7. O scion of the Bharata dynasty, whenever there is a decline of virtue and increase of vice, then do I manifest Myself.

O scion of the Bharata dynasty, yadā yadā hi, whenever; bhavati, there is; a glānih, decline, decrease; dharmasya, of virtue consisting of the duties of castes and stages of life of living beings, which are the means to achieving prosperity and Liberation; and abhyutthānam, increase, rise; adharmasya, of vice; tadā, then; do aham, I; srjāmi, manifest; ātmānam, Myself, through Māyā.

Why?

परित्राणाय साधूनां विनाशाय च दुष्कृताम्। धर्मसंस्थापनार्थाय संभवामि युगे युगे॥८॥

8. For the protection of the pious, the destruction of the evildoers, and establishing virtue, I manifest Myself in every age.

Paritrānāya, for the protection; sādhūnām, of the pious, the followers of the virtuous path; vināśāya, for the destruction; duskrtām, of the evil-doers, of the sinful ones; and also dharmasaṁsthāpanārthāya, for establishing virtue fully;—for that purpose, sambhavāmi, I manifest Myself; yuge yuge, in every age.

जन्म कर्म च मे दिव्यमेवं यो वेत्ति तत्त्वत:। त्यक्त्वा देहं पुनर्जन्म नैति मामेति सोऽर्जुन॥९॥

9. He who thus knows truly the divine birth and actions of Mine does not get rebirth after casting off the body. He attains Me, O Arjuna.

Yah, he who; evam, thus, as described; vetti, knows tattvatah, truly, as they are in reality; that divyam, divine, supernatural; janma, birth, which is a form of Māyā; ca karma, and actions, such as protection of the pious, etc.; mama, of Mine; na eti, does not get; punarjanma, rebirth; tyaktvā, after casting off; this deham, body. Sah, he; eti, attains, comes to; mām, Me—he gets Liberated, O Arjuna.