

AFRICA

Founder-Acarya

His Divine Grace

A.C. Bhaktivedanta Swami

Prabhupada



Annual Report

2012

THE BHAKTIVEDANTA
BOOK TRUST



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the Torchlight of Knowledge
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Celebrating 40 Years of Igniting the Torchlight of Knowledge



Navina Radhika Devi Dasi
(Communications and PR)

Our intentions are to steadily grow as a trustworthy source of information, as an efficient production house, and as a spirited organisation that makes its contribution to the spiritual education of the African reader.

In 1972, His Divine Grace A.C. Bhaktivedanta Swami Prabhupada founded the Bhaktivedanta Book Trust (BBT). 40 years later, the BBT has become renowned as the world's largest publisher of Vedic literature. The BBT's publications vary in complexity from multi-volume scriptural works with commentaries to multimedia presentations and magazines. There are six main publishing divisions: North European, North American, Western Pacific, Mediterranean, Indian, and African.

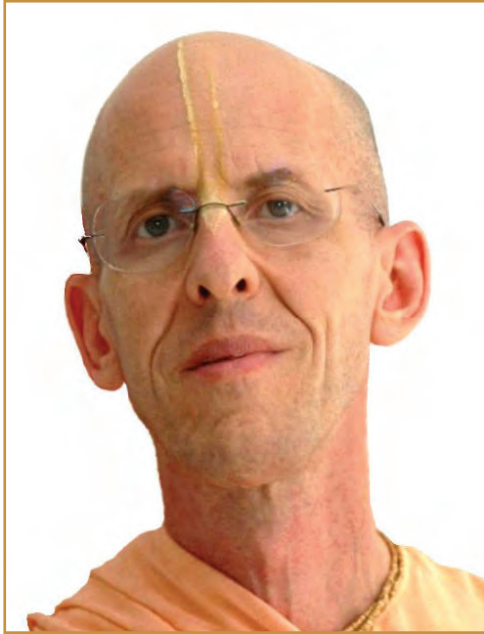
BBT Africa (BBTA) has recently been established, and its goal is to see BBT books translated and distributed not only in English, French, and Arabic but also in African languages. There are 53 countries and over 2,100 languages spoken on the African continent. Since its establishment in 2010, BBTA has taken significant steps towards accelerating the translation and printing of new titles. In just two years we have established the BBTA headquarters in Johannesburg, South Africa, have 39 titles in production, and have hosted three annual conferences to bring awareness to the importance of making Vedic literature available in each individual's mother tongue.

Our values incorporate good corporate governance through transparency of book pricing, independent auditing of financial statements, and alignment with the traditional vision of the international BBT as directed by the BBT Trustees. BBTA has a dedicated team focusing on the key areas of publishing: production, design, marketing, finance, and distribution.

BBTA looks forward to the next 40 years as we establish a presence in each African country. Our intentions are to steadily grow as a trustworthy source of information, as an efficient production house, and as a spirited organisation that makes its contribution to the spiritual education of the African reader.



Trustee's Report



HH Jayadvaita Swami
(BBT Trustee)

Personnel

- As a new division, we face an upward curve for building our staff and learning publishing skills. Rupa-Sanatana Prabhu, an experienced devotee from the Mediterranean BBT, is now giving us half his time, and this should help us considerably.
- Govardhana Prabhu is a gem. Mathura Mandala handles the BBT's finances and logistics with expertise. Totagopinatha and Akhanda Kirtana are steadily translating books into IsiXhosa and isiZulu. Krsna Jnana is skillful at the warehouse. Navina Radhika has shown strong capabilities in marketing and communications. Bhakta Khotso has come up with excellent graphic designs. Bhakta Lungile brings expertise in planning and strategy. Sri-Govinda and Jaya Lalita contribute level-headed organizational oversight.
- We have appointed Bhakta Luchman to lead our Information Technology Team.

Production

- We have released *Perfect Questions, Perfect Answers* in IsiXhosa and Kiswahili (5,000 copies each), and we've released translations of *Introduction to Bhagavad-gita, On the Way to Krishna, Raja-vidya - King of Knowledge*, and *Perfect Questions, Perfect Answers* in isiZulu (10,000 copies each).
- Despite the importance of local-language books, the main language we need to focus on is English. We are planning English printings of *Coming Back* and *Chant and Be Happy*, 10,000 each. For this we are gathering quotations from India, Australia, and China. This is a good learning experience for our team.

Book distribution

- We have identified a tendency for book distribution to soar during the December marathon and get little attention during other times in the year. We need to promote book distribution at other times to reduce this all-in-December effect.

BTG

- ISKCON South Africa continues to follow a program





for BTG distribution that has been an outstanding success. We intend to spread this program to other African countries. (Kenya and Botswana are first on the list.)

- Since about half the US print run is shipped to Africa and only about a fourth to North America, we are looking into the possibility of shifting the printing for the entire run to a more advantageous location.
- A BTG Board has been appointed to develop the strategies for expanding BTG.

Library distribution

- Entirely the initiative of one enthusiastic householder couple.
- Program funded by donations.
- Distributes sets of 20 key books to libraries.
- Received a donation of \$8,000 at our conference in Nairobi for sets for 200 academic and public libraries in Kenya and Tanzania.
- The program needs follow-up work to make sure the books get checked out, so that the libraries will keep them.

Financial support

- Led by Govardhana Prabhu, a small team of sincere and successful supporters have started a Charitable Fund for BBT Africa.
- Goal: To create a capital fund whose interest can provide an annuity for translation, printing, and distribution.
- The program is in an early phase.

Working with ISKCON

Successes

- Over the past year, book distribution in Africa has doubled.
- Our annual BBT conference continues to educate and inspire ISKCON leaders and devotees.

Challenges

- In many temples, book distribution has fallen, over the years, to a low priority. Temples and devotees often seem to be facing inward, focusing on their own families and communities and giving less attention to outreach.

• Though in fact our books are low-priced, some temple leaders perceive them as 'too expensive.'

• In eastern Africa, temples preaching to financially prosperous Indians have for many years received books at concessional prices meant for book distribution to the poor people of the third world. We are gradually addressing this issue.

• In western Africa, to what extent is it true that 'people can't afford money for books'? We surely need to produce books at a low price, but do temples have to get them free? As an indication of what might be possible: In November we shipped \$4,700 worth of books to Accra, Ghana. The books were all sold, and the temple has kept enough money on account to pay for them all. True, we paid for the shipping (\$2,500). But this was a far cry from 'books have to be free.' Since the BBT is new in these regions, we need to gradually find our way.

Inter-BBT cooperation

French

• According to old figures from 2007, French is spoken by an estimated 115 million African people, spread across 31 francophone countries.

• In the Democratic Republic of Congo (DRC), the world's most populous French-speaking country, an estimated 24 million people speak French. Though the first language for most people is Lingala, French is the main written language and the language of business, administration, schools, television, and newspapers.

• Mauritius has an estimated 872,500 French speakers, and for some 180,000 it's their first language. Though English is the official language, French, again, is the language of mass communications.

• Our temples in the DRC and Mauritius are vigorously enthusiastic in book distribution. So we're working with the Northern European BBT to try to get them low-cost French books.

English: A transition for Mauritius and Kenya

• Although Mauritius and Kenya have historically purchased English books from BBT India, we expect to start routing those sales through BBT Africa.



Dreams and aspirations

Pamphlets

- We have a great need for pamphlets and similar micro-publications. It's high on our to-do list.

Bookstore distribution

- Though our main distribution channel is *sankirtana*, bookstores represent an important market. I hope to develop a professional capability to market BBT books in African bookstores. Another to-do item.

Books by African authors

- I look forward to publishing books written by African devotees, whether African-American, Anglo-African, African African, or whatever. To-do.

Audiobooks

- Govardhana Prabhu is keen to publish audiobooks, and I am keen to see it happen.

BBT House, the headquarters of BBT Africa, in Johannesburg, South Africa.





General Secretariat



Sri-Govinda Dasa
(General Secretary)

BBT Africa continues to grow from strength to strength. While it remains in its formative years of development, plans are afoot to expand our services across Africa. Decisive action continues to be taken to put BBTA in a stronger position at a time of uncertainty and worldwide economic recession. While profitability remains constant, the overhead costs have in real terms been decreasing. We have adjusted our pricing method in line with other BBTs and will in due course make contributions to the global BBT Fund.

Even in the face of challenging transitional issues, the BBTA team continues to innovate and raise our standards of professionalism. We have maintained our commitment to succession planning, strategic realignment, and continued improvement in our asset and financial base. The average age within the BBT team is 33 years old, thus creating a strong platform for long-term service commitment.

This year the annual conference was convened in Nairobi. The primary objective of these moving 'road shows' is to formally introduce the African BBT team to its constituents, build relationships and jointly identify opportunities for increasing book distribution. The Nairobi conference resolved to commence a BTG program and to transition supply lines from BBT India to BBT Africa. On the request of the African Governing Body Commissioners, the conference will be moved to a more suitable time each year to enable broader participation and regional dialogue.

We have now assumed full responsibility for the BTG program and are at an advanced stage of developing an Afrocentric strategic plan to increase the subscriber base for the mutual benefit of ISKCON temples and the BBT. This strategy will seek to introduce subscription management software, a starter kit for new subscriptions, and the commencement of non-subscriber distribution.

BBT Africa also plays an active role in preparing and encouraging the annual Summer Book Marathon across Africa. We have introduced an ambassador program that sponsors a senior devotee who travels to the various temples to encourage book distribution. In 2012 the ambassador program will focus on West Africa. Book distribution is on the increase, and His Holiness Jayadvaita Swami's annual travels across Africa have had a significant impact.



The main shortcomings for the past year include the sluggishness in producing new African titles, the inability to supply books to West Africa because of cost and logistical constraints, and the failure to commence the Annual Bhaktivedanta Lecture (ABL) program intended to reach the academic and wider society. In responding to these slippages, we have now secured the services of two full-time devotees and have entered into a contractual arrangement with Rupa-Sanatana Dasa from the Mediterranean BBT.

Our objectives for the coming year include: hosting the first Annual Bhaktivedanta Lecture,

switching the supply lines for Nairobi and Mauritius to BBT Africa, making low-cost books available for mass distribution, and implementing a plan to increase BTG subscriptions across the African continent.

BBT Africa continues to seek sustainability through adaptability, trimming of costs to make books available to the masses, setting stretch targets, increasing regional focus, and strengthening prudence. We have a five-year goal to double the quantity of books distributed and to print more African titles. In this way we endeavor to fulfil Srila Prabupada's desire to benefit the African people.

Back to Godhead

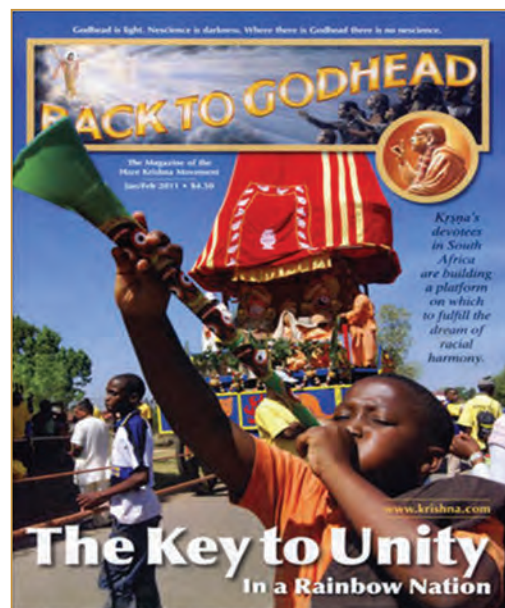
The *Back to Godhead* magazine (BTG) distribution programme remains a great opportunity for expansion. Based on the current subscription numbers, South Africa accounts for approximately fifty percent of the world's print order. The 6,000 subscriptions currently issued represent only a small fraction of the potential that exists. All other African countries, with the exception of Mauritius, remain untouched. Following the BBTA Conference in Kenya this year, a concerted effort is being made to introduce a BTG subscriptions programme in Kenya.

The BTG initiative is led by the BTG Board, which is chaired by Bhakta Robert. Govardhana Dasa and Bhakta Lungile are advisors to the Board. A targeted strategy has been developed and includes the establishment of a non-profit organisation with an independent board of directors. The plan is to double the BTG program, collaborate better with other international BTG stakeholders, and develop a BTG starter kit and offer carefully chosen software for subscriber management.

The development of BTG is a high-priority area for the African BBT.

We are committed to increasing the circulation of *Back to Godhead* Magazine. To execute this

ambitious plan, a BTG Trust is being formed as a charitable organisation. It will have its own board of trustees with a mandate to develop strategies and plans to expand the subscriptions program, investigate value-enhancing initiatives, and ensure economic sustainability. The BTG Trust will be chaired by bhakta Robert, an experienced business executive. We are excited about the possible results of this focused approach.





Production Report



Tota-Gopinatha Dasa
(Production Manager)

Devotees from Nairobi in Kenya, Johannesburg, Durban, and Nigeria all freely give their time and concentration to render Srila Prabhupada's words into the African dialects they can speak.

Africa, that vast continent, is home to a great many languages, both spoken and read. Most surveys will count over 2,100, although but a handful of the more prevalent of these languages are officially recognised at the national level. In many African countries English and French are becoming the most important languages, with more than 100 million people speaking each as either a native or secondary language. Portuguese and Spanish are also spoken by millions in certain places of Africa. Besides the colonial languages, various Arabic and Berber dialects comprise some of the officially recognised languages in North Africa and are spoken by more than 100 million and 30 million people respectively. With around 10 million speakers, Kiswahili is the lingua franca of East Africa, and Afrikaans, isiXhosa, and isiZulu are three official languages in the South, each spoken by six to eight million people. In the West, Hausa has 24 million speakers. Aside from the few officially recognised national languages, though, many mid-sized languages are used on the radio, in newspapers, and throughout primary school education. It's no surprise, then, that publishing Srila Prabhupada's books in such a culturally and linguistically diverse population presents an interesting challenge for the BBT.

Because of the demographics of most African countries, we need to keep the costs of book production as low as we can while still printing at a suitable standard of quality. This becomes even more important since most of the temples and preaching centres in Africa depend on the proceeds from book distribution as a significant portion of their income. To address this, the staff of BBT Africa are always on the lookout for ways to expand their network of volunteer contacts and talented devotees who can translate and edit Srila Prabhupada's books into the native languages. Devotees from Kenya, South Africa, and Nigeria all freely give their time and concentration to render Srila Prabhupada's words into the African languages they can speak, and the BBT staff members frequently meet others who are willing to assist with the work.

To date, BBT Africa has published several books: *Beyond Birth and Death* (2011) in isiZulu and isiXhosa (both editions are currently being distributed, especially in South Africa); *Perfect Questions Perfect Answers* (2012) in Kiswahili and isiXhosa; *On the Way to Krishna* in Setswana; and four more titles in isiZulu (all in 2012), namely,



Introduction to Bhagavad-gita, On the Way to Krishna, Perfect Questions Perfect Answers, and Raja-vidya - King of Knowledge. Other BBT books in production include a Lingala *Bhagavad-gita*, a Kikamba *Easy Journey to Other Planets* and *Beyond Birth and Death*, and isiXhosa editions of *Matchless Gifts, Nectar of Instruction, and Sri Isopanisad*. Throughout Africa, book distributors have repeatedly observed that books that are the least 'Hindu' in appearance sell the most. This is because native Africans strongly think that Srila Prabhupada's books are exclusively meant for an

Indian or Hindu audience. African temples, therefore, almost exclusively order BBT books with book covers that do not evoke associations with Hinduism.

BBT Africa therefore tailors the cover design, text illustrations, and layout of new books to suit an African audience. Of course, nothing reaches the printer without His Holiness Jayavaita Maharaja's approval, so despite any adjustments to suit local tastes, the essence of Srila Prabhupada's books remains intact.

Looking Ahead

Production Schedule

Book Title	Language	Status
Introduction to Bhagavad-gita	Lingala	Editing
Vaishnava Song Book	Kiswahili	Editing
Coming Back	Kiswahili, IsiXhosa	Translation
Chant and be Happy	IsiXhosa	Printing
<i>Easy Journey to Other Planets</i>	Kikamba	Translation
King of Knowledge	IsiZulu	Printing
Nectar of Instruction	IsiXhosa	Editing
Bhagavad-gita As It Is	Kiswahili	Re-editing

Pricing Formula

The BBT around the world has two kinds of pricing: 'standard pricing' and 'third-world pricing.'

Standard pricing follows the usual formula Srila Prabhupada prescribed: The BBT should sell books to ISKCON temples at twice what the books cost the BBT. So if a book costs the BBT one US dollar, the BBT should sell it for two. The extra dollar, Srila Prabhupada directed, should go to the BBT Building Fund, to be used for building and renovating ISKCON temples.

(Of course, there's also the cost of shipping, which the BBT just passes along.)

'Third-world pricing' is meant to help make books affordable for people in developing countries. For these countries, instead of dou-

bling the price, we mark a book up by only 35 percent.

(BBT Africa also has a third price, also set by Srila Prabhupada: For books in African languages, we sell books at cost, with no markup at all.)

Though South Africa is financially a 'first-world' country, the BBT has historically sold books in South Africa at third-world prices. This was basically an error, a BBT oversight. This error we have now corrected. Going forward, the BBT will sell English books in South Africa at Srila Prabhupada's standard pricing formula. And so, in line with his instructions, sales of books in South Africa will contribute both to publishing and to his Building Fund.





Internal Institutional Review

At the BBT meetings in June 2012, Brazil, the board of trustees of the Bhaktivedanta Book Trust International (BBTI) has resolved to embark on an Internal Institutional Review (IIR) for each Division. The objective of an IIR is to achieve a number of critical outcomes, such as an assessment of the organisational effectiveness, future human resource capability, institu-

tional strength, institutional safeguards, and a performance analysis of the assets, skills, and synergies.

The African BBT has appointed a third-party independent expert who has commenced with the Review.

Overall Management

To improve overall management, we have introduced an expiry diary, an annual marketing plan, and a research task team. These initiatives will help improve our efficiency.

Furthermore, we've identified some general guidelines we'd like to keep in mind and follow:

STRATEGY

- **Strengthen** our internal cash flow position.
- **Build and retain** a strong team and ensure that appropriate skills are developed.
- **Focus** on pamphlets.
- **Anticipate** the future: **investigate** audiobooks and social media options.
- **Fully establish** the Charitable Fund (see page 21).
- **Expand** the BTG program (see page 8).
- **Plan** for the succession of persons in key positions.
- **Strengthen** relationships with ISKCON temple leaders.
- **Develop** lean, flexible structures to take BBT Africa to higher levels (nimble, unblinkered organisations have the best chances of success in a changing world).

MANAGEMENT FOCUS

- **Never waste** a crisis.
- **Maintain** financial discipline and a visionary approach.
- **Restructure** until strong functional team is in place.
- **Develop** innovative ways to increase book distribution.
- **Sustain** our focus on the BTG program.
- **Assist** in the distribution of French and Portuguese language books.
- **Remain** a servant of Srila Prabhupada's mission and the devotees.

GOVERNANCE

- BBT Africa is committed to transparency and good governance.
- Decision making is delegated to an Exco Committee and fortnightly Operational Management meetings are convened with all heads of departments. We have a schedule of authority in place for payments and decision making.



The BBT Africa Team

International Trustee	HH Jayadvaita Swami
African Trustees	HH Jayadvaita Swami, Sri-Govinda Dasa, Krishna Jnana Dasa, and Govardhana Dasa
Office of the Secretariat	Sri-Govinda Dasa, Jaya Lalita Dasi
Divisional Manager	Govardhana Dasa
Administrative Secretary	Bhaktin Kerrisha
Production Manager	Tota-Gopinatha Dasa
Sanskrit Editor	Tota-Gopinatha Dasa
Marketing and Communications	Navina Radhika Dasi
Finance and Logistics	Mathura Mandala Dasi
Design and Layout	Bhakta Khotso, Rupa-Sanatana Dasa
BTG Manager	Krishna Jnana Dasa
IT and Innovation	Bhakta Lutchman
Warehouse Manager	Krishna Jnana Dasa
Sastra Dana	Bhakta Hemant and Bhaktin Aditi
Charitable Fund	Bhakta Nires, Bhakta Robert, and Bhaktin Kerrisha
Consultant	Rupa-Sanatana Dasa





Environmental Policy Statement

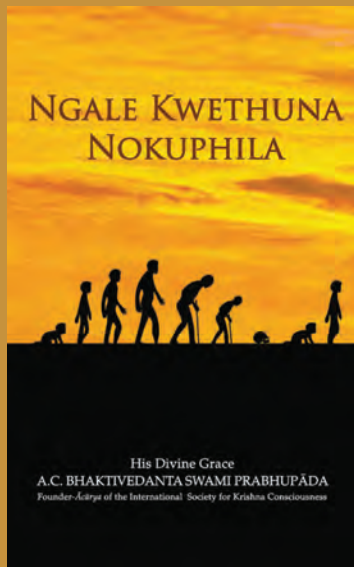
The Bhaktivedanta Book Trust Africa (BBTA) accepts responsibility for the impact of its activities and operations on both the local and global environment and is committed to reducing this impact.

The key points of its strategy to achieve this are:

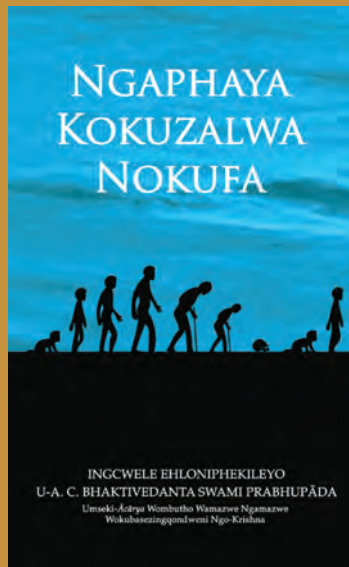
- Measure the BBTA's impact on the environment.
- Minimize waste by evaluating its operations, use of equipment, and the source of its power requirement.
- Meet or exceed all relevant environmental legislation.
- Source and promote a product range to minimize the environmental impact of both production and distribution.
- Actively promote recycling both internally and amongst its customers and suppliers.
- Implement a training program for its staff to raise awareness of environmental issues and enlist their support in improving the BBTA's performance.
- Set targets for ongoing improvement.
- Encourage the adoption of similar principles by its suppliers.



Published Books (2011-2012)



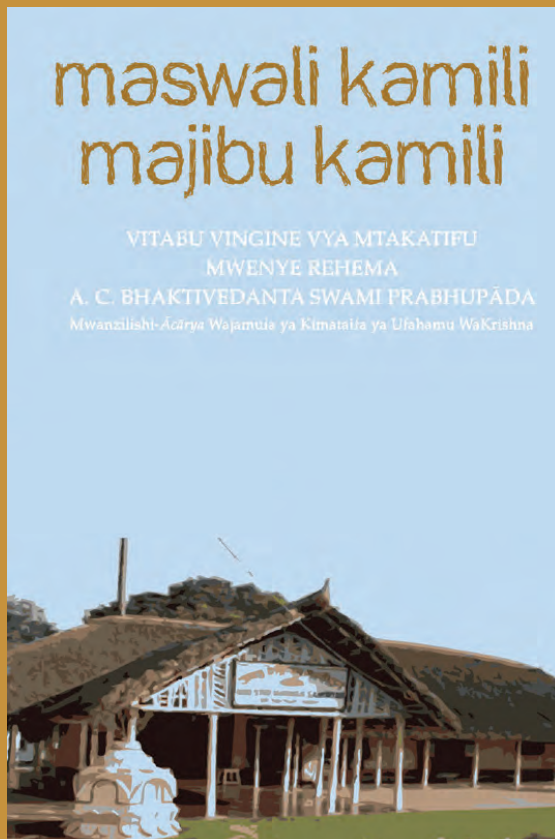
Beyond Birth and Death
(isiZulu)



Beyond Birth and Death
(IsiXhosa)
ISBN 978 0 6205057 8 9



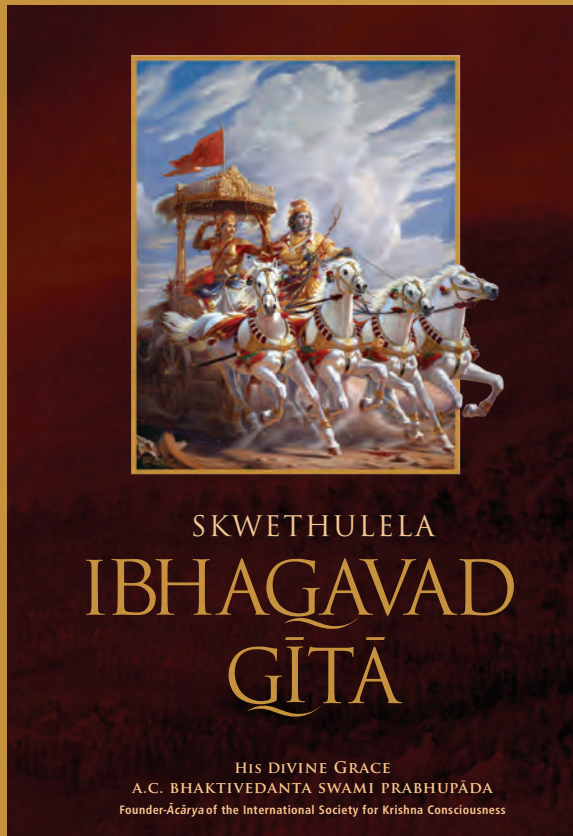
Perfect Questions,
Perfect Answers (IsiXhosa)
ISBN 978 0 6205254 2 8



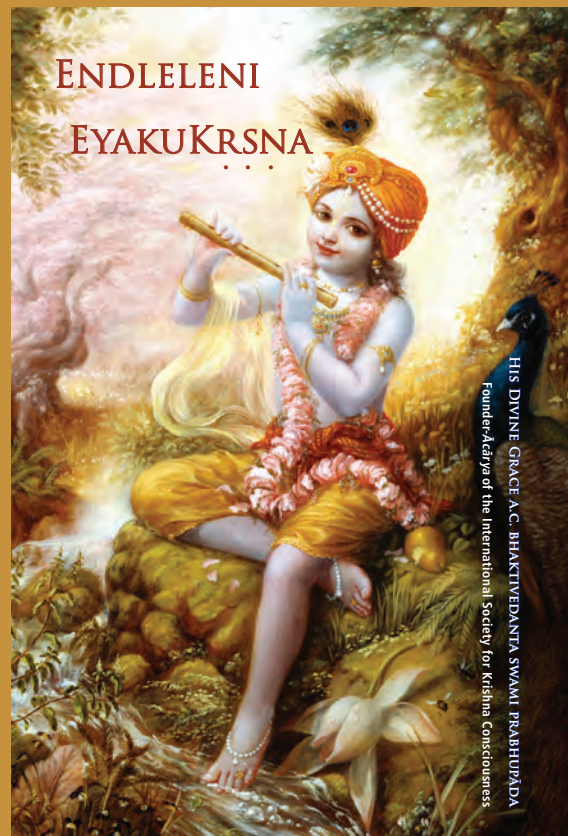
Perfect Questions, Perfect Answers
(Kiswahili)
ISBN 978 0 6205254 1 1



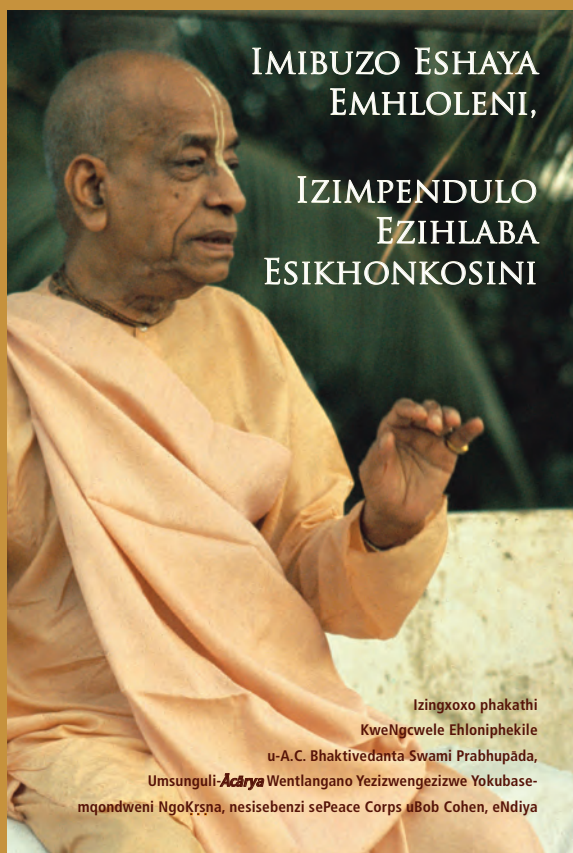
On the Way to Krishna (Setswana)
ISBN 978 0 620 54517 4



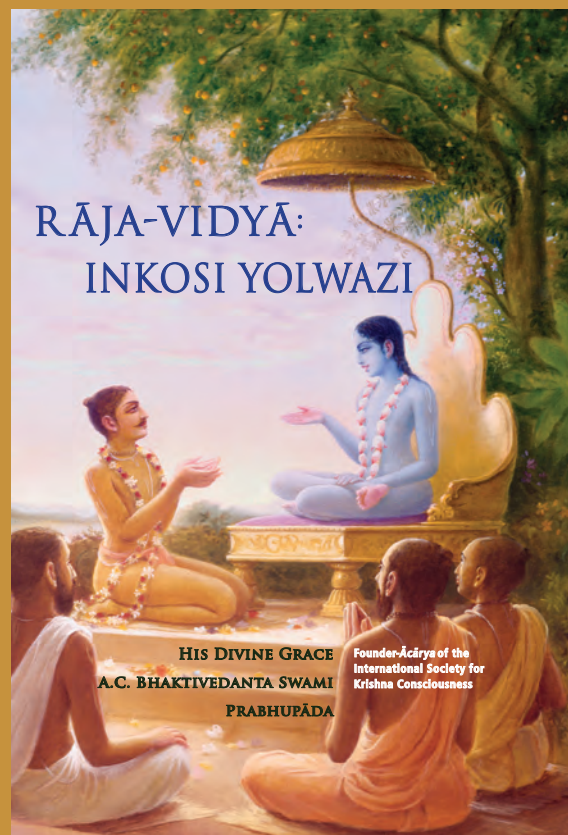
Introduction to Bhagavad-gita (isiZulu)
ISBN 978 0 9921809 0 4



On the Way to Krishna (isiZulu)
ISBN 978 0 9921809 3 5



Perfect Questions, Perfect Answers (isiZulu)
ISBN 978 0 9921809 2 8



Raja-vidya - The King of Knowledge (isiZulu)
ISBN 978 0 9921809 1 1



In Memoriam



Gopiparanadhana Dasa

Gopiparanadhana Dasa, a disciple of Srila Prabhupada and a leading Sanskrit scholar in ISKCON, passed away at his home in the sacred village of Govardhan, India, on September 15, 2011.

Gopiparanadhana was born in 1950 in New York City. He received his B.A. in linguistics from Columbia University in 1972 and was initiated by Srila Prabhupada in 1973. Under Srila Prabhupada's guidance he developed an expertise in Sanskrit and served as an editor for the Bhaktivedanta Book Trust (BBT).

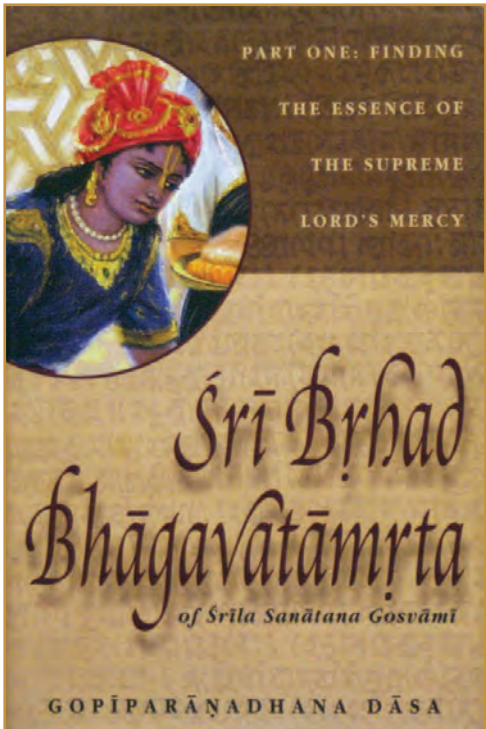
After Srila Prabhupada's passing, Gopiparanadhana helped complete Prabhupada's work on the *Srimad-Bhagavatam*, as well as work Prabhupada had done on *Mukunda-mala-stotra* and *Narada-bhakti-sutra*.

In 2005 Gopiparanadhana completed the multi-volume *Bṛihad-Bhagavatāmṛta*, with commentary based on the author's own commentary. He continued to translate Gaudiya Vaishnava literature from Sanskrit, notably Sanātana Goswami's *Krishna-līla-stava* (published) and the six *Sandarbhās* of Srila Jiva Goswami (unpublished). He also trained editors and translators for the BBT.

Gopiparanadhana lived with his wife and son in Govardhan, where at the time of his passing he was spending two days between trips to Poland and China.

Vaishnavas around the world mourn the loss of this great soul who passed from this world in Krishna's land and is surely continuing on under Krishna's protection.

The BBT Africa remembers his priceless contributions and his enthusiasm for book production and distribution. We pray that he may bestow his blessings on our mission.





BBT Events

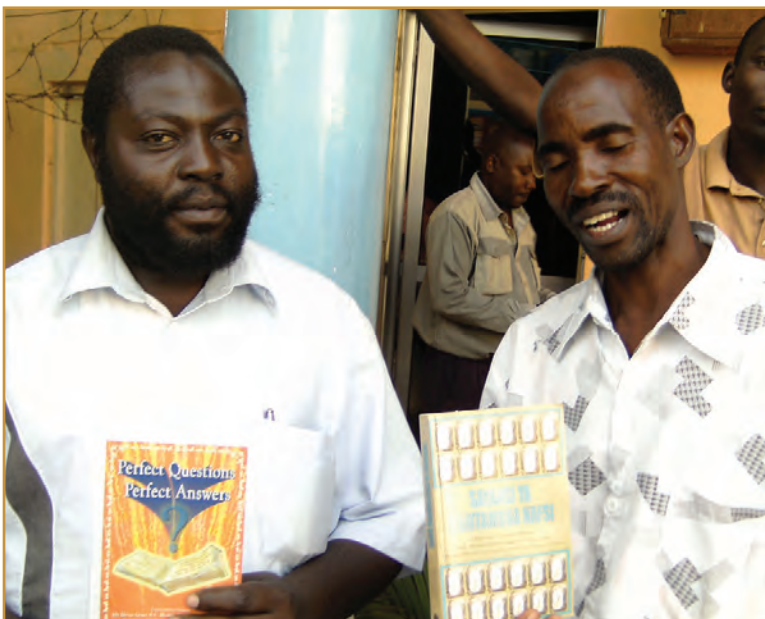
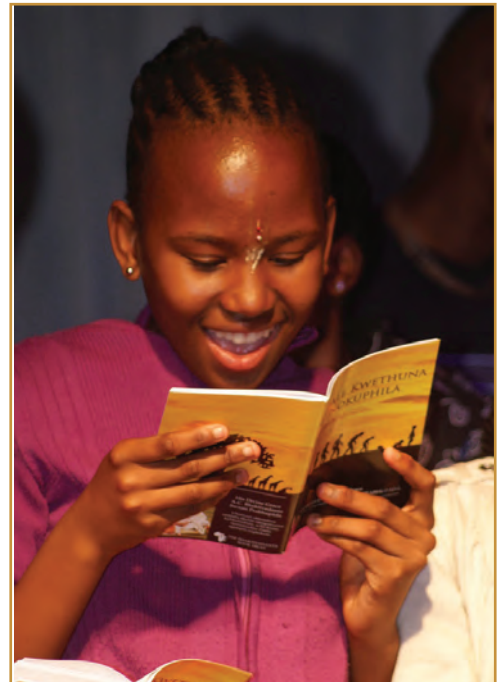
Whilst the year 2012 has presented the BBT Africa team with new challenges, it has also equipped us with the skills to meet those challenges and achieve the goals we have set for the year ahead.

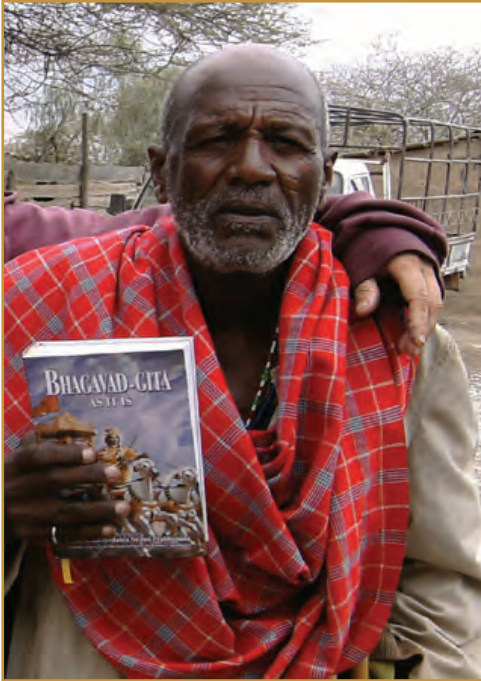
The focus of the first half of the year was dedicated to planning and executing the 3rd Annual BBT Africa Conference. Hosted in Nairobi, Kenya, this marked the first step in BBT Africa reaching an audience outside of Southern Africa.

Thus far, some new books have been produced, such as a Kiswahili *Perfect Questions Perfect Answers*, an isiXhosa *Perfect Questions Perfect Answers*, and others. In our production schedule we still have a Lilanga translation of *Bhagavad-Gita As It Is*; Kikamba translations of *Easy Journey to other Planets* and *Beyond Birth and Death*; isiXhosa translations of *Matchless Gifts*, *Nectar of Instruction* and *Sri Isopanisad*, and more.

Sastra Dana, an initiative by Bhakta Hemant and Bhaktin Aditi, is dedicated to providing sets of Srila Prabhupada's books to libraries across the continent. To date, 2,584 books have been successfully placed in several countries. Here's a summary:

The BBT Africa Charitable fund was established as a funding vehicle for the cost of producing Srila Prabhupada's books. A Patron Membership Program gives mem-





bership to individuals donating US\$ 115.- per month to the fund. Six out of twenty potential members have subscribed and benefit from opportunities to render special service to Srila Prabhupada's mission, and while doing so, worked closely with HH Jayadvaita Swami, HG Govardhana Prabhu, and other devotees on the BBT team.

BBT Africa marketing activities are on-going we look forward to the next year with enthusiasm as we continue to grow from strength to strength for the pleasure of Srila Prabhupada.

We are pleased to announce that the 2013 BBTA Conference will be held on February 9, 2013, in Mauritius. We selected this destination not only for its appealing geographical location but also for its large devotee congregation. To celebrate our fourth BBT conference, we expect to launch Srila Prabhupada's first book in the Creole language.





Sastra Dana Initiative



Bhaktin Aditi

&

Bhakta Hemant



1 Objective

Srila Prabhupada desired, and gave numerous instructions, to have sets of his books placed in all libraries throughout the world. BBT Africa's Sastra Dana initiative aims to fulfil Srila Prabhupada's desire to have his books available to library patrons throughout the African continent.

2 Background

With a humble start as a local ISKCON Pretoria initiative, by the mercy of Srila Prabhupada, the project placed over 60 sets (approx. 1,500 books) of BBT publications in public libraries within the Pretoria and surrounding areas. In 2011, during the second BBT Africa conference, the initiative was adopted as a BBT Africa initiative with the aim of placing Srila Prabhupada's books into libraries throughout the African continent.

2.1 Target libraries

The BBTA Sastra Dana project targets the following categories of libraries:

- Public libraries
- University and educational institution libraries
- Prison libraries
- Hotels
- Hospitals
- Other institutes which make literature available to the public for reading.

3 Methodology

Most of the African libraries in the above-stated categories do not have the necessary funding available to them to purchase BBT publications directly from BBT Africa. However, there is a good traffic of patrons and readers who frequent these libraries and access the literature available in them.

Hence, this initiative is driven by donations from well-wishers and donors who sponsor sets of Srila Prabhupada's books to be placed in these libraries throughout Africa. The books are provided to the libraries at no cost to the libraries, and each sponsored book contains a sponsor note (indicating the donor/cause which sponsored the books) as well as a local temple's contact details.



3.1 Size of Sets

It was also anticipated that the placement of full sets might not be feasible in all libraries in Africa, the patrons might not appreciate the depth of the philosophy, and furthermore the logistics of transporting full sets would be a challenge. Hence the Sastra Dana team developed a 'medium set' consisting of approximately 20 of the key individual books (*Bhagavad-Gita As It Is*, *Krishna Book*, *Science of Self-Realization*, *Veda: Secrets of the East*, and other smaller books). This medium set proved to be more manageable with regards to the transport and handling of the books and was a more economical set for donors to sponsor.

4 Progress on Sastra Dana Initiatives

Since the Sastra Dana initiative was adopted by the African BBT, 136 public and university libraries throughout the African continent have received Medium sets of Srila Prabhupada's books, as per the summary in the table below. This equates to more than 2,584 of Srila Prabhupada's books.

Country	No. of Medium Sets delivered
South Africa	113
Lesotho	4
Swaziland	2
Malawi	4
Ghana	5
Democratic Republic of Congo	8
TOTAL	136
No. of Books	2,584

5 Future Projections

The Sastra Dana team is currently in discussion with the Department of Correctional Services of South Africa to place Srila Prabhupada's books in all prison libraries in the country. With the success of that drive, the team aims to extend this service to all prisons throughout the African continent, thus serving the first 3 categories of target libraries.

6 Challenges

Since this initiative is driven by donations, funding is another challenge which the Sastra Dana team faces, as well as having books available in indigenous African languages. Some of the other challenges faced by the Sastra Dana team include transport and logistics, as well as outreach in those countries where there are no devotees.

7 Some testimonials and feedback

In Johannesburg, during the first week after the books reached the libraries, the manager told us that in two libraries Srila Prabhupada's books were already out on loan.

8 Conclusions

All the successes of the Sastra Dana initiative have been made possible by the causeless mercy of Srila Prabhupada. We pray to his divine lotus feet to continue serving as his instruments to fulfil his desires to furnish all libraries throughout the African continent with his books.



With the success of that drive, the team aims to extend this service to all prisons throughout the African continent.





Charitable Fund Report



Niresh Gopichand
(Chairman Charitable Fund
Committee)

Srila Prabhupada instructed that the BBT should print and distribute books in African languages at cost price. The Charitable Fund is intended to serve this cause.

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The BBT Africa is a non-profit organization established to focus on translating and distributing Srila Prabhupada's books into African languages. This was inspired by Brahmananda Dasa's original attempt at preaching in Africa in 1971, when Srila Prabhupada told him to focus more on the indigenous people. 'It is an African country,' Srila Prabhupada said. 'We should be preaching to *them*.'

'Yes, that is a good proposal, print many, many books in African language and distribute widely, that is real preaching work. If you sell a book to someone, that is better than your speaking to them—what will your three minutes' preaching do? But if they read a book it may turn their life. Go on preaching, that is the highest perfection of activity, and do not worry for anything, Krishna is so much appreciative of this preaching work that He will give you every facility, as much as you have ambition.' (Letter to Brahmananda – India, 3 November 1972)

With this in mind and to fulfill Srila Prabhupada's wishes, the BBT Charitable Fund was born. The Charitable Fund's main objective is to provide funding to translate Srila Prabhupada's books into different African languages and to distribute these books throughout Africa.

To achieve this, we've created a marketing brochure with information about the Fund. The brochure further explains the purpose and importance of this initiative, and encourages people to donate. We've also set up a committee to explore different funding options. The members of the Charitable Fund Committee are His Grace Govardhana Prabhu, Bhakta Niresh Gopichand (Chairman), Bhakta Robert Ramlakhan, and Bhaktin Kerrisha Gopichand.

Currently the BBT Africa Charitable Fund has six highly dedicated members. But we're aiming for twenty members who will commit to a monthly donation of US\$ 115.- (US\$ 27,600 per year) on a debit-order basis. We're also approaching religious societies and companies for one-off donations as part of their social responsibility commitment programs; in return they receive a set of Srila Prabhupada's books.

We're also looking into establishing other income streams, which the BBT Africa can use to translate, print, and distribute Srila Prabhupada's books in Africa. We already have donors willing to provide the starting capital.

We pray that our humble endeavors will fulfill the Fund's objectives and Srila Prabhupada's vision for the eternal benefit of the African people.

Africa in Perspective

COUNTRY	AREA km ²
China	9,596,961
USA	9,826,675
India	3,287,263
France	643,427
Spain	505,370
Portugal	92,090
Switzerland	41,277
Japan	377,915
Germany	357,022
Belgium	30,528
Italy	301,340
Netherlands	41,543
United Kingdom	243,610
Eastern Europe	1,020,118
TOTAL	26,365,139
AFRICA	30,221,532



Africa has 2,100 languages, and its geographical land size is ten times bigger than India.

The African BBT serves a wide and diverse population, and there are multiple languages and many African dialects to consider. It's our intention, however, to first accelerate the printing and distribution of pamphlets in the main African languages.

Because of Africa's colonial history, many European languages, such as French and Portuguese, are widely spoken and read throughout Africa, and we'll seek stronger collaboration with other BBT's responsible for these languages. And since English is the working language of most African countries, printing English books will remain the mainstay of our efforts.





BBT Africa's Ambassadors

Nigeria	Utpala Dasa
Kenya	Dwarka Vasini Dasi
South Africa	Navina Radhika Dasi
Botswana	Devakinandan Dasa
Malawai	Murari Dasa
Ghana	Srivas Dasa
Mauritius	<i>To be appointed</i>

BBT Africa in Numbers

Titles printed	10
Titles translated	40
African living languages	2,100
Annual conferences	3
Sales (US\$)	150,000
BTG subscriptions	6,000
Books distributed	60,000
Staff Headcount	17
Average age BBT team	33
Months in operation	42
Ambassadors across Africa	6
Pamphlets printed	5,000

Best-Selling Hardbound books	
Bhagavad-gita	5,121
Veda: Secrets of the East	695
Dharma, Way of Transcendence	517
Lord Caitanya, His Life and Teachings	400
Great Vegetarian Dishes	276
Softbound Books	
Coming Back	3,410
Matchless Gifts	3,279
Easy Journey to other Planets	3,189
Life Comes from Life	3,161
Higher Taste	2,894
Beyond Birth and Death (isiZulu)	10,520
Beyond Birth and Death (isiXhosa)	2,390



BBT Africa: Corporate Details

COUNTRY OF INCORPORATION

Republic of South Africa

POSTAL ADDRESS

PO Box 662,
Bruma 2026

TRUSTEES

Jayadvaita Swami
Govardhana Dasa
Sri-Govinda Dasa
Krishna Jnana Dasa

AUDITORS

CVMP Ramathe

ACCOUNTANTS

Trilotus Accounting

SECRETARY

S. Singh

BANKERS

Nedbank Limited

REGISTERED OFFICE

84 Tennyson Road,
2090 Johannesburg

COMPANY REGISTRATION

IT1560/03

BUSINESS ADDRESS

186 Inanda Road,
4091 Durban

INCOME TAX NUMBER

0992/237/15/6

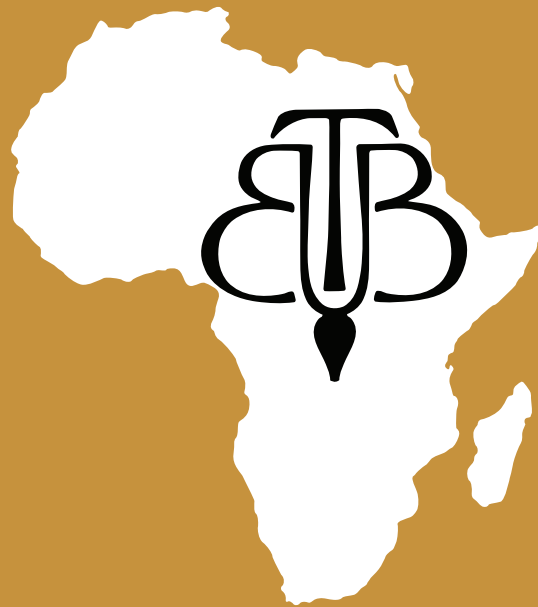
Appreciation

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