Holy Geeta by Swami Chinmayananda

THOSE WHO DEVOTE THEMSELVES TO ME ALONE shall cross over their subjective delusion, which has created for man the objective worlds of sorrows and imperfections. How to do this has been already explained while discussing the technique of meditation, in the last chapter. With single-pointed mind, to contemplate upon the Self is the direct path; and in order to walk this narrow-way, the mind is to be made steady and concentrated, through the processes that have already been discussed. (in Chapter VI-14).

THEN WHY ALL THOSE WHO MEDITATE UPON THEE ARE NOT EXPERIENCING THE GLORY?

15 The evil-doers, the deluded, the lowest of men, do not seek Me; they, whose discrimination has been destroyed by their own delusions, follow the ways of the demons.

The last stanza talked of those that can successfully transcend their own subjective delusion, and here, naturally, Krishna is trying to talk about the negative nature in those who cannot overcome this delusion to realise the Divine in themselves. Unless the contrast of ideas is given, the student will not be in a position to understand properly what exactly are the mind's tendencies and appetites that are the true symptoms of delusion