

# 2014 Annual Report



**The Bhaktivedanta Book Trust Africa**


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



## Corporate Details

### THE BHAKTIVEDANTA BOOK TRUST AFRICA

<b>Registration Number:</b>	IT 1560/03
<b>Income Tax Number:</b>	0992/ 237/ 15/ 6
<b>Trustees:</b>	J.E. Israel, R. Singh, S. Singh, J. Mahadeo, M. Nkosi
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<b>Auditors:</b>	BKF Accountants
<b>Accountants:</b>	BKF Chartered Accountants
<b>Bankers:</b>	Nedbank Limited





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## 1

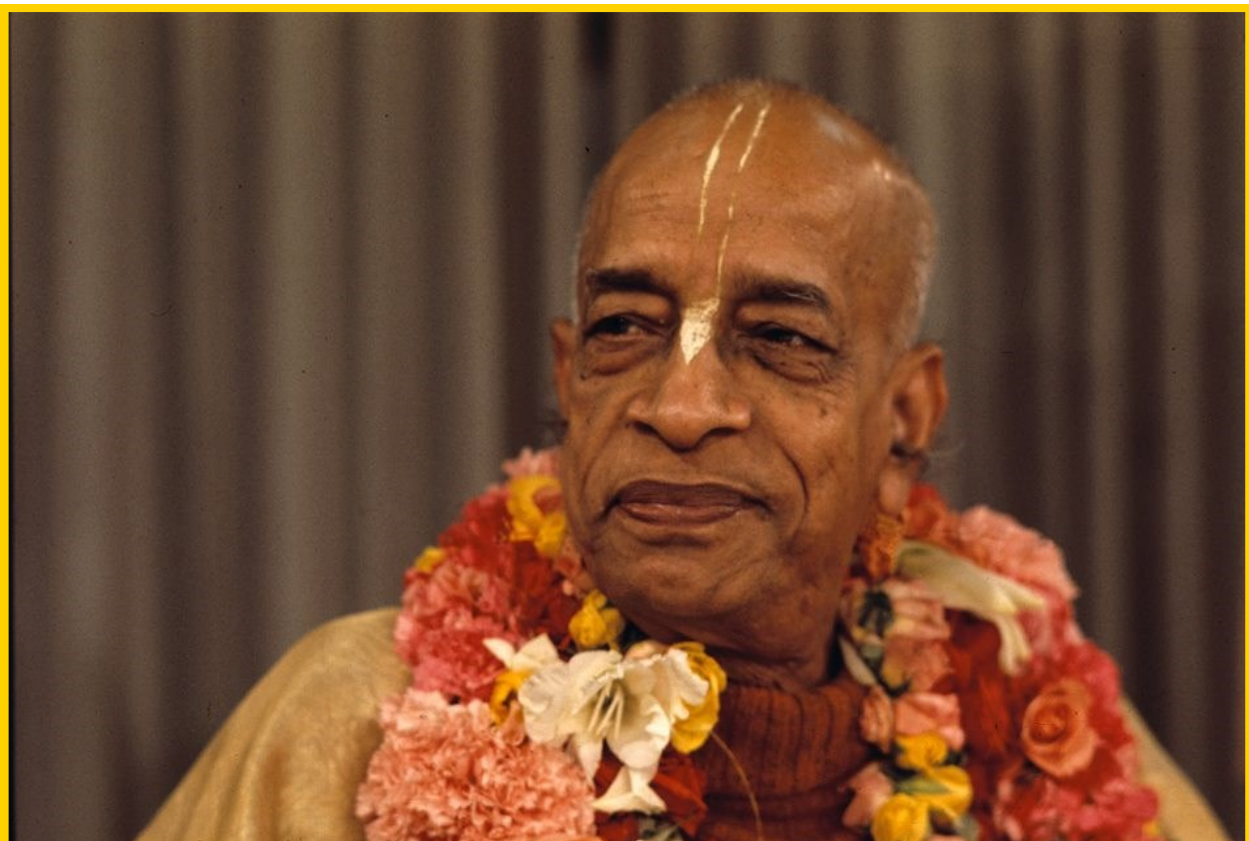
## OUR MISSION

Established in 1972 by His Divine Grace A. C. Bhaktivedanta Swami Prabhupāda (respectfully known as Śrīla Prabhupāda), the Bhaktivedanta Book Trust (BBT) is the world's largest publisher of ancient and classic Vedic texts, epics, and contemporary works on the philosophy, theology and culture of *bhakti-yoga*. Its publications include original scriptural works and books that discuss and explain these traditional texts as received in the Gauḍīya Vaiṣṇava tradition.

The BBT publishes the *Bhagavad-gītā*, *Śrīmad-Bhāgavatam*, *Īsopaniṣad*, *Nārada-bhakti-sūtra*, *Śrī Caitanya-caritāmṛta*, and numerous other Vedic classics.

BBT Africa, a branch of the BBT, was established in February 2010 when International Trustees resolved to focus on translations into African languages, as well as to promote greater distribution of French and English books.

Our mission is to make Vedic writings, full of spiritual knowledge and culture, available throughout Africa in whatever language a person prefers.



His Divine Grace A. C. Bhaktivedanta Swami Prabhupāda



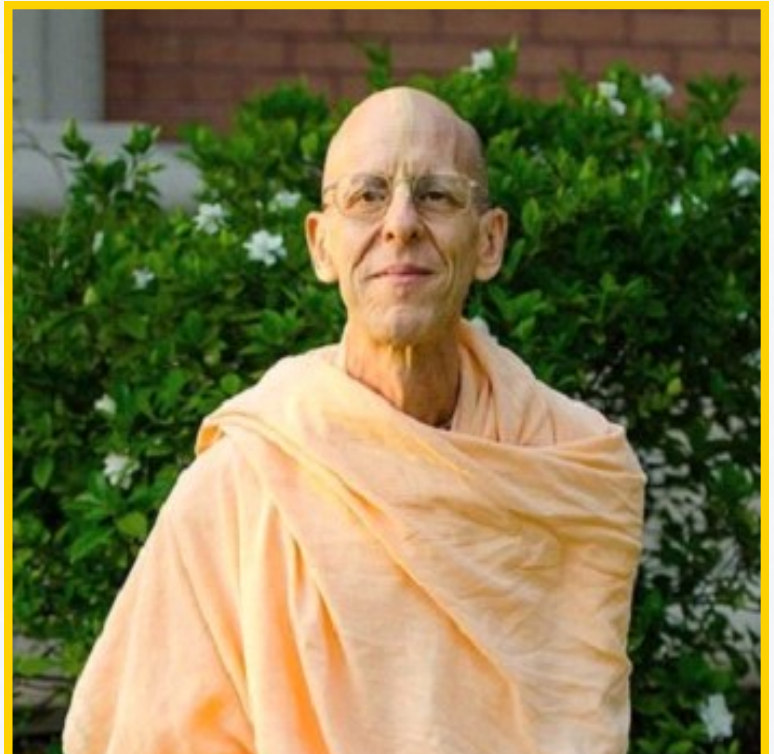
## A MESSAGE FROM THE SENIOR TRUSTEE

“ From a small start five years ago, we have come a long way -- but we are still in our pioneering days. Among the countries in Sub-Saharan Africa, we're active in only a few. And we have yet hardly ventured above the Sahara. But we're making progress.

From the five or six of us who made up BBT Africa in 2010 - all Indians except for me - we're now a diverse group of some two dozen devotees. And it's a group that values enthusiasm, professionalism, and a family spirit.

We have learned a lot so far. There's a lot left to learn. We have done a fair amount. There is a lot left to do. We have reached many people. There are millions more to reach. May we keep at it, and may Kṛṣṇa help us. ”

~ His Holiness Jayādvaita Swami ~



His Holiness Jayādvaita Swami  
Senior Trustee

“ The success of your preaching will be substantiated by how many books are sold. ”

~ His Divine Grace A. C. Bhaktivedanta Swami Prabhupāda ~

# MANAGING TRUSTEE'S OVERVIEW



His Grace Govardhana Dāsa

While tiny in comparison to its global peers, the African BBT has continued to make strides in fulfilling its mandate. The continent has recorded amongst its best book distribution scores in 2014, and the runaway efforts of Kenya remain noteworthy. The annual conference and the Bhaktivedanta Swami Lecture were successfully convened. The BTG team hosted its inaugural annual BTG gratitude dinner late last year, which will now become an annual event.

“ The continent has recorded amongst its best book distribution scores in 2014, and the runaway efforts of Kenya remain noteworthy. ”

So there have been lots of exciting initiatives to advance the cause of book distribution, and even more needs to be done. We remain committed to a continuous improvement program. Details of these initiatives can be found in this report.

The BBT team has continued to advance its departmental work within its respective mandates:

- Book production and planning are now better defined;
- BTG is at an advanced stage of releasing a software management program for subscriber care;
- The Śāstra Dāna team notably placed a set of *Śrīmad-Bhāgavatam* in the University of Morocco;
- Pamphlet titles have expanded;
- Our warehousing and logistics management has been optimised and
- The communication platforms have improved.

The African BBT has also recently assumed responsibility for Recensia Press, an academic printing arm. This will bring a new focus to and place more emphasis on outreach. With the help of BBT India, we have resolved the East & West African logistic challenges.

On the human-resource side, we are strengthening our full-time capacity, and we welcome His Grace Jayadeva prabhu as a trainee production manager. We will continue to place emphasis on training and development, coupled with local production, to fulfil the goal of expanding mass book distribution across Africa.

We remain grateful for the support of the GBC and the various levels of ISKCON management – without

their unwavering support, the African BBT would struggle to advance its mandate.

In the year ending December 2014 the African BBT saw increased revenues and earnings before interest, tax and depreciation. The higher revenues and operating profit numbers are detailed in the financial section of this report. We have also continued to make contributions to the Temple of the Vedic Planetarium in Śrīdhāma Māyāpur.

Of course, there are areas that need improvement. Setting up a new BBT house has been a challenge, since we sold the Lombardy property. This is a high-priority matter for this year. We also need better statistical and research capabilities to design intelligent book distribution strategies. Our efforts on mobile technology and innovation as tools for outreach have not manifested as planned, and this too remains a high priority.

We look forward to celebrating the 40th anniversary of Śrīla Prabhupāda's visit to Africa and ISKCON's 50<sup>th</sup> in 2016 in collaboration with the ISKCON 50 Committee. There are plans to distribute 500,000 books in South Africa, and we are ready to play our part in this historic effort.

We remain aware of the suggestion that the days of print are numbered and digital is the way forward. We want to continue improving our service to ISKCON temples and to provide high-quality yet cost-effective books for distribution.

The African BBT remains sensitive to the environmental impact of printing, and subscribes to the green ideals of energy efficiency, waste recycling,

emissions reduction, and using FSC-certified paper. Our strategy is to partner with printers who have state-of-the-art technology.

With deep enthusiasm for demonstrating our appreciation of Śrīla Prabhupāda's gift to the world, the African BBT team is in overdrive to translate and produce more and more African language books.

We look forward to another exciting year in your association.

Your servant,

Govardhana Dāsa

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“...the African BBT saw increased revenues and earnings before interest, tax and depreciation... We have also continued to make contributions to the Temple of the Vedic Planetarium in Śrīdhāma Māyāpur.”

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# OPERATIONS OVERVIEW



Śrīmatī Kerrisha Gopichand

**T**he Bhaktivedanta Book Trust Africa (BBTA), the African arm of the BBT, was established in February 2010. Looking back we are inspired to bear witness to the exponential growth that this organisation

has thus far achieved. The increased awareness of our mandate, continued efforts to retain highly skilled, innovative and visionary resources, and a focus on establishing relationships that further the interests of BBTA create a strong foundation that allows us to better serve our customers.

On an international level, we continue to collaborate with other BBT divisions, finding ways to transfer knowledge and skill sets, through exchange programmes designed to equip us in keeping abreast of changing times in our environment, locally and globally. With the emergence of the digital era and changing reader preferences, our IT & Innovation team continue to find exciting ways to reach our receptive African audience.

## BTG Magazine

In 2014, we have encouraged and raised awareness in increasing the Back To Godhead Magazine (BTG) subscriber base. Our Marketing, PR and Communications team implemented the BTG Sundays Programme, speaking to ISKCON temple audiences about BTG, and strengthening our relationships locally for a stronger public outreach. This will continue in 2015 with a strong focus on the rest of Africa. As we grow this programme we will invite our BBTA ambassadors and regional managers from the

other countries to adopt a similar approach.

## Annual Conference

Our 5<sup>th</sup> Annual Conference held in Ghana on 21 June 2014, was an event of note. Even though logistics and internet connectivity proved to be difficult, our BBTA & Ghana teams on the ground rose to the challenge and successfully overcame these obstacles, making it a successful and well received conference.

## Annual Bhaktivedanta Swami Lecture

The 2<sup>nd</sup> Annual Bhaktivedanta Swami Lecture, held at the prestigious University of the Witwatersrand in Johannesburg on 20 March 2014, was a resounding success. The topic was *Freedom*, presented by His Holiness Devāmṛta Swami. The event targets professionals and academics, engaging leaders in critical discussions to present a new, yet timeless, way of thinking, from the wisdom of Vedic teachings.

## Book Production

In 2014, our Production team planned to deliver 12 published titles. This target was not reached. Our aim now is to publish and print 7 of these titles by mid-2015. Our quarterly Imprint magazine and website updates will provide you with more details, so keep a look-out for the next edition and website posts. We have difficulty in sourcing translators, proof-readers and editors in the production and publishing space, but we continue our recruitment efforts to fill this gap.

## Pamphlets Programme

The translation and distribution of pamphlets is another area of focus that serves to encourage the distribution of Śrīla Prabhupāda's books. To date, the languages covered by pamphlets are Arabic, KiSwahili, English, French, IsiZulu, IsiXhosa, Afrikaans and Chinese, encompassing a remarkable 63% of Africa's demographic.

In 2014, the Pamphlets Department churned out 4 new pamphlets in various languages and in 2015 has a production schedule planned for about 19 titles.

### Finance and Logistics

For operational efficiency, our Finance & Logistics Department has partnered with a warehousing facility, reducing our courier costs and optimizing on our service delivery, providing better lead and turn-around times to our customers. Our annual sales for the year have increased and our debtors book has been well managed, showing positive signs in terms of cash flow. We are also looking into other avenues of sourcing cheaper printers for our books, BTGs and pamphlets.

### Śāstra Dāna Programme

We continue to make inroads with the Śāstra Dāna Programme. The highlight for 2014 was sending a full set of BBT books to the Al-Akhawayan University Library in Morocco. The set included *Śrīmad-Bhāgavatam* and the *Śrī Caitanya-caritāmṛta*. This was made possible with the support and help of Dr. Connell Monette, an associate professor of religion at the university.

### Internal Institutional Review

In 2012, the Board of Trustees of the Bhaktivedanta Book Trust International (BBTI) resolved to embark on an Internal Institutional Review (IIR) for each BBT division. The objective of the IIR was to achieve a number of critical outcomes, which included:

- An assessment of organisational effectiveness;
- Future human resource capability;
- Institutional strength;
- Institutional safeguards and;
- Performance analysis of the assets, skills and synergies of the organization.

BBTA's Internal Institutional Review was conducted in 2013, where a number of institutional strengths, safeguards and risks were identified.

This year, plans were put in place to mitigate those risks. One of the major changes introduced was to adopt a Management By Objective (MBO) approach, which is proving to be successful. In measuring our success we found that engagement meetings with the team and regular performance reviews of Work Plans that were formulated for each Head of Department was key.

This provided us with a benchmark on whether we are making a difference, whether our strategies are still aligned to the global BBT vision and whether risks identified from the IIR were mitigated by tracking them closely with an Expiry Diary & Action List that was created.

### Conclusion

Even though we have come this far, there is always room for improvement and opportunities to “think outside the box”, enabling BBT Africa to reach even greater heights. The 2015 year holds much promise. We will be building closer relationships with our appointed BBT ambassadors, formalizing the service chain through a global operational distribution strategy for books, pamphlets and BTGs.

We look forward to the opportunities that 2015 will bring and know that with our combined efforts we can push Śrīla Prabhupāda's glorious mission forward, making a spiritual mark in Africa.

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“...with our combined efforts we can push Śrīla Prabhupāda's glorious mission forward, making a spiritual mark in Africa.”

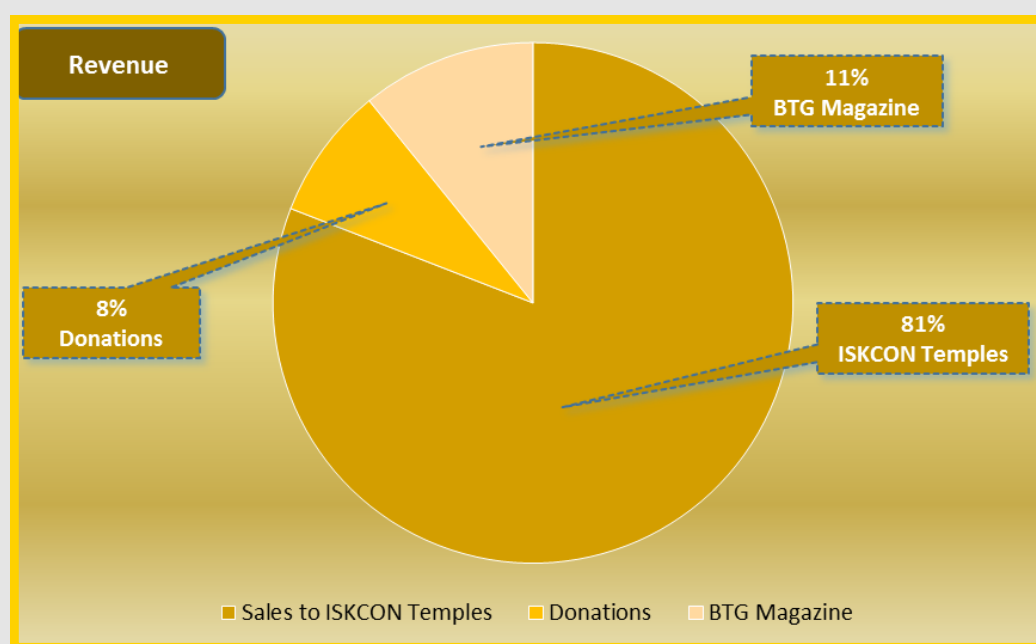
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## FINANCIAL OVERVIEW

**B**BT Africa reports their statement of activities as a nonprofit, reflecting contribution revenues and expenses each year. We invest a substantial portion of our assets in marketing, translating, book publishing and printing.

### Comment to Financial Statements

- Given the volatility of the Rand, and BBT's exposure to dollar costing, the exchange rate loss in the last financial year (2013) was USD \$18 104 (R209 282).

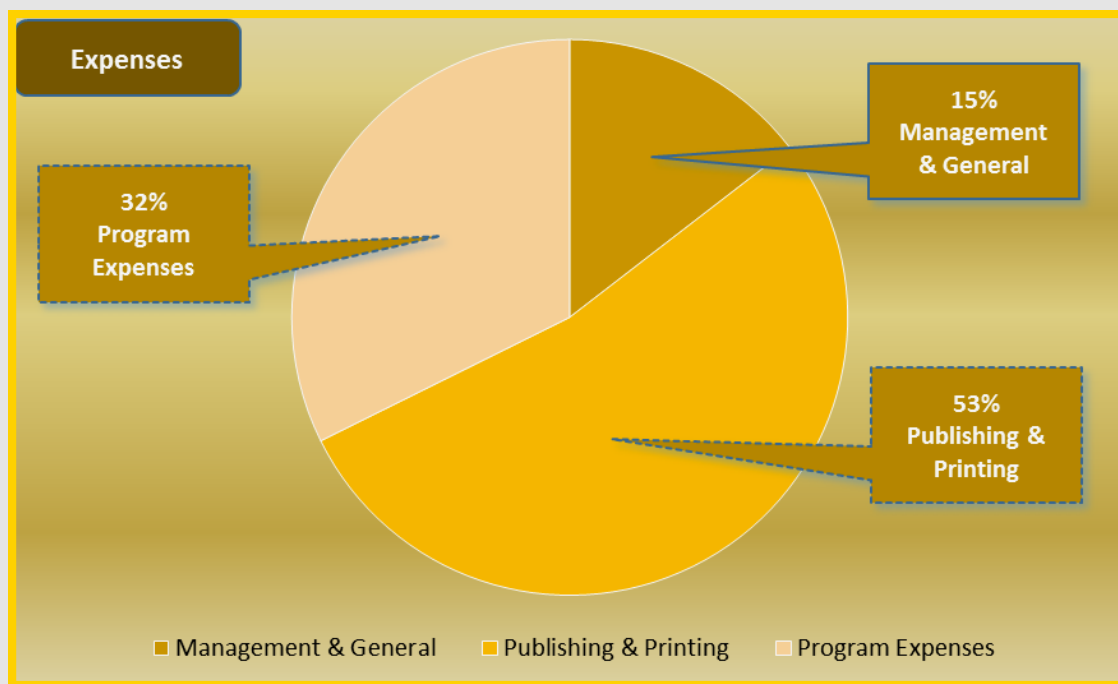


#### Notes:

- BBT Africa's revenue has increased by 43% from the previous year and the gross income doubled due to a change in the pricing formula, in line with global pricing.

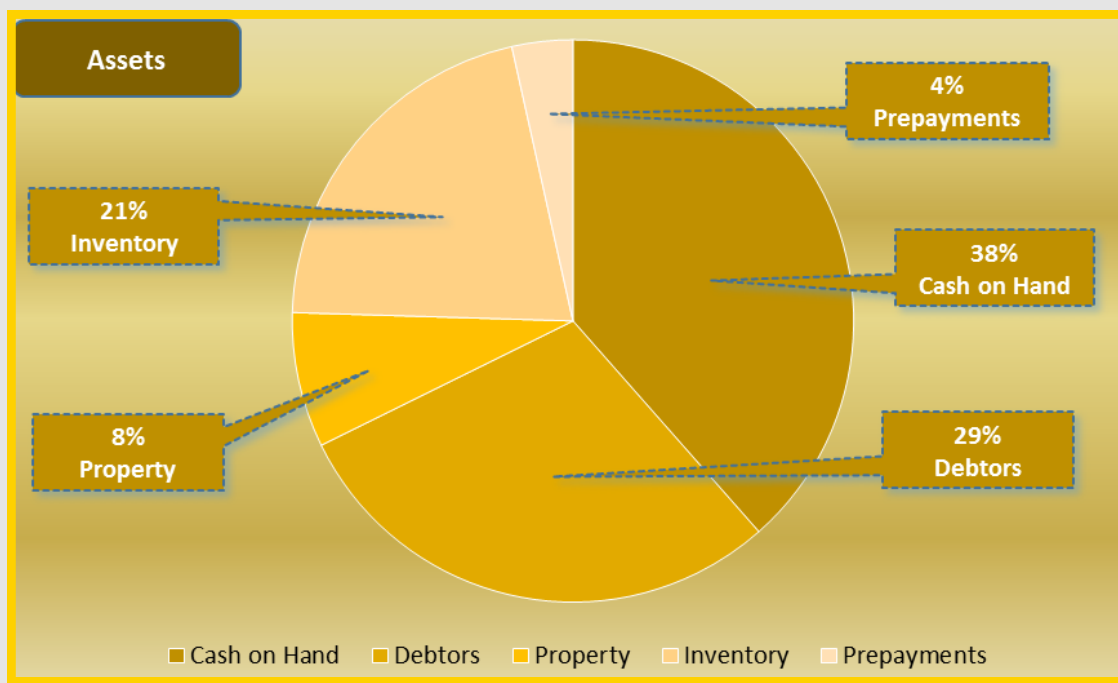
“ All in all, the financial status of the BBT has improved, effectively strengthening our capacity to execute on the given mandate. ”





Notes:

- 1) All in all, the financial status of the BBT has improved, effectively strengthening our capacity to execute on the given mandate.
- 2) BBT Africa, in keeping with its international obligations, has contributed 1% of turnover to international projects and has commenced payments to the Temple of the Vedic Planetarium in Śrīdhāma Māyāpur.



Notes:

- 1) The average debtors period is 180 days.
- 2) The liquidity ratio is 7:1, indicating a strong cover of current assets over current liabilities.
- 3) While a 1:1 is a desirable acid test ratio (accounting for stock), the acid test ratio was 5:1, indicating a strong ability to use immediate assets (cash, cash equivalents and marketable securities) to pay current liabilities.

## 2 PUBLISHING ACTIVITIES

**B**ooks change lives, and at the Bhaktivedanta Book Trust Africa (BBTA) we publish books that speak to the soul and reawaken its relation to what's ultimately good and worthy of our thoughts and affections: the Absolute Truth, the Supreme Personality of Godhead.

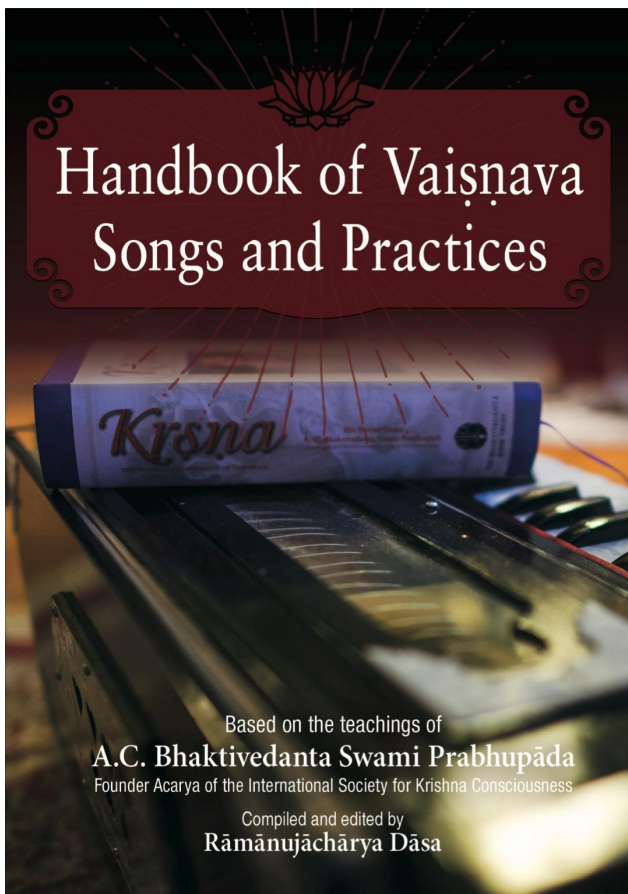
Year after year, page for page, we reprint Śrī Kṛṣṇa's message as given to us by His Divine Grace A. C. Bhaktivedanta Swami Prabhupāda, who wanted to "bring about a revolution in the impious life of a mis-directed civilization." At BBTA we are determined to honour that mood and intention.

Getting translations edited, layouts polished, and making book designs refined and culturally accepta-

ble have at times been challenging. Through these hurdles, we remain ever hopeful of the good reception of our books by the African people.

Indeed, "Such transcendental literatures, even though irregularly composed, are heard, sung and accepted by purified men who are thoroughly honest." (Śrīmad-Bhāgavatam: 1.5.11)

Despite our modest 2014 report, we have a veritable bounty of titles going into production for 2015. This extensive list is being achieved by the strength and commitment of our BBTA team. You can reference our list of '33 Titles in Production' (next page) for our publishing roll-out.



## 33 TITLES IN PRODUCTION

### 2014 Titles Released:

- ◆ Beyond Birth and Death (Afrikaans)
- ◆ On the Way to Kṛṣṇa (Mauritius Creole; reprint)
- ◆ The Higher Taste (English; African edition)

### 1 Title in Translation:

- ◆ Bhagavad-gītā As It Is (Mauritius Creole)

### 13 Reprints or African Editions of English Titles:

- ◆ Chant and Be Happy
- ◆ Coming Back
- ◆ Easy Journey to Other Planets
- ◆ Elevation to Kṛṣṇa Consciousness
- ◆ Kṛṣṇa, The Supreme Personality of Godhead (a.k.a. the Kṛṣṇa book)
- ◆ Rāja-Vidyā: The King of Knowledge
- ◆ Kṛṣṇa Consciousness, the Matchless Gift
- ◆ Message of Godhead
- ◆ On the Way to Kṛṣṇa
- ◆ The Path of Perfection
- ◆ The Perfection of Yoga
- ◆ The Science of Self Realisation
- ◆ Kṛṣṇa Consciousness: The Topmost Yoga System

### 12 Titles in the Editing Stage:

- ◆ Kṛṣṇa – The Reservoir of Pleasure (SeSotho)
- ◆ Kṛṣṇa Consciousness – The Matchless Gift (Sotho)
- ◆ Śrī Īśopaniṣad (SeSotho)
- ◆ Coming Back (SeSotho)
- ◆ Introduction to Bhagavad-gītā (SeSotho)
- ◆ On the Way to Kṛṣṇa (SeSotho)
- ◆ Rāja-Vidyā (SeSotho)
- ◆ On the Way to Kṛṣṇa (Afrikaans)
- ◆ Coming Back (kiSwahili)
- ◆ Matchless Gift (kiSwahili)
- ◆ Śrī Īśopaniṣad (kiSwahili)
- ◆ Chant and Be Happy (kiSwahili)

### 3 Print-Ready Titles:

- ◆ Handbook of Vaiṣṇava Songs and Practices (English)
- ◆ Beyond Birth and Death (Chichewa)
- ◆ Perfect Questions, Perfect Answers (kiSwahili)

### 4 Titles in Layout and Design:

- ◆ Laws of Nature (kiSwahili)
- ◆ Introduction to Bhagavad-gītā (Amharic)
- ◆ Teachings of Prahlaḍa Mahārāja (Amharic)
- ◆ On the Way to Kṛṣṇa (Amharic)

## Environmental Policy Statement

At BBT Africa, we are mindful of the impact printing has on the environment. We believe that companies are responsible for achieving good environmental practices and operating in a sustainable manner. We are therefore committed to reducing our environmental impact and continually improving our environmental performance as an integral and fundamental part of our organizational strategy and operating methods.

It is therefore important that the partners and suppliers we choose for our printing requirements share the same concerns that we have for the environment, by using green, acid-free and FSC-certified paper and engaging in energy-efficient practices and waste recycling. We hope that our publishing activities are environmentally conscious and reduce the carbon footprint on African soil.





# PAMPHLET STRATEGY

Over the last year, the Pamphlet Strategy Department has produced four new pamphlets in a total of ten languages (Refer to Pamphlet Strategy Inventory Table). This current inventory marks the first milestone in the Pamphlet strategy since its inception with more than 63% of Africa's commercial languages demographic represented.

## Increasing Awareness of BBTA Pamphlet Strategy

The department has experienced successes in production, but there have been challenges in awareness and distribution.

Even though we've produced lots of pamphlets, devotees mostly don't know about them and therefore aren't using them. In 2015 we aim to change that.

Awareness will be increased in the following ways:

- Establish communication with Temple Presidents (or temple representatives) who will oversee the ordering, printing and distribution of pamphlets.
- Offer free online downloads of pamphlets which can be printed by the temples at their discretion.
- Furnish all major centers and temples with BBTA pamphlet holders. This will be in conjunction with distribution of Back to Godhead Magazine.

## Conclusion

The aim of the Pamphlet Strategy Department is not to simply distribute pamphlets but to encourage the distribution of Śrīla Prabhupāda's books by helping both experienced and less experienced saṅkīrtana devotees garner the enthusiasm to reach a wide range of people on the African continent.

Pamphlet Strategy Inventory Table			
	Commercial Languages	Population (Millions)	Pamphlet Strategy
1	Arabic	150	Covered
2	KiSwahili	120	Covered
3	Hausa*	80	
4	English	60	Covered
5	Amharic	60	
6	French	50	Covered
7	Oromo	40	
8	Yoruba	30	
9	Igbo	25	
10	IsiZulu	20	Covered
Other Languages	IsiXhosa	10	Covered
	Afrikaans	10	Covered
	Portuguese	10	
	Chinese	1	Covered
Percentage Covered by Pamphlet Strategy		<b>63.03%</b>	



## التسبيح هاري كريشنا

الذنبات الصوتية التجاوزية الناتجة من تردد التسبيح هاري كريشنا، هاري كريشنا، كريشنا كريشنا، هاري هاري / هاري رام، هاري رام، رام، هاري هاري - هي وسيلة سامية لإحياء وعينا التجاوزي من جديد. كوننا لسنا البدن بل النفس الروحية قاطنة البدن، فنحن كائنات روحانية واعية بالأصل لعلاقتها بكرشنا، ولكن نظرا لمصاحبتنا لهذا العالم البدني الدنيوي ومنذ زمن سحيق، فإن وعينا الطاهر تغطيه اليوم شوائب هذا العالم الدنيوي، ومكبلين اليوم بحبال مايا، الطاقة الوهمية. مايا تعني "ما هو غير حقيقي ووهمي" وما هو هذا الوهم؟ الوهم هو أننا نصبوا جميعا وبكل جهد بالتنافس على سيادة هذه الطبيعة الدنيوية.

بينما وفي الواقع نحن واقعين تحت قبضة قوانين هذه الطبيعة الدنيوية الصارمة. عندما يحاول الخادم وبصورة مصطنعة تقليد السيد القادر على كل شيء، فيقال إنه قد وقع في الوهم. واليوم نحن نحاول أن نكون أسياذ العالم والقيام باستغلال موارد الطبيعة المادية، ولكن في الواقع نحن قد أصبحنا مع الوقت أكثر فاكثرت متورطين في تعقيدات هذه البيئة المادية. لذلك، فعلى الرغم من أننا منخرطين في نضال شاق لقمهر واستعباد الطبيعة، فنحن قد أصبحنا

## التسبيح هاري كريشنا

الذنبات الصوتية التجاوزية الناتجة من تردد التسبيح هاري كريشنا، هاري كريشنا، كريشنا كريشنا، هاري هاري / هاري رام، هاري رام، رام، هاري هاري - هي وسيلة سامية لإحياء وعينا التجاوزي من جديد. كوننا لسنا البدن بل النفس الروحية قاطنة البدن، فنحن كائنات روحانية واعية بالأصل لعلاقتها بكرشنا، ولكن نظرا لمصاحبتنا لهذا العالم البدني الدنيوي ومنذ زمن سحيق، فإن وعينا الطاهر تغطيه اليوم شوائب هذا العالم

### Arabic Pamphlet

## Kwa Kuimba Hare Krishna

Mwenye neema  
A.C. Bhaktivedanta Swami  
Prabhupāda

Mwaanilishi International Society  
for Krishna Consciousness

Mfuatano wa sauti wenye asili ya kiroho una-oshababishwa na kuimba au kuita Hare Krishna, Hare Krishna, Krishna Krishna, Hare Hare/ Hare Rāma, Hare Rāma, Rāma Rāma, Hare Hare. Ni njia mwafaka ya kurejelea fahamu zetu za kiroho. Kama watu wa kiroho, toka mwanzo tunao ufahamu wa Krishna au Mungu. Lakini kwa sababu ya kutambulika na ulimwengu huu, fikira zetu zimechafuliwa na uhusiano wetu na ulimwengu huu wa dhambi.

Ulimwengu huu tunaishi unaitwa *māyā*, au usio wa kweli na usiodumu milele. *Māyā* humaanisha lisilodumu milele kama vile katika ndoto. Na hali hii ya kutodumu milele inadhihirishwa na jitihada zetu za kujiwekeza hazina ulimwenguni na kujaribu kusimamia yote yalioko ili hali tuko chini ya sheria ngumu zinazo simamia na kuelekeza ulimwengu huu.

### KiSwahili Pamphlet

### BBT Africa Pamphlet Strategy Inventory

Pamphlet	English Title	Language	Translator
1 On Chanting Hare Krishna		English	By His Divine Grace A.C. Bhaktivedanta Swami Prabhupada
2 التسبيح هاري كريشنا	On Chanting Hare Krishna	Arabic	Gopa Kumara Dasa (Israel)
3 吟诵、吟唱哈瑞-奎师那	On Chanting Hare Krishna	Chinese	Jahnava Devi Dasi (China)
4 Lor Sant Hare Krishna	On Chanting Hare Krishna	Creole	Arjuna Dasa (Mauritius)
5 A Propos Du Chant Hare Krishna	On Chanting Hare Krishna	French	Carudesna Dasa (Cote d'Ivoire) and Tejah Prakasa Dasa (Congo)
6 Kwa Kuimba Hare Krishna	On Chanting Hare Krishna	KiSwahili	Dvarakavasini Devi Dasi (Kenya)
7 Igama lika Mdali	On Chanting Hare Krishna	IsiZulu	Akhanda Kirtana Dasa (South Africa)
8 Oor die sing van Hare Krishna	On Chanting Hare Krishna	Afrikaans	Bhakta Herman Brand (South Africa)
9 Ka ga thapelo ya Hare Krishna	On Chanting Hare Krishna	SeTswana	Narottam Dasa (South Africa)
10 Ulwazi nge-karma	Understanding Karma	IsiXhosa	Tota-Gopinath Dasa (South Africa)
11 فهم الكارما	Understanding Karma	Arabic	Gopa Kumara Dasa (Israel)
12 Understanding Karma		English	
13 What is Reincarnation		English	
14 Why Vegetarianism		English	

## 3

## BOOK DISTRIBUTION OVERVIEW

**B**ook distribution has always been a core component of Śrīla Prabhupāda's objectives for later and

future generations. While contemporary writers look for meaning and solutions to temporary problems, Śrīla Prabhupāda's books give scientific formulas for dealing with life from a spiritual plane. Dedicated groups of students across Africa have taken Śrīla Prabhupāda's instructions to heart and have been distributing his books to thousands of people, spreading and experiencing for themselves the philosophical and practical implications of his writings.

Students from Kenya, South Africa, Mauritius, Ghana, Nigeria, Tanzania, Togo, Malawi, DRC, Botswana, Zambia, Côte d'Ivoire and Burkina Faso have taken up book distribution efforts, distributing a grand total of 222,609 books in 2014.

The five countries leading book distribution in Africa as at December 2014 are:

- Kenya - 82 756 books and a book score of 45 542 points. Kenya has consistent book distribution throughout the year with a monthly book distribution reporting rate of 100%. 78% of Kenya's book distribution happens during the December period.
- South Africa - 69 923 books and a book score of 31 614 points. South Africa has consistent book distribution throughout the year with a monthly book distribution reporting rate of 100%. 54% of South Africa's book distribution happens during the December period.
- Mauritius - 37 139 books and a book score of 12 337. Mauritius has a 58% monthly book distribution reporting rate, with lapses in 5 months of reporting. 58% of Mauritius book distribution happens during the December period.

- Ghana - 18 356 books and a book score of 7 956. Ghana has a 67% monthly book distribution reporting rate, with lapses in 4 months of reporting. 29% of Ghana's book distribution happens during the December period.
- Nigeria - 6 863 books and a book score of 3 411. Nigeria has consistent book distribution throughout the year with a monthly book distribution reporting rate of 100%. 24% of Nigeria's book distribution happens during the December period.

Book distribution has been sporadic for Tanzania, Togo, Malawi, DRC, Botswana, Zambia, Côte d'Ivoire and Burkina Faso.

There are 54 (and 2 disputed) countries/territories in Africa, of which only 13 countries are actively engaging in book distribution. Among the 13 countries reporting, only 57% provided figures to the BBT Africa, highlighting a need to improve reporting and enable better monitoring and planning.

There is further potential to increase book distribution in the other 41 countries, subject to stability of the country and cultural acceptance.

“ I want that every respectable person has a full set of *Śrīmad-Bhāgavatam* and *Caitanya-caritāmṛta* in his home. ”

~ His Divine Grace A. C. Bhaktivedanta  
Swami Prabhupāda ~

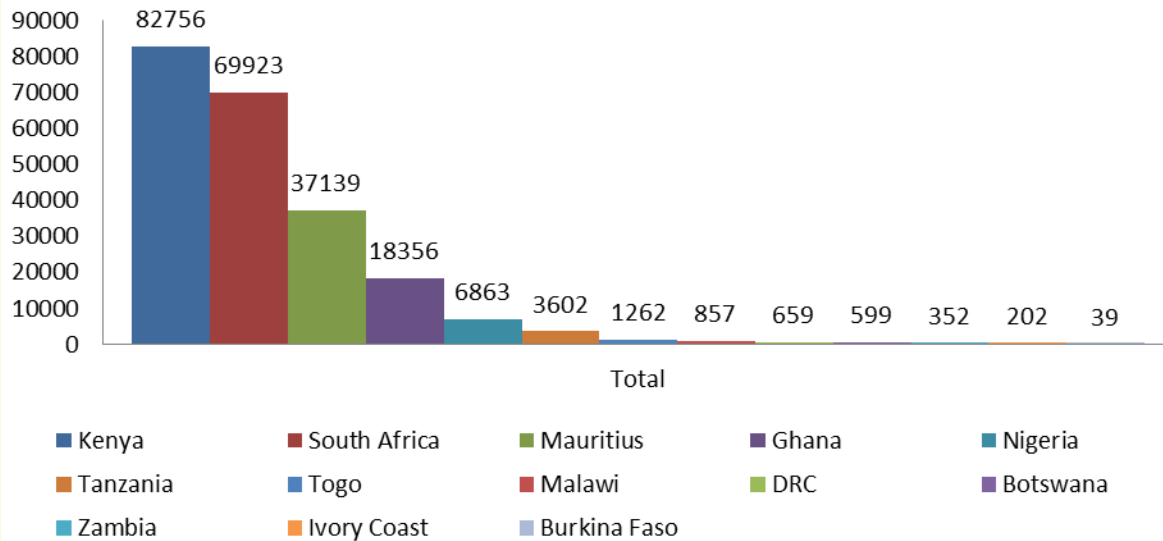
(Letter to Drdhavrata, 24 January 1977)



# BOOKS DISTRIBUTED ON THE AFRICAN CONTINENT IN 2014

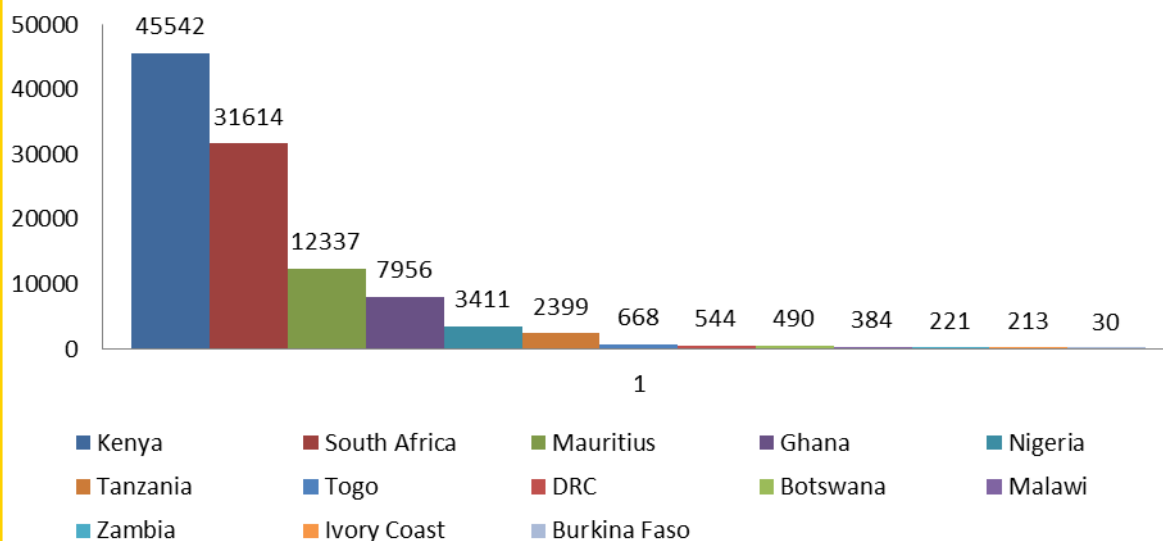


### Total Number of Books Distributed in Africa for 2014



**FIGURE 1: TOTAL NUMBER OF BOOKS  
DISTRIBUTED IN AFRICA FOR 2014**

### Total Book Scores for Books Distributed in Africa for 2014



**FIGURE 2: TOTAL BOOK SCORES FOR BOOKS  
DISTRIBUTED IN AFRICA FOR 2014**

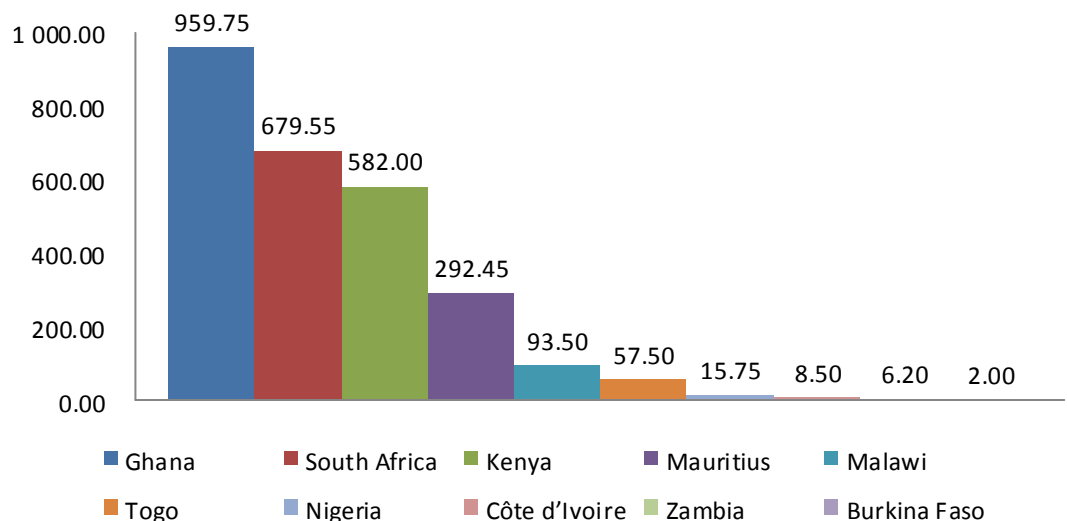
## WHAT IS A BOOK SCORE?

## Saṅkīrtana Newsletter Point System

Books:	Magazines			Small Books		Medium Books		Big Books		Mahā-Big Books	
Pages:	1 Year BTG Subscriptions		10-49 pages	50-149 pages		150-299 pages		300-499 pages		500+ pages	
Cover:	English	Other		Soft	Hard	Soft	Hard	Soft	Hard	Soft	Hard
Code:	Sub-E	Sub-O	M1	S1	H1	S2	H2	S3	H3	S4	H4
Points:	5.0	2.5	.10	.25	.25	.5	.5	1.0	1.0	2.0	2.0

Book score points are based on the number of pages in a published BBT book. According to the number of books distributed as per the categories listed in the table above, ISKCON temples are awarded book score points every month.

### Top Ten Temples in the African Continent as per Book Scores achieved for March 2015



**FIGURE 3: TOP TEN TEMPLES IN THE AFRICAN  
CONTINENT AS PER BOOK SCORES ACHIEVED FOR  
MARCH 2015**

## ŚĀSTRA DĀNA: MAKING IN-ROADS IN NORTH AFRICA



Full set of books on display at the Al-Akhawayan University Library in Morocco

By the causeless mercy of Śrīla Prabhupāda and the Vaiṣṇavas, a full set of BBT books was placed in the Al-Akhawayan University Library in Morocco. This included a full set of *Śrīmad-Bhāgavatam* and the *Śrī Caitanya Caritāmṛta*. This was made possible with the support and help of Dr. Connell Monette, an associate professor of religion at the university. After many delays with the courier services and customs clearance, the books finally reached their destination.

This is a milestone achievement of the Śāstra Dāna program, as this is the first full set of books placed in a university library in an Arabic-speaking country.

Dr. Monette has informed BBT Africa that the books are already in use, as the students referenced our books in their latest assignments. We are sure Śrīla Prabhupāda will be pleased with this endeavour and that he will shower his mercy on the donors and Dr. Monette, who made this possible.



## East Africa: Kenya

**K**enya is a developing region for book distribution that presents many opportunities for spreading Kṛṣṇa consciousness. One of the greatest strengths for this country is the friendliness and approachability of its people.

### Changing the culture of book distribution

In 2014, His Grace Vijaya Prabhu visited Kenya and presented a seminar on book distribution, leaving a positive impression on all devotees who attended his classes. A lot of misconception was resolved with regards to how we should distribute books, and though we only had one day of distribution with him, he inspired many.

With much enthusiasm generated from His Grace Vijaya Prabhu's visit, we attempted a new approach for distributing books. These changes were not received favourably, and we hope that future efforts made will focus less on competition and more on collaboration.

To support these changes, more seminars would be of benefit as well as regular meetings online to inspire, teach and learn from one another.

While we definitely draw inspiration and learn from our senior book distributors and authorities, it is essential that we also develop our own knowledge base of experiences, mistakes, and support.



A Masai lady receiving *Chant and Be Happy*

“Please print as many books as possible, this is my real pleasure. By printing these books of our Kṛṣṇa Conscious philosophy in so many different languages we can actually inject our movement into the masses of persons all over the world, especially there in the western countries and we can literally turn whole nations into Kṛṣṇa Conscious nations.”

~ His Divine Grace A. C. Bhaktivedanta Swami Prabhupāda ~

(Letter to Hṛdayānanda Dāsa Goswami – Bombay 21 December, 1974)

## Mauritius

**M**auritius is a small country with a strong, core team of full-time devotees at the ISKCON Phoenix temple. Book distribution is strongly supported by the temple management, which has contributed to the increased enthusiasm as well as the rise in numbers during the December book marathon.

There are many opportunities for continued growth in this region, including broadening contact with the predominantly Hindu population, who are generally very pious and celebrate all of the religious festivals like Mahā Śivārati, Kavady, Ganesh Chaturthi, Diwali, Holi, Rāma-navamī, and Navarathri. Exploring these events could potentially open new doors for devotees, though recent increases in book distribution efforts by other religious organisations has brought more competition to the scene.

As Mauritius expands its reach, further enthusiasm may be generated in the future through classes and talks, especially to draw in the devotee youth, who are often detached from the importance of book distribution. Initiating gurus can also continue to inspire devotees and disciples by taking part in distribution events during visits.

Great efforts of a few have gone far, and Mauritius is continuing to develop a larger team of book distributors within the community. However, transport facilities are limited, leading to problems in mobilising the team.

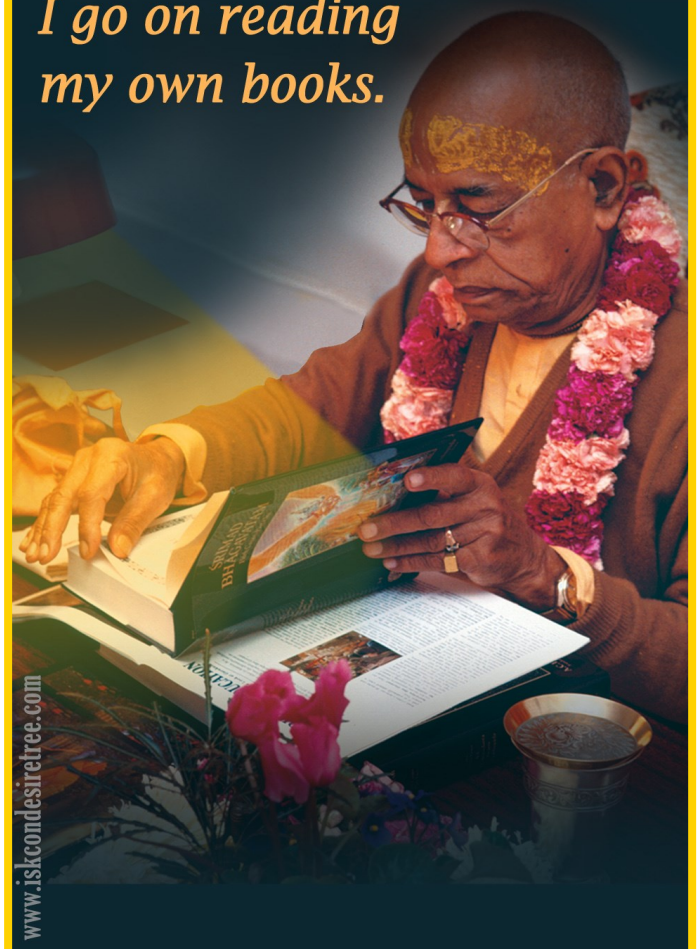
The increased use of technology for reading, which is a global BBT concern, presents potential threats to the traditional book distribution model, driving the need to explore alternative ways to reach people.

As we grow our distribution reach in Mauritius, and continue finding ways to engage devotees, we hope to see our numbers increase in the next year.

*The book sales are very encouraging...*

*A book sold becomes a permanent matter for enjoyment.*

*We read the scriptures again & again and it is still fresh; when there is time, I go on reading my own books.*



www.iskcondesiretree.com

## South Africa

**T**he Book Distribution Ministry, with the help of Śrī Śrī Rādhā-Rādhānātha temple, has focused on entering communities outside of the general "Indian" mould. Each day we distribute 70 books as well as snack *prasāda* by selecting areas of different community groups for distribution and in the afternoons having *Harināma-saṅkīrtana* in front of the temple, targeting passersby. We have embarked on various trips to areas where Kṛṣṇa consciousness preaching lies dormant or needs some assistance.

**Bloemfontein, Kimberly and Uppington:** In July, braving vehicle troubles, icy cold weather and austere accommodations, our team distributed eight hundred books over ten days in these areas. They found the people welcoming, open-minded and interested. A follow-up trip is being prepared for 2015. A few people who bought books have subsequently asked to come and visit our centers.

**Grahamstown and East London:** At the end of June we joined the Bloemfontein and Cape Town devotees to assist with preaching at the Grahamstown National Arts Festival. East London was also covered along the way. Three hundred and fifty books were distributed in five days.

**Ulundi, Empangeni and usual stops in KZN:** As part of our December Book Marathon plan, we have added areas like Ulundi and Empangeni to our usual travelling spots. The team will now be travelling around KZN for one month in the same mood. Follow-up trips will be planned during the course of next year.

### BBT Africa Chain Book Store Project

BBT Africa has embarked on a project to market BBT titles to major retail book stores, independent book stores and major online book stores across the continent.

The BBT has a large number of titles which will appeal to both the general public and spiritual specific markets.

The popularity of yoga and an increased awareness for healthy living and eating provides an attractive market for distributing BBT titles such as *The Bhagavad-gītā As It Is*, titles on yoga, reincarnation, cook books and Vedic viewpoint books.

### Project Benefits

- **Increase readership and sales in this lucrative market.** According to the Publishers' Association of South Africa's Annual Book Publishing Industry Survey for 2012, the South African markets religious trade subsector generated a total income of ZAR 237 958 000. 90.6% of total sales income (ZAR 196,113 000) was generated through national bookseller chains.
- **Create a mainstream image for BBT and its literature.** BBT plans to make use of 'above the line communication' (use of mass media) and where possible 'below the line communication' to promote the titles supplied to these stores. Being on the shelves of these stores will further create a mainstream image for BBT and its literature.

Phase 1: Target Exclusive Books, a national Southern African retailer with 40 stores. Exclusive Books is a 'smaller' retailer which will offer BBT and its devotees the opportunity to develop their skills in servicing this distribution channel and keeping stock quantities at manageable levels.

Phase 2: Target CNA, a national Southern African retailer with over 200 stores.

Further Plans: Where feasible, similar opportunities can be targeted in other African countries.



# Zambia

SKCON Zambia's activities started in August 2013 with very few programmes and very few congregation members. In early 2014, His Grace Jaya Govinda Dāsa, the only initiated devotee in Lusaka, started the book distribution efforts by the mercy of his dīkṣā-guru, His Holiness Lokanātha Swami, and śikṣā-guru, His Holiness Rāma Govinda Swami. His Grace Jayagovind prabhu built up a small congregation and encouraged the members to distribute Śrīla Prabhupāda's books. With the permission of temple authorities, the Zambia team began distributing books at the local Hindu temple after religious activities. Since many Hindus there did not possess a copy of *Bhagavad-gītā* in their homes, we were able to sell a few copies along with other small books written by Śrīla Prabhupāda.

Cultivating this connection with existing Hindu temples has enabled book distribution efforts and enthusiasm to expand in the region. Our regularity and consistency in locations at two Hindu temples and a permanent stall at Levy Shopping Mall has given us strong traction for our initial efforts.

We have identified several opportunities in neighboring regions of Lusaka and Kitwe, with the hopes of increasing our congregation in those areas.

Additional focus will be put on approaching primary and secondary schools where many of the students regularly visit religious institutions.

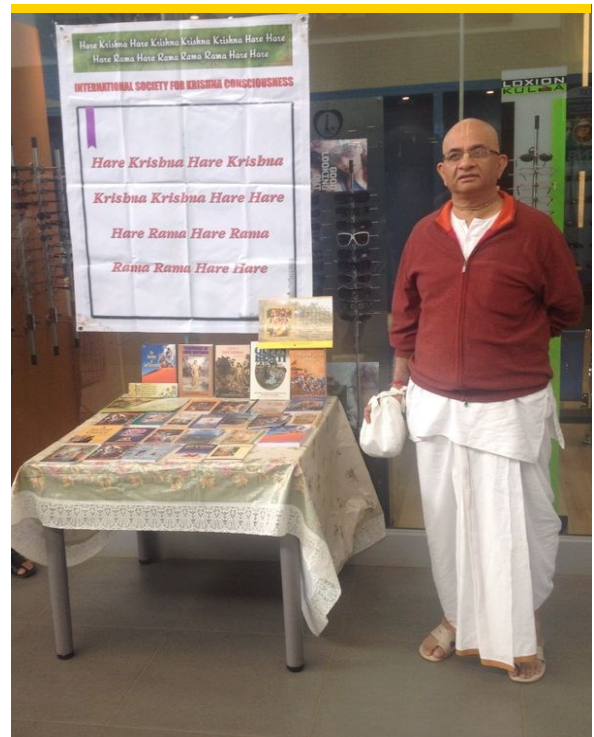
While many opportunities exist for developing new regions within Zambia, we recognise several challenges and weaknesses, including a team of devotees lacking in book distribution experience and knowledge. Much of this is attributed to the beginning stages of our distribution efforts. We also have a limited variety of books available (predominantly English), though we are slowly storing more books in languages that cater to the diverse population mix in Lusaka.

We have been grateful for the receptiveness within several of the communities we visit, though some are still closed to our presence. We have also met resistance to our use of banners. Working with local police and officials has met with mixed results.

We hope to continue cultivating our presence in Zambia for 2015 and look forward to a strong year.



President Kenneth Kaunda receives a copy of the *Bhagavad-gītā As It Is*



His Grace Jaya Govinda Dāsa at a *Weekend Warriors* book table



## West Africa: Togo, Côte d'Ivoire & Burkina Faso

**A**s we increase book distribution throughout West Africa, we continue to experience tremendous enthusiasm for our efforts among devotees and in the community.

### Togo

Gradually, more devotees in Togo are showing an interest in book distribution, allowing us to explore expanding efforts into different areas of the country. Though enthusiasm is growing, there is a limited collection of books available for distribution. Therefore the availability of titles will be an area of focus in 2015.

### Côte d'Ivoire

As a country recovering from political crisis, Côte d'Ivoire is experiencing growth in its economy as well as an increase in tourism. These recent trends provide fertile ground for book distribution. Simultaneously, devotees in this region are increasingly embracing the importance of book distribution. As in other regions, however, there is a limited collection of books, in particular French translations.



His Grace Cāruḍeṣṇa Dāsa flags down a motorist in Côte d'Ivoire with *The Path to Perfection*

### Burkina Faso

What Burkina Faso lacks in quantity of devotees who can distribute books, it makes up for in enthusiasm. But, like in the other regions, devotees have a limited collection of books to distribute. More people in Burkina Faso are exploring Buddhism, meditation and other new spiritual paths. The emergence of this cultural change creates fertile ground for preaching and distributing Śrīla Prabhupāda's books.



His Grace Cāruḍeṣṇa Dāsa and two delegates at a Christian-hosted interfaith dialogue

## 4

## BACK TO GODHEAD MAGAZINE

In the statement of purpose for *Back to Godhead* magazine, His Divine Grace A. C. Bhaktivedanta Swami Prabhupāda writes, “*Back to Godhead* is a cultural tool for re-spiritualising human society.” Śrīla Prabhupāda's ambition for his magazine was to see that it was one of the biggest magazine publications in the world, competing with the likes of *Time* magazine and *Reader's Digest*.

It is clear that Śrīla Prabhupāda held *Back to Godhead* (BTG) magazine close to his heart and saw it as an integral part of our society by calling it “the backbone” of our movement. Fulfilling this desire is the mission of the Back To Godhead Team.

In a spirit of servitude to Śrīla Prabhupāda and a mood of appreciation to all subscribers of *Back to Godhead* magazine, who are making this wish come true, the BTG Team hosted a Gratitude Dinner to honour subscribers and help spread the message of *Back to Godhead* to more souls across the world.

#### BTG Mission

- To align ourselves with the vision, mission, strategy and goals of the global BTG Board.
  - To align and execute the six purposes of BTG magazine in order to create our vision:
1. To help all people discern reality from illusion, spirit from matter, the eternal from the temporary;
  2. To expose the faults of materialism;
  3. To offer guidance in the Vedic techniques of spiritual life;
  4. To preserve and spread the Vedic culture;

5. To celebrate the chanting of the holy names of God as taught by Lord Śrī Caitanya Mahāprabhu and
6. To help every living being remember and serve Lord Kṛṣṇa, the Supreme Personality of Godhead.

#### BTG Strategy

The BBT Africa BTG Trust aims to fulfill its mission through the following interventions:

1. Creating and establishing a relationship with the various temples that distribute BTG;
2. Creating awareness of BTG magazine in the general Hare Kṛṣṇa community through interactive programs and communication media;
3. Increasing access to BTG magazine by African countries through subsidised funding for magazines, training of BTG distributors and development of a distribution program specific to the temple and country and
4. Engaging in fundraising activities to generate financial capital to aid subsidised funding programs and expand BTG distribution all across Africa.

#### Activities for 2014 Included

1. Growing the BTG team and establishing proper departments and service descriptions;
2. Appointing BTG liaisons at different temples across Africa;
3. Featuring BTG prominently at the BBT Africa conference in Ghana to increase awareness and start distribution in West Africa;
4. Implementing the ISKCON Ermelo Pilot Project;
5. Launching the BTG Sunday Program in Gauteng and presenting at four temples to create

awareness in the devotee community and increase subscriptions;

6. Hosting the BTG Gala Dinner;
7. Starting the Soweto temple subscriptions program after many years and
8. Delivering a presentation at Lenasia Ratha Yatra in South Africa.

#### Plans for 2015

1. Develop current team members and increase the team of the BTG Board;
2. Formulate a clear distribution plan for Africa through subsidised funding and seed capital generation;
3. Expand the relationship with Temple Presidents and establish contact with *Nama-haṭṭas* to increase awareness and distribution;
4. Increase contact and customer care with individuals who currently have a subscription directly with BBTA;
5. Have a follow up to the BTG Sunday Program;

6. Create awareness of BTG at Ratha Yatras and festivals in order to reach a greater audience;
7. Host the 2015 BTG Gala Dinner in Durban and
8. Obtain NPO status for the BTG Board.

#### Objectives of the BTG Gratitude Dinner

1. To honour loyal subscribers of *Back to Godhead* magazine and encourage their continued support;
2. To raise awareness of the importance of *Back to Godhead* magazine within our movement;
3. To raise awareness of and showcase the activity of the BTG Team in growing *Back to Godhead* Magazine on the African continent;
4. To promote and increase new subscriptions and renewals.

The Gratitude Dinner was held on 22 November 2014, at the Italian Club in Bedfordview. It was designed to inspire the spirit of deeper service to Śrīla Prabhupāda by subscribing to BTG and sponsoring subscriptions to other groups and organizations outside ISKCON. We hope that this event will encourage other centers and temples to setup systems to take care of their subscribers, encourage them to continue subscribing and to get others to subscribe.



His Grace Narottama Dāsa sharing his experience of translating Śrīla Prabhupāda's book 'On the Way to Kṛṣṇa' to SeTswana



## 5

## MARKETING, PUBLIC RELATIONS &amp; COMMUNICATIONS

**W**ith BBT Africa now in its fifth year of operation, it has been an exciting time for the Marketing, PR & Communications Department. Although we have experienced some challenges, the main one being unable to effectively grow the team, we have new marketing strategies in place to build on our customer base, strengthen existing partnerships and increase awareness of our publications and titles being launched.

As we continue to refine our strategies, we realise the need for more skilled and experienced individuals to execute our vision and plans for BBT Africa. Next year, we will focus our energies on growing the team and our current skill set, including expanding resources that specialise in book launches, communications, public relations and branding.

We will be engaging with our regional managers and ambassadors to:

1. Streamline marketing efforts;
2. Participate in strategically chosen events;
3. Cement relationships with ISKCON temples that we serve and;
4. Increase brand awareness by using the social media platforms available.

This will increase our outreach in book distribution for the African continent.

### PASA Membership

BBT Africa has been an official member of the Publishing Association of South Africa (PASA) since 2013. This membership allows the BBT to be recognised by the publishing industry for the unique space it occupies as the world's largest publisher of Vedic literature. PASA is the largest publishing industry body in South Africa, and is committed to creativity, literacy, the free flow of ideas and encouraging a culture of reading.



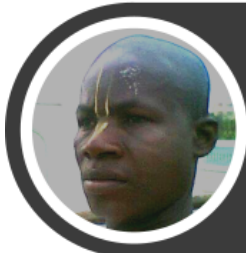
PASA provides a training service for publishers like ourselves, offering courses and programmes for skills that we currently do not possess. We are kept informed about book fairs and other events that take place in the publishing industry, which gives us the opportunity to either participate on our own or collaborate with other publishers.

They also provide support and networking within the industry and facilitate contact with other industries within the supply chain e.g. South African Booksellers' Association (SABA), Print Media Association of South Africa (PMA), Print Industries Federation of South Africa (PIFSA), Librarians' Association of South Africa (LIASA) and Paper Manufacturers' Association of South Africa (PAMSA).



# OUR AMBASSADORS

ON THE AFRICAN CONTINENT



**TOGO  
CÔTE D'IVOIRE  
BURKINA FASO**  
Cārudeṣṇa Dāsa



**KENYA**  
Dvārakā-vāsinī Dāsī



**GHANA**  
Śrīvāsa Dāsa



**NIGERIA**  
Utpala Dāsa



**DEMOCRATIC  
REPUBLIC OF  
CONGO**  
Bāla-Nitāi Dāsa



**MALAWI**  
Murāri Dāsa



**BOTSWANA**  
Devakī-nandana Dāsa



**ZAMBIA**  
Jaya Govinda Dāsa



**SOUTH AFRICA**  
Vibhu-Caitanya Dāsa

## The 5th Annual BBT Africa Conference

Ghana, the land of the black stars, played host to the 5<sup>th</sup> Annual BBT Africa Conference. Members of ISKCON converged upon the capital city of the West African country, Accra, to discuss the status and vision for book distribution in the continent.

The Accra International Convention Centre was the venue for the more than two hundred registered participants in what was to be BBT Africa's first Annual Conference in West Africa. The foyer of the conference venue was lined with the work that BBT Africa had achieved since its inception in 2011. Although the theme of the conference was about celebrating the growth of awareness of Kṛṣṇa consciousness in Africa, there was also serious reflection on the challenges we face.

Temple and book distribution leaders shared their individual country reports for the year gone by.

What was very evident was the disparity in socio-economic conditions across the African landscape. Discussion on strategies to address the financial and infrastructural needs for book distribution was, therefore, the focus of the day. The promotion of *Back to Godhead* magazine, training in administration, and a revitalised effort in book distribution were seen as the main resolution points for tackling the obstacles facing book distribution efforts in Africa.

The warmth and enthusiasm for Śrīla Prabhupāda's mission of distributing the holy name in every town and village was the true highlight of the conference. The extent of care and attention to detail in receiving hundreds of guests from all around Africa in the loving manner that was shown by the devotees of Ghana is a testament to the spiritual strength of the devotee community and to the potential for more development in Africa.



5th Annual BBT Africa Conference, Accra, Ghana

Audience at the 5th Annual Conference in Accra, Ghana

## The 2nd Bhaktivedanta Swami Lecture

The topic of National Government Elections was center stage on the South African political scene in the latter part of 2013 and first half of 2014. “Who would win and what are the consequences of our decisions?” These were the questions that kept turning in the collective mind of the citizens of the country at a time when the nation had lost its father of democracy, former President Nelson Mandela.

Having its finger firmly on the pulse of what the world is thinking and its feet rooted in the profound Vedic wisdom, the Bhaktivedanta Swami Lecture sought to answer a deeper question that simmered under the covering of political campaigning: “What Is Freedom?”

The prestigious academic institution of the University of the Witwatersrand in Johannesburg played host to an evening of insightful introspection on the topic of freedom. His Holiness Devāmṛta Swami delivered a thought-provoking address to an audience of 140 people comprised of leaders, academics, members of



His Holiness Devāmṛta Swami

society and the honoured guest, the great grandson of former President Nelson Mandela, Mr. Luvuyo Mandela.

Mr. Luvuyo Mandela was present to receive the recognition of the first Bhaktivedanta Swami Honour on behalf of his late great-grandfather. In his acceptance of the honour he quoted Nelson Mandela: “In judging our progress as individuals, we tend to concentrate on external factors, such as one’s social position, influence and popularity, wealth and standard of education. These are of course important in measuring one’s success in material matters and it is perfectly understandable if many people exert themselves mainly to achieve all these. But internal factors may be even more crucial in assessing one’s development as a human being. Honesty, sincerity, simplicity, humility, pure generosity, absence of vanity, and readiness to serve others — qualities which are within easy reach of every soul — are the foundation of spiritual life.”

The discussion illuminated that choosing different types of handcuffs is not freedom. Instead, freedom is intrinsically linked to the constitutional nature of the soul in loving servitude to God.



BSL Audience at University of the Witwatersrand



# Durban Ratha Yatra

**B**BT Africa had the opportunity to have a stall at the 2014 Durban Ratha Yatra. Durban Ratha Yatra is one of the biggest Ratha Yatras in the world outside of India, with tens of thousands of visitors flocking to the site to participate in the festivities. Guests range from those very familiar with the International Society for Kṛṣṇa Consciousness to those who are coming in contact with it for the very first time.

eight different languages from across the world.

The twelve translations done by BBT Africa in various African languages were also on display. The stall provided an interactive component on which visitors could view videos of the many exciting initiatives that BBT Africa is currently involved in, such as the Annual Bhaktivedanta Swami Lecture Series and Annual BBT Africa Conferences that were held previously in Durban, Johannesburg, Mauritius and Kenya.



27th Annual Ratha Yatra Festival in Durban, South Africa

What BBT Africa had found in interaction with experienced members of the society was that not a lot is known about Śrīla Prabhupāda's publishing house, the BBT.

Hence, given the opportunity, BBT Africa set up an exhibition at the festival site. The exhibition was met with great interest and enthusiasm to learn more about the work of the BBT in general and specifically in Africa. The exhibition showcased translations of Śrīla Prabhupāda's *Bhagavad-gītā As It Is* in fifty

With the help of a mixture of young and experienced BBT Africa volunteers, everyone who visited the stall received information on BBT's initiatives and were exposed to other important drives such as [bbtedit.com](http://bbtedit.com) and BBT Only.

At the end of the four-day festival, BBT Africa has, to some degree, increased awareness of its work and signed up new members to the "Friends of the BBT". BBT Africa's participation at Durban Ratha Yatra played some part in bringing all who came closer to Śrīla Prabhupāda, closer to the BBT.



## African Authors Project

**T**he African Authors Project aims to provide a forum for up-and-coming authors to write about transcendental subject matters on Kṛṣṇa consciousness in the African continent. In its inaugural year, the project has had to deal with properly defining its objectives and how it plans to execute those goals. Recognising the need for more literature in the form of books and articles coming from the African continent, BBT Africa embarked on establishing the African Authors Project.

The intention of the project is to encourage a greater contribution of writing from the Kṛṣṇa conscious society on the continent. Why this is important is explained in a letter written by His Divine Grace A. C. Bhaktivedanta Swami Prabhupāda to Brahmānanda Dāsa (Los Angeles July 1, 1969).

*“All students should be encouraged to write some article after reading Śrīmad-Bhāgavatam, Bhagavad-gītā and Teachings of Lord Caitanya. They should realize the information, and they must present their assimilation in their own words. Otherwise, how they can become preachers?”*

The African Authors Project appreciates the importance of having a deep understanding of Śrīla Prabhupāda's teachings and sharing that with the world. Therefore, from every corner of the continent, members of the International Society of Kṛṣṇa Consciousness are encouraged to write their realizations about the message of Śrī Caitanya Mahāprabhu.

### Current Project: Kṛṣṇa Consciousness and African Wisdom

Africa is known for its age-old proverbs of wisdom. His Holiness Devāmṛta Swami explores the rich heritage found in the kaleidoscope of African cultures and links it to the divine wisdom of the soul's relationship with God in the culture of Kṛṣṇa consciousness.

Kṛṣṇa consciousness and African Wisdom is a treat for both practiced and those less experienced in the science of bhakti yoga, or Kṛṣṇa consciousness. It is a window to a common spiritual reality that all humanity shares.

### Future Plans

Facilitating a project of this nature requires two critical considerations:

- 1) How to promote participation (picking up pen and paper and writing)?
- 2) Providing experienced support and mentorship for new writers and recognition for outstanding contributions.

In this respect the following structures are to be put in place:

- 1) **African Authors Project Online:** All noteworthy article contributions from writers will be published on the BBT Africa website under the African Authors tab. This will exhibit works by authors to a global audience.
- 2) **Contribution to Back to Godhead Magazine:** All successful articles will be submitted for publication in Back to Godhead magazine, in a partnership with the magazine.
- 3) **Annual Book Project:** Every year the African Authors Project will strive to produce at least one book from the continent. An extensive plan from writing, production and post-production campaigning to a book launch will be carried out.

### The Writers Forum

The Writers Forum is a platform on which a new generation of writers can learn from experienced writers in Kṛṣṇa consciousness. Contributing to the multitude of exalted literature found in the line of disciplic succession is no small feat. Therefore mentorship from those with realized knowledge and technical ability could help knowledge and skills be passed on within this forum to uphold the standard and purity of the message.

## New BBT Book Release

### NEW BBT RELEASE!

Coming in August 2015 from The BBT

### VANITY KARMA

By

His Holiness Jayādvaita Swami

*Vanity Karma* is a cross-cultural commentary on the Book of Ecclesiastes, the *Bhagavad-gītā*, and the meaning of life.

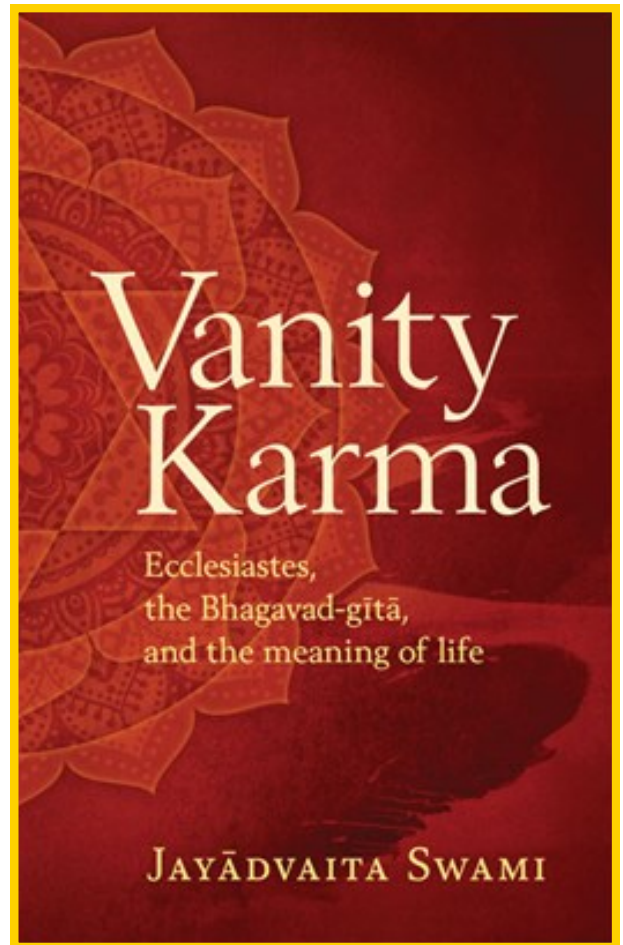
Why am I here? What is my life for? What—if anything—does it mean?

Ecclesiastes, “the strangest book in the Bible,” begins with the argument that our life on earth is pointless, that we spend it working hard for “vanity,” for nothing better than vapor—and then die and disappear into oblivion.

In the 1960s the themes of Ecclesiastes profoundly moved a young Jewish American boy, starting him on a quest for meaning that led him to the *Bhagavad-gītā*, India’s preeminent book of wisdom.

Today, after following the teachings of the *Bhagavad-gītā* for more than forty-five years, that young boy, now older and wiser, looks deep into Ecclesiastes again.

His thoughts and reflections, along with his modern English rendering of the full text of Ecclesiastes, makes *Vanity Karma* valuable for the seeker, for the scholar, and for anyone serious about “the big questions” in life.



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“Logical arguments are inconclusive,  
scriptures various,  
and every sage has a different point of view.  
The truth of dharma is kept a mystery.  
So the way traversed by the great souls – that  
alone is the path.”

~ Mahābhārata (*Vana-parva* 313.117) ~

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# The 6th Annual BBT Africa Conference

**8th August 2015**

**Book Your Seat!**



In Honour of His Divine Grace

A.C. Bhaktivedanta Swami Prabhupāda

Founder-Ācārya of the International Society for Krishna Consciousness

The 6th Annual BBT Africa Conference will be held at the Playhouse Theatre, in Durban, South Africa on the 8th of August 2015. This year we celebrate the 40th Anniversary of Śrīla Prabhupāda's first visit to Africa and track progress made in the sacred order of book distribution, book production and other initiatives in Africa over the last six years.

#### Special Guests:

His Holiness Jayādvaita Swami, His Holiness Bhakti Caitanya Swami

His Holiness Bhaktivinoda Swami, His Holiness Bhakti Gauravani Swami

Registrations are now open. Book your seat for the conference, by using the online registration link below:

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

# 6 Risk & Compliance

The Legal & Risk Department formally began operations in 2014. Over the last year, the department sought to update the book and pamphlet production in order to:

- 1) Ensure the protection of the BBTA's intellectual property rights;
- 2) Ensure compliance with BBTA's legal obligations and;
- 3) Identify risk factors compromising the BBTA's compliance with its legal obligations.

The current Copyright Act (98 of 1978) regulates the relationship between intellectual property rights holders (BBTI) and rights users. The original literary works (for our present purposes, books and pamphlets) of the BBTA are eligible for copyright under this Act.

Moreover, in light of the religious character of the Bhaktivedanta Book Trust International, it is the BBTI's policy that all works of authorship from its library, comprising inter alia literary works or translations, is created for the benefit of the BBTI.

It is thus in the interests of the BBTI that it has all rights, title and interest of all works in its library. The Copyright Act provides for the handover of copyright, by assignment and/or licence, from persons who have undertaken works of authorship of the original works from the BBTI library. This is to safeguard the interests of intellectual property rights holders, the BBTI.

Between 2011 and 2014, the BBTA published twelve titles of various translations of the original works of

His Divine Grace A. C. Bhaktivedanta Swami Prabhupāda. Currently a total of seven out of twelve copyright assignments have been transferred.

Over the last year the Pamphlet Strategy Department has seen the production of seven new pamphlets in various languages and a total of fourteen pamphlets to date.

In 2014, the BBTA granted permission in writing to the South African Library for the Blind (SALB) to convert His Divine Grace A. C. Bhaktivedanta Swami Prabhupada's *The Perfection of Yoga*, 1984 (ISBN-13: 9789171494689) into braille and an audio book.

The BBTA is obligated, by the Legal Deposit Act (54 of 1997), to submit copies of its published books to the National Library of South Africa. We have a legal obligation as a South African Publisher to deposit copies of each of our published documents at designated places of legal deposit.

This is in line with international practice. The purpose of legal deposit is to collect, preserve and make available to present and future users, the documents that contain the intellectual and cultural heritage of the country.

The BBTA also produces a collection of pamphlets and would ordinarily have a legal obligation to deposit copies of its pamphlets at the National Library of South Africa; however, the National Library presently has no catalogue for pamphlets and accordingly cannot serve to collect and preserve these documents.

On 30 November 2014, the existing trustees of the Bhaktivedanta Book Trust Africa, formally assumed His Grace Mukundānghri Dāsa (Mr Mfundo Nkosi) as a trustee of the Trust. On this day His Grace



Mukundāṅghri Dāsa accepted trusteeship. The department facilitated the finalisation of the appointment of the new BBTA trustee.

The BBTA's research and strategy department released an Archiving Policy to preserve institutional memory of the BBTA and interests of its Founder-*Ācārya*, His Divine Grace A. C. Bhaktivedanta Swami Prabhupāda.

The Archiving Policy also establishes the Archives Department which will work closely with the Legal & Risk Department to ensure a secure framework to store and protect all works published by BBTA (including books, pamphlets, magazines, annual reports, photographs, financial records, etc.).

The Archiving Policy document is in its early stages of development and has been favourably received, since it mitigates some of the risk factors identified and manages the intellectual property of the BBTA.

The Legal & Risk Department will continue to monitor, manage and mitigate risks to the intellectual property interests of the BBTA as well as ensure compliance with its legal obligations.

### Book Cover Challenges

One of the challenges encountered is the imagery portrayed on some book covers. The mindset of people in Africa differs from that in the West, causing certain covers to not to resonate within the African environment and culture.

To mitigate this risk, as new translations are released, we are adapting and changing the book covers so that they appeal to our target markets. We are eager to celebrate Africa's rich cultural differences by adapting our approach while simultaneously cultivating Kṛṣṇa consciousness in the continent.



BBT International Trustees

BBT Africa Team

Core to the ethos of BBT Africa is the teamwork of youthful exuberance and business intelligence tempered by broad-minded wisdom from seasoned practitioners of Krsna consciousness. Such is the working culture at BBT Africa.

BBT Africa Trustees



**Senior Trustee**  
Jayādvaita Swami  
(J.E. Israel)



**Executive Trustee**  
Govardhana Dāsa  
(R. Singh)



**Trustee**  
Śrī Govinda Dāsa  
(S. Singh)



**Trustee**  
Kṛṣṇa-jñāna Dāsa  
(J. Mahadeo)



**Trustee**  
Mukundāṅghri Dāsa  
M. Nkosi

Management Team



**Financial Manager & Logistics**  
Mathurā-maṇḍala Devī Dāsī



**General Manager**  
Kerrisha Gopichand



**General Manager**  
Mukundāṅghri Dāsa



**Warehouse & BTG Subscriptions**  
Kṛṣṇa-jñāna Dāsa



**Administrative Secretary**  
Syama-rasika Dasi



**Information Technology**  
Lutchman Moodley



**Recencia Press**  
Śrī Govinda Dāsa



**African Authors Project**  
Mukundāṅghri Dāsa

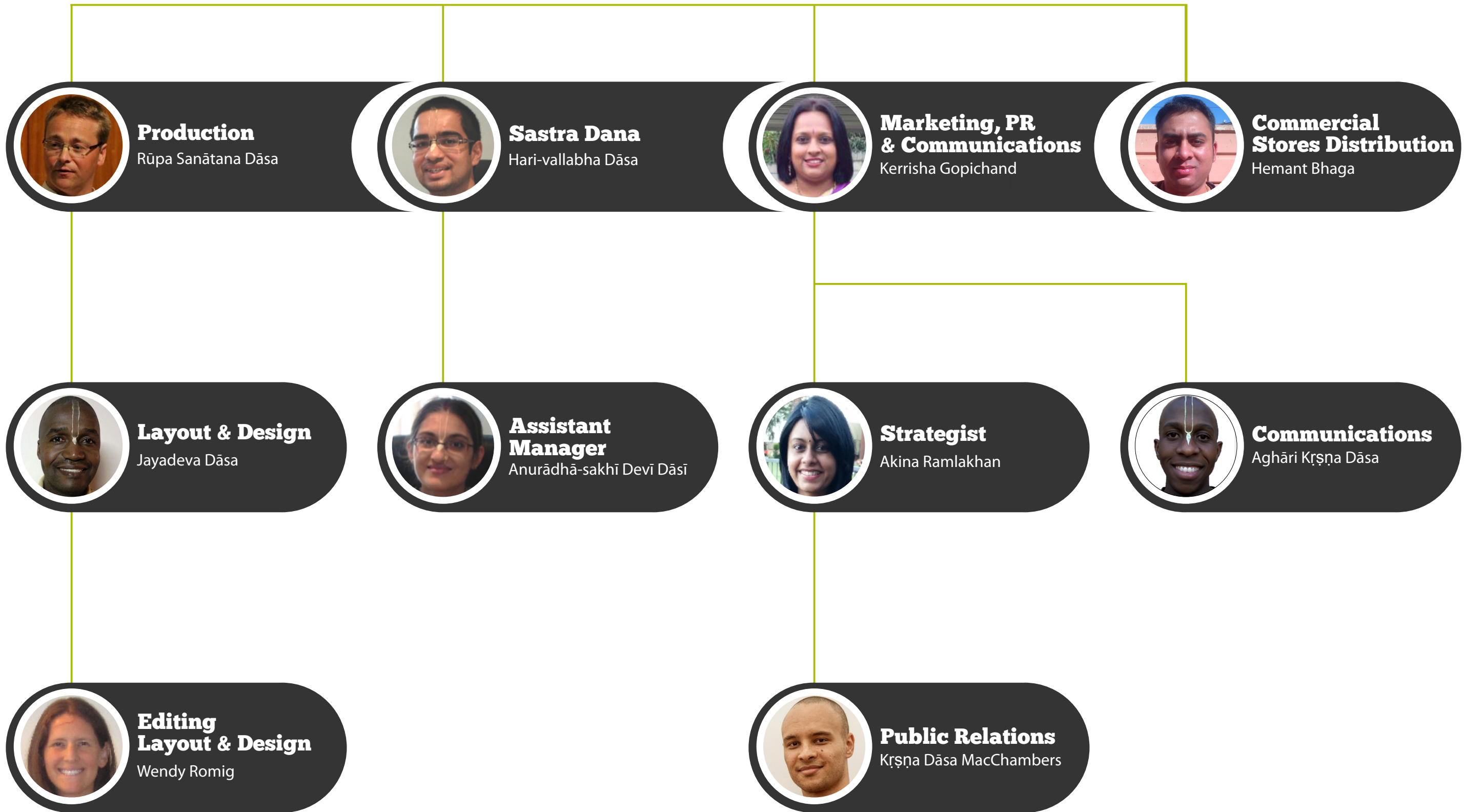


**Legal & Risk**  
Itumeleng Mphake

Continued overleaf

Continued overleaf

Management Team continued



## BTG Trust Team



### Chairman of the Board of Trustees

Robert Ramlakhan

### Vice Chairman

Niresh Gopichand



### Secretary

Itumeleng Mphake



### Subscriptions

Jaya Lalitā Devī Dāsī



### Strategic Planning

Mukundāṅghri Dāsa



### Logistics

Kṛṣṇa-jñāna Dāsa



### Chief Financial Officer

Mathurā-maṇḍala  
Devī Dāsī



### Legal & Risk

Itumeleng Mphake



### Adivsory

Lungile Lose



### Public Relations Innovation

Mpho Kgosana



### IT & Technical

Luthcman Moodley



### PR & Communications

Kṛṣṇa Dāsa MacChambers





# 7

## Our Gratitude

We would like to thank BBT's Senior Trustee, His Holiness Jayādvaita Swami, and Managing Trustee, His Grace Govardhana Dāsa, for their leadership, unwavering support, guidance and mentorship and for steering the way towards a professional and successful African BBT.

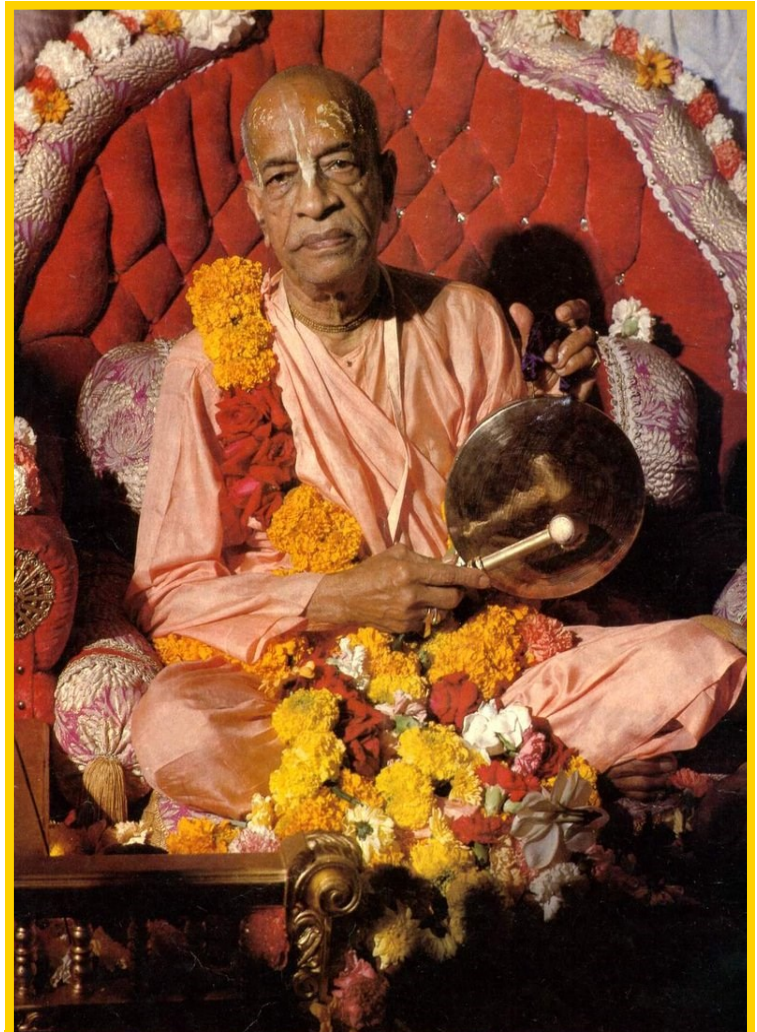
Our heartfelt gratitude also goes out to our donors and friends as well as the BBT Africa team and ambassadors, whose tireless dedication and commitment make it possible for us to keep striving to achieve our mandate.

We would also like to extend our gratitude to the following GBC members:

- ◆ His Holiness Gopāla Kṛṣṇa Goswami (Kenya),
- ◆ His Holiness Bhakti Caitanya Swami (South Africa)
- ◆ His Holiness Devāmṛta Swami (South Africa)
- ◆ His Holiness Kavicandra Swami (West Africa)
- ◆ His Holiness Mahā-Viṣṇu Swami (DRC)
- ◆ His Holiness BB Govinda Swami (Mauritius)

A special thank you to ISKCON Temple Presidents across the continent; to our BBT Africa Ambassadors (see page 29), as well as the following devotees for their noteworthy contributions: His Grace Premasamputa Dāsa (Ghana); His Grace Kavi-karṇapūra Dāsa (Nigeria), His Grace Umāpati Dāsa (Kenya); His Grace Harideva Dāsa (Mauritius).

Thank you to all our sponsors and donors. Your contributions continue to pave the way for a Kṛṣṇa conscious African continent.



LET US OFFER OUR RESPECTFUL OBEISANCES UNTO  
HIS DIVINE GRACE A. C. BHAKTIVEDANTA SWAMI PRABHUPADA,  
BY WHOSE MERCY ALL THIS WAS MADE POSSIBLE.





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