

# PHILOSOPHY



HARE KRISHNA HARE KRISHNA  
KRISHNA KRISHNA HARE HARE  
**HARE RAMA HARE RAMA**  
**RAMA RAMA HARE HARE**

# KRISHNA CULTURE

AT A GLANCE



Your Contact Info Here



We are **not this body**, but an eternal soul, part and parcel of God, or Krishna. The soul transmigrates into different bodies according to one's consciousness at the time of death.



**Krishna, the Supreme Personality of Godhead**, is all-knowing, omnipresent, all-powerful, and all-attractive. He is also known as God the Father, Allah, Buddha, Jehovah and Yahweh.



**The Absolute Truth is revealed in the Vedas**, the oldest scriptures in the world, the essence of which is found in the Bhagavad-gita, spoken by Krishna Himself.



In order to approach God, Krishna, **one must receive knowledge from a genuine spiritual master**.



**A pure vegetarian diet**, intended for human beings, is conducive for both health and spiritual understanding.



To attain God Realization one should **regularly chant and meditate on the names of God**.



The **Hare Krishna maha-mantra** consists of three most potent names of God, to be chanted and shared for the benefit of everyone.

# OUR FOCUS

## UTILITY is the **PRINCIPLE**

Offering One's Talents  
Eco-Farming  
Cow Protection &  
Non-Violence



## BOOKS are the **BASIS**

Daily Classes  
Home Study  
Book Distribution



## PURITY is the **FORCE**

Individual Meditation  
Group Chanting  
Devotional Service



## OUTREACH is the **ESSENCE**

Harinam - Public Chanting  
Sanctified Food Distribution  
Cultural Events/Gatherings



**A.C. BHAKTIVEDANTA SWAMI** started this Hare Krishna movement in 1966, at the age of 70. He came alone to America with a deep desire to help all people find true happiness in their eternal relationship with God.

# MEDITATION

**MANTRA MEDITATION** is simple, calms the mind, and nourishes the heart. It can be chanted individually or in a group (as kirtan). You can chant it anywhere, at any time. It is **most effective as a daily practice**; even chanting for five minutes is beneficial.



Try it Out!  
**CHANT THIS MANTRA**

HARE KRISHNA  
HARE KRISHNA  
KRISHNA KRISHNA  
HARE HARE  
**HARE RAMA**  
**HARE RAMA**  
**RAMA RAMA**  
**HARE HARE**

# GLOBAL IMPACT



- 650** Hare Krishna Centers
- 65** Farms & Eco-Villages
- 110** Pure Vegetarian Restaurants
- 516M** Books Distributed since 1966
- 3B** Meals Distributed since 1966
- 6,000** Annual Festivals Celebrated
- 9M** Annual Visitors



His Divine Grace A.C. Bhaktivedanta Swami Prabhupada  
Founder-Acharya of the International Society for Krishna Consciousness (ISKCON)

For more information go to: **Krishna.com**