

Contribution solicited for the noblest cause

I would like to bring to your notice the burning issues of modern times. In the race for '*Survival of the fittest*' which so nicely describes the modern era, we look in a man for performance, accuracy, flexibility; ignoring humility, love, tolerance. Qualities that once described a machine are now so widely sought after by humans. No wonder, Michael Jackson succumbed to the agonizing depression. Be it the celebrities or the common men all suffer from the same illness.

Even the future generations are being trained to meet the same fate. To meet the '*cut throat competition*' we ignore their inner longings. In our quest for a developed world we may end up in a society full of hate and greed. The rise in corruption, crime, suicides speaks in itself. Thanks to the modern way of lifestyle. One in every five in the country have some sort of emotional and behavioral problems. Of the half million people reported to die of suicide worldwide every year, 20% are Indians. In a study published in *The Lancet* in June 2012, the estimated number of suicides in India in 2010 was about 1,87,000. A large proportion of adult suicide deaths were found to occur between the ages of 15 years and 29 years. The recent Coal allocation scam reported in March 2012 accuses the Govt. of India of allocating coal blocks in an inefficient manner during the period 2004-2009 to public sector entities (PSEs) and private companies amounting to a fraud of Rs. **1,85,591.34 crore**. The national crime rate has outpaced the economic growth to notch a 25 per cent growth during the last decade. Seeing this, we may feel: can I, one small human being, make any significant difference?

And the answer is, "YES, You Can". **The solution lies in ages old BHAGVAD GITA the divine words of God.** We have tried all other means and have simply gone on to worsen the situation. Let us take up the advice of our Universal Father to create universal brotherhood. Gita wisdom informs that we are all spiritual beings and no material process can be fully successful in giving us real, permanent happiness. On material platform we do not even know of anything that can make us permanently happy, but on spiritual front it is quite natural for us to have eternal bliss. The Bhagvad Gita can help everyone awaken their original spiritual identity, which is eternal, full of knowledge and full of bliss. Such a global awakening will, in one stroke, solve all the problems of the world society bringing in a new era of unprecedented peace and prosperity for all.

Few may call this an impractical method, but it is not for no reason the tips of Bhagvad Gita are being taken up by thousands in the modern world. **Personalities like Einstein and Mahatma Gandhi highly appreciated it.**

"When I read the Bhagavad-Gita and reflect about how God created this universe everything else seems so superfluous." ~ **Albert Einstein**

"When doubts haunt me, when disappointments stare me in the face, and I see not one ray of hope on the horizon, I turn to Bhagavad-Gita and find a

verse to comfort me; and I immediately begin to smile in the midst of overwhelming sorrow. Those who meditate on the Gita will derive fresh joy and new meanings from it every day." ~ **Mahatma Gandhi**

"From a clear knowledge of the Bhagavad-Gita all the goals of human existence become fulfilled. Bhagavad-Gita is the manifest quintessence of all the teachings of the Vedic scriptures." ~ **Adi Sankara**

The Gita is the cream of the Vedas. It is the essence of the soul-elevating Upanishads. It is a universal scripture applicable to people of all temperaments and for all times. It is a wonderful book with sublime thoughts and practical instructions on Yoga, devotion, Vedanta and action. It is a marvelous book, profound in thought and sublime in heights of vision. It brings peace and solace to souls who are afflicted by the three fires of mortal existence, namely, afflictions caused by one's own body, those caused by beings around one, and those caused by the gods.

Leading universities like Oxford have taken it up in their curriculum. "Bhagvad Gita As It Is" by His Divine Grace A.C. Bhaktivedanta Swami Prabhupada has its translations in more than hundred languages and is being widely read in countries like USA, Russia, Germany, China, Kazakhstan etc.

From this we can understand this knowledge is not sectarian or only for people of '*Hindu*' belief. The universality of this message can be gauged from the way people all over globe are taking to it, just like a child who eats after being deprived of food for days.

By God's grace many persons have come up, and joined in the fight to defeat the ignorance. **Copies of Bhagvad Gita are being distributed among general public in colleges, companies, hospitals, orphanages and even in jails.** People have tremendously benefited from this and have in turn come up to join the quest.

The war is still big, therefore please join us in this mission. All we have to do is take copies of Bhagvad Gita and distribute them.

Sponsor as many copies as possible in this hour of need.

Lord Krishna says in 18th chapter of Bhagvad Gita that there is no one more dear to Him than those who spread this supreme secret. ISKCON(International Society for Krishna Consciousness) devotees around the world conduct book marathons every year in December, in keeping with the spirit of Christmas, which is considered the season for giving, the world over. In commemoration of Gita Jayanti (the auspicious anniversary of the day that Lord Krishna spoke the holy *Bhagavad-gita* to Arjuna on the battlefield of Kurukshetra), they hold a book distribution marathon in December every year too. Hence any contributions in this direction are most beneficent in this month.

Please understand that transcendental knowledge can solve all the problems from the very root. The greatest charitable work is to give knowledge

because all other things like food, clothing, medicine etc will perish and offer only temporary solutions to comfort the body which is also perishable and has to be given up one day. On the contrary, knowledge about the self can help one seek liberation from the cycle of repeated birth and death thereby opening the gateway to unlimited permanent happiness. Therefore do not hesitate, do the highest social welfare act for the humanity. These books are meant to create a revolution in the heart and relieve the suffering of humanity by changing people's perceptions of life, helping them understand what is really is.

1 Bhagawad Gita (English) Rs. 130

1 Bhagawad Gita (Hindi) Rs. 100

Book Now your copies & become more dear to the lord.