



2022

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

BBT Africa has clocked another year in the service of Srila Prabhupada's books. As the world economy opens, our work rate has increased more books on the production line, more translations and more distribution.

Africa has exceeded its targets for both the Bhadra Campaign and the Live to Give Campaign. There is a spirited effort by all our leaders at temples and projects to increase book distribution. This partnership continues to grow from strength to strength. BBT Africa is grateful to ISKCON leaders on the African continent for their continued support and inspiration.

Our flagship events, the annual BBT Conference and Bhaktivedanta Swami Lecture is now entering the 14th and 10th year respectively. We wish to thank the BBT team for its efforts.

Our first French book has reached the ports of West Africa and there is much excitement and anticipation as this new frontier is opened up. Again, special gratitude to the production team and especially for the efforts of Mahaprasad Govinda Prabhu in East and West Africa.

Also, BBT Africa has launched its first audio book in Afrikaans and Amharic and other titles are being developed

Plans are also afoot for the establishment of a permanent BBT office and warehouse in Mauritius. Sastra Dana, an extension of BBT Africa, has made sterling advances in its legal and tax set up and we wish the team all success. The scope for Sastra Dana in Africa is significant and they have plans to reach every village to share Srila Prabhupada's books in local languages.

All in all, another good year. I wish to thank all our BBT Africa friends, well wishers and patrons for their unwavering support of BBT work.

Lastly, we wish to thank HH Jayadvaita Swami Maharaja for his continued support, guidance and inspiration. All glories to Srila Prabhupada.



Govardhana
Dasa

**THERE IS A SPIRITED EFFORT BY ALL OUR
LEADERS TO INCREASE BOOK DISTRIBUTION**

MESSAGE FROM THE OPERATIONS DIRECTOR

At BBT Africa, we have the sacred duty to share the profound wisdom of Krishna consciousness with individuals across the African continent. Our offerings include insightful and transformative spiritual books, audio books and various other Krishna-conscious publications. These literary treasures hold a special place in our hearts, and we are dedicated to making them accessible to everyone.

Our mission is to expand the reach of these enlightening resources by translating them into an ever-growing array of languages, enabling more people to connect with the teachings of Krishna consciousness. Our goal is to place BBT books into the hands of countless readers, fostering a deeper understanding of this timeless wisdom.

We are pleased to report that this year a total of 128 806 books were distributed, which was an increase of 8,8% compared to 2021. In our Bhadra and Live To Give international campaigns, the African sankirtan teams surpassed the previous year's goals by distributing a total of 538 *Srimad Bhagavatam* sets and 18 945 *Bhagavad-gitas*.

Over the years, we faced significant hurdles in producing and distributing French-language books.

However, this year marked a pivotal moment as our inaugural French publication "*Introduction to Bhagavad-gita*" arrived at the shores of West Africa. We extend our appreciation to the production team and acknowledge the efforts of Mahaprasad Govinda Prabhu, who has been designated as our Africa Liaison. His commitment has been instrumental in making this milestone possible.

BBT Africa's audio book initiative aims to offer all published African language titles in an accessible audio format. In 2022, we successfully produced two audio books: "*Coming Back*" in Afrikaans and "*On the Way to Krsna*" in Amharic. We are also actively working to expand our audio book collection by adding titles in various languages, contingent upon finding suitable narrators.

We are working towards setting up a permanent BBT office and warehouse in Mauritius, a strategic move that will significantly improve the logistics of book availability. This establishment will streamline our operations, ensuring that our treasured publications reach readers more efficiently and effectively.

Sastra Dana, a BBT Africa social outreach initiative had 4627 publications sponsored which were placed in four countries and in various organisations.

The annual BBT Africa Conference and Bhaktivedanta Swami Lecture series have consistently served as platforms stimulating conversations and discerning reflections with the aim to finding solutions to book distribution challenges and fostering inspiration for reading Srila Prabhupada's books. We remain committed to expanding the influence of these events in the years to come, ensuring that they continue to nurture intellectual and diverse discourses and invigorate the sharing of knowledge throughout the African continent

Thank you to our BBT Africa team, African Ambassadors, donors, and trustees for your unwavering support, selfless sacrifices, and steadfast dedication. Your sincere commitment to making a difference in the lives of countless individuals across the continent are the driving forces behind our continued success and humble service to Srila Prabhupada's movement.

I would like to express my heartfelt gratitude to our senior Trustee, His Grace Govardhana Prabhu and convey my personal appreciation to our Emeritus Trustee, His Holiness

Jayadvaita Swami for their leadership, guidance and ongoing support.

Our revered Founder-Acarya, Srila Prabhupada stated:

"One should engage in practical service to the Lord. In our Kṛṣṇa consciousness movement, all our activities are concentrated upon distributing Kṛṣṇa literature. This is very important. One may approach any person and induce him to read Kṛṣṇa literature so that in the future he also may become a devotee. Such activities are recommended in this verse. Kṛiyāsu yas tvac-caraṇāravindayoḥ. Such activities will always remind the devotees of the Lord's lotus feet. By fully concentrating on distributing books for Kṛṣṇa, one is fully absorbed in Kṛṣṇa. This is samadhi." (Srimad Bhagavatam 10.2.37)

Srila Prabhupada emphasized the importance of publishing and distributing Krishna-conscious literature as the core of his strategy for disseminating Krishna consciousness. In honouring his vision and furthering the essence of his mission, we aim to assist people all over Africa in rekindling their eternal bond with the Supreme Lord, Krishna.

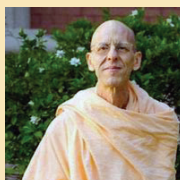
**THESE LITERARY TREASURES HOLD
A SPECIAL PLACE IN OUR HEARTS**



Nama-srestha
Dasa

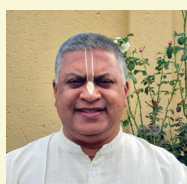
ORGANIZATIONAL CHART

EMERITUS TRUSTEE



His Holiness
Jayadvaita Swami

INTERNATIONAL TRUSTEE



Govardhana
Dasa

BBT AFRICA TRUSTEES



Maha Prasad
Govinda Dasa



Krishna-jñāna
Dasa



Sri Govinda
Dasa

EXECUTIVE COMMITTEE

MANAGEMENT COMMITTEE

PRODUCTION REPORT

Srila Prabhupada was very pleased when his books would come off the press, ready to be distributed to souls in need of spiritual enlightenment. “Where is book? Where is book?” he would ask the devotees, who could barely keep up with the pace at which he was translating.

Still, he also said, “This book production is real progress. It is very good news to hear that you are producing so many books in the European languages. This is most pleasing to me.” (Srila Prabhupada, letter to Bhagavan, 4 June, 1976, Los Angeles). So, apart from expressing transcendental impatience, Prabhupada also voiced his pleasure about book production in European languages.

There’s no doubt, of course, that Srila Prabhupada is equally pleased to see his books produced in African languages.

Keeping in mind both Srila Prabhupada’s impatience and his pleasure, the devotees at BBT Africa diligently work to produce new titles in various African languages and to keep Prabhupada’s book available at all times.

In 2022, BBT Africa printed the French *Introduction to Bhagavad-gita*, and we’re about to send the Amharic Sri Isopanisad to the press. For this coming year, we’re planning to print *Bhagavad-gita As It Is* in Mauritius Creole French.

PRODUCTION SUMMARY

As of 2023, we have 25 titles in production

- 5 print-ready: 1 Swahili, 1 Afrikaans, 1 Amharic, 1 Zulu, 1 Sotho
- 2 nearly print-ready: 1 Xhosa, 1 Sotho;
- 4 layout/design phase: 1 Chichewa, 1 Swahili, 1 English, 1 Mauritius Creole French;
- 11 editing phase: 1 Afrikaans, 1 English, 1 Xhosa, 8 Sotho;
- 2 translation phase: 1 isiZulu, 1 Lingala;
- 1 typing phase: 1 Igbo.

ሽሪ ኢሹፓኒሻድ



ክቡር አ. ቻ. ብህክቲቬዳንታ ሰዋሚ ፕራብሁፓድ
የዓለም አቀፍ የክርሽና ንቃተ ማህበር መስራች አቻርያ

Cover of the
Amharic

Isopanisad

(2022)

AUDIO BOOKS

BBT Africa's audio book project's goal is to provide all published African language titles in an audio book format.

In 2022 two audio books have been produced:

- *Coming Back* in Afrikaans
- *On the Way to Krsna* in Amharic

Afrikaans is spoken in South Africa and Namibia and was narrated by Sadhu Dasa (Sean Joubert).

Amharic is spoken in Ethiopia and was narrated by Mahaprasad Govinda Dasa (Daniel W Hume).

These titles are freely available for downloading or streaming from BBT Africa's website and YouTube channel:

[BBT Africa Audiobooks](#)
[BBT Africa YouTube Page](#)

Additional books in multiple languages are planned to be added to the audio book library, pending the sourcing of narrators.

This includes Amharic (additional titles), Chichewa, Creole, Sesotho, Setswana, Xhosa and Zulu.

FINANCIAL SUMMARY

BBT Africa's financial performance showed improvement in line with continued gradual improvement in the global economy.

Growth in total book sales improved significantly and subscription income, increased by 33% 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 in line with the organisation's strategic growth initiatives.

The end of the 2022 financial year resulted in a profit of R 128 809 and has sufficient reserves to cover both short and long term costs for translation and book production.

BOOK DISTRIBUTION IN AFRICA

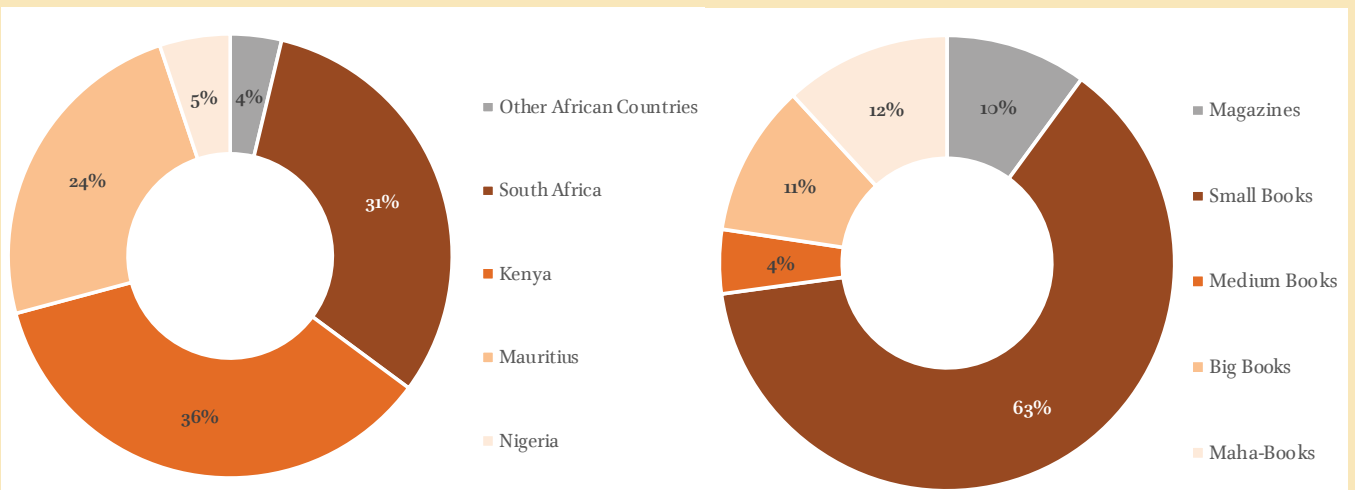
The African Sankirtan team distributed a total of 130 692 BBT publications (books and magazines) in 2022 which is 10,4% higher than in 2021. Africa accounted for 0,6% of the global total book points. In terms of both the number of books distributed as well as book points, Africa is placed 6th among the six participating continents.

Devotees continue to embrace creative ways to distribute books. In addition to

ongoing Monthly Sankirtan Festivals, devotees also continue to distribute books on online platforms. This includes the distribution of books on online platforms such as Takelalot, website stores as well as telethons.

The African sankirtan team participated in the global book distribution marathons and exceeded the goals which were set for the Bhadra campaign as well as the Live To Give campaign.

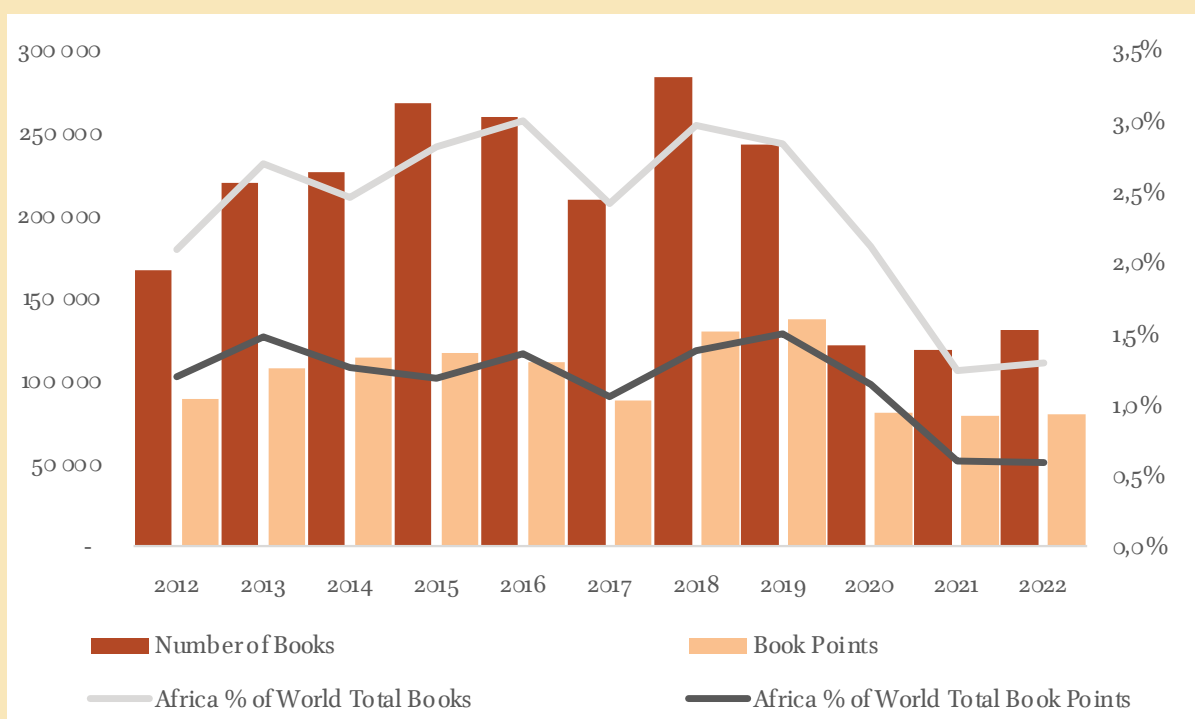
BOOK DISTRIBUTION BY COUNTRY AND BOOK TYPE



TOTAL PUBLICATIONS DISTRIBUTED IN AFRICA BY BOOK TYPE

Country	Total Books	Magazines	Small Books	Medium Books	Big Books	Maha-Books	Book Points
Botswana	878		383	0	16	479	41
Ghana	2236	229	1368	282	357	0	664
Ivory Coast	104	2	75	0	6	21	155
Kenya	46648	478	33475	3283	3538	5874	19862
Malawi	460	63	359	3	0	35	257
Mauritius	31406	322	24535	233	3389	2927	16367
Nigeria	6718	515	5465	287	298	153	1887
South Africa	41042	11525	16335	1847	5448	5887	38683
Togo	1046			11	1035	0	1040,5
Uganda	111		30	0	0	81	169,5
Zimbabwe	43	0	28	0	14	1	23
TOTAL	130692	13134	82053	5946	14101	15458	79149

AFRICA'S HISTORIC BOOK DISTRIBUTION TREND



BHADRA CAMPAIGN



The Bhadra Campaign was launched on Gaura Purnima and ran till the day of Bhadra Purnima which fell on 10 September 2022.

The theme of the campaign was centred around providing the panacea to material suffering, in the form of the *Srimad Bhagavatam*. The global goal for the campaign was to distribute 43 000 sets of *Srimad Bhagavatam*. In total 45 880 *Srimad Bhagavatam* sets were distributed globally.

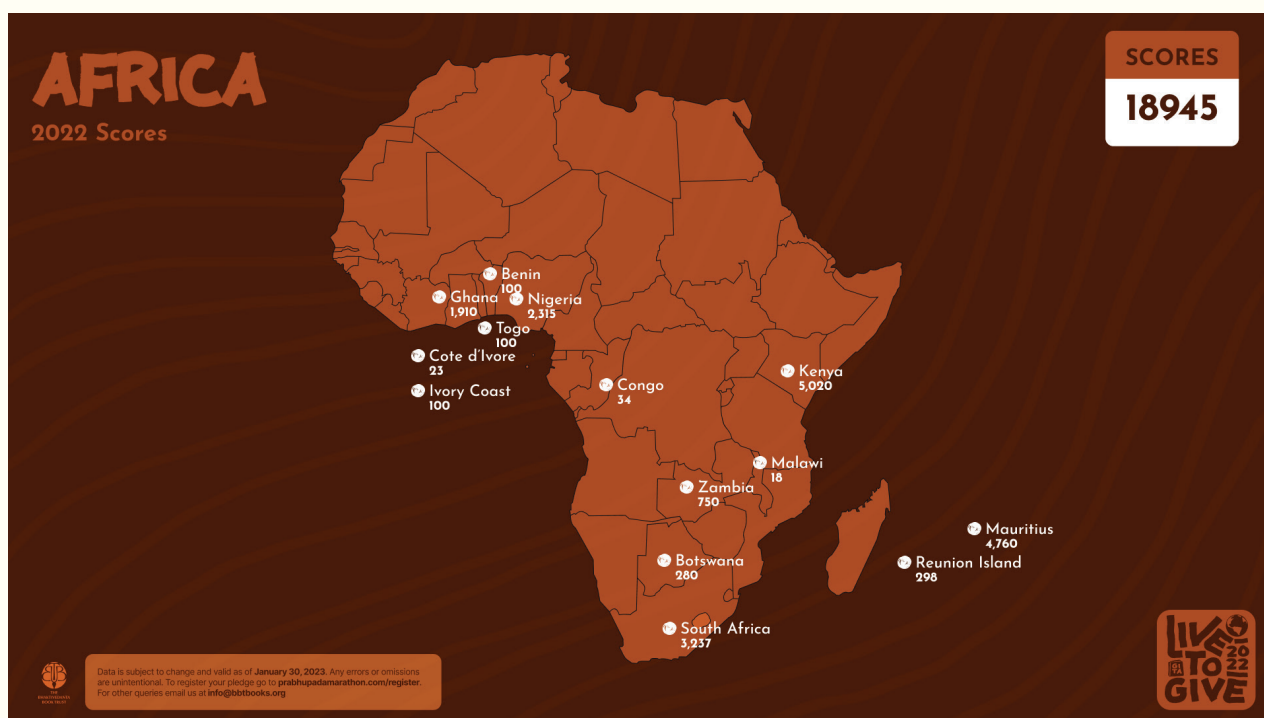
The African leaders initially set a target to distribute 296 *Srimad Bhagavatam* sets. This was an increase of 23% from what was distributed in the previous year's campaign.

After the African leaders later met and the goal was then increased to 349 sets. There was a significant increase in participating countries across the continent. In 2021, six countries across Southern and East Africa participated. This year however, a total of 16 countries across Africa participated which consisted of more than thirty participating temples and centres.

We are pleased to report that the African sankirtan team far surpassed the goal of 349 by distributing a total of 538 sets of *Srimad Bhagavatam*.

This is the highest score achieved for Africa during a Bhadra Campaign.

LIVE TO GIVE CAMPAIGN



The Live To Give Campaign is aimed at encouraging devotees to distribute *Bhagavad-gitas*. The global goal was to distribute 3 million *Bhagavad-gitas*. The campaign ran from 11 September to 7 January 2023 and a total of 3 500 889 *Bhagavad-gitas* were distributed all over the world.

The African Sankirtan team pledged to distribute 15 600 *Bhagavad-gitas*.

This was an increase of 7% to what was distributed over the previous year's campaign. fourteen countries participated in the African campaign which consisted of more than 35 centers and temples.

We are happy to report that the African sankirtan team far surpassed the goal of 15 600 by distributing a total of 18 945 *Bhagavad-gitas*.

BHAKTIVEDANTA SWAMI LECTURE

The 9th annual Bhaktivedanta Swami Lecture titled “*The Mind: Friend or Foe*” was held live on BBT Africa’s Facebook and YouTube page on 2nd July 2022. The keynote address was delivered by His Grace Bhuta Bhavana Dasa. The lecture reached over 500 views combined on YouTube and Facebook.

The lecture was premised on the following verse from the *Bhagavad-gita*:

“For him who has conquered the mind, the mind is the best of friends; but for one who has failed to do so, his mind will remain the greatest enemy.” (Bhagavad-gita 6.6)

South Africa is the second highest country in the world for suicides as per various studies. As many as one in six South Africans suffer from anxiety, depression or substance-use related problems (this does not include more serious conditions such as bipolar disorder or schizophrenia), according to statistics released by the South African Depression and Anxiety Group (SADAG). Only 27% of people receive treatment. Most studies have shown that religious involvement and spirituality are associated with better health outcomes, including greater

longevity, coping skills, and health-related quality of life (even during terminal illness) and less anxiety, depression, and suicide.

We asked the question: “Do faith-based/religious organizations have a role to play in combating mental health challenges?”

Krishna Conscious philosophy is both a panacea and catalyst for helping in mental battles and woes. While we are unable to solve the greater economic and social climate challenges, we are able to offer knowledge that is spiritually empowering to conquer the mind and offer people a lifestyle of higher consciousness.

The objective was to inspire people to take an interest in a higher consciousness philosophy and how people can equip themselves with tools to deal with the stressors of modern living by adopting the “Simple Living Higher Thinking” approach. To share the Vedic perspective on how to conquer the mind through important teachings from His Divine Grace A. C. Bhaktivedanta Swami Prabhupada and unpack how mantra meditation and a higher philosophy can help override the material mental anguish.



THE 9TH ANNUAL BHAKTIVEDANTA SWAMI LECTURE

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

THE MIND: FRIEND OR FOE?



LIVE @ BBTAFRICA

You 

 LIVE

SATURDAY

JULY

2

2022

16:00 CAT

9th Annual
Bhaktive-
danta Swami
Lecture

*The Mind
Friend or Foe*

(2022)

CONFERENCE

The 13th Annual BBT Africa Conference was titled *"Double it!"*

The conference was held live on BBT Africa's Facebook and YouTube pages on 26 November 2022 .

THREE SESSIONS

- Books are the basis
- Doubling it in Africa-inroads made in preaching
- Back to Godhead - Books to Braj

The sessions were facilitated by HG Ambika Devi Dasi, HG Govardana Dasa and HG Dwarka Vasini Devi Dasi.

Speakers included HH Guru Prasad Swami and HG Kaunteya Dasa, HG Govardhana Dasa, HG Radhapati Dasa, HG Maha Prasad Govinda Dasa, HG Prem Vilas Dasa and HG Rukma Dasa.

AIM OF THE CONFERENCE

- Celebrating the African devotee contribution to book distribution.
- Highlighting BBT Africa's progress in preaching and book distribution.
- Creating awareness on the sterling service rendered by leaders in book distribution.
- Sharing the success of BBT Africa reaching great heights across the African Continent.

OUTCOMES

- To inspire devotees to engage in book distribution across the African continent with the intention of increasing book distribution.
- To encourage devotees to read and study Srila Prabhupada's literature.
- To empower devotees to get involved in a big or small way in book distribution
- To share how devotees apply strategies in their preaching approaches concerning book distribution management.

RESOLUTIONS

1. To explore and better understand book distribution in west Africa as we have Franco phone and Anglo phone countries.
2. To investigate whether the 20% Book distribution increase has been the same for online vs in-person conferences .
3. To streamline distribution efforts to maximize operational efficiency to promote book distribution.

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

13th Annual



BBT Africa Conference

"Double it!"

14H00 - 17H00 CAT

NOV | SAT | 2022
26

LIVE @BBTAFRICA



13th BBT Africa
Conference

"Double it!"

(2022)

SASTRA DANA

Sastra Dana - The Gift of Knowledge, is the social outreach program of the African division of the Bhaktivedanta Book Trust (BBT). Established in Johannesburg, South Africa, in 2009, the project aims to provide the 'gift of knowledge' in the form of Vedic literature to individuals of the African continent.

The program partners with organizations across Africa that make

BBT publications and special projects easily accessible to their communities where there is a need, interest and enthusiasm. Organizations and special projects are carefully selected to ensure that our objectives are achieved while not impacting ISKCON's activities and/or economy. Interested individual's that contact Sastra Dana are put in touch with the relevant ISKCON temples/centres.

DISTRIBUTION OF LITERATURE IN 2022

PROJECTS	ORGANISATIONS	COUNTRIES	BTG	BOOKS	PUBLICATIONS
Correctional Services Project	3	1	1070	0	1070
Library Project	1	1	300	0	300
Old Age Home Project	6	1	495	0	495
School Project	3	1	0	12	12
Social Welfare Project	3	4	810	100	910
Spiritual Centers Project	5	1	1760	80	1840
Total	21	4	4435	192	4627

KEY HIGHLIGHTS

Finance:

- Audited Annual Financial Statements for 2021.
- Sastra Dana was certified by South African Revenue Service as a PBO with Section 18A accreditation (certified to issues S18A certificates for donations received).
-

Corporate Governance:

- Conducted quarterly board meetings and hosted the second AGM. Maintaining a repository of delivery notes, letters of appreciation and images.

Operations:

- Appointed a full-time member of staff, located at the BBT Africa offices.
- Maintaining a debit order system (with Netcash as the service provider).
- Extended distribution into other African countries.
- Initiated a partnership with BBT Africa's Liaison Team.
- Increased partnerships with organizations that assist Sastra Dana with distribution.
- Explored and received international sponsorship.

THE YEAR AHEAD

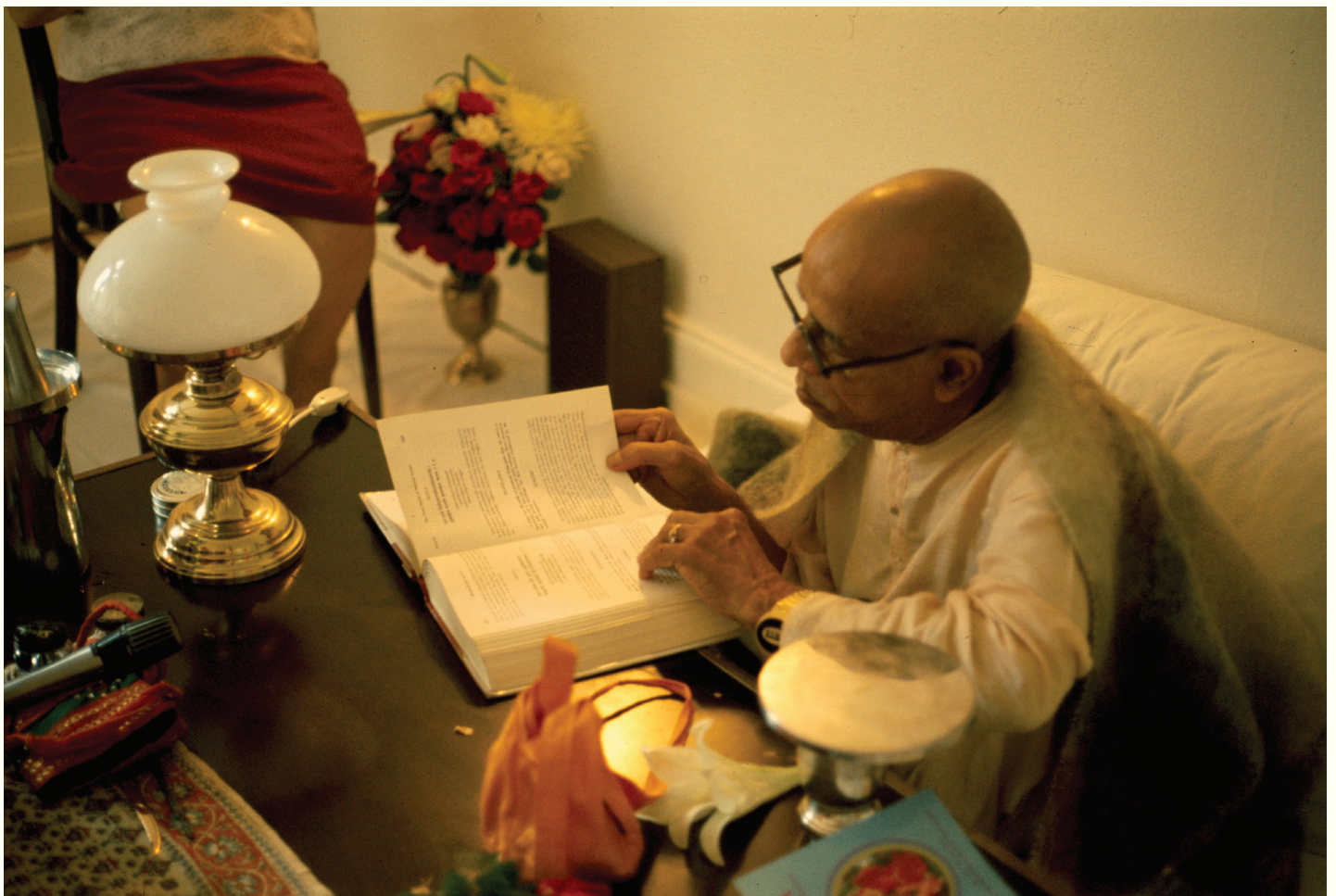
In 2023 Sastra Dana will aim to expand the Back to Godhead (BTG) magazine distribution footprint. A major project will be placement of the latest bi-monthly BTG magazines in South Africa Libraries and a key focus will be to increase the distribution framework to additional countries across Africa.

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, Prof S. Singh
J. Mahadeo, D.W. Humei

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**