

Sankirtana-yajna and prasada distribution for peace and prosperity

Any householder, regardless of his position, can perform this sankirtana-yajna without expenditure. All the family members can sit down together and simply clap their hands and chant the Hare Krsna maha-mantra. Somehow or other, everyone can manage to perform such a yajna and distribute prasada to the people in general. That is quite sufficient for this age of Kali. The Krsna consciousness movement is based on this principle: chant the Hare Krsna mantra at every moment, as much as possible, both inside and outside of the temples, and, as far as possible, distribute prasada. This process can be accelerated with the cooperation of state administrators and those who are producing the country's wealth. Simply by liberal distribution of prasada and sankirtana, the whole world can become peaceful and prosperous.

(From Srila Prabhupada's purport to SB 4.12.10)