

“BBT Only” *Day* 14 March



His Divine Grace A.C. Bhaktivedanta Swami Prabhupāda
Founder-Ācārya of the International Society for Krishna Consciousness



The Bhaktivedanta Book Trust
Africa

14 March: "BBT ONLY" Day

Kindly honour 14 March as "**BBT ONLY**" Day!

In a letter dated March 14, 1974, addressed to all ISKCON temples, His Divine Grace provided the following instructions:

Tridandi Goswami
A.C. Bhaktivedanta Swami
Founder-Acharya:
International Society for Krishna Consciousness

CENTER: Krishna Balaram Temple
Raman Reti, Vrindaban,
Mathura, U.P. , India

DATE March 14 1974

Memorandum to All ISKCON Centers

My dear disciples,

Please accept my blessings. Now that our ISKCON is growing into a huge, world wide organization, it has come to my attention that sometimes centers are printing my literature, taking collection and spending all outside the jurisdiction of the Bhaktivedanta Book Trust. This must not go on.

I specifically formed the BBT to invest in it exclusive rights for the printing of all literature containing my teachings, writings and lectures. In this way the collections are to be divided fifty percent for printing new books and fifty percent for construction of temples.

The BBT can authorize a center to print, as in the case of foreign translations, with the agreement that when the foreign printing becomes financially solvent they will pay royalties to the BBT. But all printing of ISKCON literature must be by the BBT or under their sanction and approval.

If temples print independently it will be at the cost of the books I am myself printing, and could eventually cause the financial ruin of the BBT, meaning I could not order new books from the printer or have sufficient funds for construction of temple projects.

I trust this is now clear and you will all do the needful. If you have any questions in this matter you can write me directly or consult with the GBC representative.

Your ever well-wisher,


A.C. Bhaktivedanta Swami

ACBS/sdg

www.bbtonly.org



BHAKTIVEDANTA BOOK TRUST AFRICA

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

It is imperative that every devotee of ISKCON familiarize themselves with that letter and understand the importance thereof. Further, “BBT ONLY” Day encourages devotees to enquire more about the value that BBT supplements Śrīla Prabhupāda’s Mission.

We hereby implore you to centralize your activities on this day around this letter.

You are encouraged to:

- host classes focusing on the importance of this letter;
- distribute BBT authorized books to mark the occasion;
- engage in informing others about the BBT;
- place the letter and this circular on notice boards;
- share the electronic version of the letter on social media platforms.

Śrīla Prabhupāda affectionately referred to the BBT as his heart. In this spirit let us endeavor to please Śrīla Prabhupāda.

Your servant,

Rādhādyuti Devī Dāsī

Marketing & Communications

The Bhaktivedanta Book Trust Africa



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