

2023



THE BHAKTIVEDANTA BOOK TRUST AFRICA



ANNUAL REPORT

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



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MESSAGE FROM THE EXECUTIVE TRUSTEE

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

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

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

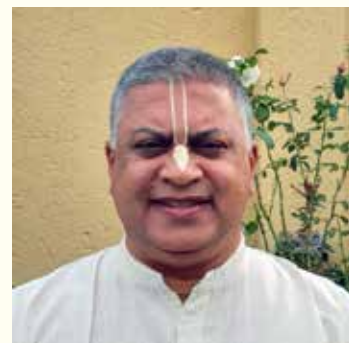
Our first French book has reached the ports of West Africa and there is much excitement and anticipation as this new frontier is opened up. Again, special gratitude to the production team and especially for the efforts of Mahaprasad Govinda Prabhu in East and West Africa.

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

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

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

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



Govardhana
Dasa

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

MESSAGE FROM THE OPERATIONS DIRECTOR

The Bhaktivedanta Book Trust (Africa Division) continues its sacred mission of spreading the profound wisdom of Krishna consciousness across the African continent. Our efforts to make spiritual books, audio books, and other Krishna conscious publications accessible have seen significant progress, touching the hearts and minds of countless individuals.

We achieved a remarkable milestone by distributing a total of 152 789 books across Africa, marking an increase of 18.6% and over the period of the December book marathon there was an increase of 26% from the previous year. This accomplishment underscores our commitment to making spiritual literature accessible to a broader audience.

Our participation in the international Bhadra and Live To Give campaigns saw unprecedented success, with our teams distributing 624 sets of *Srimad Bhagavatams* and 17 279 *Bhagavad-gitas*. This achievement was made possible through the dedication and efforts of ISKCON devotees and leaders across various countries.

We are pleased to report that the translation of the *Sri Isopanisad* in Amharic has been completed and we are looking forward to distributing it in 2024. The Kreol *Bhagavad-gita* is in the final

editorial stages and will be launched in the first half of next year. We are exploring translations into additional African languages to further our reach.

The expansion of our audio book initiative has been a focus, with four new titles being recorded which will be available for download or streaming in 2024. There is an ongoing effort to find suitable narrators for various languages. This initiative aims to make spiritual teachings more accessible to people across different linguistic backgrounds.

Through our Sastra Dana initiative, we placed 4 928 sponsored publications in 32 different organizations. This has been a 6,51% increase from last year and this initiative will continue to grow in collaboration with the temples. Our annual events continue to stimulate conversations and challenge our thinking in relation to global events.

The 14th BBT Africa Annual Conference themed “Touching lives, Touching hearts, One book at a time” highlighted personal stories of how Srila Prabhupada’s books transformed their lives and the 10th Annual Bhaktivedanta Swami Lecture delved into the topic of “AI, Humanity and God” against the backdrop of technology, emotional and spiritual intelligence, and divinity.

These platforms have continued to foster intellectual discourse and inspire further reading and distribution of Srila Prabhupada's books. We are committed to expanding the influence of these events, enhancing knowledge sharing across the continent.

We extend our deepest gratitude to the BBT Africa team, African Ambassadors, Donors, and Trustees for their unwavering support and dedication towards the efforts of book distribution. Special thanks to His Grace Govardhana Prabhu and His

Holiness Jayadvaita Swami for their invaluable leadership and guidance.

We remain focused on distributing these spiritual literatures. Our plans for the coming year include expanding our translation efforts, enhancing our audio book collection, introducing e-books and further improving our distribution networks. We are inspired by the opportunity to continue serving the mission of Srila Prabhupada and look forward to another year of spiritual growth and outreach across Africa.

**WE REMAIN FOCUSED ON DISTRIBUTING
THESE SPIRITUAL LITERATURES**



Nama-srestha
Dasa

ORGANIZATIONAL CHART

EMERITUS TRUSTEE



**His Holiness
Jayadvaita Swami**

INTERNATIONAL TRUSTEE



**Govardhana
Dasa**

BBT AFRICA TRUSTEES



**Maha Prasad
Govinda Dasa**



**Krishna-jñāna
Dasa**



**Sri Govinda
Dasa**

EXECUTIVE COMMITTEE

MANAGEMENT COMMITTEE

PRODUCTION REPORT

Book production is a service that has been passed down through our *parampara* to BBT devotees around the globe. Srila Prabhupada himself received it from His Divine Grace Sri Srimad Bhaktisiddhanta Sarasvati Thakura, his spiritual master. In turn, Prabhupada established The Bhaktivedanta Book Trust to further expand this particular service and flood the world with

Krishna conscious literature in *all* the world's languages.

When Prabhupada sailed off to America in August 1965, he brought with him copies of the three volumes of *Srimad-Bhagavatam* he had published in India. But he didn't stop producing books afterwards. In a chapter summary in the *Bhagavatam* (Canto Eight, Chapter One), Prabhupada writes,

I am continuously trying to publish books, as suggested by my spiritual master. Now, in this year, 1976, I have completed the Seventh Canto of *Srimad-Bhagavatam*, and a summary of the Tenth Canto has already been published as *Krsna, the Supreme Personality of Godhead*. Still, the Eighth Canto, Ninth Canto, Tenth Canto, Eleventh Canto and Twelfth Canto are yet to be published. On this occasion, therefore, I am praying to my spiritual master to give me strength to finish this work. I am neither a great scholar nor a great devotee; I am simply a humble servant of my spiritual master, and to the best of my ability I am trying to please him by publishing these books, with the cooperation of my disciples in America. Fortunately, scholars all over the world are appreciating these publications. Let us cooperatively publish more and more volumes of *Srimad-Bhagavatam* just to please His Divine Grace Bhaktisiddhanta Sarasvati Thakura.

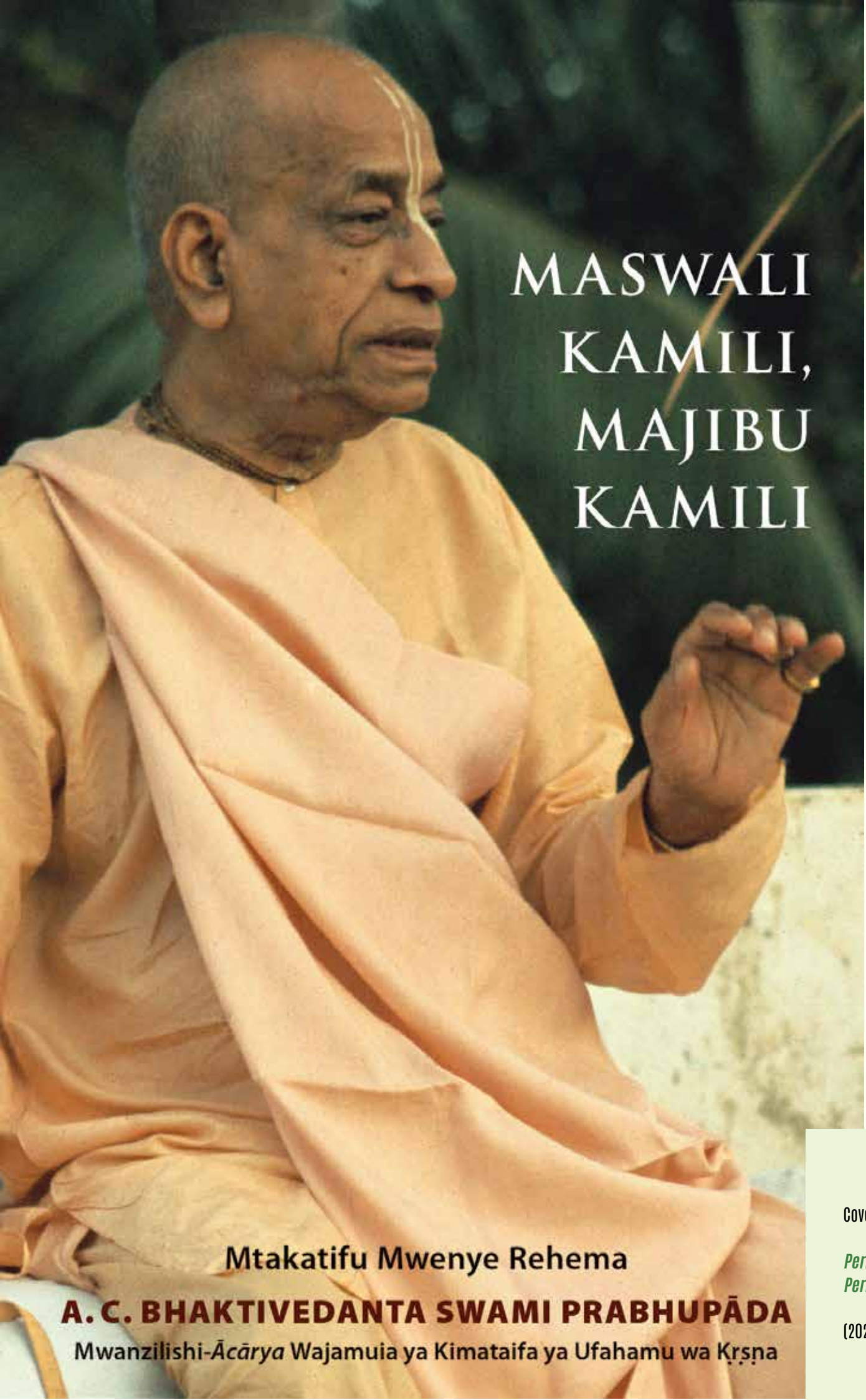
And that is precisely what BBT Africa intends to do in the coming year and all its years ahead: produce, print, and distribute not only the *Bhagavatam* but all of Prabhupada's books in all the languages spoken in Africa for his pleasure and that of our entire *parampara*. It's a tall order, certainly, but one we've wholeheartedly accepted. We now pray that Prabhupada may give us the strength to be instrumental in fulfilling this order and his grand vision for spiritually uplifting all people.

In 2023, BBT Africa printed the Kiswahili *Perfect Questions, Perfect Answers*, and in April 2024, we're launching *Bhagavad-gita Kouma Li Ete* in Kreol Morisyen (Mauritian Kreol). In the coming year, we'll be working on *Bhagavad-gita As It Is* in IsiZulu and on making more French titles available.

PRODUCTION SUMMARY

As of 2024, we have 26 titles in production

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



MASWALI KAMILI, MAJIBU KAMILI

Mtakatifu Mwenye Rehema

A. C. BHAKTIVEDANTA SWAMI PRABHUPĀDA

Mwanzilishi-Ācārya Wajamuia ya Kimataifa ya Ufahamu wa Kṛṣṇa

Cover of the Kiswahili

*Perfect Questions,
Perfect Answers*

(2023)

BHAGAVAD GĪTĀ

KOUMA LI ETE



So Gras Divinn A.C. Bhaktivedanta Swami Prabhupāda

Acārya-Fondater Societe Internasional Konsians Krishna

Cover of the Mauritian
Kreol

*Bhagavad-gita Kouma
Li Ete*

(2024)

AUDIO BOOKS

Four new titles have been recorded and after editing and sound mastering these titles will be available for downloading or streaming in 2024. These titles are:

1. *Easy Journey to Other Planets* in Amharic
2. *Introduction to Bhagavad Gita* in Amharic
3. *On the Way to Krsna* in Kreol
4. *Teachings of Prahlada Maharaja* in Amharic

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

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

FINANCIAL SUMMARY

BBT Africa achieved a gross profit in accordance with costs incurred in book production for the 2023 financial year.

Total book sales increase by 13,38% and subscription income, decreased by 8,5% year on year. The key expenses remain in line with our growth objectives.

An analysis of liquidity verifies that BBT Africa can cover its short-and long-term debt obligations, with bank accounts being in a favourable position.

Over the years, BBT Africa has improved its financial position by purchasing fixed assets and investing in human capital to be in line with the organisation's strategic growth initiatives.

SUMMARY OF KEY FINANCIAL EXPENSES FOR THE YEAR 2023

	2023
Rent and Rates	172 533
Insurance	22 479
Prepress	110 423
Utilities	64 466
Office Expense	49 567
Total Key Expenses	419 468

Note that Sastra Dana is able to provide 18A certificates while BBT is not registered as an NPO and therefore unable to provide these receipts.

BOOK DISTRIBUTION IN AFRICA

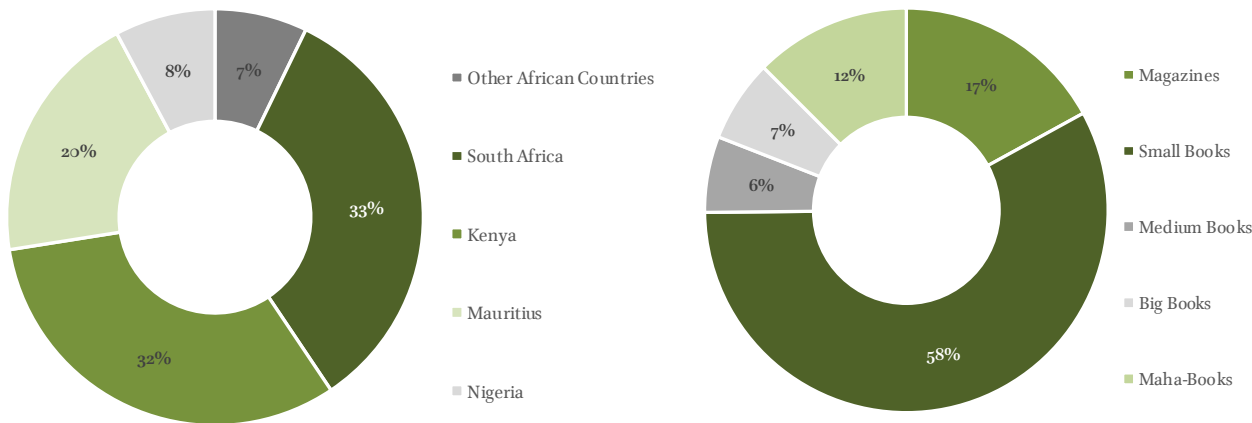
The African Sankirtan team distributed a total of 151 424 BBT publications (books and magazines) in 2023 which is 16% higher than in 2022. Africa accounted for 0,6% of the global total book points. In terms of both the number of books distributed as well as book points, Africa is placed 6th among the six participating continents.

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

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

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

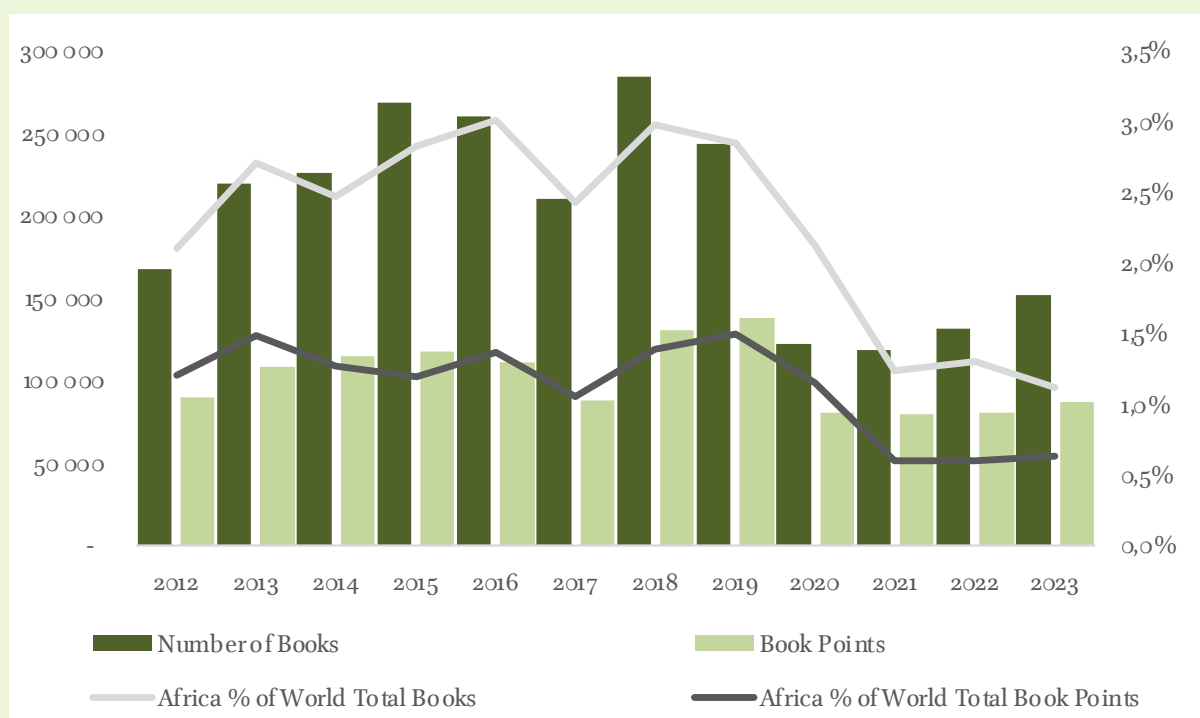
BOOK DISTRIBUTION BY COUNTRY AND BOOK TYPE



TOTAL PUBLICATIONS DISTRIBUTED IN AFRICA BY BOOK TYPE

Country	Total Books	Magazines	Small Books	Medium Books	Big Books	Maha-Books	Book Points
Botswana	823		704		4	115	410
Ghana	1577	915	310	275	68	9	393
Ivory Coast	317		203	13	8	93	251
Kenya	48309	984	32840	3524	4687	6274	29 879
Malawi	567	6	491	31		39	217
Mauritius	29814	175	25389	1740	204	2306	12 051
Nigeria	11828	5703	4073	908	789	355	3 542
South Africa	50584	11593	23302	2650	3343	9696	38 011
Tanzania	110				45	65	175
Togo	7240	6410	110		720		1 389
Uganda	255		115	60	80		139
TOTAL	151424	25786	87537	9201	9948	18952	86 456

AFRICA'S HISTORIC BOOK DISTRIBUTION TREND



BHADRA CAMPAIGN



The Bhadra Campaign was launched on Gaura Purnima and ran till the day of Bhadra Purnima which fell on 29 September 2023.

The African sankirtan team had set a target of distributing 393 sets of *Srimad Bhagavatam*. The team far surpassed

this by distributing a total of 624 sets of *Srimad Bhagavatam*. This is 59% higher than the total from last year's campaign and is 16% higher than the goal.

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

LIVE TO GIVE CAMPAIGN



The Live To Give Campaign is aimed at encouraging devotees to distribute *Bhagavad-gitas*. The global goal was to distribute 3.7 million *Bhagavad-gitas*. The campaign ran from 30 September to 7 January 2024 and a total of 3 784 233 *Bhagavad-gitas* were distributed all over the world.

The African Sankirtan team pledged to distribute 7, 416 *Bhagavad-gitas*.

The African sankirtan team far surpassed the goal by distributing a total of 17 279 *Bhagavad-gitas*. This is more than two times higher than the goal.

BHAKTIVEDANTA SWAMI LECTURE



The Bhaktivedanta Book Trust Africa (BBT) hosted the 10th Annual Bhaktivedanta Swami Lecture, which is presented in honour of His Divine Grace A. C. Bhaktivedanta Swami Prabhupada (1896-1977), the founder of the BBT. His literary contribution continues to be appreciated by global audiences for its Vedic commentary, on national priorities like education and leadership.

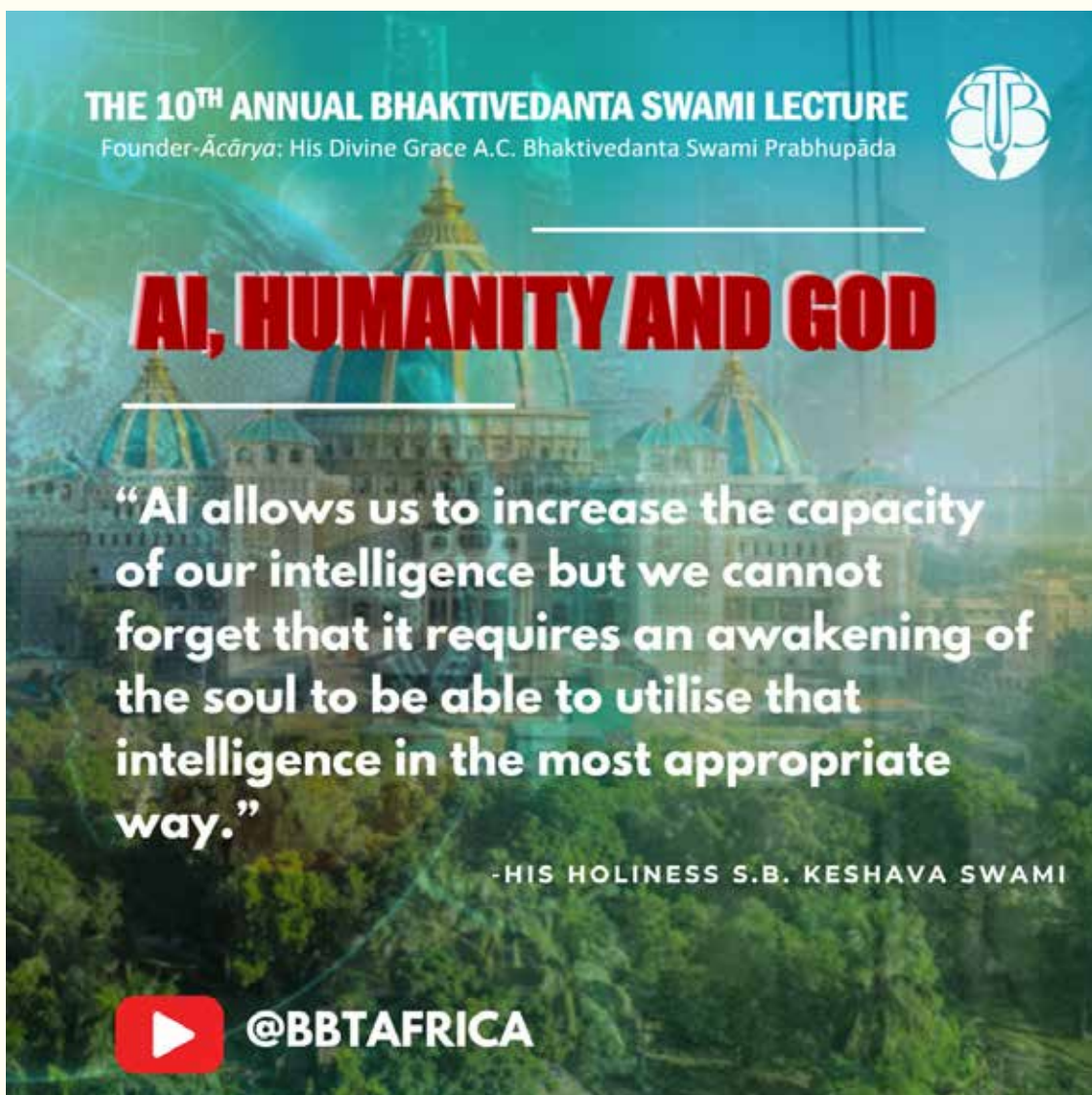
This year's Bhaktivedanta Swami Lecture focused on AI, Humanity and God. AI has become urgent and developing at an exponential rate. Some experts believe that by 2050, people may worship a super AI God. While AI surpasses human intelligence and has excelled in various sectors,

it remains bereft of heartfelt emotions, the softness of compassion and love.

The keynote speaker was His Holiness Svayam Bhagavan Keshava Swami. Keshava Swami is a spiritual author and teacher who accepted vows of renunciation in 2022. He shared from a Vedic viewpoint the necessity of higher spiritual consciousness feeding machine super intelligence for the benefit of humanity. "While AI increases intelligence capacity for humanity to remain at the epicentre, it requires the awakening of the soul to utilise that higher spiritual intelligence for social upliftment through technology. Science makes things better, but spirituality makes people better."

The guest speaker was joined by Itumeleng Monale, Chief Operating Officer of the Johannesburg Stock Exchange. Itumeleng, was recognised as an IBM Global Women in AI Honouree in 2020 and named one of the top one hundred Global Data Visionaries of 2020. Itumeleng shared insights on having humanity's best intentions at heart that is required for AI to be a useful tool. She also delves into the risks because AI is a human generated construct and human beings are flawed, with intrinsic bias. There is a need for enriched experiences.

The conversation was facilitated by Nanda Padayachee, Associate Director at Boston Consulting Group. Nanda has more than fifteen years of experience in data, AI, digital, and innovation. One of the questions Nanda poses is, "Often we see the role of technology as it becomes more pervasive and expansive, we start to become more isolated. The essence of spirituality is that shared connection, how can technology be adapted to deepen connection and relationships as opposed to diverting our attention?"




THE 10TH ANNUAL BHAKTIVEDANTA SWAMI LECTURE
Founder-Ācārya: His Divine Grace A.C. Bhaktivedanta Swami Prabhupāda

AI, HUMANITY AND GOD

"AI allows us to increase the capacity of our intelligence but we cannot forget that it requires an awakening of the soul to be able to utilise that intelligence in the most appropriate way."

- HIS HOLINESS S.B. KESHAVA SWAMI

 **@BBTAFRICA**

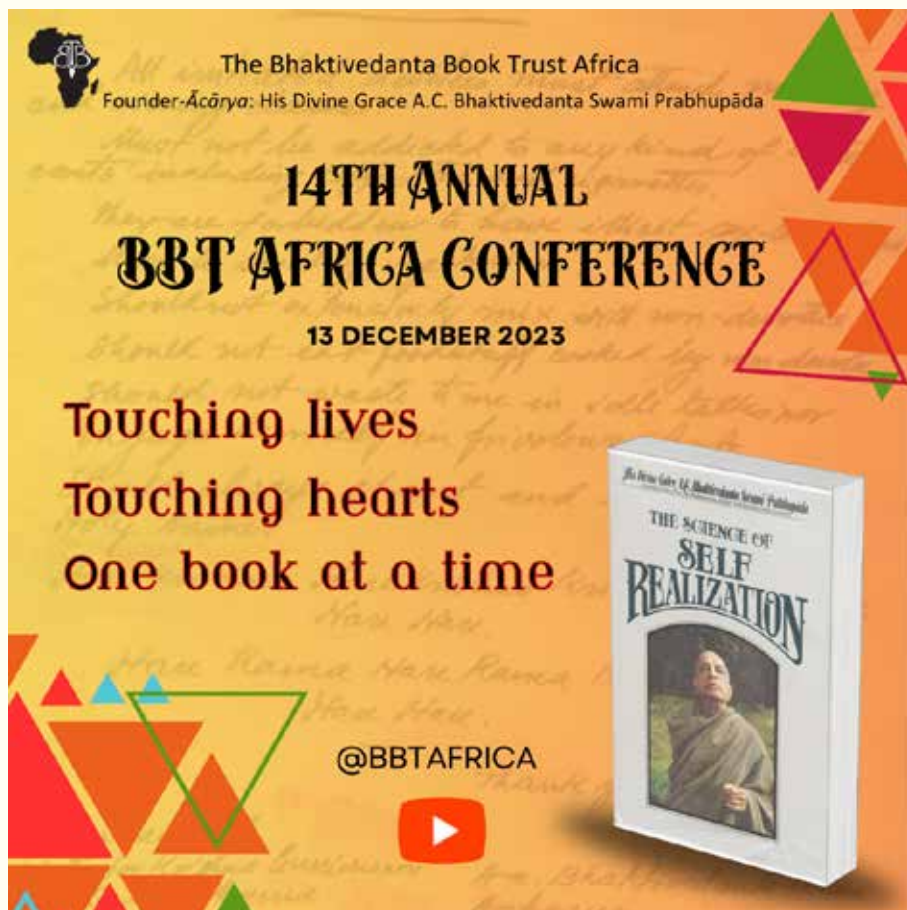
CONFERENCE

The African BBT held its 14th Annual Conference, which shone light on devotees and their book distribution triumphs. The panel speakers ranged from across Africa, namely Ghana, Nigeria, Kenya, Mauritius, and South Africa. They identified areas of improvement and the need for innovation in preaching.

The conference remains a beacon of inspiration. Notably, the past three years have witnessed a heartening surge in post-conference book sales.

RESOLUTIONS

1. To endeavour to lift the bottlenecks that hamper book distribution.
2. To explore ways on how to make e-books and audiobooks available and accessible across the continent.



SASTRA DANA

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

Sastra Dana creates a corridor between sponsors and recipients of literature

and focuses on organizations and special projects where the traditional buyer and seller module may not work such as libraries, retirement homes, prisons and at events. These organizations then make these publications easily accessible to their communities.

This approach ensures that BBT’s retail customers (mainly ISKCON) are not negatively impacted.

DISTRIBUTION IMPACT 2023

Projects	Organizations	Countries	BTG	Books	Publications
Businesses	5	1	0	68	68
Health Care Facilities	1	1	0	7	7
Library Project	16	1	80	0	80
Old Age Home	1	1	0	7	7
Public Sector	2	1	2070	25	2095
Social Welfare Organization	4	1	1050	61	1111
Spiritual Centres	3	1	1560	0	1560
Total	32	1	4760	168	4928

KEY HIGHLIGHTS

Finance:

- Audited Annual Financial Statements for 2022.
- Electronic receipts have been updated to include the South Africa Revenue Service Section 18A certificate number. This offers sponsors with tax obligations in South Africa to apply for a tax rebate.
- A debit order system (with Netcash as the service provider) is in place.

Corporate Governance:

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

Operations:

- Events offer an exciting opportunity to foster a culture of reading in communities. Publications was provided to the Consulate General of India in Cape Town and the South Africa Airforce for Diwali festivals that they hosted.
- The Back to Godhead (BTG) magazine Library Project successfully ran a pilot in Gauteng, South Africa.

THE YEAR AHEAD

In 2024 Sastra Dana will expand the BTG magazine Library Project to 39 libraries in South Africa. Each receiving 10 BTG magazines bi-monthly. The focus will also be on seeking partner organisations in Africa to offer the 'gift of knowledge' across Africa.

ENVIRONMENTALLY SUSTAINABLE PUBLISHING



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

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

CORPORATE DETAILS



Registration Number

IT1560/03

Warehouse

Unit 9 Tambo Exchange
587 Jones Road
Jet Park, Boksburg
Johannesburg
South Africa

Income Tax Number

0992/237/15/6

E-mail

info@bbtafrica.co.za

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J.E. Israel, Dr R. Singh, Prof S. Singh
J. Mahadeo, D.W. Humei

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Johannesburg

Auditors

Ramathe Incorporated

Bankers

First National Bank



**THE BHAKTIVEDANTA
BOOK TRUST**