

A very nice verse composed by Rupa Gosvami

smeram bhangi traya paricitam saci-vistirna drstim
vamsi nyastadhara kisalayam ujjvalam candrakena
govindakhyam hari-tanum itah kesi-tirthopakanthe
ma preksisthas tava yadi sakhe bandhu-sange 'sti rangah.

This is a very nice verse composed by Rupa Gosvami, that one friend of one gopi, she is warning, "My dear friend, please do not go that side." "Where?" "In the kesi-tirthopakanthe, on the bank of Kesi-ghata, Yamuna." "Why you are warning me?" "Because there is that boy whose name is Govinda." "What He is doing?" "He is simply smiling, and with His flute, and He is so bright by the rays of the moon that He looks very, very beautiful." "Then? What happens?" "Now, if you go and see Him, then you will forget your engagement with family and friendship and love and everything. Oh. He will absorb everything. So don't go there." She is warning, "Don't go." In other words, Krsna is so attractive by His activities, transcendental activities, by His beauty, by His opulence, by His strength, everything... If you read the history of Krsna's activities in the Srimad Bhagavatam or in the Bhagavad-gita, they are so attractive that one automatically becomes attracted and he forgets all other attraction. This is natural. This is not an artificial. Krsna consciousness is so nice that once situated in Krsna consciousness, you will forget all nonsense of this material life.

(From Srila Prabhupada's lecture on Srimad-Bhagavatam 7.9.9 -- July 4, 1968, Montreal; hear the audio file to relish Srila Prabhupada's dramatic intonation.)