

'profit potential,' in any given field of activity, can, even when completely successful, gain only THAT profit.

The above statement is declared as a contrast to a pure philosophical truth, when the Lord, says: "THOSE WHO DEVOTE THEMSELVES TO ME, COME TO ME." Seekers of happiness in the world of sense-objects, as a result of their strife and struggle, can gain their insignificant success in the field of sense-enjoyments. If the same effort is applied by them in the right life of constructive living, they can come to discover their identity with the Eternal Absolute, the Self. Due to the extrovertedness of the deluded ego, it comes to identify itself with its finite matter-envelopments, and revels in a world of its endless number of objects, called in Sanskrit as the *Jagat*.

Discriminative and careful seekers, understanding the utter uselessness of the pursuit of finite pleasures, detach themselves from their false ego-centric lives, and through the process of meditation upon the Self, as advised in the previous chapter, come to rediscover their own Real Nature in the sunny fields of Bliss that lie unrolled beyond the thorny by-lanes of all physical, psychological and intellectual quests.

In the language of the Geeta, the first person singular stands always, at all places, for the Infinite Reality which is the Substratum for the individual as well as for the whole. Therefore, "MY DEVOTEES COME TO ME," is not the assertion of a limited historical figures as the son of