

Śrīla Prabhupāda’s *KISS* Formula for Protection — and Perfection *KISS!* — Keep It Simple, *Sādhu* — *KISS!*

(1) The Potency of *Harināma* to Protect Us

[The sages at Naimiṣāranya to Sūta Gosvāmī]: Living beings who are entangled in the complicated meshes of birth and death can be freed immediately by even unconsciously chanting the holy name of Kṛṣṇa, which is feared by fear personified. The transcendental name of Kṛṣṇa, even though uttered unconsciously or by force of circumstances, can help one obtain freedom from the hurdle of birth and death.

— ŚB 1.1.14+p



In the *Kali-santarāna Upaniṣad* it is stated:

“The sixteen words—Hare Kṛṣṇa, Hare Kṛṣṇa, Kṛṣṇa Kṛṣṇa, Hare Hare/ Hare Rāma, Hare Rāma, Rāma Rāma, Hare Hare—are especially meant for counteracting the contaminations of Kali. **To save oneself from the contamination of Kali, there is no alternative but the chanting of these sixteen words.**”

— Teachings of Lord Caitanya



[The Viṣṇudūtas to the Yamadūtas]: One who chants the holy name of the Lord is immediately freed from the reactions of unlimited sins, even if he chants indirectly [to indicate something else], jokingly, for musical entertainment, or even neglectfully. This is accepted by all the learned scholars of the scriptures.

— ŚB 6.2.14



The material existence of our present status is full of fear. Out of the four problems of material existence, namely the food problem, the shelter problem, the fear problem and the mating problem, the fear problem gives us more trouble than the others. We are always fearful due to our ignorance of the next problem. The whole material existence is full of problems, and thus the fear problem is always prominent. This is due to our association with the illusory energy of the Lord, known as *māyā* or external energy, yet all fear is vanished as soon as there is the sound of the Lord, represented by His holy name, as it was sounded by Lord Śrī Caitanya Mahāprabhu in the following sixteen words:

*Hare Kṛṣṇa, Hare Kṛṣṇa, Kṛṣṇa Kṛṣṇa, Hare Hare
Hare Rāma, Hare Rāma, Rāma Rāma, Hare Hare*

We can take advantage of these sounds and be free from all threatening problems of material existence.

— ŚB 1.11.2p



In the present age of Kali there will eventually be a great scarcity of water (*anāvṛṣṭi*), for the general populace, due to ignorance and the scarcity of *yajñic* ingredients, will neglect to perform *yajñas*. *Śrīmad-Bhāgavatam* therefore advises: *yajñaiḥ saṅkīrtana-prāyaiḥ yajanti hi sumedhasaḥ*. After all, *yajña* is meant to satisfy the Supreme Personality of Godhead. In this age of Kali, there is great scarcity and ignorance; nonetheless, everyone can perform *saṅkīrtana-yajña*. Every family in every society can conduct *saṅkīrtana-yajña* at least every evening. In this way there will be no disturbance or scarcity of rain. **It is essential for the people in this age to perform the *saṅkīrtana-yajña* in order to be materially happy and to advance spiritually.**

— ŚB 5.4.3p

**Please Cherish Your Relationship with Nāma
— Please Don't Minimize It! —**