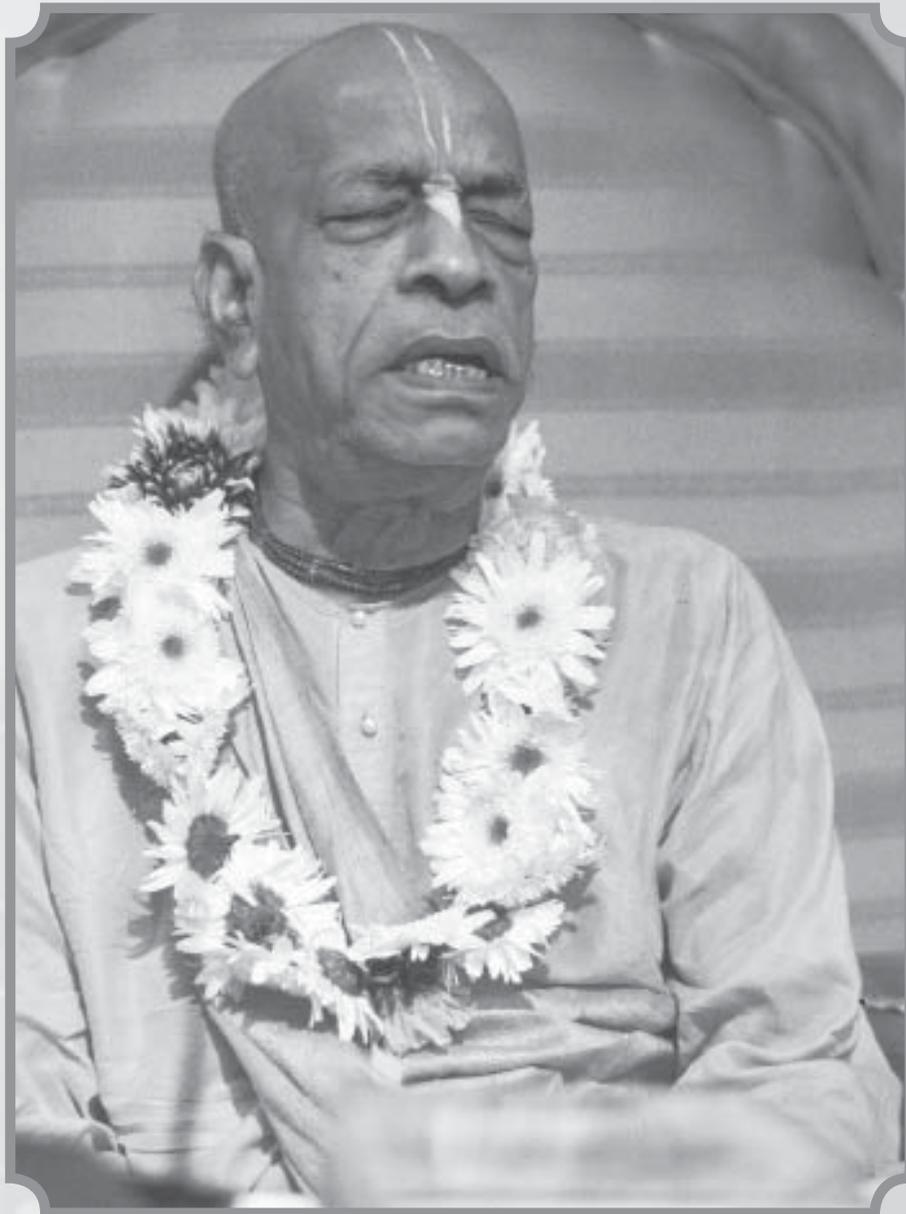


# HOMAGES FROM THE PUBLISHERS





# Bhaktivedanta Book Trust (Far East and Middle East)

Dear Śrīla Prabhupāda,

Please accept my humble obeisances beneath the dust of your sacred lotus feet. All glories, all glories, all glories to Your Most Divine Grace!

On this most auspicious Vyāsa-pūjā day during the year in which we celebrate the 50<sup>th</sup> anniversary of your formation of the International Society for Krishna Consciousness, every one of your disciples, granddisciples, and great-granddisciples is trying to comprehend the incomprehensible.

We are trying to understand something that will never “stand under” our mind or intelligence for even an instant, thus remaining forever elusive.

Of course, we refer to how you alone, Śrīla Prabhupāda, could have accomplished and established so very much, so very widely, affecting so very many, in such a very short time. The effects of which will resound and grow to ultimately affect this entire universe (at least) for the next ten thousand years (at least)!

Similarly, we cannot ever hope to comprehend, in any way, how much you have pleased your divine spiritual master, the entire *paramparā*, and Their Divine Lordships Śrī Śrī Gaura-Nitāi and Śrī Śrī Rādhā-Śyāmasundara.

Therefore it seems that all we can ever really do, being as ignorant as we are, is to somewhat feebly offer that all of this is due not only to Lord Kṛṣṇa’s great mercy but especially and specifically to your most divine personal sacrifice and inconceivable mercy upon us and upon this universe.

But is that really all we can do? Of course not. We can do a lot more. Although our efforts to assist you in your mission will ever remain insignificant, still we can do a lot more.

To the extent that each one of your disciples, granddisciples, and great-granddisciples *takes action* to try to fulfill your clear instructions—to spread your wonderful Hare Kṛṣṇa movement and your transcendental books worldwide—only to that extent can we ever hope to offer something beyond words that may actually please Your Divine Grace.

Śrīla Prabhupāda, you are the peerless, incomparable *paramahansa* pure devotee and founder-*ācārya* of ISKCON and the BBT. You accomplished the unimaginable and you gave us everything! While such an impossible debt can indeed never be repaid, still we must—I must—try to do something that may at least have a chance of pleasing you.

Śrīla Prabhupāda, I hope and I pray at your lotus feet that you may find some pleasure from the following images showing the moment when many Arabic, Chinese, Farsi, Japanese, and Korean speakers eagerly decided to reach out and purchase (and then happily display!) your books in their much-preferred native language, or mother tongue: <https://www.facebook.com/bbtfeme>.

It seems that once the book distributors experience the happiness of distributing books in these languages—especially, it seems, in Arabic!—they don’t want to stop and only wish this bliss to go on and on . . .

Śrīla Prabhupāda, I pray for your mercy that this service may increase far beyond what we could ever imagine.

*Thank you* for creating ISKCON, *thank you* for writing your books and creating the BBT, and *thank you* for allowing me to be so fortunate that I am able to offer you some meager service within your great and divine mission!

*Your servants at the offices of The Bhaktivedanta Book Trust, Far East and Middle East.*

(written by Satyanārāyaṇa Dāsa)

# Bhaktivedanta Book Trust (North America)

Dear Śrīla Prabhupāda,

*nama om̐ viṣṇu-pādāya kṛṣṇa-preṣṭhāya bhū-tale  
śrimate bhaktivedānta-svāmīn̄ iti nāmīne*

*namas te sārāsvate deve gaura-vāñī-pracāriṇe  
nirviśeṣa-sūnyavādi-pāścātya-deśa-tāriṇe*

Please accept my most humble obeisances. All glories to Your Divine Grace!

On today's most festive occasion of your divine appearance, kindly accept this offering from your most unqualified servant, on behalf of the North American BBT.

"Books are the basis of our Movement," you wrote in a letter to your first German translator, Maṇḍalibhadra Prabhu, in 1972. By your mercy I have been blessed with assisting in the ongoing printing and distribution of your books. I feel quite humbled to be among the devotees representing the philosophy of Kṛṣṇa consciousness to the conditioned souls by offering them your transcendental literature. By following in the footsteps of your disciples who have cent-percent surrendered to your instructions and who push on this cause under all circumstances, I remain inspired and grateful to continue in this most ecstatic service.

The whole world is filled with distress because nearly everyone is engaged in mundane activities and is reading mundane literature. None of this literature offers them salvation, or a solution to their material miseries. Transcendental literature, on the other hand, is the vehicle for propagating Kṛṣṇa consciousness in the material world. Mundane literature can never give peace of mind. It is in the modes of passion and ignorance. Most books are read only once and then discarded or put on a shelf to gather dust. A thriller or mystery loses its attraction. There is no reason to pick it up again after reading it through to the end. *Śrīmad-Bhāgavatam*, on the other hand, is so relishable that one can read it again and again and never tire of rereading the transcendental truth.

Everyone is looking for the Kingdom of God, but they are not finding God in the process because, as you often said, they "want the Kingdom of God without God." Conditioned souls are mostly attracted by fruitive work because they want to enjoy life, but they have no information of how to obtain eternal happiness. Everyone wants peace in the world, yet there is no peace. Even with all the advances in science and technology, mankind has not found peace. Without understanding God and without becoming God conscious, there is no possibility of happiness or peace.

You dubbed the last verse in Chapter Five of the *Bhagavad-gītā* "the peace formula":

*bhoktāraṁ yajña-tapasām̄ sarva-loka-maheśvaram  
suhṛdaṁ sarva-bhūtānām̄ jñātvā māṁ śāntim̄ ṛcchati*

"A person in full consciousness of Me, knowing Me to be the ultimate beneficiary of all sacrifices and austerities, the Supreme Lord of all planets and demigods, and the benefactor and well-wisher of all living entities, attains peace from the pangs of material miseries." (*Bhagavad-gītā* 5.29)

Because of you, Śrīla Prabhupāda, we have been awakened to the fact that Lord Kṛṣṇa is the proper beneficiary of all human activities, and that we should therefore offer all the fruits of our work to Him with love. He is the proprietor of everything, and no one is equal to or greater than Him. Ordinary, foolish

people think that they are the lord of all they survey, and sometimes they even claim to be equal to the Lord, or deny His existence altogether. With such a mentality, they will never achieve peace, either individually or among the nations of this world. One can attain perfect peace only in complete Kṛṣṇa consciousness, when one knows that Lord Kṛṣṇa is the supreme enjoyer, the supreme proprietor, and our most intimate well-wishing friend.

By the ongoing printing and distribution of your books, more and more conditioned souls are finding their way to developing a deeper understanding of the mysteries of life and becoming eligible to be saved from a hellish condition. Your books are the weapons to defeat ignorance. As your books are printed and distributed on a mass scale, every person searching for peace and happiness will be able to find the formula for achieving them in the pages of your books. In my own life, meeting the devotees and receiving a *Kṛṣṇa* book changed the course of my life forever, and I am eternally grateful I did not miss this opportunity and avoided committing spiritual suicide.

You often stated that as many books as possible should be printed and distributed, and that this would bring you real pleasure. So, for your pleasure, Śrīla Prabhupāda, we would like to report to you the current book sales for North America. The number of books going out from the NABBT has increased more than 150% over the last seven years, including sales of more than one million *Bhagavad-gītās*. Because your disciples, granddisciples, and great-granddisciples have taken to heart your immortal instructions to “print more books” and “please distribute books, distribute books, distribute books,” your potent transcendental words are continually being injected into the dull brains of the masses.

Through your books and your movement, you are calling us all back home, back to Godhead. You are *patita-pāvana*, Śrīla Prabhupāda, the most compassionate servant of the Lord and the greatest benefactor of human society. We hope to never slacken in our service. By your mercy and your potency we hope to print and distribute ever more books, for our only desire is to please you and, in so doing, please the whole *paramparā* and the Supreme Personality of Godhead, Śrī Kṛṣṇa.

All glories to the *saṅkīrtana* movement! All glories to you, Śrīla Prabhupāda, on this most auspicious Vyāsa-pūjā day!

*Your servants at the offices of the Bhaktivedanta Book Trust in North America.*

(written by Dvārakārāṇī Devī Dāsī)

## Bhaktivedanta Book Trust (Northern Europe)

Dear Śrīla Prabhupāda,

Please accept my humble obeisances. All glories to Your Divine Grace.

*nama om viṣṇu-pādāya kṛṣṇa-preṣṭhāya bhū-tale  
śrimate bhaktivedānta-svāmīn iti nāmine*

*namas te sārasvate deve gaura-vāṇī-pracāriṇe  
nirviśeṣa-sūnyavādi-pāścātya-deśa-tāriṇe*

On this auspicious day we would like to express our gratitude for the precious gift you have given us. Throughout the world, there are so many books on all possible topics. Alone, how could we have found *Śrīmad-Bhāgavatam* or the *Bhagavad-gītā*? *Śrīmad-Bhāgavatam* is the cream of all the *Vedas*. Fifty years ago, you made it available to us. Touched by Śukadeva Gosvāmī, *Śrīmad-Bhāgavatam* has become more tasty; in the same way, presented in the West by Your Divine Grace with your Bhaktivedanta purports, it has become even more relishable. The superlative above the superlative.

Five thousands years ago, realizing that there were so many scriptures and that it was impossible to read and study them all, the sages of Naimiṣāraṇya asked Sūta Gosvāmī to please tell them the essence of all these scriptures. Thus, Sūta Gosvāmī shared his knowledge and realization in a clear, concise way. In the same way, Śrīla Prabhupāda, fifty years ago you gave us the heart of that knowledge in a very comprehensive way. The sages of Naimiṣāraṇya wanted to hear from Sūta Gosvāmī and asked their questions with submission. But we did not even ask. We did not ask because we did not know about these scriptures—and even if we had known, whom could we have asked? You did not wait for us to ask. As the rising sun gives its light, so you came to us and gave us your mercy.

The assembly at Naimiṣāraṇya contained many religious men who followed a variety of paths, but Sūta Gosvāmī could talk in such a way that his words were always suited to his audience. Śrīla Prabhupāda, you also spoke in a way that we could understand. Considering how the West was a land with a lifestyle completely different from that of your home in India, how amazing and wonderful it is that you adjusted your presentation to us! This was possible because, despite your being born in India, you did not belong to any land on this earth; you belonged to *Vaikuṅṭha* and had *Vaikuṅṭha* eyes.

To say that we are grateful cannot express our feelings. We cannot measure the fullness of the gift you gave us because it is from another dimension, one we can hardly imagine. It is a unique gift, beyond compare, a gift for eternity, and we feel not only grateful but obliged.

At the NEBBT we are trying our best to publish your books in as many languages as possible. Externally, what we do may look like the ordinary work performed at any publishing house. But it is not. This work is an opportunity to serve you; we are your instruments. Nowadays, when all of your books are available in many languages, we sometimes forget how rare and special they are. Today, on this auspicious anniversary of your appearance on the earth, we remember the many hours you spent writing your books, and as a sign of that recognition we wish to continue not only producing them but also reading and studying them with all care and attention.

*Your servants at the offices of the Bhaktivedanta Book Trust in Northern Europe.*

(written by Nārāyaṇī Devī Dāsi)