

2021



THE BHAKTIVEDANTA BOOK TRUST AFRICA



# ANNUAL REPORT

Founder-*Ācārya*: His Divine Grace A.C. Bhaktivedanta Swami Prabhupāda





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# MESSAGE FROM THE EXECUTIVE TRUSTEE

**2021** was an unusual year on many fronts. The world situation imposed stringent restrictions which impaired our ability to execute important plans and services. However, the African BBT prevailed and achieved significant milestones as outlined in this annual report.

Notably, the IsiZulu *Bhagavad-gita* has been translated and will be printed this year. The two flagship events on the African BBT diary were successfully executed. The BBT team, with the support of the leaders from various African countries, have worked hard and we thank them for their dedication to translating and printing Srila Prabhupada's books.

Srila Prabhupada's books highlights the complex reality of this world. The transient nature of things and the impermanence of everything is made noticeable to the busy inhabitants of

this world as they pick up a BBT book on the streets or in their homes. BBT makes this knowledge transmission possible.

The spiritual master opens the eyes of a person in darkness. Indeed, the Vedic injunction is: *tamasi mā jyotir gamaḥ* – “Don't remain in darkness; come to the light.” And for this, a spiritual master is needed. It is the duty of the spiritual master to open the eyes of the person in darkness with the torch of knowledge, and one should offer one's respectful obeisances unto such a spiritual master. For the BBT, the daily obeisances to Srila Prabhupada are in the number of pages and number of books that are translated and printed.

We are indebted to the African BBT team for their efforts and sacrifice and may the African BBT continue to expand and grow from strength to strength.

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**THE AFRICAN BBT  
PREVAILED AND ACHIEVED  
SIGNIFICANT MILESTONES**



Govardhana  
Dasa

# MESSAGE FROM THE OPERATIONS DIRECTOR

Over 160 million people on the African continent speak French. Over the past century, Africa has become the centre of the French speaking world. This trend is set to explode exponentially with the French-speaking population in Africa expected to grow to more than 300 million people by the year 2050, according to the United Nations.

Despite the evident requirement to serve and meet the needs of this growing population, the African BBT neither has the permission or license to freely print French books.

The Bhaktivedanta Book Trust was founded in 1972 by His Divine Grace A. C. Bhaktivedanta Swami Prabhupada for the sole purpose of publishing, printing, and propagating the teachings of the Gaudiya Vaisnava tradition to the world. In the very philosophy of our spiritual tradition, Lord Caitanya, the yuga avatara (manifestation of the Lord for our current age), has stated:

*prthivite ache yata nagaradi grama*  
(*Caitanya Bhagavata*, *Antya-khanda*  
4.126)

“In every town and village of the world, the chanting of My name will be heard.” But why not these towns of West Africa? Srila Prabhupada explains to us, “Giving people knowledge [of God], *jnana*, is the highest service to humanity.”

With the spiritual and moral conviction of these instructions, we are obliged to act to fulfill them. In 2021 this was BBT Africa’s highest priority. The African BBT has diligently and intensely endeavored to lift the structural bottlenecks that our institution operates under so we can serve not just some people on our vast and beautiful continent, but serve all people. We must tackle the decade-long French book challenge in Africa with boldness and compassion for the people of Africa and claim the power of our agency to act for what is right.

BBT Africa suffered a slow-down in the production of new titles in 2021. However, we are excited to have upcoming titles such as *Sri Isopanisad* in Ahmaric and *Bhagavad-gita As It Is* in Mauritian Creole and isiZulu.



**T**he annual BBT Africa Conference and Bhaktivedanta Swami Lecture series continue to be spaces of diverse and critical thought and inspiration for book distribution in Africa. We hope to extend the reach of these events into the future.

Thank you to our BBT Africa team, African Ambassadors, Donors and Trustees for your support. It is because of your sacrifice, dedication, energy and the genuine desire to serve others in Africa that we continue to excel and humbly serve Srila Prabhupada's movement.

Central to our service are people. These books change lives. These books have

changed our lives. Let us all cherish that gift by giving others that gift.

I wish to extend my gratitude to our senior Trustee His Grace Govardhana Prabhu for his continued wisdom and support. I would also like to extend my personal gratitude to our Trustee Emeritus His Holiness Jayadvaita Swami.

We have sown the seeds of success in Africa. Each one of these books is a seed. Let us carry on sowing, and soon, with determination, respect for all, mercy and desire, the African soil will bear the sweet fruit of Krishna consciousness. Wishing everyone well.

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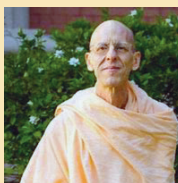
**THESE BOOKS  
CHANGE LIVES**



Mukundanghri  
Dasa

# ORGANIZATIONAL CHART

## EMERITUS TRUSTEE



His Holiness  
Jayadvaita Swami

## EXECUTIVE TRUSTEE



Govardhana  
Dasa

## TRUSTEES



Mukundanghri  
Dasa



Krishna-jñana  
Dasa



Sri Govinda  
Dasa

## EXECUTIVE COMMITTEE



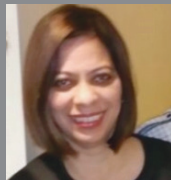
Mukundanghri  
Dasa



Krishna-jñana  
Dasa



Sri-Govinda  
Dasa



Mathura  
Mandala Devi  
Dasi



Nama-srestha  
Dasa



Rupa Goswami  
Dasa

## MANAGEMENT COMMITTEE



# PRODUCTION REPORT

In a letter to Brahmananda Dasa (Calcutta, 12 December 1967), Srila Prabhupada expressed his pleasure at hearing about or receiving his newly published books:

“When one book is published, I think I have conquered an empire. So, try to publish as many books as possible and that will enhance the beauty and prestige of our society. . . . We should not only publish in English but also in other important languages such as French and German.”

Of course, apart from French and German, Prabhupada wanted his books to be available in all the languages of the world and emphasised the need for translations. The global BBT has a mission statement to that effect:

“Krishna for everyone, in every language of the world.” Hence, year after year, BBT Africa tirelessly endeavours to publishing all Prabhupada’s books in all African languages to contribute to that great mission and vision.

Among those titles in production we’re especially concentrating on:

- 1 *Bhagavad-gita As It Is* in isiZulu;
- 2 *Bhagavad-gita As It Is* in Mauritius Creole French;
- 3 *Sri Isopanisad* in Amharic;
- 4 *Krishna Meditations*, an original work by Urmila Dasi & Kamala-sita Dasi;
- 5 e-book *On the Way to Krsna* in Mauritius Creole French.

In 2021, BBT Africa reprinted the Chichewa *Beyond Birth and Death*.

## PRODUCTION SUMMARY

As of 2021, we have 27 titles in production:

- 2 print ready (1 Swahili, and 1 Afrikaans)
- 2 nearly print-ready (1 Xhosa; 1 Sotho)
- 7 layout/design phase (1 Swahili, 1 Chichewa, 1 Sotho, 1 English, 1 Amharic, 2 Mauritius Creole French)
- 12 in editing phase (1 Afrikaans, 1 English, 1 Xhosa, 8 Sotho; 1 isiZulu)
- 3 in translation phase (2 Afrikaans, 1 Lingala)
- 1 in typing phase (Igbo)

# CHINSISI CHOPYOLERA KUBADWA NDI IMFA



Olemekezeka Mbuye

A.C. BHAKTIVEDANTA  
SWAMI PRABHUPĀDA

Yemwe adayambitsa bungwe la  
International Society for Krishna Consciousness

Cover of the  
Chichewa

*Beyond Birth  
and Death*

(2021)



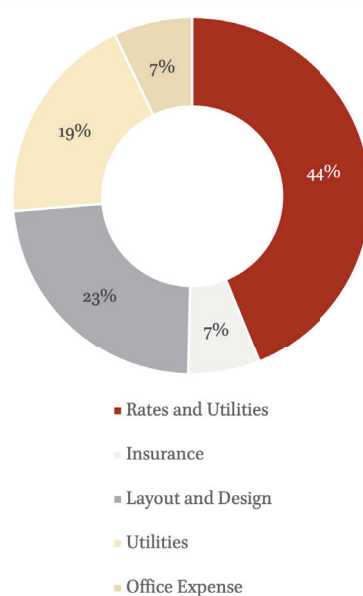
# FINANCIAL SUMMARY

In line with global economic trends, BBT Africa's financial performance showed marginal improvement in comparison to the 2020 financial year as a result of gradual opening up of economic activity.

Growth of book sales remained relatively unchanged in comparison to the 2020 financial year. Subscription income, which accounts for ~2% of total income, decreased by 20% year on year. The key expenses remain in line with growth objectives.

Over the years, BBT Africa has improved its financial position by purchasing fixed assets and investing in human capital to align with the organisation's strategic growth initiatives and has sufficient reserves to cover both short- and long-term costs for translation and book production.

## KEY FINANCIAL INDICATORS



## SUMMARY OF KEY EXPENSES FOR THE 2021 FINANCIAL YEAR

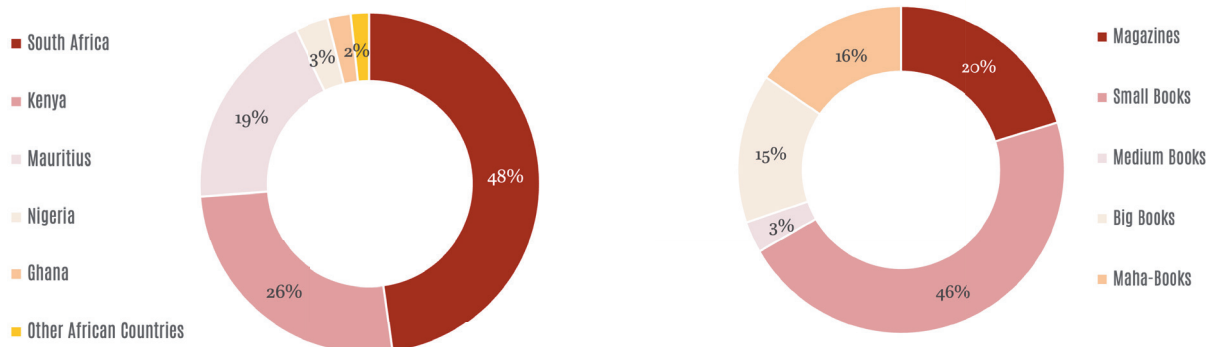
	Change %	2021 R	2020 R
Rates and Utilities	16,0%	133 627	115 222
Insurance	5,4%	19 723	18 705
Layout and Design	-48,4%	71 000	137 715
Utilities	-0,7%	58 535	58 925
Office Expense	-20,6%	21 659	27 268
<b>Total Key Expenses</b>	<b>-14,3%</b>	<b>284 905</b>	<b>332 587</b>

# BOOK DISTRIBUTION IN AFRICA

The African Sankirtan team distributed a total of 118 393 BBT publications (books and magazines) in 2021. This accounted for 1,2% of the global total and is a decrease from Africa's contribution of 2,1% in 2020. In terms of both the number of books distributed as well as book points, Africa is placed 6<sup>th</sup> among the six participating continents.

While Africa's book distribution figures are still reflective of the impact of the global pandemic, several innovative ways to distribute books online have been embraced. This includes the distribution of books on online platforms such as Takelalot, website stores as well as telethons.

## BOOK DISTRIBUTION BY COUNTRY AND BOOK TYPE

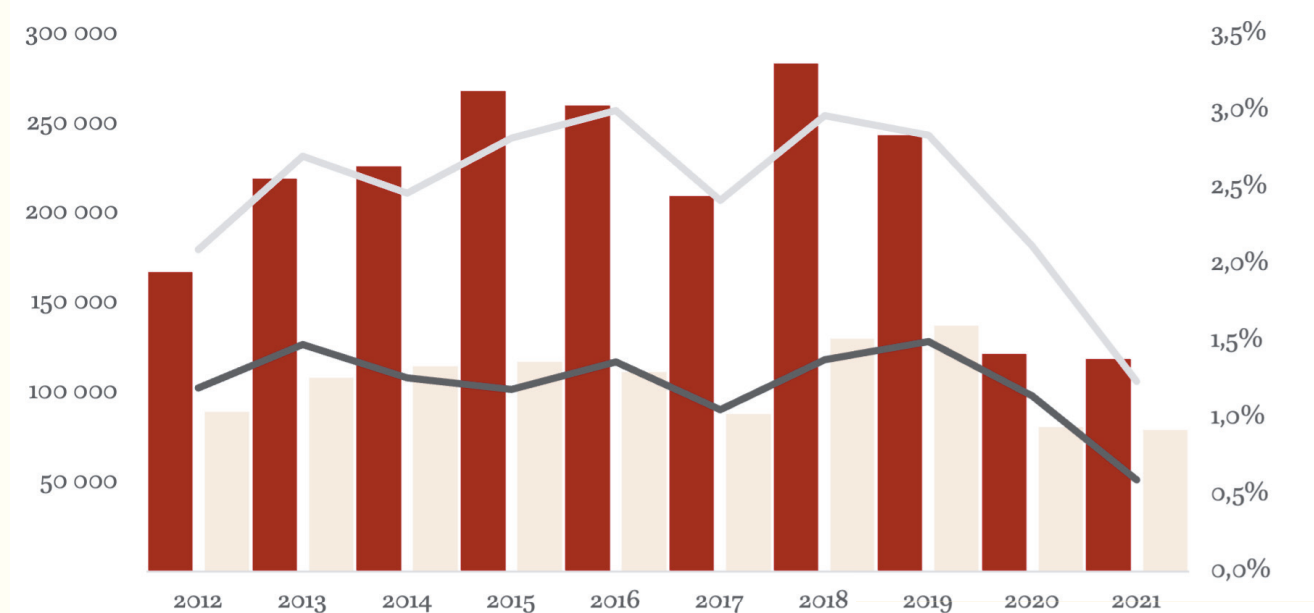




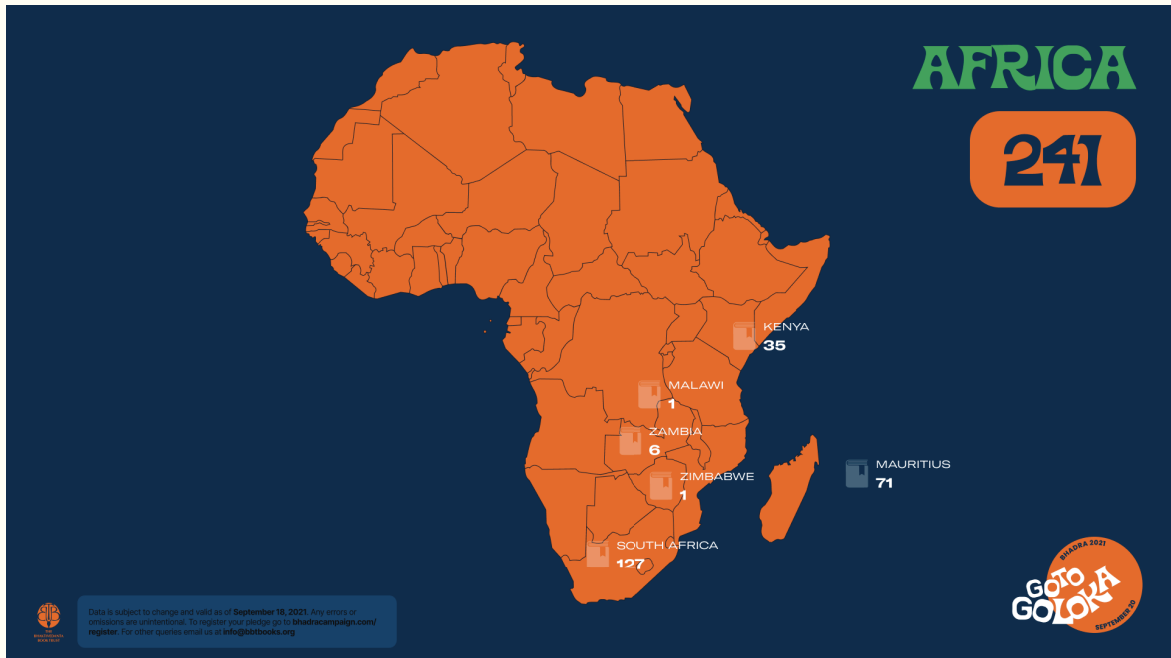
## TOTAL PUBLICATIONS DISTRIBUTED IN AFRICA BY BOOK TYPE

Country	Total Books	Magazines	Small Books	Medium Book	Big Books	Maha-Books	Book Points
Botswana	163	70	87			6	41
Ghana	2 614	722	1 613	226	30	23	664
Ivory Coast	238		57	143	7	31	155
Kenya	30 838	435	18 398	706	7 786	3 513	19 862
Malawi	637	17	570	9	10	31	257
Mauritius	22 505	27	15 439	143	2 547	4 349	16 367
Nigeria	3 800	379	2 181	282	753	205	1 887
South Africa	56 585	22 342	16 098	2 004	6 224	9 917	38 683
Uganda	545		350	145	5	45	255
Zambia	399	41	57	16	130	155	718
Zimbabwe	69		54	3	6	6	33
<b>TOTAL</b>	<b>118 393</b>	<b>24 033</b>	<b>54 904</b>	<b>3 677</b>	<b>17 498</b>	<b>18 281</b>	<b>78 922</b>

## 10 YEAR BOOK DISTRIBUTION TREND



# BHADRA CAMPAIGN



The Bhadra Campaign was launched in 2017, and 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.”

The global goal for the 2021 campaign was to distribute at least 25 000 full sets of *Srimad-Bhagavatam*. This goal was surpassed and a total of over 35 000 sets were distributed globally.

The African *sankirtan* team distributed a total of 241 *Srimad-Bhagavatam* sets over the period of this year's Bhadra Campaign which ran from 28 March to 20 September.

This is 107 sets more than was distributed by the team over last year's campaign in which the team distributed a total of 134 sets. On the day of Bhadra Purnima alone, a total of 135 sets were distributed in Africa, which in itself was higher than what was distributed over the entire Bhadra Campaign last year.

The mood and spirit in which the participating teams in Africa worked together on the day of Bhadra Purnima and throughout the campaign is most noteworthy.

It is also pleasing to note that three additional countries participated in this year's campaign. These are Malawi, Zambia and Zimbabwe.



# LIVE TO GIVE CAMPAIGN



The global goal for the 2021 Live to Give campaign, also known as the Prabhupada Marathon, was to distribute 2.2 million copies of *Bhagavad-gita* globally, from 21 September 2021 to 7 January 2022. For the pleasure of Srila Prabhupada, the

African Sankirtan Team collectively distributed a total of 14 578 *Bhagavad-gitas* over the duration of the campaign.

The global team distributed a total of 2.8 million *Bhagavad-gitas*, thereby surpassing the goal 2.2 million.

# BHAKTIVEDANTA SWAMI LECTURE

The Bhaktivedanta Swami Lecture (BSL) is hosted in honour of His Divine Grace A. C. Bhaktivedanta Swami Prabhupada (1896-1977) the founder of The BBT, whose important literary contribution has been appreciated by global audiences for its Vedic commentary, on issues like education and leadership.

In 2021, BBT Africa hosted the 8<sup>th</sup> Annual BSL. The event was held online on 4 September 2021 and focused on Spirituality and Sustainability.

The lecture explored how these two topics, (Spirituality and Sustainability) when combined and realized, offer a valuable and enriching contribution in

terms of the universal agenda set out by the United Nations, Sustainable Development Goals (SDGs).

Thus improving lifestyle, the economy, reclaiming care and compassion for the environment and fellow human beings with an end goal of universal harmony. The lecture further explored how the interconnectedness of indigenous knowledge coupled with modern systems can better harmonise our lifestyle.

The keynote address was delivered by Gauranga Dasa who is the Divisional Director of the Govardhan Ecovillage (GEV) in Mumbai India.

THE BHAKTIVEDANTA BOOK TRUST AFRICA

THE 8<sup>TH</sup> ANNUAL  
BHAKTIVEDANTA SWAMI LECTURE  
Founder-Acarya His Divine Grace A. C. Bhaktivedanta Swami Prabhupada

SPIRITUALITY AND SUSTAINABILITY

GAURANGA DASA  
Divisional Director of ISKCON Govardhan Ecovillage  
Motivational Speaker & Moni

4 SEPTEMBER 2021  
14:00 - 15:30 CAT

@BBTAFRICA  
YouTube Facebook LIVE

The recording can be found on our YouTube page:

[The 8<sup>th</sup> Annual Bhaktivedanta Swami Lecture](#)



# CONFERENCE



The annual BBT Africa Conference is a platform which allows for the discussion of the production and distribution of Srila Prabhupada's books in Africa. BBT Africa hosts leading members of the International Society for Krishna Consciousness (ISKCON) with the intention to inspire book distributors and to adopt collaborative strategies.

The 12th annual BBT Africa Conference was held online and was themed: The African Narrative. The conference was aimed at celebrating and recognizing the African narrative in terms of efforts towards production, publishing and book distribution.

The challenges behind acquiring French books in Africa were unpacked and the efforts towards the inclusivity of indigenous communities was explored.

Leaders in book distribution from

discussed pertinent challenges and growth opportunities for book distribution in Africa.

Africa is known for its indigenous languages and activism on language preservation. The BBT supports this call through its mission on the preservation of African language by translating and publishing ancient Vedic texts and books in African Languages in Africa.

The discussions at the conference lead to the following resolutions:

1. On the ground delivery of French books.
2. To develop a book distribution master plan for the next five years.
3. To set up an innovation desk to support greater communication and shared ideas with fellow BBTS and other networks across the African continent.

The recordings can be found on our YouTube page:

[Session 1](#)

[Session 2](#)

[Session 3](#)

# ENVIRONMENTALLY SUSTAINABLE PUBLISHING

**B**BT 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](mailto:info@bbtafrica.co.za)

## Trustees

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

## Website

[www.bbtafrica.co.za](http://www.bbtafrica.co.za)

## Office

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

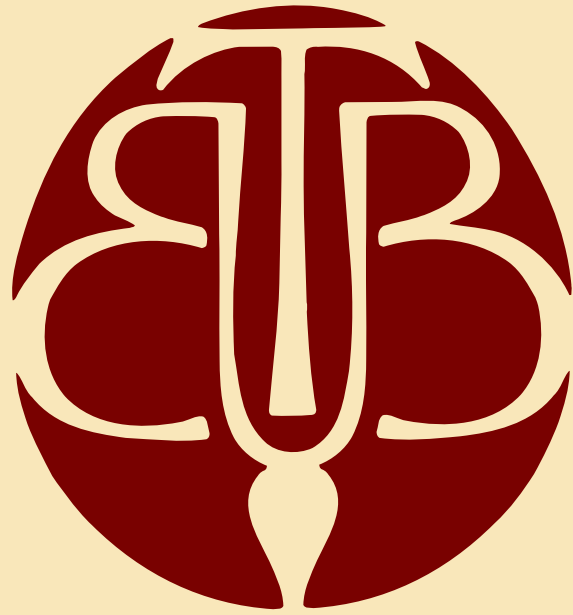
## Auditors

Ramathe Incorporated

## Bankers

First National Bank





**THE BHAKTIVEDANTA  
BOOK TRUST**