

Why Serve Krishna? The Secret Everyone Is Searching For

written by Bhaskarananda | June 22, 2026

Think about this.

When you work for a company on a big project – something meaningful, something that impacts thousands or millions – you feel a strange satisfaction.

You feel:

- connected
- purposeful
- valued
- part of something bigger

Even if the work is hard, even if the hours are long, you feel **happy** because you're contributing to a mission greater than yourself.

Now multiply that feeling by infinity.

That is what happens when you serve Krishna.

Why Service Gives Satisfaction

When you work for a company, you feel connected because you're part of the company's vision.

When you serve Krishna, you feel connected because you're part of **Krishna's eternal love**.

A company gives you:

- a salary

- a title
- a sense of belonging

Krishna gives you:

- eternal meaning
- eternal identity
- eternal love
- eternal connection

A company can appreciate you for a few years.

Krishna appreciates you **forever**.

The Real Reason Service Feels So Good

Here's the secret:

You feel satisfied when you serve because **the soul is designed to serve**.

Not forced. Not enslaved. Not pressured.

But naturally, joyfully, lovingly.

Just like a fish is satisfied only in water, the soul is satisfied only in **loving service to Krishna**.

Every other service – job, family, society – gives temporary satisfaction.

But serving Krishna gives **complete satisfaction**, because it reconnects you with your original nature.

Becoming Part of Radha-Krishna's Love

This is the heart of Bhakti.

You're not serving an impersonal force. You're not merging into energy. You're not dissolving into light.

You are becoming part of **Radha-Krishna's eternal love story**.

Their love is the source of all love in the universe.

Every drop of affection, friendship, romance, compassion – everything – comes from **Them**.

When you serve Krishna, you plug your soul back into that divine current.

And suddenly:

- life makes sense
- the heart feels full
- the mind becomes peaceful
- the soul feels at home

This is why devotees smile even during difficulties.

They are connected to the **original reservoir of pleasure**.

Why Krishna's Service Is the Highest Service

Serving Krishna is not like serving a boss.

A boss needs your work. Krishna does not.

A boss pays you. Krishna blesses you.

A boss forgets you when you leave. Krishna never forgets you – even when *you* forget Him.

Krishna doesn't need your service. **You** need Krishna's service.

Because service to Krishna is not about completing a task.

It's about completing **yourself**.

Krishna's Own Words (Bhagavad-gītā 9.29)

Krishna personally reveals how intimate the relationship becomes when someone serves Him with devotion:

“But whoever renders service unto Me in devotion is a friend, is in Me, and I am also a friend to him.” – Bhagavad-gītā 9.29

This is not poetry. This is not symbolism. This is Krishna's direct promise.

He enters the heart of His devotee, and He brings the devotee into His own heart.

There is no relationship deeper than this.

The Final Truth

Serving a company gives temporary satisfaction.

Serving Krishna gives **eternal satisfaction**.

Because:

- Krishna is the source of all love
- Radha-Krishna's relationship is the origin of all relationships

- The soul is fulfilled only when it reconnects with Them
- Service is the natural expression of that love

You don't serve Krishna to impress Him.

You serve Krishna because **your soul finally feels complete.**

And once you taste that connection, nothing else compares.