

# Amṛta Vāṇī: Illuminations and Nourishment for the Journey

## The Holy Name Is So Sweet!

*The honey within the holy name is remembrance of Kṛṣṇa. That is why chanting the name brings ecstasy.*

— **Mukunda-mālā-stotra, verse 26**

Kali-yuga is an ocean of hypocrisy and pollution. In Kali-yuga all natural elements are polluted, such as water, earth, sky, mind, intelligence and ego. The only auspicious aspect of this fallen age is the process of chanting the holy names of the Lord (*asti hy eko mahān guṇaḥ*). Simply by the delightful process of *kṛṣṇa-kīrtana* one is freed from his connection to this fallen age (*mukta-saṅga*) and goes back home, back to Godhead (*param vrajet*).

— **ŚB 11.3.44p**

Lord Caitanya's movement of Kṛṣṇa consciousness is full of dancing and singing about the pastimes of Lord Kṛṣṇa. It is compared to the pure waters of the Ganges, which are full of lotus flowers. The enjoyers of these lotus flowers are the pure devotees, who are like bees and swans. They chant like the flowing of the Ganges, the river of the celestial kingdom.

— **CC Ādi 2.2**

Lord Gauracanda is singing in sweet voice, singing very sweetly the Maha Mantra . . . He is asking every one, whether householder or in renounced order of life to chant always the Mahamantra . . . Either in distress or happiness never forget chanting this Mahamantra. Make this practice how to continue this chanting always. Gradually we are losing the duration of our life and if we don't take the opportunity of worshipping the Lord of the senses, Krishna, then we are simply wasting our time. Now we are fully conscious. Let us now chant loudly with the holy names of Radha Madhava. Being entrapped in the network of illusory maya, we are simply engaged in false duties. Therefore it is the good advice of Bhaktivinode Thakura that everyone should become mad after chanting the Mahamantra He is requesting everyone to do so.

— **Letter to Kirtanananda, London, 22<sup>nd</sup> Aug 1971**

There are three stages of chanting the holy name: chanting with offense, chanting as a liberated person, and chanting with full love of God. These progressive stages of chanting are like the ripening of a mango. An unripe mango tastes sour, but when the fruit is fully ripened, it tastes very sweet. Initially we may be reluctant to chant, but when we become liberated the chanting is so sweet that we cannot give it up. In this regard, Śrīla Rūpa Gosvāmī has composed a beautiful verse describing the sweetness of the holy name of Kṛṣṇa:

*tunḍe tāṇḍavinī ratim vitanute tunḍāvalī-labdhaye  
karṇa-kroda-kadambinī ghaṭayate karṇārbudebhyaḥ sprhām  
cetaḥ-prāṅgaṇa-saṅginī vijayate sarvendriyāṅām kṛtim  
no jāne janitā kiyadbhir amṛtaiḥ kṛṣṇeti varṇa-dvayī*

“I do not know how much nectar the two syllables *Kṛṣ-ṇa* have produced. When we chant the holy name of Kṛṣṇa, it appears to dance within the mouth, and we then desire many, many mouths. When the name of Kṛṣṇa enters the holes of the ears, we desire many millions of ears. And when the holy name dances in the courtyard of the heart, it conquers the activities of the mind, and therefore all the senses become inert.”

— **A Second Chance, Ch.15**

The holy name is actually the sweetest nectar, but until we reach the spontaneous stage of devotion, one has to outsmart the mischievous mind. The mind is called *cañcala*, or unfaithful, but it can become the devotee’s best friend. When one chants Hare Kṛṣṇa and performs other duties with concentration and devotion, the mind clears and the devotee realizes his true interest. Then the devotee becomes attracted to serving the holy names in the *ekāntina* spirit.

— **Nārada-bhakti-sūtra, Ch.4**