



Invoke the GRACE OF LORD GANESH FOR SUCCESS IN EVERTHING YOU DO!

By Swami Jyotirmayananda

Many Indian people commence a project by saying, “*Arambha*,” meaning “Let’s begin!” There is a humorous touch regarding the use of the term *arambha*. *Rambha* refers to a heavenly *apsara*—a lovely source of worldly or heavenly enjoyment. So uttering “*arambha*” might imply that one’s goal is to achieve fleeting enjoyments, not genuine and lasting happiness.

Instead, according to the Vedic culture, all projects should begin by adoring God, Who is the Beginning of all that exists, represented by Lord Ganesha. Therefore, rather than saying, “Begin (*arambha*)!” you say, “Sri Ganesh!” Although “Begin” and “Sri Ganesh” in this particular context are synonymous, “Sri Ganesh” is sweetly reverential and gives God the true credit for the success of the project.

One may begin a venture with mental dullness or over-excitement or even an im-

balanced mind that constantly finds fault with others around them. But that is significantly different from commencing a project with humility and a joyous mind.

For many people, the goal of projects is worldly—how much fame they will acquire, how much money they will earn, or what heavenly enjoyments they will enjoy in the afterlife, etc. This is implied by “*arambha*.”

However, those who achieve their worldly goals or heavenly experiences ultimately exhaust their good karmas and return repeatedly to worldly embodiment. The cycle of birth and death has not terminated.

On the other hand, when you invoke Ganesha as you begin your project, you are acknowledging God, Who dwells within your heart, Who is the Source or Beginning of all. In so doing you have truly paved the way for the most sublime and glorious fulfillment of both your worldly as well as spiritual goals!