

**— Moment by Moment, Day by Day —
The Choice Is Mine!**

Culture of Lust

(Impersonalism — Me centered)



Envy



Exploitation
(I, Me and Mine)



Sense of Alienation, Fear



**Isolated individual
struggle for existence**



Hard-hearted
(Material Life → Death)

Culture of Love

(Personalism — Kṛṣṇa centered)



Friendship



Service
(“*Īśāvāsyam idaṁ sarvaṁ*” - *Īśo* 1)



Sense of Encouragement, Security



**Insulated group
struggle to become Kṛṣṇa conscious**



Open-hearted
(Progressive Spiritual Life)

—Which Culture Did Śrīla Prabhupāda Give? Which Culture Am I Living?—