**The Lord stated:**

“Just as I am celebrated in this world by the name Puruṣottama, similarly, this Adhimasa too will be renowned in the world by the name Puruṣottama. Now I offer all My qualities to this month. Becoming like Me, from today onwards this Adhimasa is the monarch of all the other months, and is the most worship able and most adored in the world.

“All other months are sakāma, that is, they will grant worldly desires. This month, however, is niṣkāma. Those who worship this month, either without any desires (akāma) or with all types of desires, will have all their karmas burnt. Then they will achieve Me.

“My bhaktas sometimes commit offenses, but in this Puruṣottama month, they will be protected from committing any offense. In this adhimasa, those greatly foolish persons who neglect to perform auspicious activities, such as japa, giving in charity, visiting and bathing at the holy places, and who are envious of the dvijas (brāhmaṇas) are deemed wicked, unfortunate and living at the cost of others. Thus, they will not attain a scent of happiness, even in their dreams. Conversely, those who are filled with bhakti will take advantage of this Puruṣottama month to perform arcana to Me. After enjoying worldly happiness, such as wealth, sons and so on, they will eventually attain residence in Goloka.”