



ANNUAL REPORT 2016



THE BHAKTIVEDANTA BOOK TRUST AFRICA
Founder-Ācārya His Divine Grace A. C. Bhaktivedanta Swami Prabhupāda

CONTENTS

Message from the Trustee	1
Operations & Strategic Overview	2
<i>Organizational charts</i>	4-7
Production	8
Special Projects	10
Pamphlets	11
Book Distribution	13
<i>BBT Africa Ambassadors</i>	15-16
Sastra Dana	17
Financial Summary	19
Legal & Risk Management	20
Back to Godhead Magazine	22
Marketing & Communications	25
Events & Liaison	28
Corporate Details	30

MESSAGE FROM THE TRUSTEE

We at BBT Africa are grateful for the opportunity to offer people throughout the continent the message of Krishna consciousness in the form of profound and sublime books, a worthy international magazine, and other Krishna conscious publications.

We love these books, we treasure them, and we want everyone to have them. We want to make them available in

more and more languages, for more and more people. We want ever more readers to have BBT books in their hands.

Our founder-*acarya*, Srila Prabhupada, made publishing and distributing Krishna conscious literature the heart of his program for spreading Krishna consciousness. We want to serve his heart, this essence of his mission, and in this way help people throughout Africa revive their eternal relationship with the Supreme Lord of everyone's heart – Krishna, the Supreme Personality of Godhead.

Jayadvaita Swami



“

We love these books, we
treasure them, and we
want everyone to
have them.

OPERATIONS & STRATEGIC OVERVIEW

BBT Africa had another exciting year, the highlight of which was the hosting of the international gathering of the Global BBT Trustees in Durban. The association and weeklong meetings left us all inspired and spiritually enriched.

The year kicked off with strategic planning in the Drakensberg Mountains where individual and Departmental plans were presented and approved. The global BBT Chairman, His Grace Naresvara Prabhu joined the team for the entire weekend, and his inputs were invaluable as we sought to strengthen and expand the African BBT.

Then we planned and hosted the global BBT Meetings in the coastal town of Shaka's Rock. While the town had reference to the great Zulu warrior, King Shaka – our discussions carried the spirit of spir-

“
For the first time, we've produced two important titles in the Amharic language, and we're completing others.

itual warriors planning and expanding the global BBTs work.

For the first time, we had the full global trustee's attendance at the Bhaktivedanta Swami Lecture which was delivered by HH Bhaktivinode Swami. The lecture was yet another hallmark event which was both stimulating and well attended.

APPOINTMENT OF TRUSTEES

Other highlights of the year included the appointment of new BBT Africa Trustees from Ghana and Ethiopia. This is a

significant shift in the structure and work of the African BBT and we were delighted that His Grace Mahaprasad Prabhu and Vaidikuntha Devi Dasi, joined the team. For the first time, we produced two important titles in the

Amharic language and our translator is at an advanced stage of completing a series of other titles. The translation of the *Introduction to Bhagavad-gita*, targeted for the Central African Republic has also commenced in earnest and will represent an important milestone.

BACK TO GODHEAD

BBT Africa continued to focus on its core plans and good progress has been recorded on all fronts. The Back to Godhead Team invested in much needed support for the revival and in some cases the introduction of the BTG subscriptions program. The success of this program is critically important for the world's largest subscriber, South Africa, and reiterate our commitment to double the magazine's circulation by 2020.

BOOK DISTRIBUTION

The continent continues to show a steady growth in book distribution. On average book distribution is up by 20%. All credit goes to the book distributors and managers in South Africa, Kenya, and Mauritius. A number of new pamphlet

titles have also been produced and temples are encouraged to download them from the BBT Africa website. Following our first attempt to produce an African Edition of Srila Prabhupada's Vyasa Puja book, valuable lessons have been learnt. This initiative will serve to unite the preaching on the continent.

GENERAL

Srila Prabhupada once commented that “...anyone who preaches in Africa will go back to Godhead in this lifetime.” Clearly Srila Prabhupada appreciated the devotees' efforts and he even shed tears when he received reports from Africa. The African BBT is dedicated to the service of His Divine Grace and His pleasure is our foremost duty.

We are also indebted to HH Jayadvaita Swami Maharaja, under whose direction and care the African BBT continues to grow.

We look forward to moving into the new BBT Africa Head Quarters in the third quarter of 2017 – this will create the foundation for better planning and execution.

Govardhana Dasa

“
The continent shows a steady growth in book distribution. All credit goes to the book distributors and managers in South Africa, Kenya, and Mauritius.





INTERNATIONAL TRUSTEES

AFRICA TRUSTEES



Senior Trustee
Jayādvaita Swami
(J.E. Israel)



Executive Trustee
Govardhana Dāsa
(R. Singh)



Mahā-prasāda Dāsa
(D.W. Hume)

Ethiopia



Vaikuṇṭha Devi Dasi
(B.V. Bruhl)



Ghana

Mukundāṅghri Dāsa
(M. Nkosi)



Śrī Govinda Dāsa
(S. Singh)



South Africa

Executive Committee

Management Team

Special Projects



Corporate



Office
Management



Finance
& Logistics



Production,
Translating & Editing

Back to
Godhead

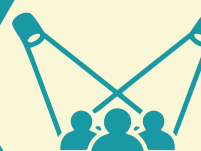


BTG

Marketing &
Communications



Events & Public
Relations





MANAGEMENT TEAM



General Manager
Govardhana Dāsa



Production, Translating & Editing
Rūpa Sanātana Dāsa



Secretary
Śyāma-rasika Dāsī



Finance & Logistics
Mathurā-maṇḍala Devī Dāsī



Marketing & Communications
Rādhā-dyuti Devī Dāsī



Mahā-prasāda Dāsa



Kṛṣṇa-Jñāna Dāsa



Events & Public Relations
Mukundāṅghri Dāsa



Office Management
Niresh Gopichand



Aghāri Kṛṣṇa Dāsa



Dvija-manī Devī Dāsī



Hemant Bhaga



Corporate
Kerrisha Gopichand



Special Projects
Śrī Govinda Dāsa



Itumeleng Mphake



Jaya Lalitā Devī Dāsī



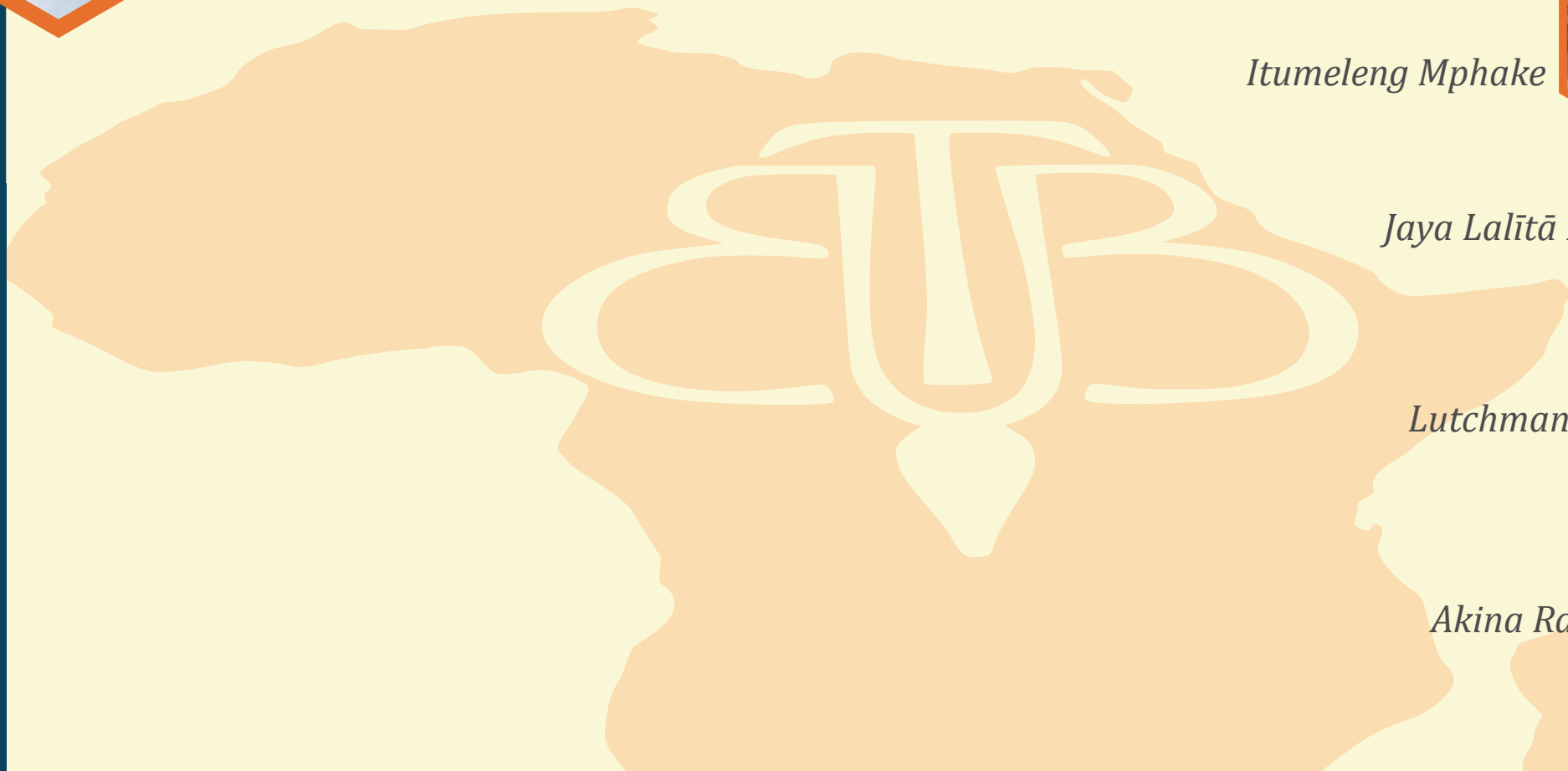
Lutchman Moodley



Akina Ramlakhan



BTG (Africa) Board Chairman
Robert Ramlakhan



PRODUCTION

SERVING THE FAMILY BUSINESS

The Bhaktivedanta Book Trust is serving a family business: we produce and supply books and thus support the “great art of distributing Srila Prabhupada’s books.”^{*} In this way, both ISKCON and BBT devotees are united, as a family, in the same book business.

^{*}See Vaisesika Dasa, *Our Family Business* (Bhaktivedanta Book Trust, 2016).

Of course, we’re not in it simply for the business, to fix a bottom line. We’re in it for the books and for what they can bring about: “A revolution in the impious life of a misdirected civilization.”[†] We want to provide good reading for millions, for every soul, anywhere.

[†]See Sri Srimad A.C. Bhaktivedanta Swami Prabhupada, *Srimad-Bhagavatam* (Los Angeles: Bhaktivedanta Book Trust, 1987), preface, p. xvii.

And so, at BBT Africa, we’ve been steadily developing that family business in Africa for more than five years now, and in 2016, we’ve worked on BBT titles in several languages: Afrikaans, Amharic, Chichewa, Lingala, Xhosa, and Zulu. Especially our Amharic production is expanding with *On the Way to Krishna* (printed), *Teachings of Prahlada Maharaja* (nearly print ready), *Easy Journey to Other Planets* (layout), and *Sri Isopanisad* (translation). Our Sotho production, however, remains stagnant. That’s no fault of our wonderfully productive Sotho translator, Tsepang Sephoko, who has till now already translated nine titles. But what we lack is a Sotho editor. Once we have one, we could quickly produce these

nine titles and benefit our Sotho-speaking readership.

Apart from producing new titles, we also keep titles in print. In 2016, we’ve reprinted our Zulu edition of *Introduction to Bhagavad-gita* and are likely to reprint the same title in Xhosa.

BBT Africa’s production department is dedicated to and enthusiastic about serving our wider family business by ever expanding the flood of transcendental literature that gives our civilisation the pious direction and revolution it needs to attain lasting joy and peace in Krishna consciousness.



Right: Cover of *On the Way to Krishna* (Amharic edition, 2016)
Next page: Cover of *Transcendental Teachings of Prahlada Maharaja* (Amharic edition, 2016)



PRODUCTION SUMMARY

As of 2017, we have 36 titles in production:

3 print ready (1 Chichewa, 1 Swahili, and 1 Afrikaans)

3 nearly print-ready (1 Amharic, 1 Lingala, 1 Xhosa)

3 layout/design phase (1 Swahili, 1 Chichewa, 1 Amharic)

11 in editing phase (1 Afrikaans, 1 Xhosa, 9 Sotho)

1 in translation phase (1 Amharic)

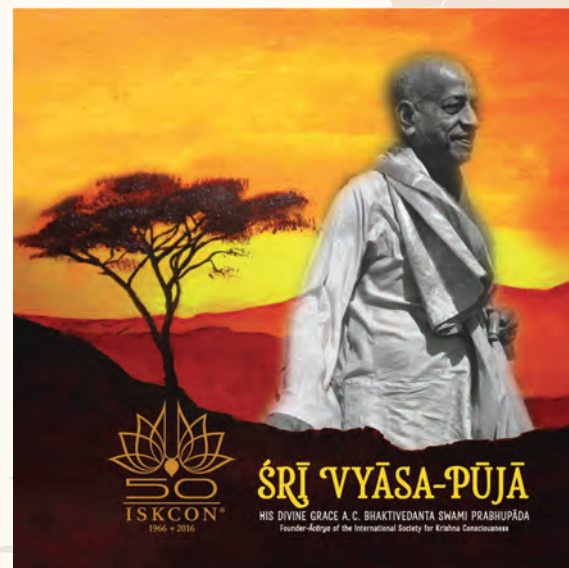
15 other (11 English, 4 Swahili)

SPECIAL PROJECTS

African Vyasa Puja Book

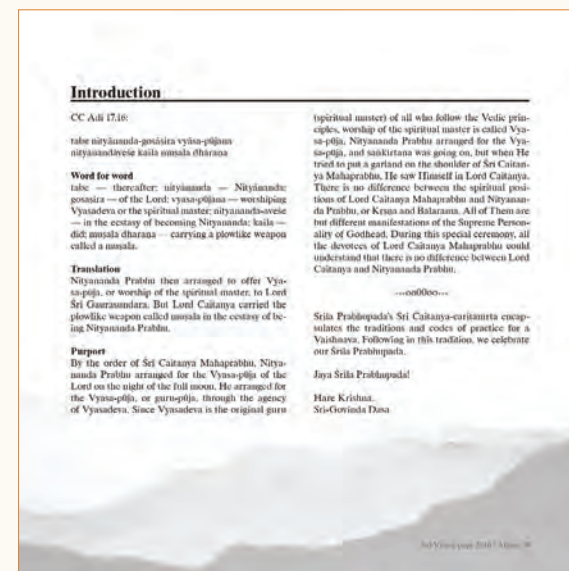
This year, BBT Africa had the honour of producing the first African Vyasa Puja Book for Srila Prabhupada. It was also this first time that an electronic web-based submission system was used for the acceptance of offerings.

Although this new approach posed a challenge to some vaishnavas, the response was overwhelmingly positive. Offerings were received from across the African continent.



Sample page from the BBT Africa's Vyasa-puja book 2016

Cover of the BBT Africa's Vyasa-puja book 2016



From Darkness To Light



PAMPHLETS

Pamphlet Strategy & Production

INTRODUCTION

The BBT Africa Pamphlet Strategy is a subdepartment under the Production Department and serves on the frontline of outreach on the African continent. Pamphlets are easy to produce and distribute, and have proven to be a cost-effective means to raise awareness of Srila Prabhupada's books.

2016 PRODUCTION

In 2016 the Pamphlet Strategy produced its first range of colour pamphlets. The complete pamphlet inventory now consists of 20 pamphlets in 10 languages.

PAMPHLET STRATEGY TEAM

Our dynamic, vibrant team, aims to implement creative and innovative ways to make pamphlets that will be effective in spreading Krishna consciousness.

The Pamphlet Team pride themselves on keeping a good team spirit with a mood of service to Srila Prabhupada.

CONTACT DETAILS

For more info on pamphlets and to contribute to the BBT Africa Pamphlet Strategy you can get in touch with us:

Pell Meadow Office Park
60 Civin Drive, Bedfordview
Johannesburg
T +27(0)73 272 3427
E mukundanghri@bbtafrica.co.za
www.bbtafrica.co.za
www.bbtafrica.co.za/pamphlets
(downloads)

TEAM MEMBERS

Mukundanghri Dasa	department coordinator
Dwijamani Devi Dasi	head of pamphlet production
Nikunja Devi Dasi	English editor
Atma Tattva Dasa	layout and design
Bhakta Simphiwe	layout and design
Bhaktin Preaska	general secretary
Bhaktin Bongekile	marketing and communication
Bhakta Mesharlan	communication, layout, and design

PRODUCTION LIST FOR 2017

TITLE	LANGUAGE	PHASE
Sustainable Cities	English	Writing
Come To Your Senses	English	Writing
Are You More than Green	English	Layout
Disease	English	
Fulfilling Your Destiny	English	
God's An Artist: Nature's Beauty	English	
Path To Inner Peace	English	Writing
Gratitude, Forgiveness and Compassion	English	
Holy Cow	English	
Irreducible Complexity	English	
Jesus' Journey East	English	
Fate or Free Will?	English	
Mindful Meditation	English	
Reach for Your Spiritual Dreams	English	
Realizing Your True Potential	English	
The Culture of Terror	English	Writing
The Power of Love	English	
The Song Of God	English	Writing
The Spiritual Tradition of Yoga	English	Writing
Ubuntu: Africa's Spiritual Tradition	English	Editing
War and Peace	English	Editing

BOOK DISTRIBUTION

SCORES ANALYSIS

In spite of the 5% reduction in the total points scored by the book distribution effort on the African continent, the burgeoning period of increased book distribution since the institutionalization of BBT Africa in 2010 continues. The primary reasons for this, as cited in 2015's Annual Report, were enhanced leadership in *sankirtana* administration and the commensurate galvanization of more congregational members participating in the December marathon.

As such, and as can be readily deduced from the dashboard view of 2016's scores, the primary reason for the 5% drop is that fewer ISKCON temples and centres have reported their book distribution efforts. Secondly, 2016 saw a 27% reduction in the distribution of big books and a 4% drop in the distribution of small books, which has been the bread and butter of

the year-on-year rise in book distribution on the continent. These losses were mitigated by a 12% increase in medium books and a 9% increase in magazines.

In the overall continental standings in terms of the total number of books distributed, ISKCON Africa finished 6th out of 7 – ahead of Australasia and unchanged from 2015 – and contributed a 3% of the total world distribution of 8.6 million publications. However, in terms of the total points-tally, Australasia was ahead of Africa due to their doubly superior distribution of *maha*-big books.

The top three of leading countries remains unchanged from 2015, with South Africa taking the top spot, followed by Kenya and Mauritius. Sri Sri Radha-Radhanatha's Temple of Understanding in Durban was the leading Temple (#45 worldwide), with Vibhu Caitanya Dasa, National Book Distribution Minister and BBT Africa Ambassador, leading as the top individual book distributor on the continent. He is also among the top 100 individual distributors in the world.

At an overall second place, ISKCON Nairobi's Vaishnavi Sanga *sankirtana* group, headed by Dvaraka-vasini Devi Dasi, BBT Africa's Ambassaor for Kenya, continues finishing strongly each year. The individual distributor in the continent's top ten who shows was Vedatattva Dasa from ISKCON Nairobi (Kenya), who multiplied his 2015 score by 3.5 times. New in the top ten is Vrajabasi Dasa from ISKCON East London (South Africa).



A traveller at O. R. Tambo International Airport, Johannesburg, poses with the Back to Godhead magazine she received.



BBT Africa Ambassadors



GHANA
Śrīvāsa Dāsa



CÔTE D'IVOIRE
BURKINA FASO
TOGO
*HH Bhakti
Cārudeṣṇa Swami*



DEMOCRATIC
REPUBLIC OF
CONGO
Bāla-Nitāi Dāsa



KENYA
*Dvārakā-vāsini
Dāsī*



ETHIOPIA
*Mahā-prasāda
Dāsa*



WEST

CENTRAL



NIGERIA
*Utpala
Dāsa*



ZAMBIA
*Jaya Govinda
Dāsa*



BOTSWANA
*Devakī-nandana
Dāsa*



SOUTH AFRICA
*Vibhu-Caitanya
Dāsa*

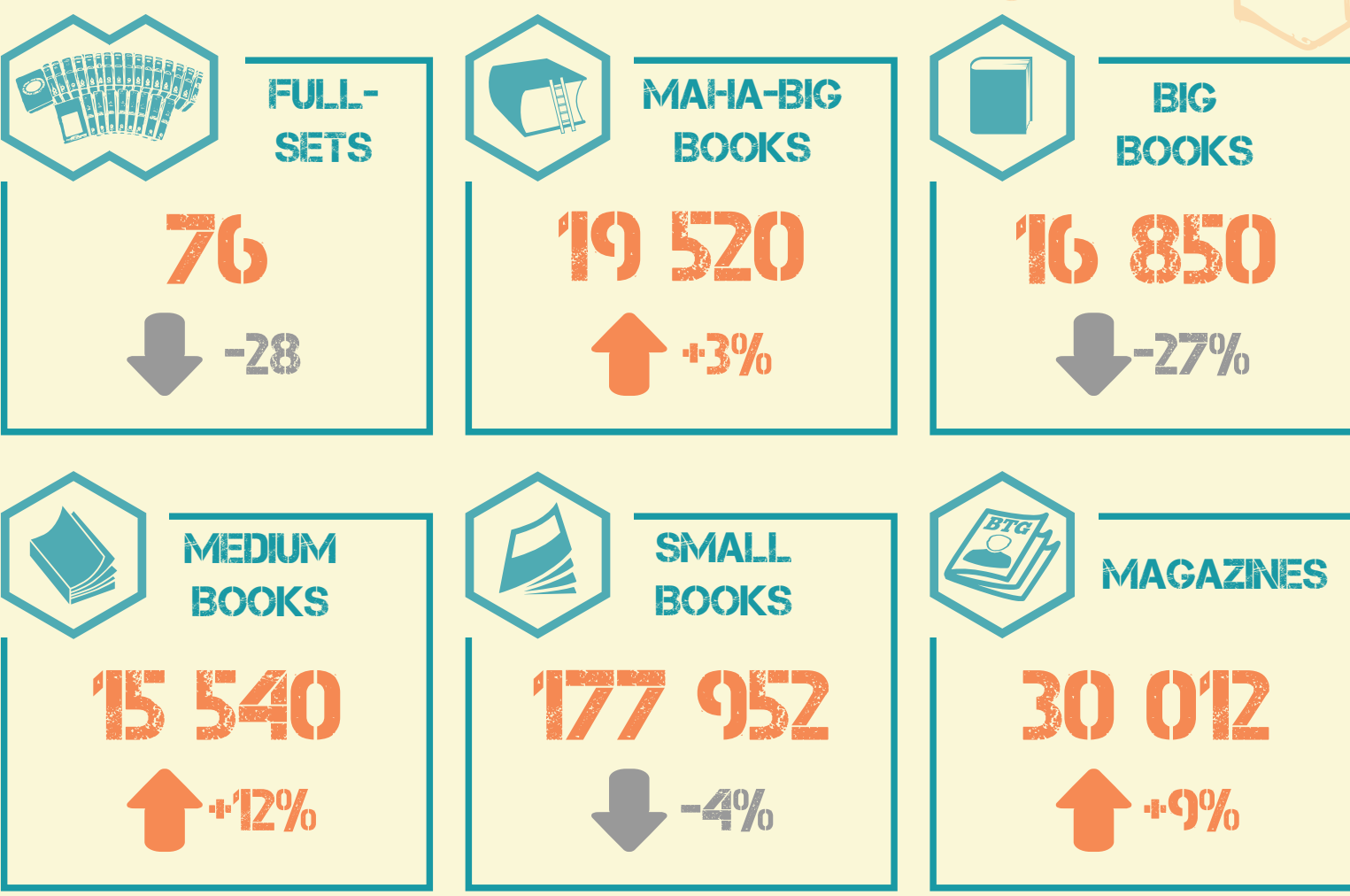
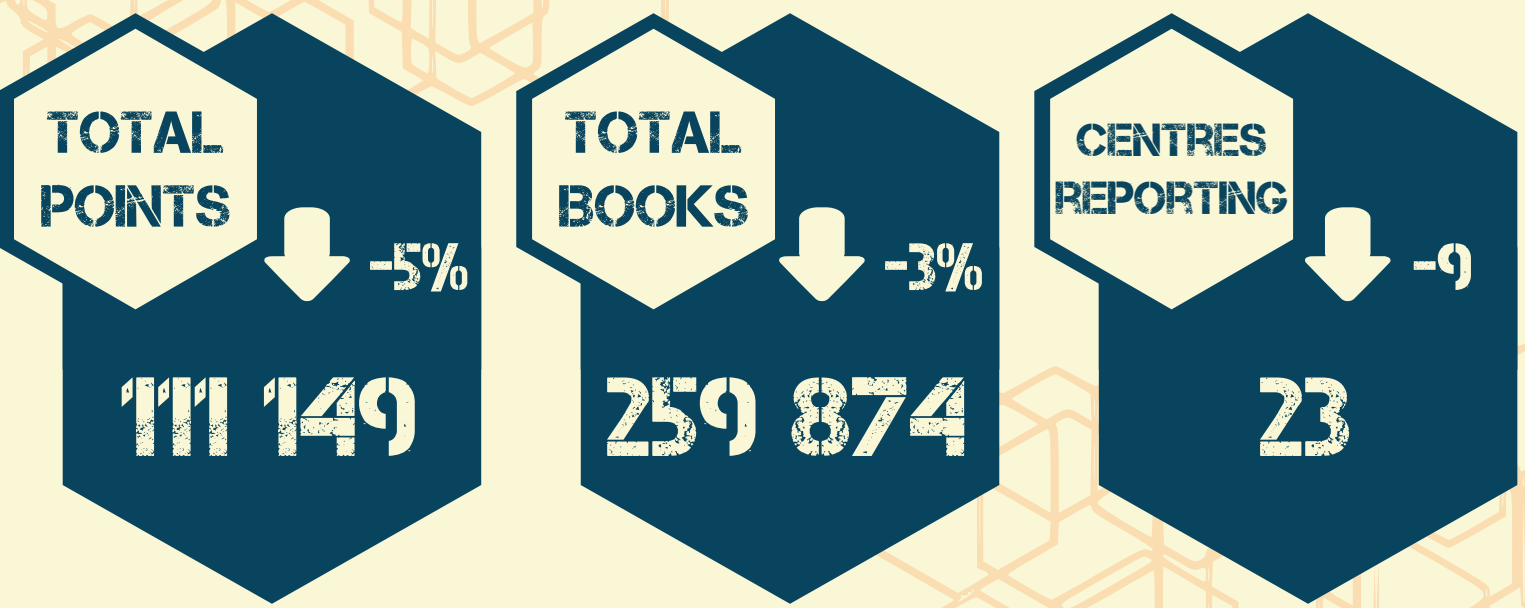


MALAWI
Murāri Dāsa



EAST

SOUTHERN



SASTRA DANA

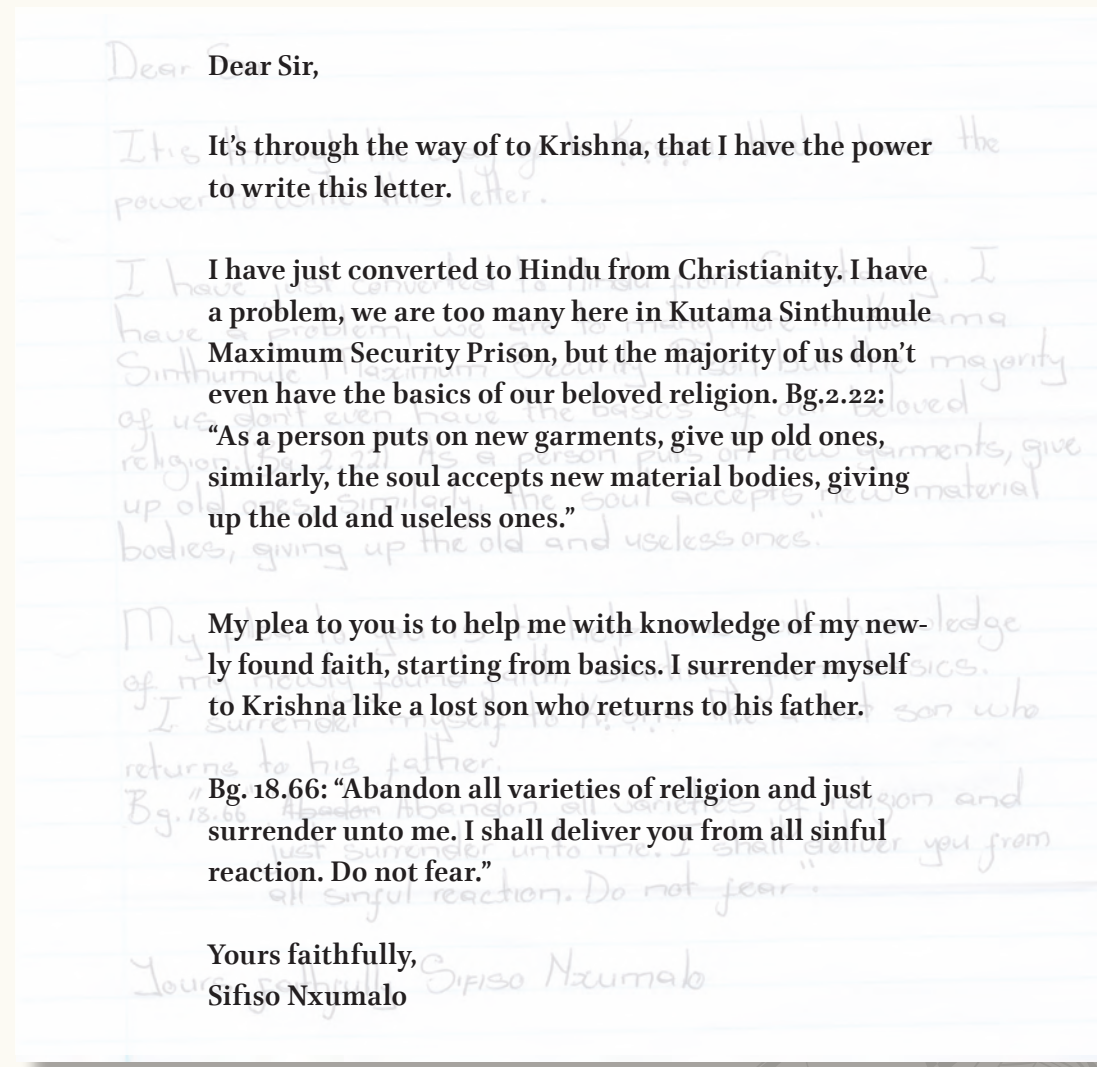
LIBERATION WITHIN PRISON WALLS

The Sastra Dana project's objective is to place Vedic literature published by the Bhaktivedanta Book Trust in all libraries across Africa. Sastra Dana literally means 'giving spiritual scripture in charity'. In keeping with charitable principles, the project contributes success to the various donations from patrons and well-wishers.

Since inception, the project has placed hundreds of books in libraries across South Africa, Ghana and Swaziland. As of 2012, the project expanded

whereby books were placed in prisons. Thus far, 128 South African prisons have received approximately 25 books each.

To further encourage the recipients, personal mailing addresses were included within the books donated. This year we received hand written letters of gratitude from these fortunate prisoners. From requesting more literature to voicing their surrender, these inmates echo the same sentiment, Srila Prabhupāda's books have changed their hearts.



Letter from
Sifiso Nxumalo,
25 September 2016

Letter from
Patrick Phunga,
19 February 2016

19 February 2016

Dear Trusha & Nutan Kalan,

As I'm sure you've already noticed, I am an inmate at Pollsmoor prison. I am in the last two months of my sentence, due for release in April.

The last four months I've been seeking and seeking the face of God and have been on my own journey of exploration and discovery. Ironically, I came across one of the books relating to the Hare Krishna Movement. Namely: "The Journey of Self-discovery," while working in the library.

I'm very eager and inquisitive to delve deeper into this movement and would like to examine more of your literature.

I'm extremely drawn to see what the "Bhagavad-gita" holds. If possible, please could you forward me one or send me details of where I can purchase one myself once I'm released. This would be much appreciated.

Our postal services are extremely slow in prison and I don't think it will reach me in time (your response/reply) unless it's registered mail.

Alternatively, please could you then respond to my home address if possible.

I'm truly looking forward to your response.

newly discovered path as a part of rehabilitation, integration and finally, liberation. with this newly discovered path as a part of rehabilitation, integration and finally, liberation.

FINANCIAL SUMMARY

BBT Africa has continued to improve its financial performance year on year. The aggregate sales moved north of R3.5M, showing a 31.47% increase year on year. This is largely due to the South African contribution to sales, as East and West Africa remained relatively unchanged.

The BBT Executive was charged with the responsibility to drive down overall operating costs. Their efforts have yielded excellent results – a 31.05% decrease on comparative costs. The downscaling of the annual BBT Conference has also contributed to the decline in operating costs.

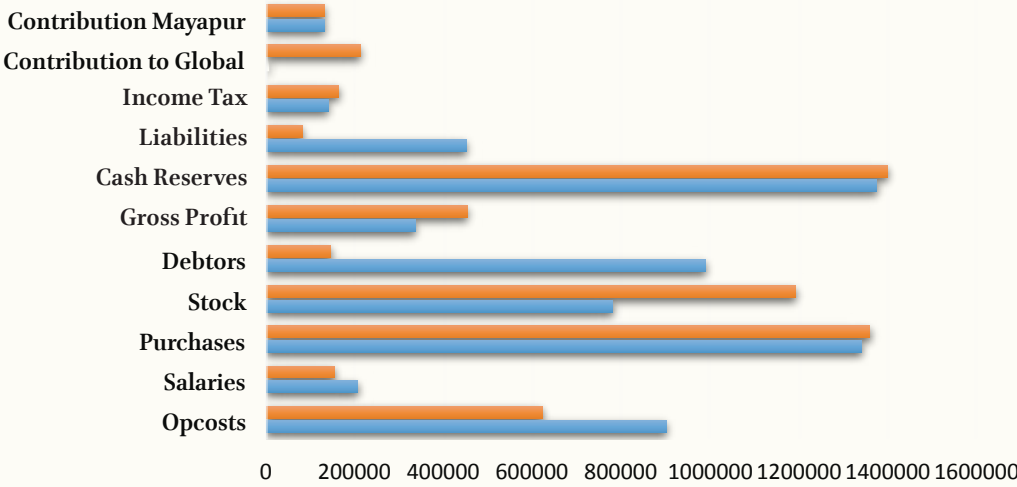
Regular contributions to Mayapur has been maintained and the contribution to the Global Fund represents the cost of

hosting the Annual BBT Trustees meeting in Durban, South Africa. Our inventory holdings has doubled due to late purchases at year end and local titles printed in South Africa. The overall debtor's collection days has been substantially reduced. Our cash position has also shown a slight increase due to shorter debtor collection days and constrained cost management. By April 2017, we will vacate the current offices and prepare to transfer all BBT assets to the new permanent BBT offices in Bedfordview. In conclusion, our financial performance has been resilient. The African BBT liquidity ratio and acid test ratios are well within range, further entrenching the financial health of the BBT.

Key Financial Indicators

	2015	2016	% change
Sales	2.731.279	3.590.893	31,47
Opcosts	900.311	620.803	-31,05
Salaries	205.278	152.684	-25,62
Purchases	1.340.022	1.359.465	1,45
Stock	779.740	1.192.131	52,89
Debtors	989.147	145.378	-85,30
Gross profit	335.300	452.081	34,83
Cash Reserves	1.374.283	1.400.000	1,87
Liabilities	450.000	81.000	-82,00
Income Tax	139.089	162.894	17,11
Contribution to Global	–	211.922	–
Contribution Mayapur	130.000	130.000	0,00

Key Financial Indicators 2015 vs. 2016



LEGAL & RISK MANAGEMENT

CORPORATE GOVERNANCE

In May 2016, Maha Prasad Dasa from Ethiopia and Vaikuntha Devi Dasi from Ghana were appointed Trustees of BBT Africa. The current trustees formally approve the appointment of all new trustees put forward.

Previously, the BBT Africa consisted of five trustees, including a senior trustee. The Trustees at the date of this report, all of whom served throughout the year, were: Jayadvaita Swami (Senior Trustee), Govardhana Dasa, Krsna-Jnana Dasa, Sri-Govinda Dasa, and Mukundanghri Dasa.

The principal activities of the Trustees is to promote the propagation of Krishna consciousness as taught by Srila Prabhupada all over the African continent, primarily through producing, translating, and distributing Krishna conscious literature in all African languages.

The Executive Committee currently consists of seven members. The members at the date of this report, all of whom

served throughout the year were: Govardhana Dasa, Krsna-Jnana Dasa, Sri-Govinda Dasa, Mukundanghri Dasa, Mathura Mandala Devi Dasi, Bhakta Robert Ram-lakhan, and Bhakta Niresh Gopichand.

The Board of Directors operate formally through Board meetings and informally through regular contact amongst Directors. High level decisions on such matters as strategy, financial reporting, risk management, major capital expenditure, acquisitions and disposals are reserved for the Board.

POLICY ON COPYRIGHT

Promoting and protecting BBT copyright is one of BBT Africa's core objectives. As the main publisher of Krishna Conscious literature as taught by Srila Prabhupada as well as other creative works on Vedic philosophy, our most important assets are the rights we hold over the works we publish. Copyright safeguards these assets.



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

BACK TO GODHEAD MAGAZINE

GETTING THE BALL ROLLING IN 2016

Our Founder-Acharya A. C. Bhaktivedanta Swami Prabhupada fervently declared: "Our Back to Godhead is the backbone of our movement so we should always be thinking how to increase it." (1974)

When Srila Prabhupada was on the planet, BTG distribution grew strongly and hearing the scores gave His Divine Grace immense delight. However over time, the missionary spirit of Srila Prabhupada's magazine changed. Under the renewed vigor of the International BTG Trust, Back to Godhead magazine is undergoing a renaissance to reestablish it as one of the pillars of the preaching movement. The BTG Africa Trust is both humbled and privileged to be a part of this ongoing process.

As the Africa BTG Trust, we had an invigorating start to 2016 when we presented BTG Africa's ISKCON 50 initiative called Project 12 000 at the International Back to Godhead Annual General Meeting in Mumbai. Our three-pronged strategy is aimed at increasing Africa's consignment from 6 000 to 12 000 via a Subscription model, a Donor based model and an Agency or loose copy model.

As Africa is vast and diverse, each part of the strategy is aimed at a specific target audience. The Subscription model is aimed at Southern Africa, where established financial systems facilitate a monthly debit order contribution to the local temple. In temples with established

BTG programs, donations from subscriptions can cover more than 50% of the temple's monthly costs.

The Donation model is aimed at individuals and businesses to raise funds and enable the placement of the magazines in a variety of institutions from schools and hospitals to old age homes and prisons. The BTG Africa Trust is currently in the process of setting up a non-profit organization to provide donors with a tax incentive when they contribute towards BTG distribution in this way. In 2017, the BTG Capital Fund created by this donor model has the potential to finance the distribution of 2500 magazines per issue to these various institutions across Africa. The distribution network for this program is based on the successes of the Sastra Dhana program, which will be geographically and institutionally expanded in the coming years.

The Agency or loose copy model is the retail component of the Project 12 000 strategy. Temples can generate funds through individual sales of loose copies in countries where the informal market is predominant and where many pay with cash as opposed to bank accounts. The magazines that are distributed in this way are cross-subsidized by the BTG Capital Fund to facilitate distribution in low-income markets. This model is gaining traction in many African countries, particularly Ghana where we were able to supply magazines in 2015 and again in 2016.



Left: Jayalalita Devi Dasi (BBT Africa, BTG). Right: BTG champion Radhakund Devi Dasi (ISKCON Midrand)

CELEBRATING SMALL WINS

The BTG Trust started in 2016 by reaching out to various temples across Africa to support them in their BTG programs, either with presentations at Ratha Yatras or festivals, magazines, banners or human capital investment. Through the course of the year, we have had conversations with numerous temple presidents and local BTG leaders to identify areas of improvement in their individual BTG programs.

Some of the key events at which the team made a significant difference included the well-known 4-day Durban Festival of Chariots, the Newcastle Ratha Yatra, Lenasia Gaura Purnim Festival, Midrand Janamasthamee Festival and Cape Town Radhasthamee Festival. We used presentations and banners to create awareness about BTG, while a team of devotees were

in the audience approaching devotees and signing up subscriptions. Our BTG Sunday programs continued during the year and provide important ongoing contact with various congregations across the continent. In addition to promoting BTG, these activities educated devotees on the importance of BTG and encourage book distributors to include Srila Prabhupada's magazine in their sankirtan bags.

Of particular note is the success achieved by Midrand temple during 2016. At the beginning of the year, the temple set a subscription target for the year and through the dedicated efforts of the Midrand BTG team, the temple exceeded their target during the month of Kartik. The dedication and perseverance of both the BTG Africa Trust and

the Midrand team resulted in the temple quadrupling its subscriber base in less than 10 months. Midrand temple serves as an outstanding example of the success achieved with a committed team and a collaborative effort.

Going forward for the New Year, the BTG team will continue to focus on establishing relations with our various stakeholders both within ISKCON and in

external communities. We will continue with Project 12 000 and focus on enabling temples to distribute more BTGs, encouraging well-wishers to donate to the Capital Fund, and enthuse book distributors to distribute as many BTGs as is possible. In this way, by the mercy of Srila Prabhupada, we hope to reestablish BTG as the 'backbone of the Hare Krishna movement'.

2016: Our triangle strategy



BTG Africa 2016-2018 strategy

Project 12 000 - Shifting the focus



“
Our *Back to Godhead* is the
backbone of our movement
so we should always be thinking
how to increase it.

Srila Prabhupada

MARKETING & COMMUNICATIONS

“Plans are only good intentions unless they immediately degenerate into hard work.”

~ Peter Drucker

PURPOSE AND AIM

The primary purpose of the Marketing and Communications Department is to firmly establish the Bhaktivedanta Book Trust's position as the “world's largest publisher of Vedic literature”. On a continental platform, we seek to strengthen current relationships with existing “Friends of the BBT”, well-wishers and customers, with

the vision of building new relationships in uncharted territory.

The Marketing and Communications Department, with an Afrocentric approach aims to develop, maintain and improve upon the overall visual identity of the BBT brand, and the position of His Divine Grace A.C. Bhaktivedanta Swami Prabhupada.

OBJECTIVES

- Formalise corporate identity
- Strengthen internal communications
- Improve continental brand awareness
- Raise standard of marketing, communications, and advertising to international level
- Lead, support, and develop marketing strategies to increase book distribution
- Assist *Back to Godhead* magazine (BTG) with strategic input

STRATEGIES

The 2016 calendar year was primarily utilised to formalise both internal communications and BBT's corporate identity. In collaboration with the Production team, a revised logo, more reflective of the African Continent was approved and is currently implemented on all formal stationary. Further, all correspondence from the BBT Africa display similar formats and

complies with that from international counterparts.

The current team's skills were reviewed and where necessary, workflow was reassigned to individuals with the relevant skill set. This fluid approach resulted in the timeous circulation of publications. In addition, current publications were revised and now reveal a more contemporary feel.

To further strengthen the team, three new members joined the Department in 2016, each bringing a wealth of experience; assisting with administration and overall assistance with publications and current trends.

Again in collaboration with the Production team, the Marketing Department sought to provide a suite of standard graphic material for circulation on request. This will be finalised during the 2017 year.

In collaboration with BTG, online space on the website has become available to showcase BTG as an essential periodical for every household. This again will be formalised and forecast for upload during 2017.

Good working relations are integral to a successful marketing strategy and the 2016 year also included strengthening

relations especially with ambassadors on the continent. Introductions were made and constant communication has ensued since then.

The overall success of these events has seen significant awareness of the BBT Africa on the continent, as well as increased book distribution in the areas hosting these events. Creating a solid foundation by verifying databases, providing contemporary formats and templates, graphic material and collaboration with different Departments will set the platform for a successful programme during 2017. A more strategic approach incorporating market research and analysis will be undertaken during 2017. This will further strengthen the Marketing and Communications Department and the overall optimisation of the BBT Africa.

SUCCESSES

Hosting the BBT International Annual General Meeting and associated events at local Temples

Annual Bhaktivedanta Swami Lecture; media coverage included:

(1) two radio slots at SAFM, (2) one radio slot at Lotus FM; televised interview at SABC2 (Sadhana, The Inward Path)

Release Annual Report 2015

Two informative BBT Africa newsletters

Attending the Annual South African Book Fair

Media coverage (television, radio, local newspapers)

Appointing BBT Africa Ambassadors

Uniform marketing plan for new book releases

Book distribution seminars with leading book distributors at the International Society of Krishna Consciousness

The 4th Annual BHAKTIVEDANTA SWAMI LECTURE



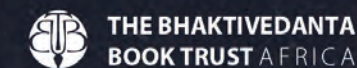
In Honour of His Divine Grace
A. C. Bhaktivedanta Swami Prabhupāda
Founder-Ācārya of the International Society for Krishna Consciousness

“Echoes of the Past”
How to achieve true social transformation
Keynote address: H.H. Bhakti Vinoda Swami

Tuesday, 7 June
18h30 for 19h00 - 21h00

Senate Chamber, University of KwaZulu Natal

Seats Are Limited
RSVP
www.bbtafrica.co.za/rsvp



© 2016 The Bhaktivedanta Book Trust International, Inc. All rights reserved.

EVENTS & LIAISON

The BBT Africa Events and Liaison Department manages all BBT Africa events and public relations with ambassadors and relationship management with strategic partners and stakeholders.

The department also forms a link between the Johannesburg Headquarters and the rest of Africa through our ambassadors in Botswana, Mauritius, Kenya, Togo, Congo, Nigeria, Ghana, and Cote d'Ivoire. Through open communication channels and interaction with our African Ambassadors, BBT Africa is able to implement its strategic goals of producing and distributing Srila Prabhupada's books throughout the continent.

The department also manages BBT Africa's relationship with the Publishing Association of South Africa (PASA).

4TH ANNUAL BHAKTIVEDANTA SWAMI LECTURE

The University of KwaZulu Natal played host to the Annual Bhaktivedanta Swami Lecture. BBT Africa was pleased to be joined by Mr Neeshan Balton, Chairman of the Ahmed Kathrada Foundation. In partnership with the Ahmed Kathrada Foundation, the Lecture tackled South Africa's racially divided past and asked if there's a



The 4th Annual Bhaktivedanta Swami Lecture at the Senate Chamber, University of KwaZulu Natal, 7 June 2016

way that the rainbow nation can transcend the prejudices of racial discrimination through transformation of consciousness.

We'd like to thank the Ahmed Kathrada Foundation for their partnership in profiling the work and Life of A. C. Bhaktivedanta Swami Prabhupada.

Mr. Neeshan Balton, Ahmed Kathrada Foundation, our special guest at the Bhaktivedanta Swami Lecture 2016



Left: Miss Bontle Tladi, master of ceremonies at the Bhaktivedanta Swami Lecture 2016



Right: International BBT delegates in attendance

WHAT TO EXPECT IN 2017

We look forward to another bright year in BBT Africa's Events Department. More book launches, greater involvement across the continent and of course the

continuation of our hallmark events; the Annual BBT Africa Conference and Bhaktivedanta Swami Lecture.



From left to right: Bhaktivinoda Swami (keynote speaker), Jayadvaita Swami (senior BBT Africa Trustee), Mr. Neeshan Balton (director of the Ahmed Kathrada Foundation), and Mukundanghri Dasa (BBT Africa Trustee)



CORPORATE DETAILS

Registration Number

IT1560/03

Income Tax Number

0992/237/15/6

Trustees

J. E. Israel, R. Singh, S. Singh
J. Mahadeo , M. Nkosi
D. Woldeselassie

Office

60 Civin Drive, Bedfordview
2007 Johannesburg, South Africa

Warehouse

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

Telephone

+27 11 616 9575

E-mail

info@bbtafrica.co.za

Website

www.bbtafrica.co.za

Auditors

Ramathe Incorporated

Accountants

BKF Chartered Accountants

Bankers

Nedbank Limited

THE BHAKTIVEDANTA BOOK TRUST AFRICA

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



P.O. Box 662, Bruma
Johannesburg 2026, South Africa
Phone: + 27 (0)11 616 9575
info@bbtafrica.co.za
www.bbtafrica.co.za