

The Final Word ...

SB 11:27:50

TRANSLATION

The devotee should more fully establish My Deity by solidly constructing a temple, along with beautiful gardens. These gardens should be set aside to provide flowers for the regular daily worship, special Deity processions and holiday observances.

PURPORT

Wealthy, pious persons should be engaged in constructing temples and gardens for the pleasure of the Deity. The word *dāḍham* indicates that the most solid means of construction should be employed.

SB 11:27:51

TRANSLATION

One who offers the Deity gifts of land, markets, cities and villages so that the regular daily worship and special festivals of the Deity may go on continually will achieve opulence equal to My own.



PURPORT

By placing tracts of land in the Deity's name, there will be regular income for opulent Deity worship, both from rent and from agricultural production. A worshiper who makes the arrangements mentioned above will certainly achieve opulence like that of the Personality of Godhead.

SB 11:27:52

By installing the Deity of the Lord one becomes king of the entire earth, by building a temple for the Lord one becomes ruler of the three worlds, by worshiping and serving the Deity one goes to the planet of Lord Brahmā, and by performing all three of these activities one achieves a transcendental form like My own.

SB 11:27:53

TRANSLATION

But one who simply engages in devotional service with no consideration of fruitive results attains Me. Thus whoever worships Me according to the process I have described will ultimately attain pure devotional service unto Me.

PURPORT

The previous two verses were spoken by the Lord to attract those interested in fruitive results, and now the ultimate purpose of worshiping the Lord is described. The ultimate goal in life is Lord Kāñēa Himself. Love for the Lord is the highest bliss, although ordinary people cannot understand this.

“Please give this message to all - that I want to see a center there.”