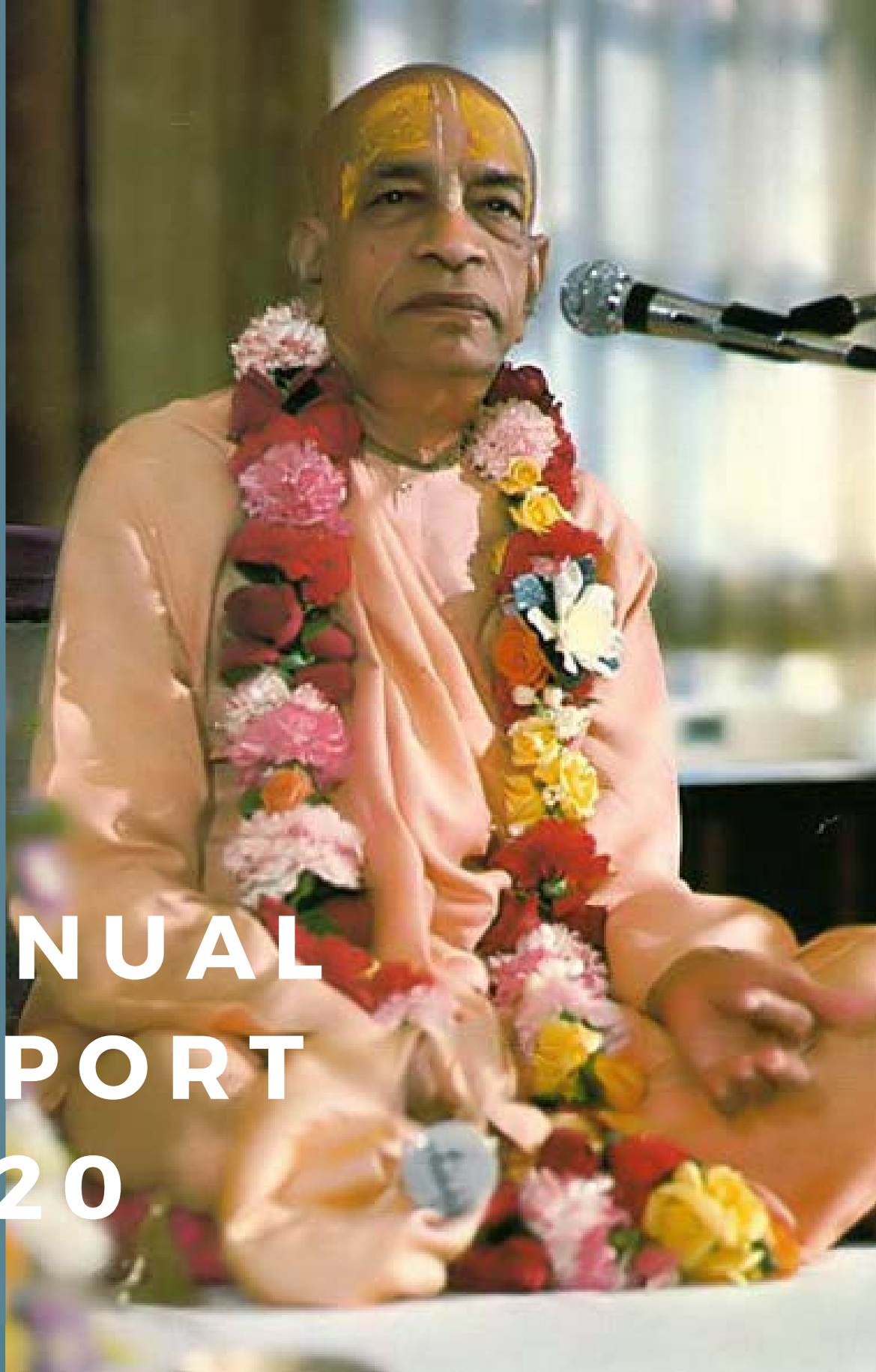


ANNUAL REPORT 2020



BHAKTIVEDANTA BOOK TRUST AFRICA

Founder-Acarya: His Divine Grace A. C. Bhaktivedanta Swami Prabhupada



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MESSAGE FROM THE SENIOR TRUSTEE

The world is in a state of paralysis and remains in the grip of fear. The past year has ushered us into a space never before experienced in the living memory of most people. While confronted with such trying times, exacerbated by the inability to physically meet, plan and execute as we have done for the last decade, the BBT team has gallantly pushed on the mission of printing and distributing Srila Prabhupada's books. We thank the team for their diligent and committed service.

Notably, the IsiZulu translation of Bhagavad-Gita was completed amidst this downtime. It is scheduled to be printed later this year. This is a major achievement and bears testimony to the will and conviction of the BBT team. The Amharic titles are now being distributed in Ethiopia. The South African book distribution Minister, Vibhu Caitanya dasa, was for a while the top book distributor in the world.

The 11th Annual BBT Africa Conference was an online event. It was a resounding success with greater participation from various parts of the African continent. The 7th Annual Bhaktivedanta Swami Lecture hosted Advocate Madonsela to talk about rethinking human values. This too, was a great success.

We wish the African BBT, its team and supporters all the best for 2021 year and look forward to greater achievements for the glory of Srila Prabhupada.



Govardhana
Dasa

While confronted with such trying times, exacerbated by the inability to physically meet, plan and execute as we have done for the last decade, the BBT team has gallantly pushed on the mission of printing and distributing Srila Prabhupada's books. We thank the team for their diligent and committed service.

MESSAGE FROM THE OPERATIONS DIRECTOR

In Sri Bhagavad-Gita, Lord Sri Krishna, the Supreme Personality of Godhead, teaches us that the only certainty we have in this world is change. *avyaktadini bhutani vyakti-madhyani bharata, avyakti-nidhanyany eva tatra ka paridevana*. Gita 2.18 Things are unmanifest, manifest and go back into manifestation. Change is a constant.

This truth was especially apparent over the last year. The world was caught in the grips of the Coronavirus pandemic, what many have called a once in a century disaster. And along with the pandemic came change: economic, social and personal change. However, with change always comes the opportunity to evolve and grow as individuals and as organizations. I am pleased to say that The Bhaktivedanta Book Trust Africa has met this period of dramatic change with adaptability. Indeed, BBT Africa has seen these winds of change as winds of growth and mercy.

Over the last year our long serving Senior Trustee, His Holiness Jayadvaita Swami, has officially retired. His Holiness' stewardship of BBT Africa in its formative years has been exemplary. He has carried the standard of humble service, dedication to Srila Prabhupada, and determination to reach as many souls on the African continent with devotional books.

We therefore would like to honour and thank His Holiness Jayadvaita Swami for his lifetime service to Srila Prabhupada and the BBT. We pray to continue being guided by your inspiration. By so doing we are certain that our endeavours will meet the favour of the Lord and Srila Prabhupada.

Our gratitude also extends to His Grace Govardhana Prabhu who now steps in as the Senior Trustee of the African BBT. Govardhana Prabhu has worked tirelessly to lay the foundation of the BBT in Africa. He has built teams, given attention to each individual member of that team, invested time, resources, energy, intelligence into the architecture of BBT Africa's critical role in the Sankirtan mission. For this we are deeply thankful.

As BBT Africa goes through this gradual evolution and growth we welcome new and fresh energy to the team. The new arrivals to our BBT team fulfill an important strategic imperative as an organization.

By learning and serving closely with our experienced core of devotees, your involvement and dedication ensures a steady and safe transition of the sacred service of book production in the BBT from one generation to the other.

MESSAGE FROM THE OPERATIONS DIRECTOR

BBT Africa is blessed to have you all on board and we look forward to serving many years together, handing over the gift of BBT Africa to the next generation in as healthy and strong a position as we have received it, or better.

800 million people live on this vast, beautiful continent. Let us work, dream, create and deeply dedicate ourselves to reaching them with Srila Prabhupada's mercy. Let's fly on the winds of mercy.



Mukundanghri
Dasa

BBT Africa is blessed to have you all on board and we look forward to serving many years together, handing over the gift of BBT Africa to the next generation in as healthy and strong a position as we have received it, or better.



"I am so much pleased to hear how you are so enthusiastic for distributing our books and literatures. Krishna will surely bless you. This book distribution program is our real propaganda work and Krishna is giving you intelligence how to do it nicely. Thank you very much." (Letter to: Madhucara — Nairobi 25 September, 1971)

ORGANIZATIONAL CHART

TRUSTEES



HH JAYADVAITA SWAMI

EMERITUS TRUSTEE



GOVARDHANA DASA

SENIOR TRUSTEE



KRSNA JNANA DASA

BBT AFRICA TRUSTEE



MUKUNDANGHRI DASA

BBT AFRICA TRUSTEE



SRI GOVINDA DASA

BBT AFRICA TRUSTEE

ORGANIZATIONAL CHART EXECUTIVE & MANAGEMENT

EXECUTIVE



**MUKUNDANGHRI
DASA**



**GOVARDHANA
DASA**



**MATHURA MANDALA
DEVI DASİ**



**NAMA-SRESTHA
DASA**



**RUPA GOSWAMI
DASA**

MANAGEMENT



**MATHURA MANDALA
DEVI DASİ**
FINANCE & LOGISTICS



**NAMA-SRESTHA
DASA**
OFFICE & OPERATIONS



**RUPA SANATANA
DASA**
PRODUCTION



**RUPA GOSWAMI
DASA**
SHAstra DANA



**TIRUMALA
DEVI DASİ**
MARKETING



**HEMANT
BHAGA**
SPECIAL OPERATIONS



**LUSHEN
PILLAY**
ACCOUNTS



**SUREKHA
SINGH**
EVENTS



**RASA SUNDARI
DEVI DASİ**
SECRETARIAT & ADMIN



**RADHIKA KRIPA
DEVI DASİ**
AMBASSADOR LIAISON



**ITUMELENG
MPHAKA**
LEGAL & RISK



**KRSNA JNANA
DASA**
WAREHOUSE & LOGISTICS

ORGANIZATIONAL CHART

AMBASSADORS

EAST AFRICA



DWARKA VASINI
DEVI DAS



UMAPATI
DASA



MAHAPRASAD GOVINDA
DASA



TAMALA KRSNA
DASA

WEST AFRICA



BHAKTI CARUDESNA
SWAMI



TEJA
PRAKASH



SRIVAS DASA &
VAIKUNTHA DEVI DAS



UTPALA DASA &
KAVI KARNAPURA DASA



RAGHUNATH BHATTA
DASA

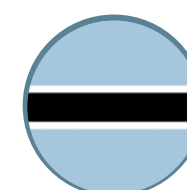
SOUTHERN AFRICA



VIBHU CAITANYA
DASA



RADHAKANTA DASA &
BATU GOPALA DASA



DEVAKINANDAN
DASA



JAYA GOVINDA
DASA

PRODUCTION SUMMARY

At BBT Africa we especially appreciate Srila Prabhupada as a profound and prolific author of life and world-changing books. Indeed, the tireless publication efforts are sustained by this deep appreciation of his literary legacy. We want to ensure this legacy will extend far into the future and all over the world so that as many people as possible can benefit from it.

By publishing Srila Prabhupada's books we are offering all the people of Africa an opportunity to refresh their souls with spiritual knowledge and rekindle their relationship with the Supreme Lord. We are determined to continue reproducing the favourable winds of Prabhupāda's words as books so that we may all be impelled on our course back home, back to Godhead.

As of 2020 we have 26 titles in production detailed as follows:

- 2 Print Ready (1 Swahili, 1 Afrikaans)
- 3 Nearly Print-Ready (1 Xhosa, 2 Sotho)
- 2 Layout/Design Phase (1 Swahili, 1 Chichewa)
- 12 Editing Phase (1 Afrikaans, 2 English, 1 Xhosa, 8 Sotho)
- 6 Translation Phase (2 Afrikaans, 1 Amharic, 1 Lingala, 1 Mauritius Creole French, 1 isiZulu)

Among the titles in production we are also working on the following:

- a. "Bhagavad-gita As It Is" in isiZulu
- b. "Bhagavad-gita As It Is" in Mauritius Creole French
- c. An original work by Urmila & Kamala-sita (Krishna Meditations)
- d. E-Book "On the Way to Krsna" (in Mauritius Creole French)

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WISE LOVE



We all long for boundless love as we long for home. But how can we find our home - our meaning and purpose - if we don't know our self? Wise-Love is an exploration of the self, or consciousness, through the eyes of saints, sages, seers, and mystics.

As we embark on the journey to the self, we discover that the self's most charming characteristic - part of its eternal, unchanging nature - is that it is a lover, a lover who can be satisfied only when ordinary love evolves to wise-love.

Pranada Comtois, a devoted pilgrim and spiritual teacher, illuminates bhakti's wisdom school of heartfulness and shows why mindfulness alone can never satisfy the self.

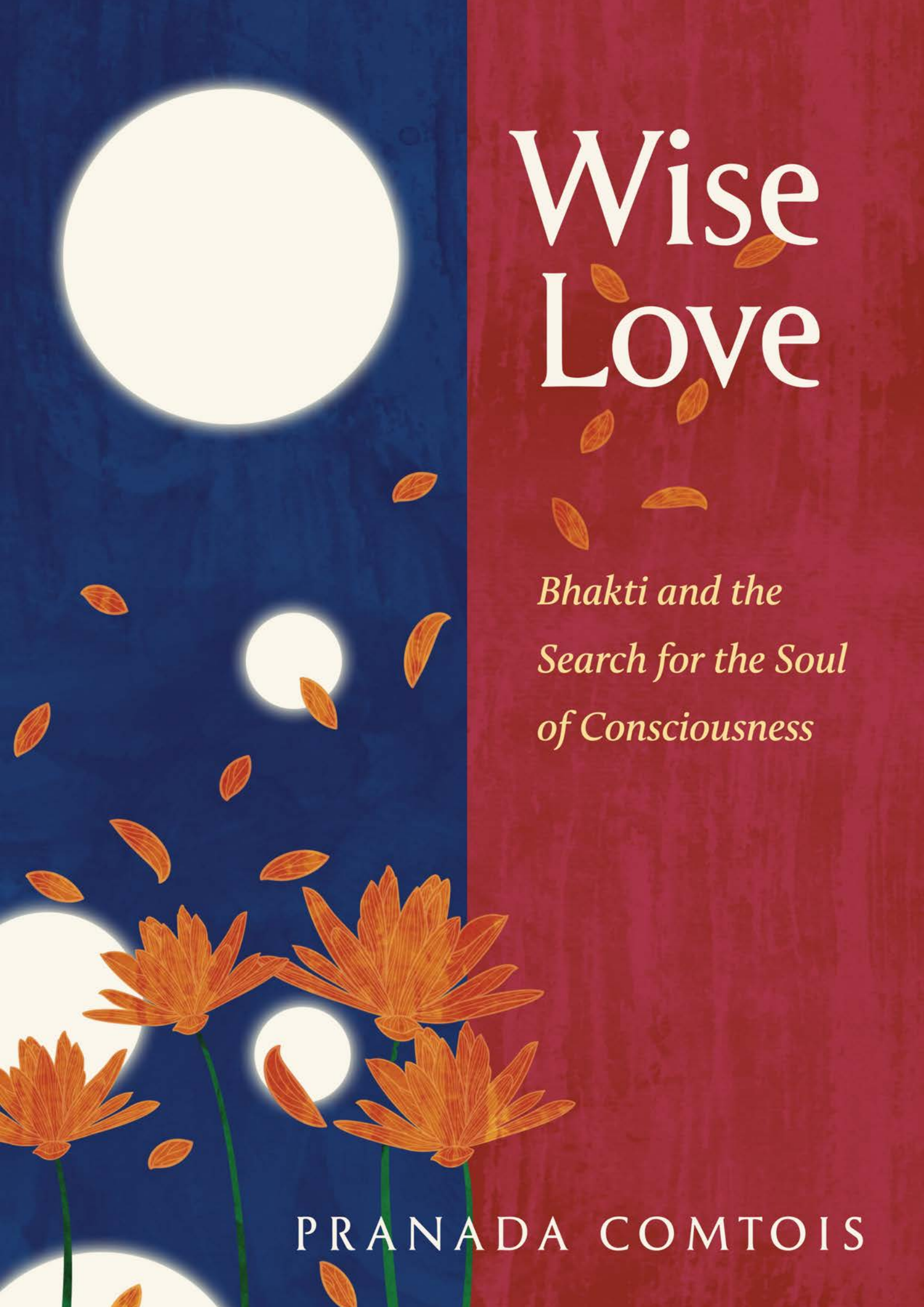
The first part of Wise-Love explores the nature of self/consciousness and how we interface with the world with the use of our physical body and subtle body (mind, intelligence, and ego). By understanding the distinctions between our real and false selves, we can factually answer the questions Who am I? What is my purpose? and How can I be happy?

The second half of the book examines the nature of matter, the world of consciousness, karma, faith, mysticism, the efficacy of sacred sound, the maha-mantra, kirtan, humility, depth compassion, and how to culture wise-love.

When we encounter the self, we're automatically introduced to our Divine Suitor and our loving relationship with him. Filled with insight and fresh perspectives, Wise-Love offers a map for the journey to our home of eternal affection, where a porch light is always lovingly lit, and a warm embrace from our Divine Other awaits.

Secretly nestled in the Upanishads and extolled in the Bhagavad Gita, bhakti shines as the crown jewel on the head of India's timeless wisdom about consciousness. Often oversimplified as "devotion," bhakti is the method of experiencing the self and its Essence/Source. This concise yet comprehensive handbook exploring the meaning of bhakti's sophisticated philosophy promises to enrich you wherever you are on the spiritual path.

Joy comes from an awakened heart and expanded consciousness, not from a controlled or stilled mind.

The book cover is split vertically. The left half has a dark blue background with a large, bright white circle in the upper left, and several smaller white circles of varying sizes scattered below it. Orange, petal-like shapes are scattered across the blue background, some appearing to float upwards. At the bottom left, there are three stylized orange flowers with green stems. The right half of the cover is a solid deep red color. The title 'Wise Love' is written in large white serif font at the top right. Below it, the subtitle is in a smaller, italicized white serif font. At the bottom right, the author's name is written in a white serif font.

Wise Love

*Bhakti and the
Search for the Soul
of Consciousness*

PRANADA COMTOIS

SRILA PRABHUPADA VYASA-PUJA BOOK



Vyasa-puja is an annual celebration by devotees of Krishna to offer homage to their guru, or spiritual teacher. Krishna says, "...one who claims to be My devotee is not so. Only a person who claims to be the devotee of My devotee is actually My devotee."

The appearance day of Srila Prabhupada is a very special occasion for all Hare Krishna devotees. Srila Prabhupada appeared on Nandotsava – the day that Nanda Maharaja had a big festival to celebrate the birth of Lord Krsna (Sri Krsna Janmastami). This year, Srila Prabhupada's Vyasa Puja fell on Wednesday, August 12th, 2020.

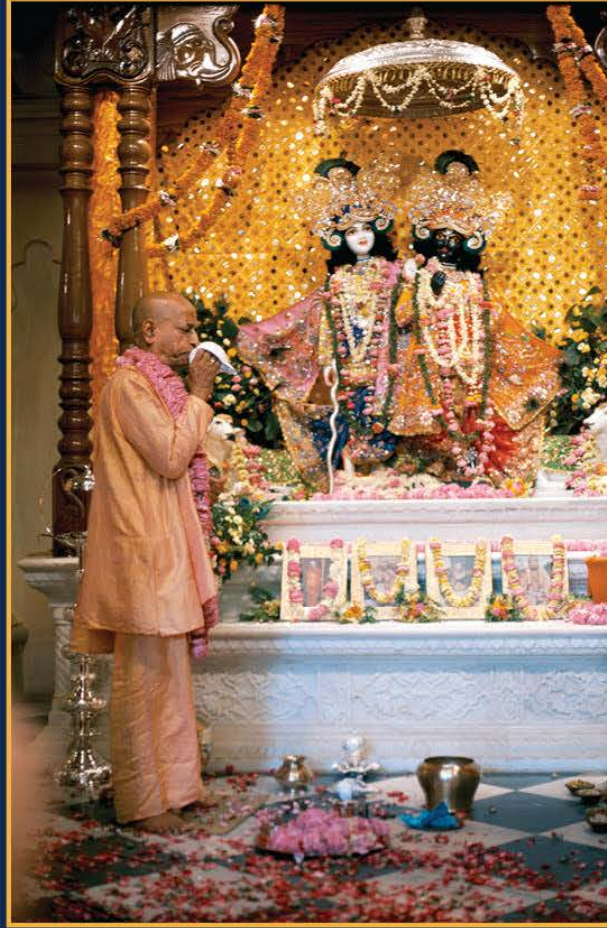
Traditionally, Vyasa Puja "offerings" are made by devotees who write and present personal messages to the spiritual master. The Governing Body Commission (GBC) for ISKCON has stated that every devotee in ISKCON should write an offering to Srila Prabhupada on Vyasa Puja.

2020 was the 4th edition of Srila Prabhupada's pan-African Vyasa-puja book by BBT Africa which is a collection of homages to Srila Prabhupada from devotees and temples in Africa. 369 offerings were received with contributions from more countries across the African continent than in previous editions.

The glories of Srila Prabhupada are unfathomable for all the devotees, who have been rescued, by Srila Prabhupada, from the ocean of nescience and have been given an opportunity to make their human forms of lives successful by taking to the process of Krishna consciousness.

It is by his causeless mercy that today numerous devotees are practicing Krishna bhakti all over the world in temples opened by Srila Prabhupada and his followers. Indeed generations upon generations shall remain forever indebted to Srila Prabhupada for having bestowed upon them the glorious possibility of going back home, back to Godhead, by reading his transcendental books and following his instructions.

Śrī Vyāsa-pūjā



THE MOST BLESSED EVENT

The Appearance Day of Our Beloved Spiritual Master

His Divine Grace Oṃ Viṣṇupāda Paramahansa
Parivrājakācārya Aṣṭottara-śata Śrī Śrīmad

A.C. BHAKTIVEDANTA SWAMI PRABHUPĀDA
Founder-Ācārya of the International Society for Krishna Consciousness

On this great occasion we pray to Srila Prabhupada to please grant us service to his lotus feet, so that by serving him in publishing and translating his books, we may be able to make rapid progress in our endeavors in spiritual life.

FINANCIAL SUMMARY

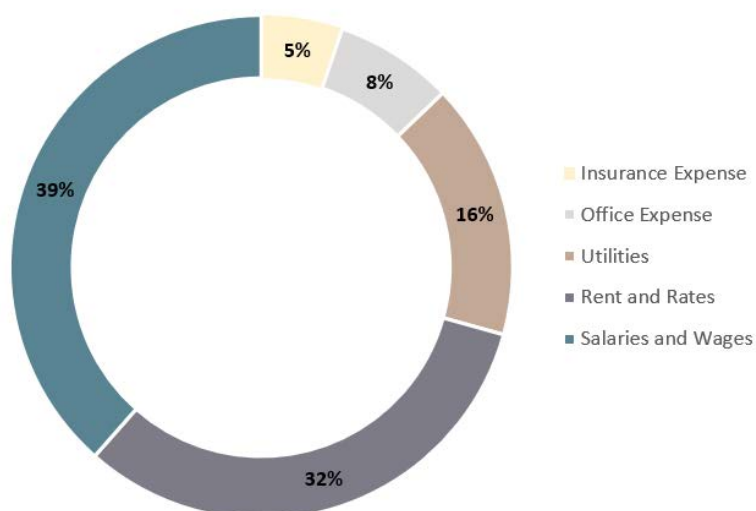
The financial performance has mirrored the economic and trading realities of the year. With most of the core distribution areas being in almost full lock down, we have managed to post a reasonable financial performance. The executive team has reacted to the expected downside and major costs were reduced in line with the objective that translation, production and printing work should go on undeterred.

Accordingly, manpower costs were reduced by more than 50%. This must be seen in the background of the 26% decline in sales. Total number of books sold decreased by 50%.

The lion's share of the 2020 manpower costs is translation costs for the IsiZulu Bhagavad-Gita that is being edited and will be printed this year. Additionally, subscription income and in particular BTG revenues remained unchanged. It is noteworthy that the BTG Subscriptions program remained the mainstay of temples and the BBT. This highlights the importance of annuity type income, BTG and a solid revenue base.

In spite the constrained environment, BBTA has performed well and has sufficient reserves to cover short and long term costs for translation and production.

KEY FINANCIAL INDICATORS



SUMMARY OF KEY EXPENSES FOR THE YEAR ENDED 31 DECEMBER 2020

	Change %	2020 R	2019 R
Rent	-10.14%	115222	126900
Insurance	-0.51%	18705	18800
Salaries and Wages	-52.62%	137715	210180
Total Key Expenses	-31.01%	271642	355880



SALES REPORT

R1,76M

2020

R2,33M

2019

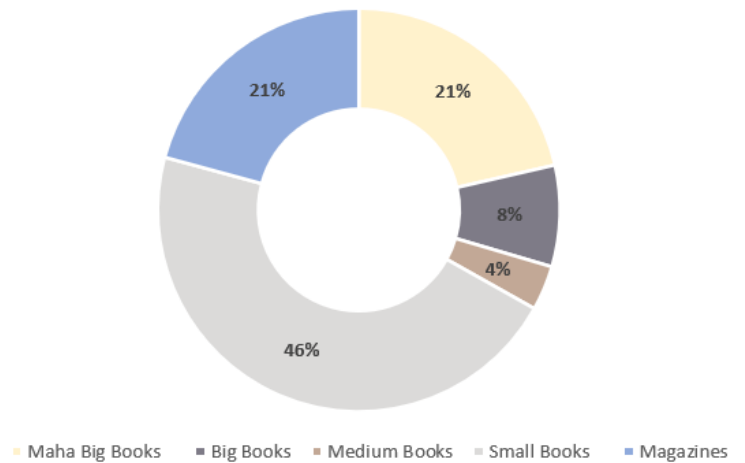
R1,71M

2018

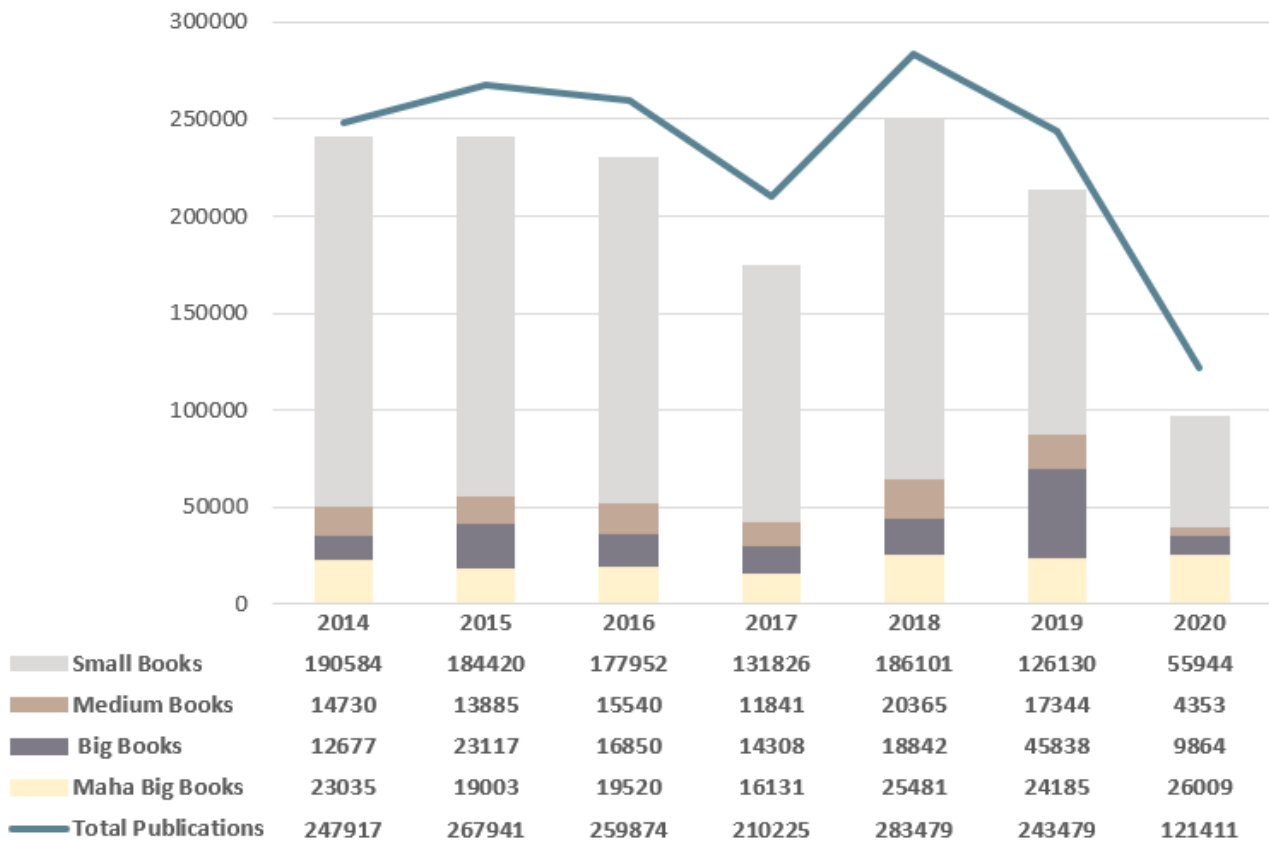
BOOK DISTRIBUTION IN AFRICA

BBT Africa would like to congratulate every single region on the continent of Africa for their stellar efforts in book distribution in 2020. Small or big, the efforts in distributing books under the most trying conditions of the pandemic are ones that stand as a shining example of how planning, determination and blessings are able to meet any challenge of the ever changing world. BBT Africa extends its deepest appreciation to all our glorious book distributors in 2020.

BOOK DISTRIBUTION BY BOOK TYPE 2020



BOOK DISTRIBUTION TREND

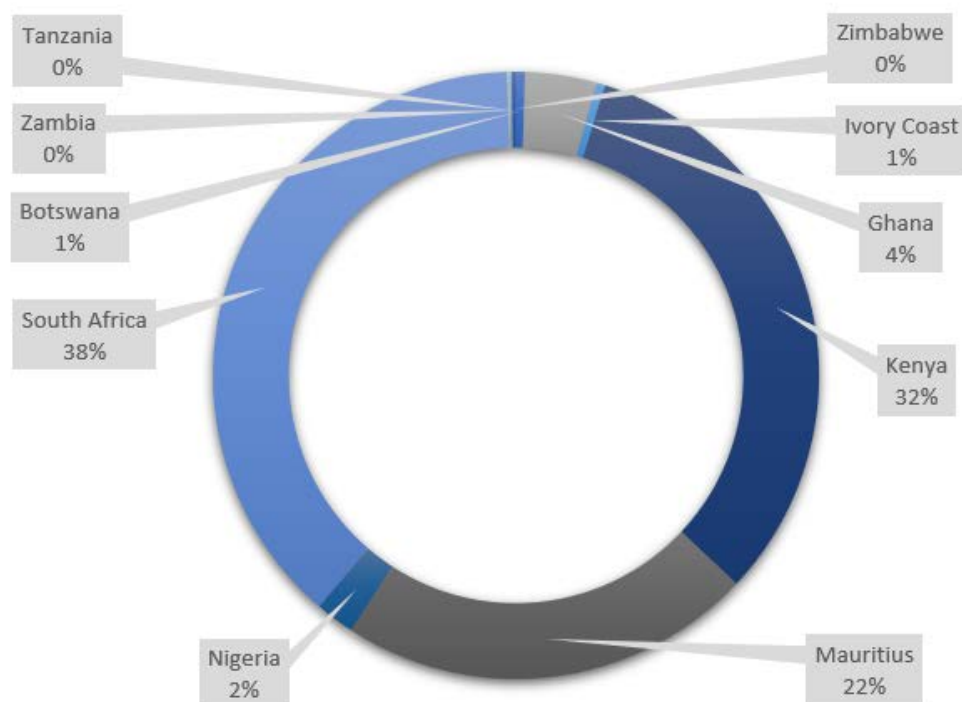


BOOK DISTRIBUTION IN AFRICA

BOOK DISTRIBUTION BY COUNTRY 2020

Country	Points	Literatures	Maha Big Books	Big Books	Medium Books	Small Books	Magazines	Set
Botswana	133.75	576	7	1	0	413	155	0
Ghana	1027.55	4650	53	0	0	2599	1998	2
Ivory Coast	137	541	1	0	0	540	0	0
Kenya	38496.75	39200	13345	4703	1677	18705	770	44
Mauritius	12799.25	26857	2171	1730	830	21811	315	23
Nigeria	1054.25	2554	140	146	245	2023	0	0
South Africa	32853.9	46440	10024	3205	1583	9684	21944	128
Tanzania	454	182	182	0	0	0	0	3
Zambia	159.25	155	67	10	7	31	40	0
Zimbabwe	148.9	256	19	69	11	138	19	0
Total		121411	26009	9864	4353	55944	25241	200

BOOK DISTRIBUTION BY COUNTRY % 2020



KENYA

As we believe there is mercy for the most fallen, the same could be applied for the adverse condition that the whole world has been going through in 2020.

Most of us were locked in our homes and it was difficult to go out on the streets to distribute books. Caitanya Mahaprabhu's mercy could be felt more stronger than before, when the Bhadra campaign was launched by H.G. Vaisesika Prabhu. The outside conditions were not permissible for doing the campaign but it brought the congregation together. This is how the Bhadra campaign was done in Nairobi.

Almost the whole class of our Bhakti Vaibhava students donated for the Bhagavatam sets. Those students who did not own their own sets got an opportunity to own one. Other devotees got the opportunity to gift their parents/friends or relatives a set as well. In this way all 36 sets were distributed without much effort. In fact we would have done more if we had more stock of Srimad Bhagavatam.

The 2020 December marathon was also done in the same spirit, where we requested congregation devotees to come forward and donate for the books which would later be distributed to the needful.

We had kept a table at the temple outside our sweet shop for free distribution. To our amazement almost all the devotees within the congregation participated and donated for the books and also helped distribute to their contacts.

The amazing part was our small temple in Kisumu, with the efforts of just one devotee and the temple presidents encouragement, did so well. They distributed most of the books by placing them in shops that would allow them to keep a table for free distribution. In this way they distributed all their books.



Stag Matt Supermarket Nakuru (Kisumu Temple)
Bal Krishna Dasa

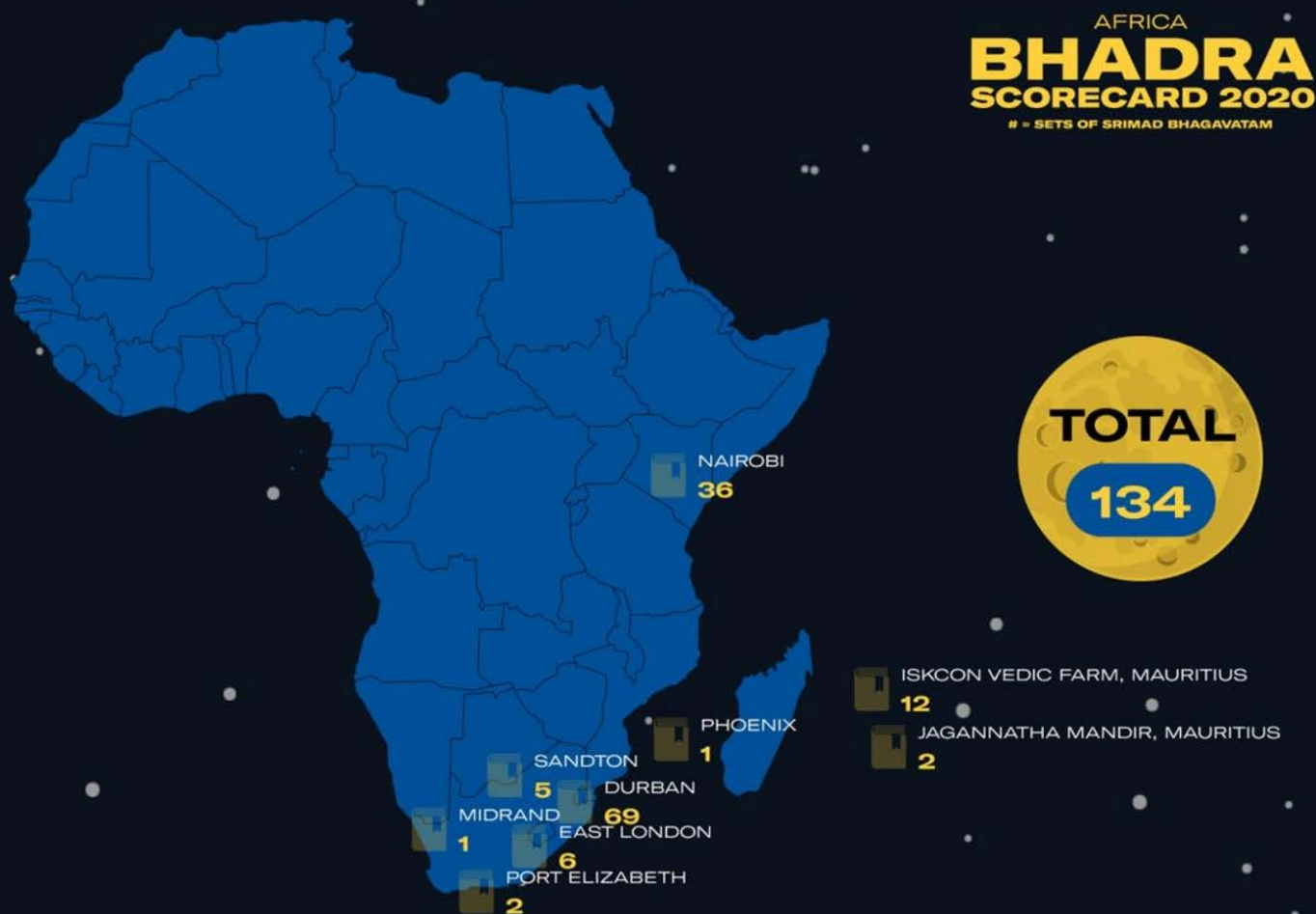
BHADRA CAMPAIGN

The Bhadra Campaign, flooding the world with spiritual wisdom in the form of full sets of Srimad-Bhagavatam, keeps going from strength to strength.

Launched in 2017, the campaign is inspired by the Srimad-Bhagavatam verse 12.13.13, which states, *"If on the full moon day of the month of Bhadra one places Srimad-Bhagavatam on a golden throne and gives it as a gift, he will attain the supreme transcendental destination."*

It's also driven by Srila Prabhupada's instruction in a 1977 letter to disciples, *"I want that every respectable person has a full set of Bhagavatam and Caitanya Caritamrta in his home."*

With GBC support and representatives in each geographical area, the Bhadra Campaign has united devotees all over the world under a common goal to achieve this vision each year. Africa joined the challenge and 134 Srimad-Bhagavatam sets were distributed.



ANNUAL BHAKTIVEDANTA SWAMI LECTURE

The 2020, 7th Annual Bhaktivedanta Swami Lecture titled Rethinking Human Values, discussed the importance of human values in shaping society, underpinned by reclaiming our spiritual values for a just and caring society. There continuously exist deep fractures in the foundations of our current values model of society and its development thereof. The social, economic and environmental toll of our way of life have all been subject to greater scrutiny in 2020.

While the COVID era buckles the global economy, how do we respond and appeal towards an ethical society? The fractures created by ego driven power, corruption, inequality, abuse, discrimination in all forms are the known realities. A natural sequitur of the current state of our planet would be to enquire whether or not our way of life and portrayal of our character is what it should be?

The Lecture was held on the 11th of October 2020 with the keynote address delivered by the Senior BBT Africa Trustee, Dr R. Singh joined by our esteemed guest, Professor Thuli Madonsela, the former Head of the Public Protector of South Africa.

THE BHAKTIVEDANTA BOOK TRUST AFRICA

THE 7TH ANNUAL
BHAKTIVEDANTA SWAMI LECTURE

RETHINKING HUMAN VALUES
In honour of His Divine Grace A.C. Bhaktivedanta Swami Prabhupāda
Founder-*Ācārya* of the International Society for Krishna Consciousness

11 OCTOBER 2020 **15h00 CAT**

PROF THULI MADONSELA

DR RAMCHUNDER SINGH

f LIVE YouTube Live @BBT AFRICA

ANNUAL BBT AFRICA CONFERENCE

2020 saw the first ever fully online BBT Africa Conference. The purpose of the conference is to bring all stakeholders involved in Sankirtan and book distribution in particular, in the African continent all under one roof to discuss and plan the future of the mission on the continent. What made the 11th Annual Conference unique was that it spilt over the borders of the African continent and engaged a global audience. For the first time multiple different time zones were engaged in witnessing the incredible work being done by our book distribution ambassadors in Africa.

The continued challenges of ensuring we have books in all languages that are affordable took positive steps forward. Resolutions to systematically tackle these matters were taken, alongside the great successes in translating more indigenous African language books such as Amharic of the country of Ethiopia and IsiZulu in South Africa. Our audiobook project inched ever closer to having its first complete catalogue of audiobooks which will be released in 2021.

As we adjust to the new normal in a post-covid world, training on new techniques of book distribution have taken prominence with active and fruitful engagement with the BBT International. BBT Africa would like to thank all its Ambassadors across Africa for carrying the torch of Sankirtana through their communities and sharing the light and warmth of the knowledge of these sacred scriptures.

THE 11TH ANNUAL
BBT AFRICA
CONFERENCE

ONLINE - 11 & 12 JULY 2020

The Bhaktivedanta Book Trust Africa

@BBTAFRICA

zoom ZOOM WEBINAR ID 947 3740 4833

facebook LIVE FACEBOOK LIVE www.facebook.com/BBTAfrica

International Society for Krishna Consciousness
Founder-Acārya: His Divine Grace A.C. Bhaktivedanta Swami Prabhupāda

SASTRA DANA

What is Sastra Dana?

Sastra Dana - "The Gift of Knowledge" is the social outreach program of the African division of the Bhaktivedanta Book Trust (BBT). Derived from Sanskrit, 'Sastra Dana' directly translated means 'giving spiritual scripture in charity'.

Our Vision

Giving the 'gift of knowledge' in the form of Vedic literature to the African Continent.

Our Mission

Explore and expand spiritual frontiers through the distribution of Vedic Literature on the African continent.

Our Objectives

- Encourage a culture of reading, lifelong learning, social cohesion, conscious living and preservation of traditional languages within Africa.
- Provide people on the African Continent with an alternate lens to view the world created through the placement of Vedic literature within their community.
- Explore new avenues to enable people to access and cultivate Vedic knowledge in order to discover their spiritual roots.
- Increase the footprint of Vedic knowledge on the African continent through the distribution of Bhaktivedanta Book Trust (BBT) publications.

How Can You Participate?

By sponsoring the books.

By personally distributing the sponsored books.

By contributing creative ideas for securing donations or distributing books.

By telling others about the Sastra Dana project.



SHAstra DANA

How Do We Distribute the Books?

We distribute donated books by placing them in locations where they will be properly kept and read. We've placed books and Back to Godhead magazines at the following locations: Department of Correctional Services, Old Age Homes, Libraries, Wake Up South Africa, ISKCON Hammanskraal and the Ethiopian Church of South Africa. We are going to start placing books in orphanages and school libraries.

Our Future Plans

- Expanding book donations from Johannesburg to other parts of South Africa.
- Plan to explore and expand to countries outside South Africa to include donations of BBT publications.
- Build and maintain relationships with organizations and people where books have been donated to.
- Currently putting together an article for Shastra Dana to be placed in BTG magazine with interviews from recipients of the books.
- Assisting with setting up a preaching library at the Hammanskraal preaching centre.
- We have applied for PBO status with SARS and as soon as this is achieved, the Shastra Dana team plans to apply for 18A status thereby providing a tax incentive for larger corporates to sponsor to the Shastra Dana Project. We will commence approaching large corporates once this is achieved.

ENVIRONMENTALLY SUSTAINABLE PUBLISHING

BBT Africa is committed to printing on paper which is sourced in an environmentally-friendly, socially responsible, and economically viable manner. As such, BBT Africa makes use of paper certified by the Forest Stewardship Council (FSC).

This is in line with publishing trends across the globe and has the aim of using responsibly managed wood to ensure that we print our books in an environmentally sustainable manner.



CORPORATE DETAILS

Registration Number

IT1560/03

Warehouse

c/o Fatton Ariva
Unit No. 1, 12 Hamburg Ave
Aeroporto Spartan,
Johannesburg

Income Tax Number

0992/237/15/6

E-mail

info@bbtafrica.co.za

Trustees

J.E. Israel, Dr. R Singh, M. Nkosi
Prof. S Singh, J. Mahadeo

Website

www.bbtafrica.co.za

Office

HQ Bedfordview
Ground Floor - Block C - Office 32
Cnr Smith and Arbroath Road
Bedfordview, Johannesburg

Auditors

Ramathe Incorporated

Bankers

First National Bank



THE BHAKTIVEDANTA BOOK TRUST

Founder-Acarya: His Divine Grace A. C. Bhaktivedanta Swami Prabhupada