage is possible only by devotional service.
 1. **Definition:** Liberation means freedom from the cycle of reactionary work.
 2. Activities of the Supreme Lord (His Lilas) are transcendental to the modes of the material energy. They are all-attractive spiritual activities, and therefore constant association with the spiritual activities of the Supreme Lord gradually spiritualizes the conditioned soul and ultimately severs the knot of material bondage.
 3. Karma-yoga and Jñana-yoga could also lead to liberation only because of the overcoating of devotional service.
 - Karma overcoated with devotional service is called karma-yoga.
 - Empirical knowledge overcoated with devotional service is called jñana-yoga.
 4. Pure bhakti-yoga is independent of karma and jñana. (*anyabhilasita-sunyam*, [CC Madhya 19.167](#))
 - Along with liberation, it awards transcendental loving service of the Lord.
2. Therefore, any sensible man renders devotional service unto the Lord without cessation.
 1. The Gosvamis of Vrndavana made immense literatures of transcendental science.
 2. They have chalked out ways for all classes of men in pursuance of the teachings of Śrimad-Bhāgavatam and similar other authoritative scriptures.