



2024

THE BHAKTIVEDANTA BOOK TRUST AFRICA



THE
BHAKTIVEDANTA
BOOK TRUST

ANNUAL REPORT

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

TABLE OF CONTENTS

MESSAGE FROM THE EXECUTIVE TRUSTEE	3	BHADRA CAMPAIGN	18
MESSAGE FROM THE OPERATIONS DIRECTOR	4	LIVE TO GIVE CAMPAIGN	19
ORGANIZATIONAL CHART	5	BE A GARDENER	20
PRODUCTION REPORT	6-8	EVENTS	21-24
VYASA-PUJA REPORT	9-10	SASTRA DANA	25-26
BACK TO GODHEAD	11-13	LIAISON COMMISSION	27
FINANCIAL SUMMARY	14	ENVIRONMENTALLY SUSTAINABLE PUBLISHING	28
BOOK DISTRIBUTION IN AFRICA	15-17	CORPORATE DETAILS	29



MESSAGE FROM THE EXECUTIVE TRUSTEE

The Bhaktivedanta Book Trust Africa (BBTA) has made remarkable strides in 2024, successfully advancing our work plan and exceeding key milestones. This year, we celebrated the printing of the Kreole *Bhagavad-gītā*, hosted annual events, surpassed our Bhadra Purnima distribution targets, and made significant progress on new Amharic translations.

Looking ahead, 2025 will be a historic year as the global *Back to Godhead* (BTG) office will be officially established, staffed, and launched in Gauteng, South Africa. This marks a significant step in expanding Śrīla Prabhupāda's literary legacy.

None of this would be possible without our dedicated BBTA volunteers, who remain the backbone of our efforts. Their innovation, commitment, and unwavering spirit continue to propel our mission forward, and we extend our heartfelt gratitude to each of them.

Another monumental milestone this year was the formation of the African Regional Governing Body (RGB), which was officially ratified by the Governing Body Commission (GBC). This initiative establishes a coordinated management structure for Africa, allowing for greater synergy and unity in book distribution efforts, thereby strengthening our mission exponentially.

Once again, I express my deepest appreciation to all the devotees, friends, and well-wishers of the African BBT. We look forward to continuing this sacred service alongside you, for the pleasure of Śrīla Prabhupāda.

**“2025 WILL BE A HISTORIC YEAR AS THE
GLOBAL BACK TO GODHEAD (BTG) OFFICE
WILL BE OFFICIALLY ESTABLISHED, STAFFED,
AND LAUNCHED IN GAUTENG, SOUTH AFRICA”**



Govardhana
Dasa

MESSAGE FROM THE OPERATIONS DIRECTOR

Śrīla Prabhupāda emphasized:

“These books and magazines are our most important instruments for the propagation of Krishna consciousness. Go on increasing the literature and distribution unlimitedly.”

(Letter to Karandhara, 22 November 1971)

Guided by this vision, the Bhaktivedanta Book Trust (BBT) Africa Division continues to expand its reach, ensuring that Śrīla Prabhupāda’s teachings touch more lives across the continent. The past year has been marked by significant milestones, demonstrating the growing enthusiasm for distributing transcendental literature and strengthening the foundation of Krishna consciousness in Africa.

- We received 334 offerings from 16 countries across Africa for Śrīla Prabhupāda’s Pan-African Vyāsa-pūjā book. We hope participation will continue to grow as awareness of the Vyāsa-pūjā book expands.
- This year also marked 80 years of *Back to Godhead* (BTG) magazine, a significant milestone in its legacy of spreading Krishna consciousness.
- In 2024, 157,977 BBT publications, including books and magazines were distributed, a 4.3% increase from 2023.
- BBT book sales increased by 20.18 % from 2023 to 2024.

We extend our heartfelt appreciation to all who contributed to this collective effort. As we reflect on these achievements, we are reminded that this is only the beginning.

Śrīla Prabhupāda’s instruction to “go on increasing the literature and distribution unlimitedly” remains our guiding force. With the dedication of our BBT Africa team, devotees, donors, and well-wishers, we remain committed to expanding book distribution, deepening engagement with our stakeholders, and ensuring Krishna consciousness continues to flourish across Africa and beyond.

**“WITH THE DEDICATION OF OUR BBT AFRICA
TEAM, DEVOTEES, DONORS, AND WELL-
WISHERS, WE REMAIN COMMITTED TO
EXPANDING BOOK DISTRIBUTION”**



Nama-srestha
Dasa

ORGANIZATIONAL CHART

EMERITUS TRUSTEE



His Holiness
Jayadvaita Swami

INTERNATIONAL TRUSTEE



Govardhana
Dasa

BBT AFRICA TRUSTEES

EXECUTIVE COMMITTEE

MANAGEMENT COMMITTEE

PRODUCTION REPORT

The International Society for Krishna Consciousness (ISKCON) is practically built on books—many books. Śrīla Prabhupāda wrote and dictated volume upon volume, establishing them as the Society’s primary reference point for conclusive truth. His disciples, granddisciples, and great-granddisciples continue this literary tradition to provide translations of Gauḍīya Vaiṣṇava texts, commentaries on Prabhupāda’s books and vision, study guides, articles, poems, and more. This dynamic and ever-growing body of literature sustains a vibrant literary culture, fulfilling ISKCON’s mission to “systematically propagate spiritual knowledge to society at large and to educate all people in the techniques of spiritual life to check the imbalance of values in life and achieve real unity and peace in the world.”

ISKCON’s foundation on books—and the commitment of successive generations to producing Kṛṣṇa-conscious literature rather than ordinary works—resonates with Śrīla Bhaktisiddhānta Sarasvatī’s vision:

It is certainly not good to write literature for money or reputation, but to write books and publish them for the enlightenment of the general populace is real service to the Lord. That was Śrīla Bhaktisiddhānta Sarasvatī’s opinion, and he specifically told his disciples to write books. He actually preferred to publish books rather than establish temples. Temple construction is meant for the general populace and neophyte devotees, but the business of advanced and empowered devotees is to write books, publish them and distribute them widely. According to Bhaktisiddhānta Sarasvatī Ṭhākura, distributing literature is like playing on a great *mṛdaṅga*. Consequently we always request members of the International Society for Krishna Consciousness to publish as many books as possible and distribute them widely throughout the world.

(*Caitanya-caritamṛta*, *Madhya* 19.132, purport)

At BBT Africa, our primary mission is to translate and publish Śrīla Prabhupāda’s books in African languages—an enormous task! Prabhupāda once remarked that “one book is not very impressive,” and by extension, publishing in just one African language isn’t enough either. Our vision is to see *all* of Prabhupāda’s books translated and printed in *every* African language.

And we're making steady progress. A major milestone was the publication of the *Bhagavad-gītā As It Is* in Kreol Morisyen (Mauritian Creole) on 19 April 2024. The book was launched in Port Louis, Mauritius, in the presence of His Excellency Prithvirajsing Roopun, former President of Mauritius. This was the first *Bhagavad-gītā As It Is* translation produced and published by our team, and five more are on the way: Afrikaans, Amharic, Igbo, Xhosa, and Zulu. Additionally, the Amharic *Śrī Īsopaniṣad* is currently at the printer, and in 2024, we reprinted *The Science of Self-Realization* and *The Handbook of Vaiṣṇava Songs and Practices* by Rāmanujācārya Dāsa in English.




Launch of the Bhagavad-gītā As It Is in Kreol Morisyen (Mauritian Creole) on 19 April 2024 in Port Louis, Mauritius.

PRODUCTION SUMMARY

As of 2024, we have 29 titles in production

- 4 print-ready: 1 Afrikaans, 1 Amharic, 1 Sotho, 1 Zulu
- 3 nearly print-ready: 2 French, 1 Xhosa
- 3 layout/design phase: 1 Chichewa, 1 Sotho, 1 Swahili
- 13 editing phase: 1 Afrikaans, 1 English, 1 Igbo, 1 Luganda, 8 Sotho, 1 Xhosa
- 6 translation phase: 2 Afrikaans, 1 Amharic, 1 Lingala, 1 Xhosa, 1 Zulu



Handbook of Vaiṣṇava Songs and Practices



Kṛṣṇa

Based on the teachings of

His Divine Grace

A. C. Bhaktivedanta Swami Prabhupāda

Founder-Ācārya of the International Society for Krishna Consciousness

Compiled and edited by

Rāmānujācārya Dāsa

THE PAN-AFRICAN VYASA-PUJA BOOK

The Pan-African Vyāsa-pūjā Book serves as a platform for devotees, friends, and well-wishers across ISKCON Africa to honor and express their heartfelt gratitude to His Divine Grace A. C. Bhaktivedanta Swami Prabhupāda, the Founder-Ācārya of the International Society for Krishna Consciousness (ISKCON) and The Bhaktivedanta Book Trust (BBT).

This annual publication is a collection of homages, featuring personal accounts of gratitude and spiritual transformation alongside collective tributes from organizations. Each offering reflects the profound impact of Śrīla Prabhupāda's teachings in shaping the lives of individuals and communities across the continent.



Trend analysis of the number of offerings submitted and countries from which these were received.

We received 334 offerings from 16 countries.

The Pan-African Vyāsa-pūjā Book is published digitally and is available to view and download from www.prabhupada.co.za.

Śrī Vyāsa-pūjā



THE MOST BLESSED EVENT

The Appearance Day of Our Beloved Spiritual Master

His Divine Grace Om Viṣṇupāda Paramahansa
Parivrājakācārya Aṣṭottara-śata Śrī Śrīmad

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

BACK TO GODHEAD

THE RIVER OF MERCY: CELEBRATING 80 YEARS OF BACK TO GODHEAD

Rivers have always been symbols of life, nourishment, and connection. They begin as small streams, gathering strength from tributaries, winding their way across landscapes, carving paths through obstacles, and sustaining everything in their wake. They flow tirelessly, carrying their essence to those who are thirsty, nurturing, and sustaining all life that depends on them. For the past 80 years, *Back to Godhead* (BTG) has been just such a river—a river of mercy, flowing directly from the heart of Śrīla Prabhupāda to the world, quenching the spiritual thirst of countless souls.

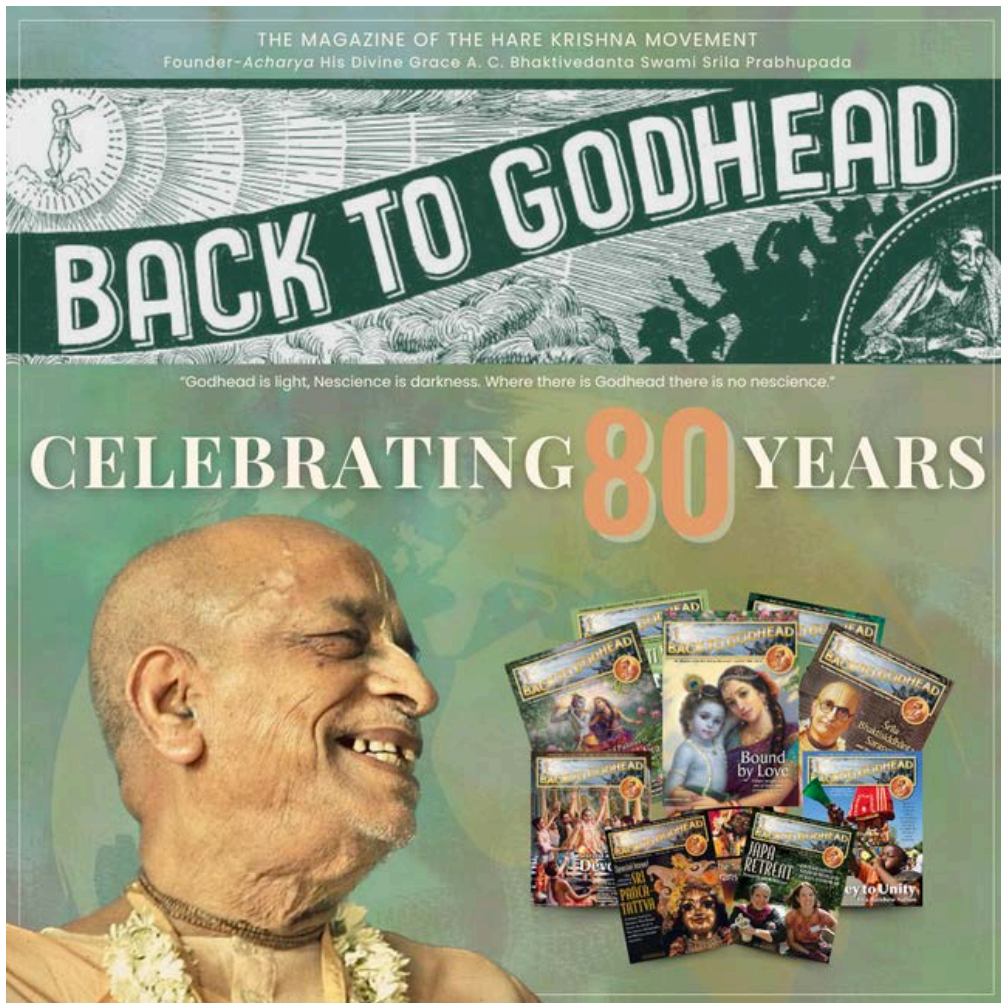
In 1944, amidst the tumult of a world at war, Śrīla Prabhupāda planted the seed of this river. With a mere handful of rupees, no formal resources, and an unshakable conviction in his mission, he published the very first issue of *Back to Godhead*. It was a bold act of compassion, one that would give birth to a spiritual current destined to flow across continents and touch millions of lives. His vision? To provide a source of spiritual sustenance to humanity, lost in the desert of material existence.

Like any river, *Back to Godhead* has faced obstacles on its journey. In its early days, Śrīla Prabhupāda himself struggled against the currents of financial hardship, paper shortages and societal indifference. Printing and distributing the magazine was no easy task—he often went door to door, urging people to take even a single copy. Yet, Śrīla Prabhupāda's determination never wavered. He knew that the river of mercy he had set in motion would eventually gather momentum and flow freely to every corner of the world. And, flow it did.

In 2024, as we celebrate 80 years of *Back to Godhead*, we stand at a unique juncture in its journey. The world today is in desperate need of the spiritual nourishment this river provides. With the rise of distractions, anxieties, and material confusion, its message is more relevant than ever.

The question now is: *How do we ensure that this river continues to flow freely? How do we expand its reach, allowing its mercy to touch even more lives?* As rivers evolve over time—branching into new streams and finding fresh paths—so too must *Back to Godhead* adapt to the needs of the modern world. The same mercy that Śrīla Prabhupāda infused into the magazine 80 years ago remains timeless, but the way it is delivered must evolve to reach seekers where they are today: in the digital age.

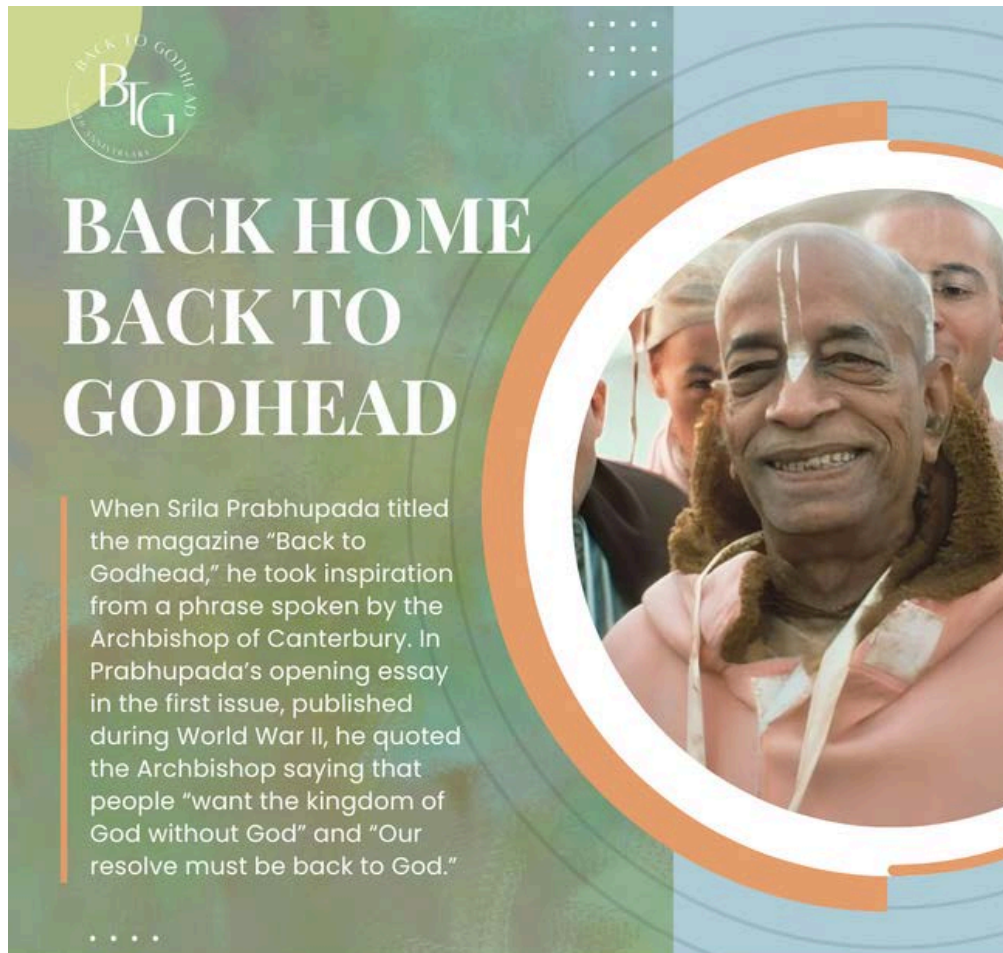
With the rise of AI, social media, online reading platforms, podcasts, and video content, BTG has the opportunity to expand its flow into new digital landscapes.



While technology provides exciting new avenues for distribution, the essence of BTG must remain unchanged. The river's purity lies in its ability to deliver Vedic wisdom and Krishna consciousness as it is without dilution, guiding readers back to Krishna and eternal truths. The challenge, and the opportunity, are to translate these eternal teachings into formats that meet the needs and habits of modern readers without losing the essence of the magazine.

In bridging the traditional and the modern, BTG can become a hybrid experience—combining the depth and thoughtfulness of its print legacy with the accessibility and engagement of digital platforms. The digital path also allows BTG to expand its readership exponentially. Language barriers can be bridged with multilingual digital editions, reaching communities that were previously inaccessible.

Additionally, BTG can inspire and unite a new generation of devotees who are digitally native. By aligning its distribution strategy with platforms like Facebook, YouTube, Instagram, and TikTok, BTG can remain relevant to younger audiences, who often consume content in short, visually engaging formats. These platforms are not merely distractions—they are opportunities to plant seeds of devotion in the minds of millions.



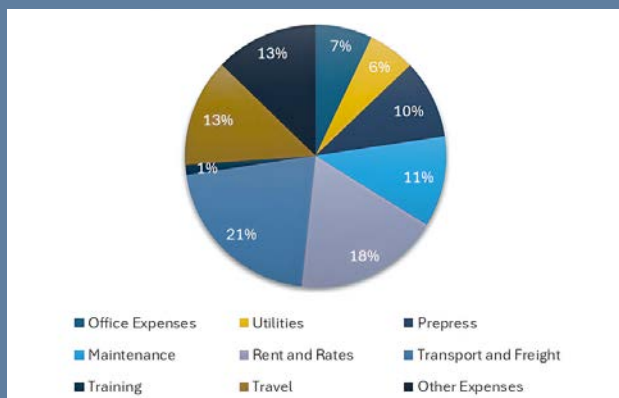
Ultimately, the river of *Back to Godhead* has one destination: our eternal home. It carries us on the journey back to Krishna, reconnecting us with our true spiritual identity. As we celebrate its 80th anniversary, let us recognize the incredible gift we have been given. Let us bow in gratitude to Śrīla Prabhupāda, the source of this river, and commit ourselves to ensuring that it continues to flow.

FINANCIAL SUMMARY

BBT Africa achieved a gross profit in accordance with costs incurred in book production for the 2024 financial year. 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 OPERATING EXPENSES FOR THE YEAR 2024



KEY OPERATING EXPENSES FOR THE YEAR 2024

	2024
Rent and Rates	176,570
Maintenance	110,000
Insurance	24,486
Prepress	96,274
Transport & Freight	206,075
Utilities	57,521
Office Expense	69,292
Total Key Expenses	740,218



Sales

Revenue grew by 20.18% in 2024, reflecting the organization's expanding reach and successful distribution efforts.



Expenses

Major expenses, including rent and rates, maintenance, transport and freight, aligned with the organization's strategic growth objectives.



Operations

The organization remains in a strong financial position, with favorable bank balances, ensuring sustainable expansion and operational efficiency.

BOOK DISTRIBUTION IN AFRICA

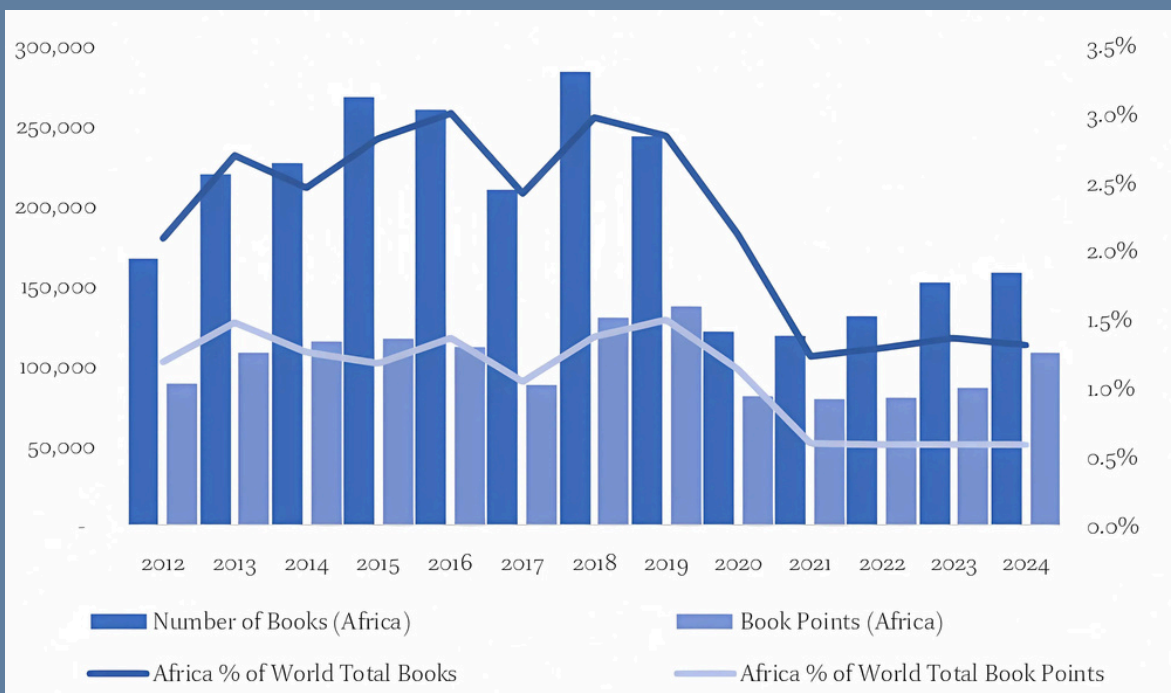
The African sankirtan team distributed an impressive 157,977 Bhaktivedanta Book Trust (BBT) publications, including both books and magazines. This achievement reflects a 4.3% increase from 2023, demonstrating steady growth in Śrīla Prabhupāda's mission to distribute transcendental knowledge.

Africa contributed 0.6% to the global total book points, ranking 6th in both the number of books distributed and book points among the six participating continents. Book distributors across the continent continue to innovate, finding new and creative ways to expand the reach of Śrīla Prabhupāda's books.

They have embraced new distribution methods, complementing traditional street and temple book distribution with modern outreach strategies. These include:

- Monthly Sankirtan Festivals (MSF) – fostering a collective spirit of enthusiastic book distribution.
- Leveraging e-commerce and online platforms, such as Takealot, website stores, and telethons, making books more accessible to seekers.

AFRICA'S HISTORIC BOOK DISTRIBUTION TREND



The Africa Sankirtan team enthusiastically took part in global book distribution campaigns, surpassing set goals and making significant contributions:

- BHADRA CAMPAIGN – exceeding the targeted 298 sets of *Śrīmad-Bhāgavatam* with a remarkable 485 sets distributed.
- LIVE TO GIVE CAMPAIGN – outpacing the initial goal of 10,501 *Bhagavad-gītās*, distributing an extraordinary 17,287 copies.
- BE A GARDENER CAMPAIGN – contributing to *Caitanya-caritāmṛta* distribution, which for the first time included a quantitative goal.

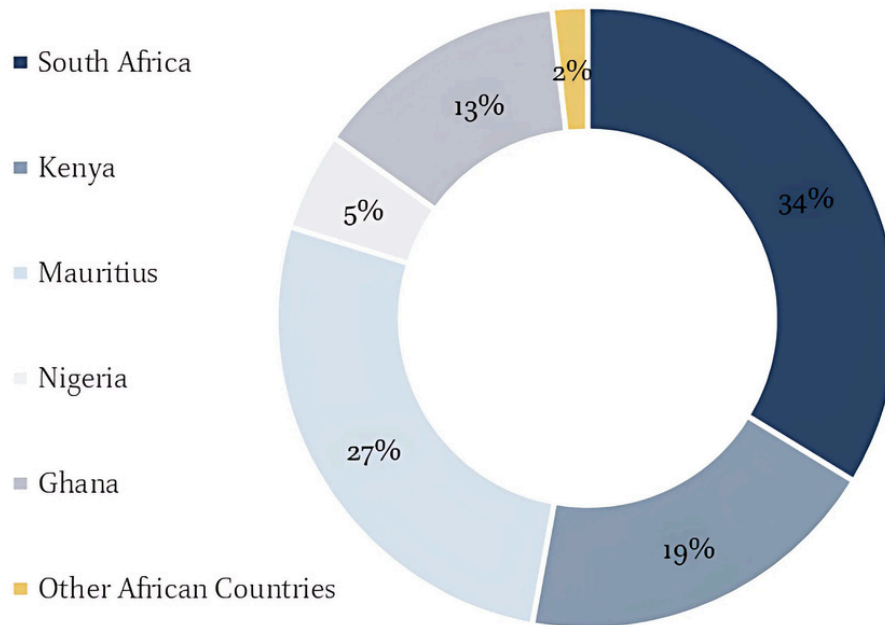
TOTAL PUBLICATIONS DISTRIBUTED IN AFRICA BY BOOK TYPE

Country	Total Books	Magazines	Small Books	Medium Books	Big Books	Maha-Books	Book Points
Botswana	915		674		217	24	434
Ghana	21,036	5,345	6,537	6,275	1,483	1,396	10,193
Ivory Coast	306	47	167	39	3	50	205
Kenya	30,203	239	15,884	1,570	5,575	6,935	25,808
Malawi	394		312	80		2	122
Mauritius	42,463	372	30,939	582	1,923	8,647	33,148
Mozambique	978		909	12	32	25	315
Nigeria	8,079	116	4,256	438	1,666	1,603	6,166
South Africa	53,311	19,329	20,329	1,641	4,085	7,927	31,119
Tanzania	20		15			5	14
Togo	222				222		222
Uganda	50		30			20	48
TOTAL	157,977	25,448	80,052	10,637	15,206	26,634	107,793

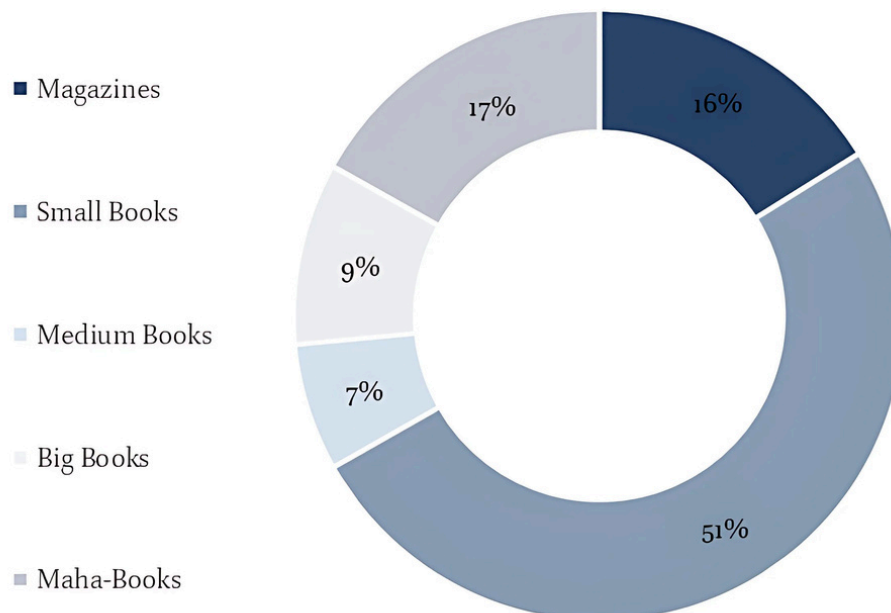
With this divine instruction as our guiding force, BBT Africa remains committed to expanding book distribution—both in volume and in impact—ensuring that the glories of Lord Caitanya’s movement continue to reach the hearts of people across Africa.

As we move into 2025, we look forward to new milestones, greater collaborations, and more innovative strategies to distribute Śrīla Prabhupāda’s books far and wide.

BOOK DISTRIBUTION BY COUNTRY



BOOK DISTRIBUTION BY BOOK TYPE



BHADRA CAMPAIGN

The Bhadra Campaign was launched on Gaura Purnima and ran until Bhadra Purnima on 18 September 2024. The African sankirtan team set an ambitious target to distribute 298 *Śrīmad-Bhāgavatam* sets and, by Kṛṣṇa's mercy, the results far exceeded expectations.

KEY HIGHLIGHTS OF THE MARATHON:

- Two new countries joined the campaign: Tanzania and Uganda.
- Special launch programs emphasized the profound potency of the *Śrīmad-Bhāgavatam*.
- The *Bhāgavatam* was promoted at major festivals across Africa.
- Ceremonies were held across the continent on Bhadra Purnima, honoring campaign participants and gifting sets to deserving individuals.



Under the expert leadership and support of Africa's GBCs—HH Bhakti Caitanya Swami, HH Kavicandra Swami, and HG Govardhana Dāsa—alongside the Minister of Book Distribution in Africa, HG Vibhu Caitanya Prabhu, the African sankirtan team surpassed its goal, distributing an incredible 485 *Śrīmad-Bhāgavatam* sets.

We also extend our heartfelt gratitude to HH Gopal Krishna Goswami Maharaja, who served for many years as the GBC for East Africa and tirelessly promoted the distribution of Śrīla Prabhupāda's books with unwavering dedication. We humbly pray to follow in his footsteps, striving to expand book distribution throughout Africa, year after year.

LIVE TO GIVE CAMPAIGN

Since 1972, the Prabhupāda Marathon has been a driving force behind ISKCON's global book distribution efforts. Now celebrated as the Live to Give campaign, this annual initiative aims to "cover the earth" with *Bhagavad-gītās*. Remarkably, this mission even extended to Antarctica, fulfilling the long-held aspiration to bring Kṛṣṇa consciousness to every continent on Earth.

This year, the BBT MCI team (Marketing, Communications, and Innovation), under the leadership of Vaiṣeṣika Dāsa, set an ambitious goal to distribute 4.2 million *Bhagavad-gītās* worldwide between September 18, 2024, and January 7, 2025. By Kṛṣṇa's mercy and the dedication of devotees worldwide, the campaign exceeded expectations, distributing over 4.5 million *Bhagavad-gītās*.



In Africa, the sankirtan team set a target to distribute 10,501 *Bhagavad-gītās*—a goal that was far surpassed, with an astounding 17,287 *Bhagavad-gītās* distributed.

This extraordinary achievement reflects the determination, devotion, and collective effort of ISKCON devotees across Africa, ensuring that Śrīla Prabhupāda's transcendental books continue to illuminate hearts and minds across the continent.

BE A GARDENER CAMPAIGN

The Be A Gardener campaign ran from 8 January until Gaura Purnima, inspiring devotees to deeply absorb themselves in the *Śrī Caitanya-caritāmṛta* in the lead-up to Gaura Purnima.

This year, the BBT MCI team introduced the following campaign goals:

- Send a picture of your *Śrī Caitanya-caritāmṛta* inventory.
- Share your display—whether in your local temple, home, or a book table on the street.
- Join the global team in distributing at least 2,500 *Śrī Caitanya-caritāmṛta* sets.
- Memorize the maṅgalācaraṇa prayers from the *Śrī Caitanya-caritāmṛta*.

Notably, this was the first time a numerical distribution goal was introduced for the campaign.



The African sankirtan team made an inspiring contribution, distributing 46 sets during the campaign's less than three-month duration. This achievement is particularly significant, as the team has historically distributed an average of 20 sets annually.

By surpassing this benchmark more than twofold in a fraction of the time, the African team demonstrated incredible dedication to spreading the glories of Lord Caitanya and Śrīla Prabhupāda's books.

BHAKTIVEDANTA SWAMI LECTURE

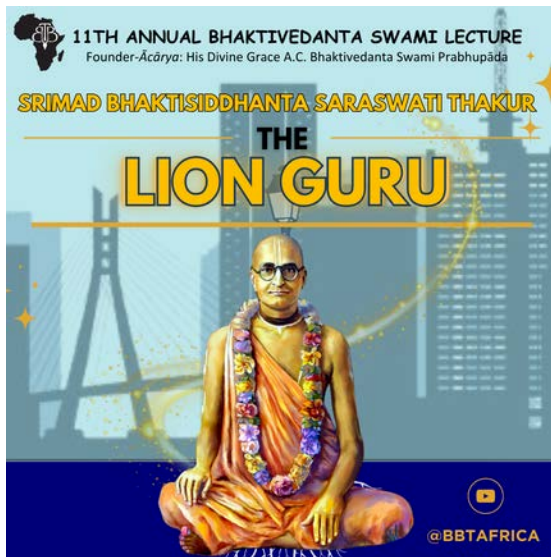
UNBOXING TRADITIONAL MODERNITY – A YOUTH PERSPECTIVE



On 26 December 2024, the Bhaktivedanta Book Trust Africa Division (BBT Africa) hosted the 11th Annual Bhaktivedanta Swami Lecture, an event held in honor of His Divine Grace A. C. Bhaktivedanta Swami Prabhupāda (1896–1977), the founder of the BBT. This year's lecture, titled "Unboxing Traditional Modernity – A Youth Perspective," was dedicated to the 150th appearance anniversary of Śrīla Bhaktisiddhānta Sarasvatī Ṭhākura, the spiritual master of Śrīla Prabhupāda.

This historic anniversary has been recognized by UNESCO as one of the 53 significant historical milestones of 2024, marking a groundbreaking moment as the first time the United Nations has honored a Vaiṣṇava leader. This recognition was proposed by ISKCON and supported by the governments of India, Russia, Kazakhstan, Cuba, Vietnam, and Thailand.

Śrīla Bhaktisiddhānta Sarasvatī Ṭhākura was a philosopher, social reformer, and eminent spiritual leader of his time. He challenged caste hierarchies, emphasizing that spiritual merit is determined by character and devotion, not by birthright. His proficiency in mathematics, Sanskrit, and traditional Indian astronomy earned him the title Bhaktisiddhānta Sarasvatī—"the pinnacle of wisdom."



For the first time, BBT Africa introduced youthful voices to this prestigious lecture series.

- The keynote address was delivered by Her Grace Navina Rādhikā Devī Dāsī, Communications and Partnerships Manager for Water and Sanitation at the City of Cape Town. She reflected on the timeless teachings of Śrīla Bhaktisiddhānta Sarasvatī Thākura, exploring their relevance almost nine decades later.
- Guest speaker Harikantā Devī Dāsī, a Kenyan influencer and musician, shared insights on the importance of mentorship and creativity in preaching, emphasizing how innovative approaches can inspire today's youth.
- The lecture was expertly facilitated by Arvash Sewpaul, a youth development consultant, who led a thought-provoking discussion on ancient wisdom and its relevance to modern youth perspectives.

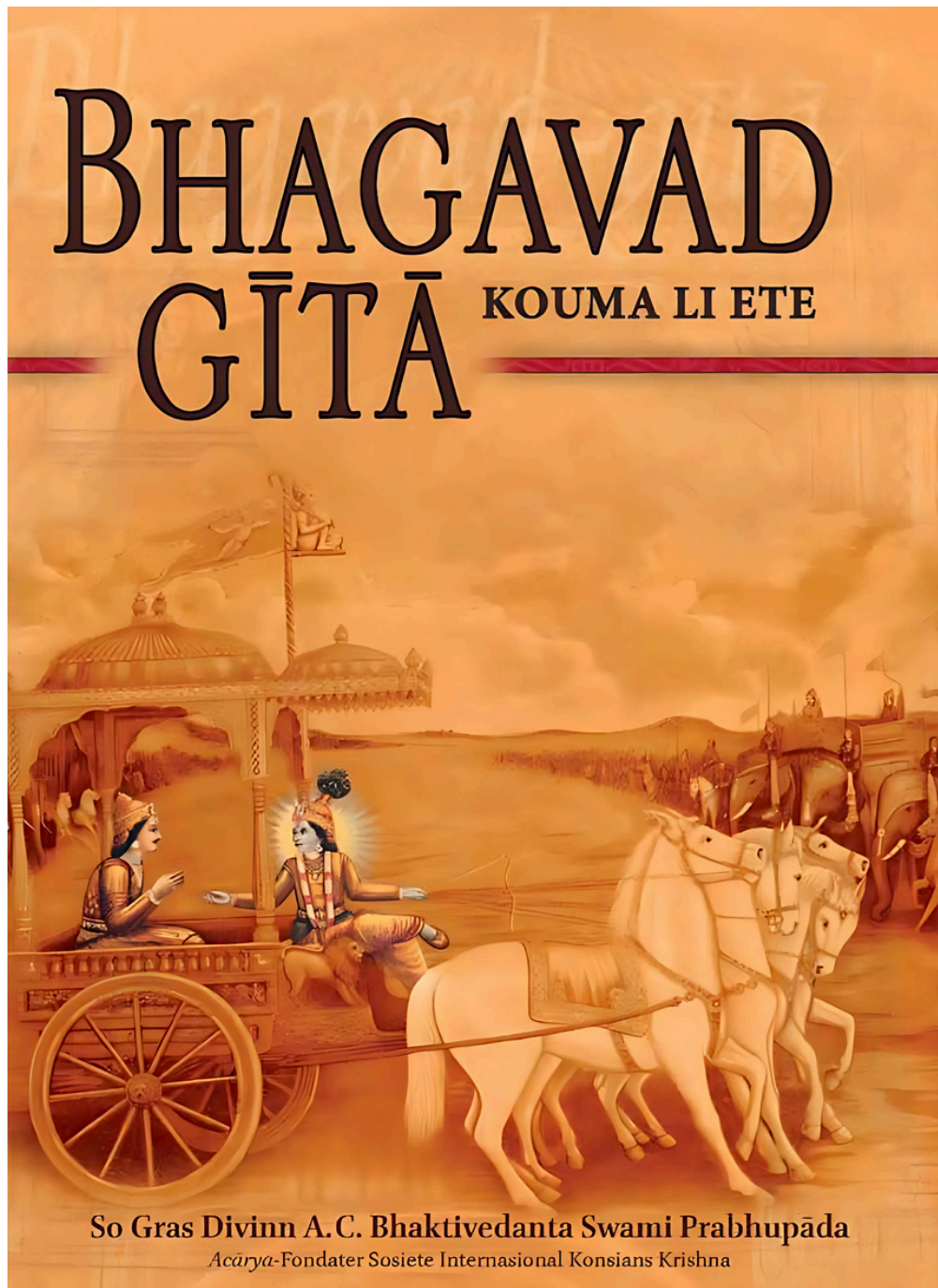
Since its inception in 2013, the Bhaktivedanta Swami Lecture series has been hosted at prestigious South African academic institutions, establishing itself as one of BBT Africa's hallmark events. Over the years, BBT Africa has collaborated with esteemed organizations such as the Ahmed Kathrada Foundation, Nelson Mandela Foundation, and the Thuli Madonsela Foundation Trust.

This innovative forum engages current and future leaders in analyzing global issues through the lens of Vedic wisdom. The lecture series has drawn a global audience, addressing critical themes in education, leadership, economics, and social transformation.

As we continue this tradition, BBT Africa remains committed to providing a platform for meaningful discourse, bridging the wisdom of the past with the challenges and opportunities of the present.

LAUNCH OF THE KREOL MORISIEN BHAGAVAD-GITA

The Bhaktivedanta Book Trust, Africa Division (BBTA), in collaboration with the International Society for Krishna Consciousness (ISKCON) Mauritius, is honored to have launched *Bhagavad-gita Kouma Li Ete*, the Kreol Morisien translation of the timeless *Bhagavad-gita As It Is*. This historic event marks a significant milestone in making India's spiritual wisdom accessible to the people of Mauritius in their native language.



The *Bhagavad-gita*, universally acclaimed as the jewel of India's spiritual heritage, was first translated into English by His Divine Grace A. C. Bhaktivedanta Swami Prabhupāda (1896–1977), the Founder-Acarya of ISKCON. Originally published by the Bhaktivedanta Book Trust in 1968, the *Bhagavad-gita As It Is* has since been translated into over 60 languages, with Kreol Morisien being its latest addition.

The launch ceremony, held on 19 April 2024, was a momentous occasion graced by esteemed dignitaries, including His Excellency Mr. Prithvirajsing Roopun, the President of the Republic of Mauritius, and His Holiness Jayādvaita Swami, a direct disciple of Śrīla Prabhupāda and a senior editor for the Bhaktivedanta Book Trust for over 40 years.

This significant achievement is the culmination of efforts led by Ramasevak Dāsa, who spearheaded the translation project. His dedication and vision were instrumental in bringing the wisdom of the *Bhagavad-gita* to the people of Mauritius in their native Kreol Morisien, ensuring its accessibility to a broader audience.

Dr. R. Singh (Govardhana Dāsa), Governing Body Commissioner for ISKCON and Trustee of BBT Africa, highlighted the profound significance of the event, stating, "The launch of this sacred text in the local language of the Mauritian people is an invaluable blessing that will be cherished for generations to come."

The program, hosted by renowned radio broadcaster and corporate communications professional Mr. Prem Sewpaul, included inspiring speeches from distinguished contributors. His Holiness Jayādvaita Swami spoke eloquently about the timeless relevance of the *Bhagavad-gita*, emphasizing its role in elevating human consciousness and inspiring spiritual inquiry.

President Roopun praised ISKCON's contributions to spiritual education, cultural preservation, and humanitarian efforts in Mauritius, noting that *Bhagavad-gita Kouma Li Ete* serves as a testament to the nation's rich cultural diversity. He reflected on the universal impact of the *Bhagavad-gita* and its teachings, which have inspired luminaries such as Mahatma Gandhi and Albert Einstein, and expressed hope that this translation would bring its profound wisdom to countless Mauritian homes.

The launch of *Bhagavad-gita Kouma Li Ete* embodies Śrīla Prabhupāda's enduring mission to share transcendental knowledge with the world. As this sacred text reaches the hearts of the Mauritian people, it promises to inspire countless souls on their spiritual journeys, fostering unity, harmony, and a deeper understanding of life's ultimate purpose.

SASTRA DANA

THE GIVING OF SCRIPTURE

Sastra Dana, meaning "The Giving of Scripture," is the social outreach program of the African division of the Bhaktivedanta Book Trust (BBT). The initiative aims to distribute Vedic literature across the African continent, making spiritual knowledge accessible to individuals and communities.

Sastra Dana acts as a bridge between sponsors and recipients of transcendental literature, focusing on organizations and special projects where the traditional buyer-seller model may not be viable. This includes libraries, retirement homes, prisons, and public events, where these publications can be made freely available to the community.

KEY HIGHLIGHTS

Finance:

- Audited Annual Financial Statements for 2024 have been completed.
- A debit order system has been implemented through Netcash as the service provider.
- Sastra Dana's new financial year for 2024 runs from March to February.

Corporate Governance:

- Conducted quarterly board meetings and will host the fourth Annual General Meeting (AGM).
- Maintains a repository of delivery notes, letters of appreciation, and images to document activities.

Operations:

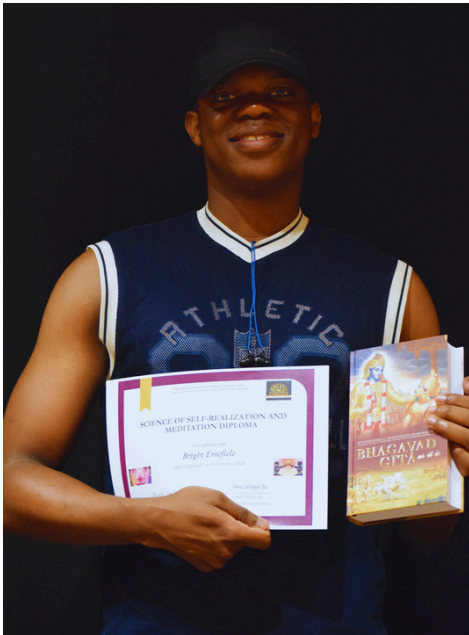
- The *Back to Godhead* (BTG) magazine Library Project successfully placed BTG magazines in 31 libraries across Gauteng, South Africa. While this is eight libraries short of the 2023 goal of 39, the initiative continues to expand its reach, making spiritual literature accessible to a wider audience.

DISTRIBUTION IMPACT: 2024

Projects	Organizations	Countries	BTG Magazines	Books	Publications
Library Project	31	1	560	0	560
Events	2	1	930	0	930
Social Welfare Organizations	2	1	150	300	450
Spiritual Centres	3	1	7 800	0	7 800
Total	38	1	9440	300	9 740

In 2025, Sastra Dana aims to:

- Leverage its Section 18A certification from the South African Revenue Service (SARS) to attract individual and corporate sponsors. This certification allows sponsors with tax obligations in South Africa to apply for a tax rebate, making charitable contributions more accessible and beneficial.
- Expand the Library Project to reach additional provinces across South Africa, increasing access to Vedic literature in more communities.



Bhakti Yoga Society University of Johannesburg 2024



Leondale Library Johannesburg 2024



Emmarentia Public Library Johannesburg 2024



Springs Library Johannesburg 2024

LIAISON COMMISSION REPORT

The BBT Africa Liaison Commission was established by the BBT Africa Executive Committee to facilitate systematic coordination across the continent in the areas of translation, editing, proofreading, and manuscript preparation for publication and printing.

In 2024, the commission has successfully mobilized translation efforts for Śrīla Prabhupāda's books in Ethiopia, Malawi, Kenya, Nigeria, Benin, Ghana, and Morocco.

The current status of these translation and editing efforts is outlined in the table below.

Country	Book Title	Translation Status	Editing / Proof Reading
1. Malawi	1. Krishna Consciousness - The Missing Link 2. On the Way to Krishna 3. Chant and be Happy 4. Coming Back 5. Laws of Nature 6. Perfect Questions and Perfect Answers	1. Completed 2. Completed 3. Completed 4. Completed 5. Completed 6. Completed	Editing board established. Editing and proof reading to begin.
2. Kenya	Beyond Illusion and Doubt	Completed	Editing Board to be established
3. Nigeria, Benin, Togo, Sierra Leone	Bhagavad Gita (Yoruba)	Completed	Editing Board to be established
4. Ghana & Togo	Bhagavad Gita (Ewi)	In Progress	Editing Board to be established
5. Morocco	Path of Perfection (Arabic)	In Progress	Editing Board to be established
6. Uganda	Bhagavad Gita (Luganda)	10 Chapters Completed	Editing Board to be established



ISKCON Ghana's temple management team who will assist in the translation of Śrīla Prabhupāda's books to the Ewi language.



ISKCON Malawi's temple operations team who will be assisting in the coordination efforts for the translation of books to the local Malawi language, Chichewa.

ENVIRONMENTALLY SUSTAINABLE PUBLISHING



At BBT Africa, we recognize the sacred responsibility of preserving both spiritual wisdom and the natural environment. As part of our ongoing commitment to sustainability, we ensure that all our books are printed on environmentally friendly, socially responsible, and economically viable paper.

To uphold this standard, BBT Africa exclusively uses paper certified by the Forest Stewardship Council (FSC). This certification guarantees that the wood used in paper production comes from responsibly managed forests, ensuring minimal environmental impact while supporting ethical forestry practices.

By adopting FSC-certified paper, we align with global publishing best practices, promoting sustainable resource management and reducing deforestation. This initiative is a crucial step in ensuring that the transcendental wisdom of Śrīla Prabhupāda's books continues to reach generations to come—without compromising the well-being of the planet.

Our dedication to sustainable printing reflects our broader mission: to serve humanity by distributing spiritual knowledge while acting as stewards of the environment. Through these efforts, we strive to honor the teachings of Krishna consciousness, which emphasize harmony with nature and responsible stewardship of the Earth's resources.

CORPORATE DETAILS



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IT1560/03

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Ramathe Incorporated

Bankers

First National Bank



**THE BHAKTIVEDANTA
BOOK TRUST**