

Imprint

Verb- Pronunciation: /im'print/ make an impression or mark on

This Issue

New Pamphlet Strategy	P. 2
Destination Africa	P. 3
Word on the Street	P. 4
BTG Marathon	P. 5



The Bhaktivedanta Book Trust Africa

Founder-Acarya: His Divine Grace A.C. Bhaktivedanta Swami Prabhupada





Imprint Edits

It is with great pleasure that we present you with the second official BBT Africa Newsletter. His Divine Grace A. C. Bhaktivedanta Swami Prabhupada, ISKCON's founder-acarya, expressed that ISKCON is his body and BBT is his heart. The main purpose of this newsletter, therefore, is to share Srila Prabhupada's heart with the African continent.

BBT Africa (BBTA) is the African branch of the Bhaktivedanta Book Trust. It was officially launched in April 2010 and is legally registered in South Africa as a Trust. This trust operates under the guidance of His Holiness Jayadvaita Swami.

The primary mission of BBTA is to have all of Srila Prabhupada's books available to people throughout Africa, in the language that they prefer to read.

This quarterly newsletter, renamed Imprint, will include content such as latest news, book distribution activities, and announcements from the BBTA team. It aims to be informative and interactive and we'd love to hear from you about how we can improve the newsletter for you.

Your Servant,
Navina Radhika Dasi
Manager, BBTA Marketing
and Communications

Write to me at:
navinaradhika@bbtafrica.co.za

LATEST NEWS

New Pamphlet Strategy

African outreach presents a colourful array of approaches that can be used for spreading Krishna Consciousness. BBTA recently launched a pamphlet campaign—a unique strategy for captivating a larger audience. Easy to produce and distribute, pamphlets have proven to be a cost-effective means to raise awareness of Srila Prabhupada's books and of ISKCON. To date, fourteen pamphlet templates have been produced in twelve different languages spoken on the African continent. Topics include 'Chanting Hare Krishna', 'Being Vegetarian' and 'Karma and Reincarnation'. Pamphlets are freely available for download at www.bbtafrica.co.za/pamphlets. We welcome you to print and distribute them as required.

Charitable Fund

Srila Prabhupada instructed that the BBT should print and distribute books in African languages at cost price. The Fund's main objective is to raise funding for BBTA to be able to fulfil that desire. To achieve this, we've created a marketing brochure with information about our cause which is available at www.bbtafrica.co.za/charitablefund. The fund has inspired many one-time donations from religious societies, businesses and individuals as part of their corporate social commitments. Each donor is also gifted with a set of Srila Prabhupada's books.

4th Annual Conference

We hosted our 4th Annual Conference in Mauritius on the 5th of March of this year. 392 devotees attended and the key resolutions made for the next twelve months were: Haridev Das was appointed the ambassador for BBTA in Mauritius; Premanjali dasi, also from

Mauritius, was appointed as an editor for English titles; all current book purchases being made from BBT India into African countries will now be done through BBTA; and BBTA will supply the BTG Magazine to Mauritius.

Bhaktivedanta Swami Lecture

On 14 March 2013 the first Bhaktivedanta Swami lecture was held at the University of the Witwatersrand, Johannesburg. Visit <http://bbtafrica.co.za/bhaktivedanta-swami-lecture/> to access the full lecture delivered by His Holiness Jayadvaita Swami.

Marketing Awareness Campaign

BBTA certainly made its presence felt at many public fairs and festivals held in South Africa by constructing a book stall at: Trade Route Mall; Cedar Square, Johannesburg; Sundaze Festival; Summit College; Krugersdorp prison and Themelenkosini Children's Centre.

Books in the Pipeline



Sesotho

(Native language in Lesotho and South Africa)

Beyond Birth and Death

Krishna - The Reservoir of Pleasure

Krishna Consciousness - The Matchless Gift

Afrikaans

(Native language in South Africa)

Coming Back

Perfect Questions, Perfect Answers

Kiswahili

(Native language in Kenya, Tanzania, Uganda, Rwanda, Mozambique and the Democratic Republic of Congo)

Perfect Questions, Perfect Answers



Editors pick on Page 3:

Kenya's Holy Month of Ramadan



Destination Africa



KENYA

“During the holy month of Ramadan, Bhaktin Amrita and I noticed that the majority of the books we were distributing on Kimathi Street (Nairobi’s central business district) was actually to Muslims. This was amazing as they would usually be averse to our books, not even coming close to us and some making nasty remarks. Very few Muslims would indeed dare break the norm and take a book from us. But this time, during their own holy month, there was a big difference in their attitude; they were friendlier and would be willing to take a book. One particular person mentioned that he wanted to expose his children to other faiths; hence he was taking the books for his children. On a particular Tuesday during the month of fasting, we distributed all our books (over 50 of them -including *Bhagavad-Gitas*) to Muslims and in two and a half hours.”

-Dwaraka Vasini Devi Dasi

MALAWI

“Book scores have increased steadily with the highest-selling titles being ‘Laws of Nature’ and ‘Beyond Birth and Death’ (BB&D). We are ready to translate BB&D into Chichewa, which is a national language in Malawi and widely spoken in bordering countries Zambia and Mozambique”

- Murari Dasa

GHANA

“With BBT being new to Africa, we have not yet felt its presence in Ghana but look forward to its significant and important role in the foreseeable future. BBT is the co-ordinating organisation for book distribution, and without book distribution, how will people know Krishna? How will people know ISKCON? We currently have no books translated in any of Ghana’s 24 prominent languages but have a strong desire to translate first in Twi, the most widely spoken language in the country. Over here, due to the African traditional setup, people readily accept the concept of reincarnation, making “Coming Back “and “King of Knowledge” our best-selling titles

-Srivasa Dasa



SOUTH AFRICA

Through the Sastra Dana programme this year, more than 204 medium sets consisting of nearly 5 500 of Srila Prabhupada’s books were distributed to schools and prison libraries across the country.

134 sets (approximately 3,500 books) were delivered to the Department of Correctional Services (DCS) in South Africa. These books will be placed in 134 prison libraries nationally, which house 190,000 prisoners collectively.

Recently, the team also delivered books to 70 previously disadvantaged schools across the Gauteng Province located in the townships of Soshanguve, Atteridgeville, Brits, Soweto and Lenasia. In total this equated to 1960 books.

If you would like to support this initiative in any way please contact us:

sastradana@bbtafrica.co.za or

visit <http://sastradana4africa.org> or

call us on +27 82 883 8013 or +27 72 391 8458



WORD ON THE STREET

South Africa to Mozambique – February 2013

On the 19th of February, Deve Prabhu and myself left the BBT House at seven in the morning to head east on the N12 towards Nelspruit. Deve Prabhu works for an instrumentation company and he had previously asked me if I would like to accompany him to Mozambique, where he had some clients to see in a sugar mill in the north of the country. We made our first stop in Benoni to get refreshments. As we were leaving the store, I motioned to a gentleman behind me that he could leave first. He smiled and, motioning back to me, declined and requested me to go first. No, I told him, he should go first. But he insisted that I should do so, and I did. Standing outside, I introduced myself to him and asked him why he had been so humble. He replied: "I can see that you are a Hare Krsna. I have always had the utmost respect for what the Hare Krsnas are doing in society."

I thanked him for his kind words and showed him a selection of books. He liked *The Hidden Glory of India* and said he would gift it to his daughter as she is interested in ancient Indian spirituality. The man also found the other books interesting and purchased two of them. He gave me a donation and his business card. By the mercy of Guru and Gauranga, it certainly was an auspicious start to our sankirtan mission as we were heading to Maputo in the service of Srila Prabhupada and Lord Sri Caitanya Mahaprabhu's sankirtan mission to spread the glories of His holy name.

Our second encounter occurred when we again stopped for refreshments near Schoemanskloof in Mphumalanga. As we were leaving the store, I met a macadamia nut farmer. I asked him if he only farms in macadamia nuts – no, he said, he also had some cows. I showed him a copy of *The Higher Taste* and got him to look at the section entitled 'Living cows are an economic asset'. He took the book and gave me a donation. We then stopped at Nelspruit for lunch and I met a young doctor from Cape Town who was doing his internship at a hospital there. He had heard of the Hare Krsnas but was a bit reluctant to talk at first.

Soon, by the mercy of Guru and Gauranga, he became a friend of Krsna. I said to him: "I suppose you have seen many dead bodies as a doctor." Yes, he replied, he had. As our conversation turned to the topic of reincarnation, I handed him a copy of *Coming Back*. I asked him if he ever wondered why dead bodies could not walk or talk. I began to explain the analogy of the driver and the car: just as the car can only move with the presence of the driver and it cannot move when the driver has left, so the body is like a car, and when the driver leaves it, the body is useless. He began to read some parts of the book, nodded his head and said yes, he would like to take the book. Halfway into our journey and by the mercy of Guru and Gauranga, we had already touched the lives of 2 souls.



What lay ahead in Maputo?

We crossed the border into Mozambique at about 15h30 and headed toward the capital, Maputo. After eventually arriving in the city centre, we decided to find suitable accommodation. We parked the car and decided to walk along the streets. Fearing we might be lost, we stopped a gentleman for some assistance. We asked him if he could point us in the direction of some good hotels. The conversation veered toward the subject of philosophy. Soon we were discussing life and death. The gentleman turned out to be a lawyer and actually seemed interested in what we had to say. He looked at the selection of books I showed him and said he would like to take *Dharma: The Way of Tran-*

scendence. But unfortunately he did not have any money to pay for the book. "All right," I said to him, "Give me your address and I will come and get the money from you tomorrow." The next day I went to his office to get the money. After he gave it to me, he asked me to look for him the next time I was in Maputo, for he looked forward to seeing me again.

We left Maputo, heading back to South Africa. We crossed the border in no time and decided to stay overnight in Nelspruit. Early the next morning, we went outside the hotel and distributed books to people who were on their way to breakfast at the restaurant.

How glorious it is to be travelling and

preaching the glories of Sri Caitanya Mahaprabhu's holy name and to distribute Srila Prabhupada's books – what a transcendental adventure!

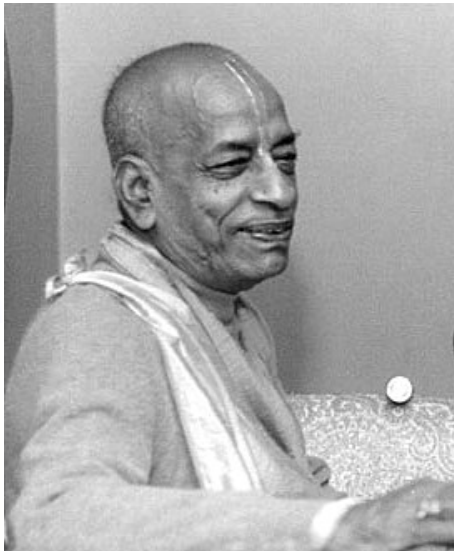
-Madhumangala Dasa

ABOUT THE AUTHOR

Madhumangala Dasa has been distributing Srila Prabhupada's books for over 16 years and is one of Africa's leading book distributors. He inspires devotees by bravely travelling for this divine purpose throughout Africa, to countries including Lesotho, Mozambique, Malawi, Tanzania, Kenya, Uganda, Rwanda and the Democratic Republic of Congo.



Srila Prabhupada's Imprint



“Your report of book distribution is very encouraging. Please go on increasing more and more. Yes, you should become the topmost temple for distributing my books. This is a very good proposal. That is the only way to please me. Distribute my books profusely. That is real preaching.”

Srila Prabhupada
Letter to Bala Krsna Dasa
23rd October 1976

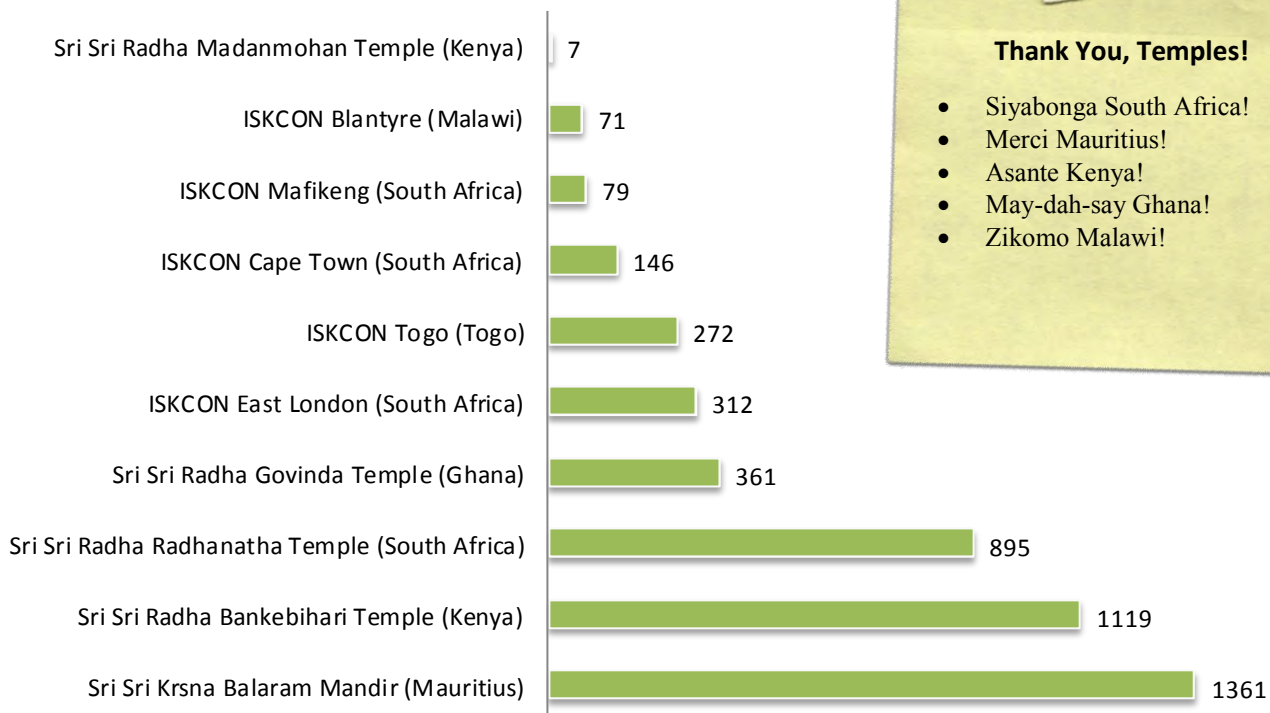
Diarise

- December Book Marathon
- Ongoing BTG Marathon

Please contact your local temple for dates of specific activities going on in your area.

Temple Book Scores

Books Distributed in August 2013



Thank You, Temples!

- Siyabonga South Africa!
- Merci Mauritius!
- Asante Kenya!
- May-dah-say Ghana!
- Zikomo Malawi!



New English Title Released



Sri Tattva Sandarbha, written by Srila Jiva Goswami and now translated (with commentary) by His Grace Gopiparanadhana Dasa, is now available in Africa. It is the first in a series of six discourses and serves as an introduction to the theological and spiritual themes discussed in the remaining five. It begins by establishing *pramana* (the proper means of knowledge) and ends with *prameya* (what it is we are to know). Please contact navinaradhika @bbtafrica.co.za to place an order.

Book orders and Deliveries

Please contact us directly should you experience any delays in receiving books, magazines and pamphlets ordered from BBTA. We apologise for any inconveniences that may have been experienced in the past. We can only improve this service with your valued input.

BBTA Team

International BBT Trustee:
His Holiness Jayadvaita Swami

Production Manager:
Rupa Sanatana Dasa

BBT Africa Manager:
Govardhana Dasa

Manager of the Charitable Fund:
Niresh Gopichand

Secretariat:
Sri-Govinda Dasa

BBT Africa Pamphlet Strategist:
Mukundanghri Dasa

Assistant to Secretariat:
Jayalita Devi Dasi

Manager of the Sastra Dana Project:
Hari Vallabh Dasa

Administrative Secretary:
Bhaktin Kerrisha Gopichand

Marketing and Communications Manager:
Navina Radhika Dasi

Chairman of BTG Board:
Robert Ramlakhan

English Language Editor:
Premanjali Devi Dasi

Head of IT and Innovation:
Lutchman Moodley

BBTA Ambassadors:
Srivasa Dasa (Ghana)
Carudesna Dasa (Togo and Ivory Coast)
Dwaraka Vasini Devi Dasi (Kenya)
Bal Nitai Dasa (DRC)
Murari Dasa (Malawi)
Devakinandan Dasa (Botswana)
Yadunatha Dasa (Nigeria)

Head of Finance and Logistics:
Mathura Mandala Devi Dasi

Warehouse Manager:
Krsna-Jnana Dasa

Translators and Editors needed

We are always looking for volunteers to translate and edit books in any languages spoken in Africa. To apply, please send an email and a summary of your skills to navinaradhika@bbtafrica.co.za





Founder-Acarya: His Divine Grace A.C. Bhaktivedanta Swami Prabhupada

The Bhaktivedanta Book Trust (BBT) is the publishing house established by His Divine Grace A.C. Bhaktivedanta Swami Prabhupada in 1972 to publish his teachings, writings and lectures, as well as works by other authors about Vedic spirituality. These books cover such diverse topics as reincarnation, vegetarianism, mantra meditation, devotional service, and the true nature of the human body, the spiritual soul, and our divine relationship with God (Krishna).