

# SANBONANI KRISHNA

Book Distribution Report | November 2014 | South Africa

## Bhakti Caitanya Swami

Dear Devotees,

Please accept my best wishes.  
All glories to Srila Prabhupada.

Once again Srila Prabhupada's Summer Book Distribution Marathon is coming to us. It is another wonderful opportunity to inundate South Africa with his books, and in the process receive lots of extra mercy ourselves.

Krishna consciousness is a process where mercy flows in different directions. It is not just that it flows in one direction. If we become merciful and give people the chance to get devotional service then they are greatly benefitted. However we get wonderful mercy also. In his song *Dalalera Gita*, Srila Bhaktivinoda Thakura sings of his efforts to bring a person to the lotus feet of Lord Nityananda:

*tumi kinbe krsna-nama  
dasturi loibo ami, purna ha'be kama*

"You will get the name of Krishna, I will take my commission and all of our desires will be fulfilled."

Of course that commission is not something financial or mundane in any way. It is a special dose of great mercy which comes to the devotee when the Lord sees they are helping others get Krishna consciousness.

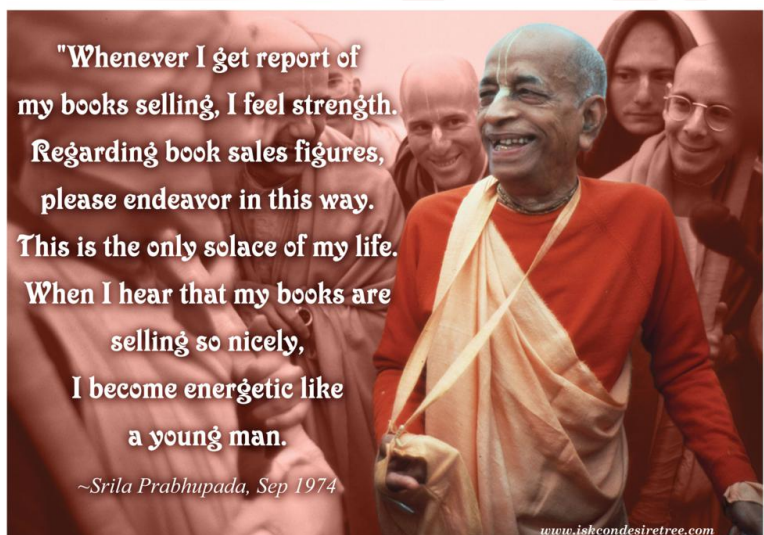
*So now is your chance. Please make the most of it.*

So many people will get the Lord's mercy, and in this way the world will change. And on top of it all you will get special mercy, which is not available when you perform any other service.

Hoping this meets you well.

Your servant,

Bhakti Caitanya Swami



Dear Devotees,

Please accept my humble obeisances. All glories to Srila Prabhupada.

‘During a *darsana* with Srila Prabhupada in the Atlanta temple, Svavasa Das asked, “How can we increase our devotion and our desire to distribute more books?” We were sitting there eagerly awaiting some special formula to expand our book distribution. Srila Prabhupada sat there and didn’t even look at us. He was looking above us, and we kept waiting. Finally he said, “If you want to increase book distribution, if you really want, I have only one recommendation.” We were holding our breath. He wouldn’t say it immediately. Then he looked at us and said, “If you want to increase, then you must chant your rounds uninterrupted. After beginning you’re chanting, you do not stop until you finish.”’

On the eve on this years marathon we pray that you are inspired and enthusiastic to distribute Srila Prabhupada’s books as well as inspire other devotees to distribute books.

The Sri Sri Radha Radhanath Temple has come up with innovative ways to encourage devotees to go out on book distribution by creating incentives for every winning *nama-batta*, temple department, family, and team. There are also individual incentives.

The book distribution team have been working hard over the past five months to encourage temples and individuals to get more involved in book distribution. Our June 2014 report revealed the “cold conditions” in the country and since we have tried to improve that by sending out *sankirtan* teams to those provinces where there has been no or very little book distribution. You may read more about this on page 3.

The smart boxes are proving to be successful with fifty-three Smart Boxes placed through the whole country, with another thirty in production. These boxes are distributing many books as well as bringing in extra donations. We are really excited to announce that four Exclusive Books branches are now stocking Srila Prabhupada’s books. You may read more on this on page 5.

Dineswara Krishna Prabhu tells us about the success of the Weekend Warrior programme on page 4.

There is an adjustment on the point scoring system for Back to Godhead magazine, which is explained on page 5 and there is also an inspiring article of a man who loses his job over stealing a BTG magazine and becoming a devotee.

I would also like to thank all the disciples who took part in the ISKCON Guru Vyasa Puja Marathons. These are the scores for this year.

- ✦ Disciples of His Holiness Bhakti Caitanya Swami: 8000 books
- ✦ Disciples and grand disciples of His Holiness Jayadvaita Swami: 1616 books, one Srimad Bhagavatam set and two Caitanya-Caritamrita sets.
- ✦ Disciples of His Holiness Kadamba Kanana Swami: 1953 books
- ✦ Disciples of His Holiness Lokanath Swami: 120 books
- ✦ Disciples of His Holiness Partha Sarathi Das Goswami: 728 and one Srimad Bhagavatam set.

Thank you to all the spiritual masters for encouraging their disciples to go out on book distribution.

South Africa is still falling behind Kenya and Mauritius and I would like to urge all the Temple Presidents to ensure that your temple regularly reports the *sankirtan* scores by the 14th of each month. Vaisheska Prabhu always says that half the battle is won when we are out of the gate. Let us encourage as many devotees as possible to take part in this years marathon.

Sri Harinama Sankirtana ki Jaya!

If you need any assistance please free to contact the Sanbonani Krishna Team.

Hare Krishna.

Your servant,  
Vibhu Caitanya Das

## Beyond Communities, Borders & Regions

By Pyari Mohan Das

The Book Distribution Ministry with the help of Sri Sri Radha Radhanath Temple has focused on breaking into communities outside of the general "Indian" mould.

### Daily

We select areas of different community groups and every afternoon, in front of the temple, we have *harinama* targeting the passersby. Snack *prasada* is also served. Seventy books are distributed a day.

### Travelling

We have embarked on various trips to areas where the spreading of Krishna consciousness lies dormant or needs some assistance.

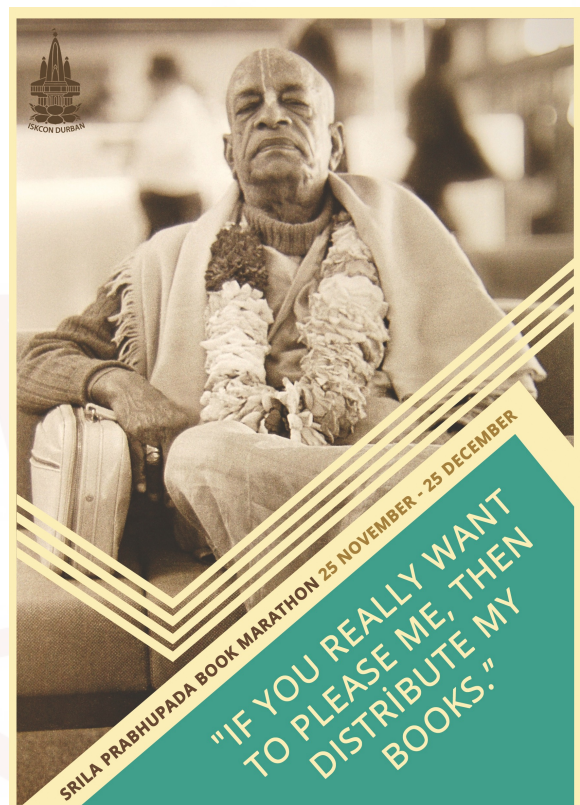
Bloemfontein, Kimberly and Uppington  
In July, braving vehicle troubles, icy cold weather and austere accommodation, our team distributed eight hundred books over ten days in these areas. They found the people welcoming, open minded and interested. A follow up trip is being prepared for next year. A few people who bought books have subsequently asked to come and visit our centres.

Grahamstown and East London  
At the end of June we joined the Bloemfontein and Cape Town devotees to assist with preaching at the Grahamstown National Arts Festival. East London was also covered along the way. Three hundred and fifty books were done in five days.

Ulundi, Empangeni and usual stops in KZN  
As part of our December Book Marathon plan, we have included areas like Ulundi and Empangeni to our usual travelling spots. The team will now be travelling around KZN for month with the same mood as above. Follow-up trips will be planned during the course of next year. We pray for your blessings and support to continue in this vein.

## Challenges

- ♦ Krishna Book can be printed in South Africa for R50 but we do not have the funds upfront to pay for the printing.
- ♦ To print any books in South Africa we require a cash out lay. After discussing with the BBT we have decided that the goal of reaching 500,000 books in one year would be difficult since we do not have such funds.
- ♦ Temples do not report scores. Therefore we cannot report on what is going on in the rest of the country.
- ♦ General apathy about book distribution.
- ♦ With the relocation of the BBT warehouse, temples now need five days packing time from the receipt of an order. And then a few more days for delivery. The courier service can be a greater expense for some temples. Temple are forced to be more organised.
- ♦ Not enough book distributors and not enough organisers of book distribution.





## Miracles at Sandton Centre

By Dineswara Krishna Das

Every weekend a team of between five and seven devotees go out to different malls, shopping centres and door to door distributing Srila Prabhupada's books. Our Weekend Warrior team is mainly school, and university students and an elderly couple.

Due to the costs of getting permission and booking a table at the centres in the Northern suburbs, we go out in casual clothing undercover. Before we start our programme we distribute free books to all the security guards at these centres and give them some *maha-prasada*. We have noticed that they become pacified and do not trouble us while we approach people.

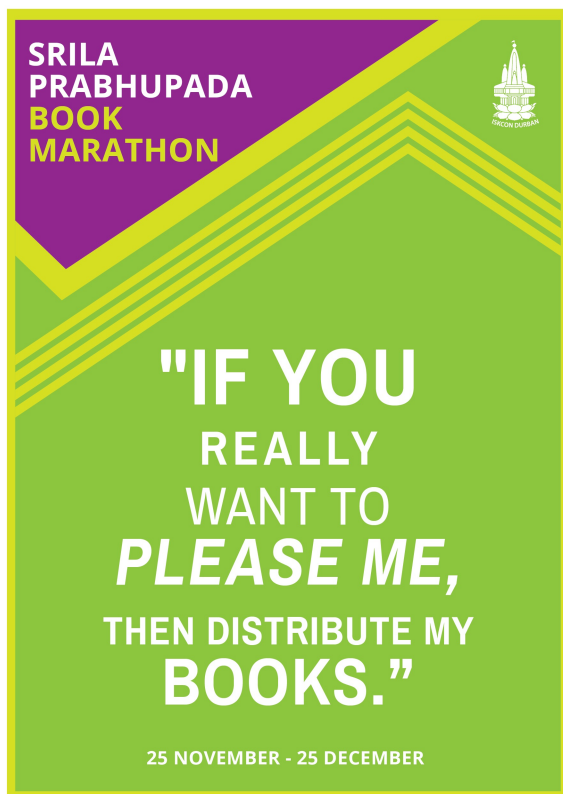
Our experiences have been wonderful. We find that people from all different backgrounds are receptive and willing to listen to us. We average between 20 to 60 books every Saturday. Our programmes normally begins at 10:30am until 1:00pm.

The second programme is a daily *harinama* with full-time devotees going out and

distributing sponsored books. Recently the temple opened a Govinda's Restaurant, so we now have a book table at the entrance of the restaurant everyday during the operating hours—something like a smart table. It has been successful thus far.

Lastly one of the focus areas has been approaching corporate companies. We have been to three companies thus far and sold books to some of the office staff. We have already seen that a few people from these companies have come to the centre for some programmes.

Recently there was a gentlemen who came to the Sunday Love Feast and when he offered his obeisances to Srila Prabhupada, he began to cry. This brought the temple to a halt as he expressed to everyone that a few years ago the devotees sold him one of Srila Prabhupada's books. He explained that he had such a difficult life until he bought the book. His life changed after reading and touching Srila Prabhupada's book. He has become happy and for the first time he found his master and leader and only Srila Prabhupada's books had all the solutions to life's problems.



### South African Book Distribution Ministry

Book Distribution Minister:  
Vibhu Caitanya Das

Advisory Committee:  
Govardhana Das  
Swarup Damodar Das

South African National Council  
Sub Committee:

Ananta Gauranga Das,  
Dineshvara Krishna Das,  
Pyari Mohan Das,  
Rasa-sthali Dasi, and  
Rukmini Devi Dasi

Contact  
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## Thinking Smart Exclusively

By Ananta Gauranga Das

### Smart Thinking

In our previous addition of *Sanbonani Krishna* we introduced our Smart Campaign. Since that time we have manufactured and installed fifty-three smart boxes all around South Africa (Durban, Johannesburg, Pretoria, Cape Town, Free State and Port Elizabeth). These little boxes have proven to be a resounding success, subsequently thirty more have been put into production.

Over the past three months we have distributed three hundred and forty seven books through smart boxes. We expected theft to be a problem, but by Krishna's grace all books and boxes are accounted for.

The Smart Campaign humbly begs your help, please assist in any way you can. You can either sponsor a box (R250 each) as an offering to Prabhupada for the Book Marathon, or alternatively suggest viable locations where we can place a box.

### Exclusive Offer

There are five Exclusive Book stores in KZN, currently three stores have agreed to house our literature. You can find Srila Prabhupada's books in the following branches: Pavilion, La Lucia, King Shaka International Airport and Liberty Mall in Pietermaritzburg.

Our goal is that stores nationwide stock our books, in doing so we reach an untapped market.

## BTG Point System Change

By Krishna Jnana Das

There will be a change implemented for *sankirtana* scores from November. Moving forward in terms of how points are allocated for BTG subscriptions/distribution (this would mean the October submissions that are sent in November).

Historically, you would only capture a BTG Subscription once for a 5 point allocation. The reason for this was that in other parts of the world, people would generally sign one year subscriptions. However, here in Africa and particularly South Africa, subscriptions are more or less perpetual so the distribution of BTG's in this part of the world is never accurately recorded.

The solution moving forward is that we will no longer record BTG's under the subscription column.

All BTG's will now be recorded in the magazine column (M1 category for 0.1 points). The outcome is that we will be recording the number of magazines distributed in total, not just the new subscriptions as in the past.

What this means is that if you order 1000 BTG's from the BBT, and these 1000 magazines are distributed via a combination of debit orders and loose sales, then you will record those magazines in the M1 column. That being said, if only 970 from the 1000 are distributed then record accordingly.

However, because we're distributing magazines every two months, the figures would swing: one month maybe 1000, but the next month zero. So you can average the scores for each set of two months, so that if, for example, a temple has 1000 subscribers you would report 500 magazines distributed per month. The set of 2 months would normally be in line with the BTG issues: Jan/Feb - Mar/Apr - May/June but you can adjust if necessary.

Please distribute to other members of your *sankirtana* teams that might assist with capturing scores.

## Who is the Real Thief?

### An Interview with Japa Mala Das

ISKCON history is saturated with beyond belief pastimes of how devotees became attracted to Krishna consciousness by the inconceivable will of The Lord, which no Hollywood script writer could ever mimic. What follows illustrates the good fortune of a bewildered soul who happened to be at the right place, at the right time and who became bamboozled by Krishna's beauty.

Hare Krishna, my name is Japa Mala Das. It is with a sense of trepidation and excitement that I share with you my spiritual revival, which I fully attribute to Srila Prabhupada's potency. Enamoured by his loving embrace I took my first tentative steps upon the path of self realisation in 1973 at the Durban harbour where I was employed as a cargo examiner. I was twenty-one years old and known to my friends as Michael. Unbeknown to me my life as I knew it was in for a spiritual cataclysm.

One fateful autumn morning on a random cargo inspection, I was drawn to something peculiar—a periodical, it shone with a candour that memorised my mind and senses, a sight which I've never seen before and one which I hope to never to forget. The cover read Back to Godhead and its beautiful colours and picture of Radha and Krishna immediately captivated my heart. Once I started reading the captivating pastimes of Krishna and how the Lord was stealing for His devotees I was touched within the core of my being. I stole the magazine and it was through Prabhupada's BTG magazine that Krishna captured me.

That was my first contact with the Hare Krishna movement, which subsequently sparked the desire to

in the magazine—they were dancing in ecstasy on the streets of America and shone with the radiance of two summer suns. Everyday I pondered the pastime of Krishna stealing butter from the *gopis* in Vrindavan, coupled with the pictures of devotees in Vaishnava attire on *harinama*. A few months later, one summer's evening, I was making my way home, when by the will of Providence, I noticed a large tent.

I could hear a melodious sound crescendoing from it. Upon closer inspection and to my amazement it seemed like the depictions portrayed in the pages of the BTG magazine had mystically come to life—I had stumbled upon the Hare Krishnas. It was His Holiness Partha Sarathi Das Goswami's Tent Campaign. I vividly recall the devotees chanting, the sound of the *mridangas* and the joyous dancing. Enthused and encouraged by this wonderful exhibition of devotion and after cultivating strong bonds with the devotees I joined the temple in Cato Ridge and for four years (1977 - 1981) I distributed Prabhupada's BTG magazines at fifty cents each.

## A Book Distributor's Prayer

By Ananta Gauranga Das

I humbly submit to you, Dear Devotees,  
For how long will we allow this world to suffer,  
For our neighbours, friends and family members,  
who are not connected to this movement,  
to think that they are the body?  
to be bereft of knowledge and  
insight into the song of the Vedas?  
And that melody that joyously extolls the glories of  
a little blackish blue cowherd boy named Krishna?  
He eternally enjoys ambrosial pastimes  
in the spiritual abode of Vrindavan,  
He is our very life force,  
our reason for being,  
our everything.  
How can we take another breath  
knowing that somewhere, someone  
doesn't know the son of Nanda Maharaj?  
Let us pray for that day when  
every greeting in this world, nay in this universe,  
is a Haribol, every meal is *maha-prasad* and  
every yogi ain't a bogie but a *bhakta*!