

## The Paramount Vedic Glories of Chanting the Holy Name of NITYAANANDA

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balaramo mamaivamsah, so 'pi mat-prstham esyati; nityananda iti khyato nyasi-cudamanih ksitau

In the Vayu Purana, Lord Krishna tells Brahmaa: "**Lord Balaraama**, who is My first expansion and non-different from Me will also appear by My side as **Lord Nityaananda**. He will become the crest jewel of all renunciants on the planet earth."

nityanando maha-kayo, bhutva mat-kirtane ratah; vimudhan bhakti-rahitan, mama bhaktan karisyasi

In the Ananta-Samhita of Atharva Veda, the Lord states to **Anantadeva**: "When I appear in Navadvipa in Kali-yuga, **You will become Nityaananda**. You will have a very tall and beautiful, and You will be constantly absorbed in chanting My Names and Glories. In this way, simply **by Your causeless mercy You will convert** many fallen and bewildered fools who are totally devoid of devotion into My pure unalloyed devotees."

'nityanaanda' balite haya krishna-premodaya; aulaya sakala anga, ashru-ganga vaya

Chaitanya-charitamrita Adi-lila 8.23: "**Simply by chanting the Holy Name 'Nityananda'**, one will instantly awaken one's dormant pure love for Lord Krishna, one's body will experience intense bliss and torrents of pure love will flow from one eyes ."

'nityaananda' hena bhakta shunile shravane; avashya paibe krishnachandra sei jane

In Chaitanya-bhagavata, Adi-khanda 9.385, Shрила Madhavendera Puri states: "**If one simply hears the name 'Nityananda'**, he or she will most certainly attain the lotus feet of the Supreme Lord Krishna-chandra irrespective of any other consideration."

In Chaitanya Mangala, Madhya Khanda, Deliverance of Jagai and Madhai 125, the Lord says, "Anyone who just once in his or her life **speaks the word 'Nityananda'** becomes fully purified and becomes My pure devotee."

navadvipe purushottama pandita mahaashaya, nityananda-name janra mahonmaada haya

Chaitanya-Charitamrita (Cc) Adi 11.33: "Purusottama Pandita, a resident of Navadvipa, was the Krishna's eighth gopala, Stoka-Krsna for Vrindavan. He would **chant the Holy Name Nityananda** and become mad in pure love."

balarama dasa krishna-prema-rasaasvaadi, nityananda-naame haya parama unmaadi

Cc Adi 11.34: "Balarama dasa always fully tasted the nectar of love of Krsna by becoming extremely blissful **by chanting and hearing the Holy Name of Nityananda**."

naame nityananda tumi, rupe nityaananda; ei tumi nityaananda raama murttimanta.

Lord Gauranga states in Chaitanya-bhagavata, Madhya-khanda 12.18: "**Your Name is Nityananda (eternally full of eternal bliss)**. Your form is also Nityananda (eternally full of

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eternal bliss). You are Nityananda (unlimited bliss) in personified form because You are the Supreme Lord Balaarama Himself who is the enjoyer and proprietor of the whole creation."

**nitaai naa bolilo mukhe, majilo samsaara-sukhe, vidyaa-kule ki koribe taara**

Shrila Narottama Dasa Thakura sings, "Anyone who has not established one's eternal relationship with Lord Nityananda **by chanting His Holy Name of 'Nityananda'** is certain to be dragged down into the lower pleasures of life. Without Nityananda's Name, even the highest material education will not be able to save that person from the ghastly and miserable cycle of repeated birth, disease, old age and death."

**vanika adhama murkha je karila paara, brahmaanda pavitra haya naama laile jaanra**

Chaitanya-Bhagavata Madhya lila 3.134 states: "**The entire universe is completely purified by chanting the Holy Name of Lord Nityananda** as it is only He who delivers the most fallen, hopeless, foolish, ignorant and the merchantile class of people in this world."

**nityanandera prabhura nama shravana karile jagatera sakala lokera papa-pravrtti prashamita haiya pavitra tara udayahaya. vanik, adhama, murkha - iharau pavitra haiya brahmajna u bhagavad-bhakta hana.**

Purport by Shrila Bhaktisiddhanta Sarasvati Thakura Prabhupada CB 2.3.134: "**Simply by hearing or chanting the Holy Name of Lord Nityananda**, the sinful inclinations in the hearts of all the living entities in the universe are permanently uprooted, their inherent purity is automatically awakened and even the most degraded and atheistic class of people are purified and thus become realized in the Absolute Truth and devotees of the Lord."

**nityananda-prasaade se nindaa jaaya kshaya, nityananda-prasade se vishnu-bhakti haya**

Chaitanya-Bhagavata Madhya lila Chp 22 states: "Only by the causeless mercy of of the Name, Form and Pastimes of Lord Nityananda, **one's offenses against devotees** are destroyed and thus one attains pure devotional service of Lord Krishna. (Note: There is no other way to destroy this most stringent offense in the chanting of Lord Krishna's Names.)"

**bhakti-priyo bhakti-data, damodara ibhas-patih; indra-darpa-haro 'nanto, nityananda-cid-atmakah**

In the **Narada Pancharatra**, Bala Krishna Sahasra Nama Stotra, it is said that the supremely transcendental Lord is known by the Names: "**Nityananda**, Bhakti-priya, Bhakti-data, Damodara, Ibhas-pati, Indra-darpa-hara, Ananta etc."

**nitaai-gaura-naama, aanandera dhaama, jei jana naahi laya taare yama-raaya, dhare la'ye jaaya, narake dubaaya taya**

Shrila Lochana Dasa Thakura sings: "**The two divine Holy Names of Nityananda and Gauranga are the transcendental Abodes of all jubilation and happiness.** Those who never utter these Names due to their averseness are taken by Yama Maharaja, the God of Death, and immersed in the hellish planets for hundreds of years."

**se sambandha naahi jaara, brithaa janma gelo taara, se pashu boro duraachaara**

"Those who have no relationship with Lord Nityaananda and His Holy Name are like two-legged animals and valuable and their rare lives will be certainly wasted." (Shri Narottama)

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