

Srila Prabhupada explains that the chanting of the Holy Names of God is not a vibration of this material world and that it is all auspicious and congenial to the human society. It does not matter whether people like it or not. The Holy Name is imported from the spiritual world and thus it is completely spiritual. Srila Prabhupada further explains that the Hare Krishna movement has been started simply by chanting Hare Krishna.

The Yuga-dharma Is Personally Introduced by Lord Krsna in His Incarnation as Lord Caitanya

Krsna came again as Lord Caitanya to teach us the path by which to cross the ocean of *Kali-yuga* :

Just before the beginning of *Kali-yuga* - or, in other words, at the end of *Dvapara-yuga* - Lord Sri Krsna appeared and left His instructions in the form of *Bhagavad-gita*, in which He asked all living entities to surrender unto Him. Since the beginning of *Kali-yuga*, however, people have practically been unable to surrender to the lotus feet of Krsna, and therefore, after some five thousand years, Krsna came again as Sri Caitanya Mahaprabhu just to teach the entire world how to surrender unto Him, unto Sri Krsna, and thus be purified....

Kali-yuga is full of contamination. This is described in the *Srimad-Bhagavatam* (12.3.51):

*kaler dosa-nidhe rajann
asti hy eko mahan gunah
kirtanad eva krsnasya
mukta-sangah param vrajet*

This age of *Kali* is full of unlimited faults. Indeed, it is just like an ocean of faults (*dosa-nidhi*). But there is one chance, one opportunity.

Kirtanad eva krsnasya mukta-sangah param vrajet

: simply by chanting the Hare Krsna mantra, one can be freed from the contamination of *Kali-yuga*

and, in his original spiritual body, can return home, back to Godhead. This is the opportunity of *Kali-yuga*

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When Krsna appeared, He gave His orders, and when Krsna Himself appeared as a devotee, as Sri Caitanya Mahaprabhu, He showed us the path by which to cross the ocean of *Kali-yuga*. That is the path of the Hare Krsna movement. When Sri Caitanya Mahaprabhu appeared, He ushered in the era for the

sankirtana

movement. It is also said that for ten thousand years this era will continue. This means that simply by accepting the

sankirtana

movement and chanting the Hare Krsna maha-mantra, the fallen souls of this

Kali-yuga

will be delivered. After the Battle of

Kuruksetra

, at which

Bhagavad-gita

was spoken,

Kali-yuga

continues for 432,000 years, of which only 5,000 years have passed. Thus there is still a balance of 427,000 years to come. Of these 427,000 years, the 10,000 years of the *sankirtana*

movement inaugurated by Sri Caitanya Mahaprabhu 500 years ago provide the opportunity for the fallen souls of

Kali-yuga

to take to the Krsna consciousness movement, chant the Hare Krsna maha-mantra and thus be delivered from the clutches of material existence and return home, back to Godhead.

Chanting of the Hare Krsna maha-mantra is potent always, but it is especially potent in this age of *Kali*. Therefore *Sukadeva Gosvami*, while instructing *Maharaja Pariksit*, stressed this chanting of the Hare Krsna mantra.

kaler dosa-nidhe rajann

asti hy eko mahan gunah

kirtanad eva krsnasya

mukta-sangah param vrajet

"My dear King, although *Kali-yuga* is full of faults, there is still one good quality about this age. It is that simply by chanting the Hare Krsna maha-mantra, one can become free from material bondage and be promoted to the transcendental kingdom." (

S.B. 12.3.51

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Written by Srila Prabhupada

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Those who have accepted the task of spreading the Hare Krsna maha-mantra in full Krsna consciousness should take this opportunity to deliver people very easily from the clutches of material existence. Our duty, therefore, is to follow the instructions of Sri Caitanya Mahaprabhu and preach the Krsna consciousness movement all over the world very sincerely. This is the best welfare activity for the peace and prosperity of human society. (*Srimad-Bhagavatam* 8.5.23)