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Vishnu Sahasranama Part 49: Amar Prabhu, Lord of the Immortals by Shri Chandan Goswami Maharaj

The 49th Name in the Shri Vishnu Sahasranama is "Amar Prabhu": Lord of the immortals.

Shri Baldev Vidyabhushan has connected this divine Name to the previous Name, "Padmanabh". Padmanabh means he who generates the creator of the universe, Brahma, from the lotus of his navel. In connection with the Name "Amar Prabhu", the commentator says:

ब्रह्मादीनाममराणां सृष्ट्याद्यधिकारदानादमरप्रभुः ।

brahmādīnāmamarāṇāṃ sṛṣṭyādyadhikāradānādamaraprabhuḥ ।

"He grants Brahma the ability to create the world and other gods (*amar*). Therefore, he is called Amar Prabhu, the Lord of all the gods."

Because Shri Krishn needs to create, maintain, and destroy the universe, he grants the necessary powers for these actions to Brahma and other gods, and this is why he is called Amar Prabhu. The *Mahabharat* states:

एतौ द्वौ विबुधश्रेष्ठौ प्रसादक्रोधजौ स्मृतौ ।
तदादेशितपन्थानौ सृष्टिसंहारकारकौ ॥

etau dvau vibudhaśreṣṭhau prasādakrodhajau smṛtau ।
tadādeśitapanthānau sṛṣṭisaṁhārakārakau ॥

"These two wisest souls, Brahma and Rudra, arise from the Lord's satisfaction and anger, respectively. Swayam Bhagwan Shri Krishn engages them in creation and destruction in due course."

Shri Baldev Vidyabhushan has used the word *adi* in his commentary to indicate that it is not only Brahma and Rudra who are known as *amar* (immortal).¹ Rather, the word *adi* suggests that the other gods are also *amar*. In fact, all the gods who reside in Swarg are called *amar*. The Lord of all the gods who have attained immortality is Amar Prabhu (the Lord of the Immortals).

On our first trip to the Guruvayoor Temple in South India, we heard the story of a devotee who recited Vishnu Sahasranama. When he uttered the Names "Padmanabh, Amar Prabhu", he mistakenly said, "Padmanabh, Maraa Prabhu." *Maraa* means tree, while *amar* means immortal.

Another devotee heard his mistake and laughed loudly, mocking and insulting him. Suddenly, all the people gathered there listened to a divine voice say, "I am also Maraa Prabhu." Shri Krishn, in his Guruvayoor form, had personally come to help his devotee and save him from humiliation. Later, another devotee installed the *shri vigraha* (deity) of Maraa Prabhu there.

We also find another definition of this sacred Name.

प्रकर्षेण भवतीति प्रभुः अमरश्चासौ प्रभुश्चेतयमरप्रभुः ।

prakarṣeṇa bhavatīti prabhuḥ amaraścāsau prabhuścetayamaraprabhuḥ ।

Shri Krishn exists in a unique and completely independent manner. Therefore, he is called Prabhu: the Lord. And he is also *amar* (immortal), because he exists forever. He is never destroyed in any way. No one else possesses this quality; therefore, Shri Krishn is called Amar Prabhu, the Immortal Lord.

¹Although the gods in Swarg are not literally immortal, they are known as immortals because their lifespans last far longer than the human mind can fathom. For example, one day of Bramha's life is 4.32 billion years.



Shri Chaitanya Mahaprabhu's Shikshashtakam Part 6, Changing the Movie of Life by Shri Chandan Goswami Maharaj



We have previously mentioned that the *chitt* is the hard drive where all our life's experiences and memories are stored. Decades ago, computers used CD-ROMs to store data. A CD-ROM looked just like a music CD, and the back was reflective like a mirror. Twenty years ago, on the outskirts of Navadvip, you could even find people using CDs as a mirror to comb their hair. Our *chitt* is something like that.

Our *chitt* can also show us our real identity. But there is so much dust covering that CD or mirror, that our *chitt* gives us a distorted reflection. If we identify with that reflection as our true self, this creates what the scriptures call a *hridi granthi*, or a knot in the heart.


The idea of identifying with the body can be understood in terms of a film projector. One of my friends used to run a cinema hall in Vrindavan, and the projector used film reels, which looked very different from the video cassettes we used at home. These film reels contained a series of images that would be projected on the screen. *Ahankar*, or ego, is the cinema projector that allows the soul to identify with the body, like an image on a screen. The movie, which is loaded into the projector, is called *aham-vritti*. *Ahamkar* is just the hardware, which remains inactive without *aham-vritti*.

We start life with this distorted image of who we are. We can see with our eyes and feel with our senses that we are connected to our bodies. The body becomes so important to us that we may not even care if we have a soul. In this way, the projector or *ahankar* plays a vital role in our life experience.

But the soul's identification with the body is a complete illusion, and understanding this reality requires an identity shift. At the time of initiation, Gurudev makes us into Shri Krishn's servant. It's like switching the film reel to start a new movie, which contains a completely different story. In this new movie, "I am Krishn's servant", replaces the old projection of "I am this body". *Sankirtan* powerfully facilitates this identity shift.

In yoga philosophy, there are *chakras* or energy centres in the body. *Muladhar* is the first *chakra*, which resides at the bottom of the spine. According to our Gaudiya Acharyas and Sage Patanjali, the *ahankar*, or ego, is physically located within our body, specifically in our *muladhar chakra*.

When this *chakra* becomes blocked or imbalanced, this can result in negative symptoms like:

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1. Materialism and greed
 2. A lack of ambition and direction
 3. Insecurity
 4. Isolation and depression
 5. Anxiety and panic attacks
 6. Excessive sleeping or insomnia
 7. An overall feeling that life is very difficult

Someone with a blocked *muladhar chakra* will experience a great deal of self-pity and a lack of satisfaction with themselves. They may even lament that they are not good at all. It can also lead to physical symptoms, because the *muladhar chakra* is the foundation or base of energy in the body. Some of these symptoms include lethargy, digestive disorders, and problems related to the colon, bladder, pelvis and lower back. Unexplained aches and pains may also be present. Reproductive issues can occur, although this is more common in women than men.

When we practice *bhakti yoga* and truly immerse ourselves in *sankirtan*, these blockages are removed, and our energy begins to flow naturally from the *muladhar chakra* to the *ajna chakra*.

To be continued . . .



Braj Animal Care



Braj Animal Care at Durgotsav GK2, Delhi

27 September – 1 October 2025

Braj Animal Care participated in Durgotsav in GK2, Delhi, from 27 September to 1 October 2025. It was a wonderful opportunity to share our work for the animals of Braj and our vision for a more compassionate future.

Our Bachpan Se Seva volunteers, Viyaan and Champaklata, opened the stall on the first day, welcoming everyone with their bright smiles and loving hearts. The stall featured our new range of stylish merchandise and flyers explaining our seva. Many visitors stopped by to learn more, and we were delighted to meet professionals who expressed an interest in volunteering with us.

On 28 September, we hosted a fun animal block printing workshop for children, conducted by an artisan from Sanganer in collaboration with the Little Umbrella Foundation. The wonderful Delhi-based charity founded by Prity Banerjee supports the education and development of underprivileged children.

Our volunteers worked tirelessly in shifts between 11 a.m. and 10 p.m., enduring both heat and rain. When there were shortfalls, our youngest volunteers stepped in with enthusiasm. Together, we stood as the voice for the voiceless in Vrindavan. Meanwhile, our field operations in Vrindavan continued daily, with feedings and medical cases being attended to as usual.

The highlight of the event was a visit from our founder, Chandan Goswami Maharaj, who witnessed how our seva was being shared with the public. Maharajji spent time speaking with the volunteers about their experiences, filling everyone's hearts with renewed inspiration. To stand before our guide and inspiration, whose compassion and vision continue to light our path, was a deeply emotional moment. His kind smile and gentle words reminded us why we do what we do.

We also have an exciting new collaboration coming later this month, and we look forward to sharing the updates with you in our next newsletter.

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Maharajji's Latest Updates



Durgotsab 2025 at GK2, Delhi

Each year during Navratri, disciples of Maharajji at GK2 in Delhi joyfully welcome Durga Ma and honour her with devotion through the prescribed rituals, performed in the mood of Braj. The *pandal* itself becomes a work of art, intricately designed and beautifully adorned by the talented artists of the Radharamaniya family.

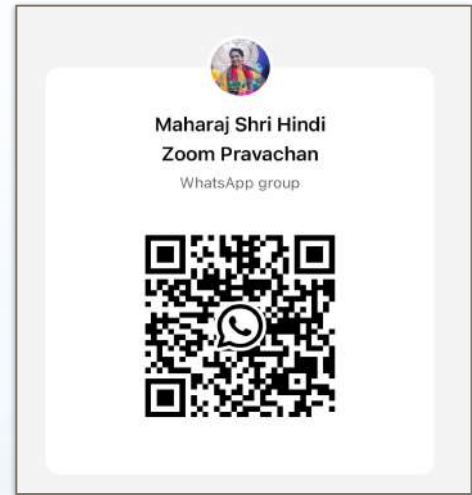
This year, Maharajji spent several days at Durgotsav 2025, taking *darshan* of Durga Ma and attending some of the main *pujas*. His presence filled the atmosphere with warmth and spiritual energy, uplifting the hearts of all who were present in his company.

During his visit, Maharajji met many of his followers and disciples at the *pandal*, blessing them with his affection and guidance. He also visited the Braj Animal Care stall, where he spent time with his disciples and encouraged their efforts to raise awareness about the plight of animals in Braj, bringing compassion from Vrindavan to the heart of Delhi.

Maharajji's Online Hindi Classes

Shri Shikshashtakam every Saturday at 9pm IST and Shri Roop Shiksha every Wednesday at 9pm IST.

For class updates and Zoom links, please join his WhatsApp group:



Inititation (Diksha)

Maharajji will be giving *diksha* in Vrindavan on Sunday, 28 December 2025. If you aspire to take initiation, please read the information provided online and join the WhatsApp group:



॥ Shri Radharamano Jayati ॥

Shri Shri Vaisnavacharya Chandan Goswami

Braj 84 Kos Yatra

9 - 16 November 2025

Shrimad Bhagwatam Katha

25 - 31 December 2025

Bhakti Dhama, Raman Reti, Vrindavan

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Braj Mandal Pilgrimage and Katha

The ODev Team is making preparations for the Braj Mandal Parikrama, led by Maharajji, from November 9 to 16, 2025. For more information on this event, [click here](#).

Maharajji will be giving a Shrimad Bhagwatam Katha in Vrindavan from December 25 to 31, 2025, in Bhakti Dhama. We will share more details soon. Shri Radharaman Nitya Seva Vidhi - Online Course

Shri Radharaman Nitya Seva Vidhi - Online Course

The much-awaited online course, directed by Maharajji, offers beautifully detailed guidance on the daily loving worship of Shri Radharaman Lal. [Click here](#) to enrol and begin your learning.

Spiritual Questions and Answers with Maharajji

Q: What should our *bhavana* be when we meet Shriji for the first time in Vrindavan?

A: Follow the *bhavana* given to you by your Guru. If you do not have a Guru, then adopt the common *bhava* of a *das* – the mood of a humble servant. With that feeling, you should take *darshan* of Shriji.

For more information about Maharajji's upcoming programmes, please contact us via the following channels:

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Vaishnav Calendar

For upcoming festivals and Ekadashi dates, please [click here](#) to view our Vaishnav calendar. For details on Kartik Niyam Seva, [click here](#). To make offerings for Kartik, [click here](#).

