



The Peacock Tree NPC

Annual Impact Report 2025

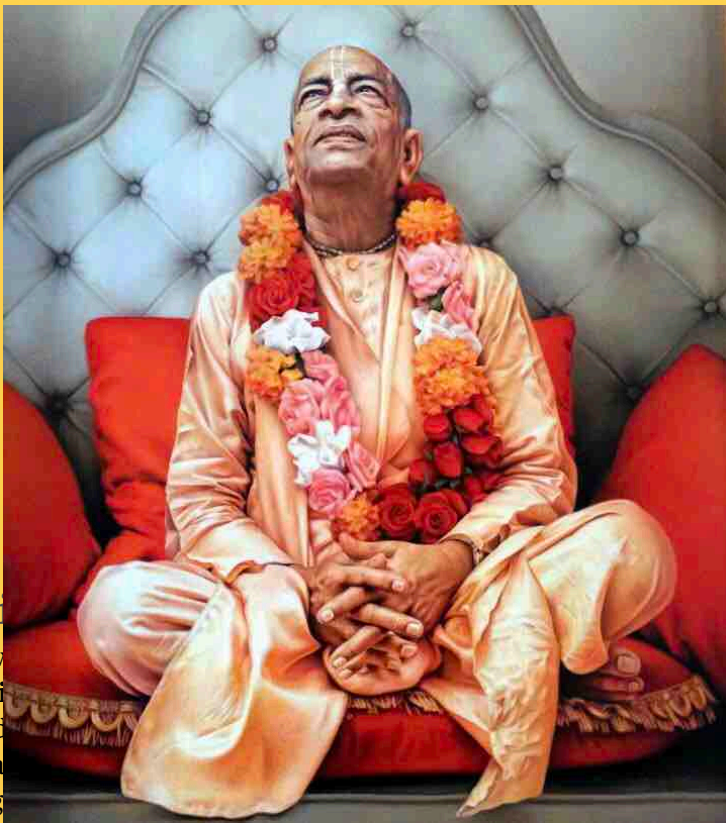
The Peacock Tree NPC is a charitable trust founded and inspired by His Holiness Kadamba Kanana Swami, working in close alignment with the Kadamba Foundation to support and sustain South African preaching initiatives.

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Registration Number 2022/837482/08

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<https://kadambafoundation.com>



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We offer this work in loving remembrance of **His Holiness Kadamba Kanana Swami**, whose heart beat deeply for Africa, who trusted people, empowered local devotees, and taught us that preaching is not about control, but about faith in the transformative power of bhakti. His footsteps continue to guide this service.

We also acknowledge with gratitude

His Holiness Jayadvaita Swami, for his steady guidance, thoughtful counsel, and emphasis on integrity, succession, and long-term responsibility. His clarity helps ensure that what is built endures.

May this service remain aligned with the instructions of our ācāryas, rooted in humility, strengthened by cooperation, and offered always for the pleasure of Lord Caitanya.

Introduction

More than fifty years ago, Srila Prabhupada carried an audacious vision: that the wisdom of bhakti, devotion expressed through service, chanting, and compassion, should take root in Africa and be carried forward by local people themselves.

His Holiness Kadamba Kanana Swami came to South Africa in obedience to that instruction from his spiritual master. Over the years, he did not try to impose a model or build dependence. Instead, he inspired, empowered, and trusted people. He encouraged local leadership, nurtured students, supported communities through simple acts of care, and showed by example that spiritual life grows strongest when it is lived, not managed.

The Peacock Tree NPC exists to carry forward that same spirit. We work to catalyze, sustain, and expand Krishna consciousness across South Africa through focused outreach, leadership development, and compassionate care. Our work is not experimental or abstract. It is grounded in real communities, lived relationships, and programs that are already bearing fruit.

This report offers a clear and honest picture of where we stand today: what is working, where the pressure points lie, and how, together, we can responsibly strengthen and grow a movement that is already touching thousands of lives.

Our Strategic Context and Direction

The year 2023 was a difficult and sobering period. With the sudden departure of His Holiness Kadamba Kanana Swami, many of the initiatives he personally inspired and supported were left without their natural center. As a new organization, and as individuals, we were still finding our footing while processing that loss.

Many of these projects had always lived in Kadamba Kanana Swami's heart and presence. In 2024, we made a conscious decision to step forward again, to “get back on the elephant,” as Swami often said, and to continue his legacy with responsibility rather than hesitation. That year marked a return to clarity, momentum, and purpose. Rather than starting something new, we focused on strengthening what was already alive.

The Peacock Tree NPC now operates with the clear guidance and encouragement of senior Vaishnavas, particularly His Holiness Jayadvaita Swami. During his recent visit to South Africa, Swami emphasized three essential principles that now shape our approach:

- **Think long-term and structurally, not only in terms of individual programs**
- **Strengthen leadership and succession rather than centralizing control**
- **Align preaching expansion with responsible governance and local management**

These principles have helped bring focus and maturity to our work. They ensure that growth is not driven by urgency alone, but by sustainability, accountability, and trust.

Throughout this period, The Peacock Tree NPC has also benefited greatly from the counsel and steady support of the Kadamba Foundation and senior disciples of His Holiness Kadamba Kanana Swami. Their guidance has helped us reflect carefully on priorities, remain aligned with Guru Swami's mood, and move forward with sobriety rather than haste.

Much of this support has taken place quietly and behind the scenes. In this spirit, The Peacock Tree NPC does not seek to replace existing structures or act independently of ISKCON's national framework. Our role is to support, connect, and empower local leaders and initiatives so that growth happens with coherence, trust, and continuity.

This approach reflects both Kadamba Kanana Swami's deep confidence in African devotees and Jayadvaita Swami's emphasis on thoughtful, sustainable expansion. It allows The Peacock Tree NPC to function not as an isolated entity, but as part of a wider family of service committed to carrying forward Srila Prabhupada's mission in South Africa.



**Core
Programs
and
Measurable
Impact**

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ISKCON Klerksdorp

A Living Hub of Chanting and Prasadam

Situated in the North West Province of South Africa, approximately a three-hour drive from Johannesburg, ISKCON Klerksdorp is headed by Narottama Prabhu and has organically become one of the most significant community touchpoints for Krishna consciousness in the region.

What began as a modest local effort has grown steadily into a weekly gathering point for hundreds of people from the surrounding communities.



Programs

Wednesday Morning Community Breakfast

Sunday 11:00am Service

Weekly Reach

Approximately 1,000 people visit the temple every week
During school holidays, attendance increases substantially

Impact

Elderly community members rely on prasadam to take essential medication

Families and children return consistently

The chanting of the holy names has become familiar, trusted, and welcomed

Current Financial Reality

Monthly requirement for stable operations: R30,000

Current consistent income: R15,000

Programs continue under financial strain, affecting quantity, quality, and volunteer sustainability

Klerksdorp represents a rare and powerful situation. The community is already coming to the temple. Receptivity is strong. Trust has been established. The limiting factor is not interest, but capacity. With stable support, this center has the potential to become a long-term model for community-based Krishna consciousness in the region.

Testimonial from the Visit of Jayadvaita Swami

When His Holiness Jayadvaita Swami visited Klerksdorp in September, he witnessed something deeply moving. Children and elderly community members were gathered together in the temple courtyard, chanting the Hare Krishna maha-mantra and the Srila Prabhupada pranam mantra with natural joy and focus.

As we were leaving Klerksdorp to drive back to Johannesburg, Swami paused, turned back, and walked toward Narottama Prabhu. He embraced him firmly and, with tears in his eyes, said, “Srla Prabhupada would be so, so happy.”

For those present, it was a quiet but profound affirmation. Not of numbers or organization, but of spirit. It captured exactly what Klerksdorp represents: simple chanting, sincere hearts, and a community being gently drawn toward Krishna consciousness.





2. WuSA – Wake Up South Africa

WuSA has gradually taken shape as a focused spiritual home for university students. Its strength lies not in numbers or scale, but in continuity. It provides students with something rare in university life: structure, association, and a steady devotional rhythm they can return to week after week. This project is headed up by my Manukhanya Devi Dasi, Atma Tattva and mentored and inspired by His Holiness Bhakti Sarvajna Gauranga Swami.

Rather than functioning as an event-based outreach, WuSA operates as a formative space. Students are not only attending programs; they are learning how to live devotional life in practice, alongside studies, pressures, and transition years.

Weekly Participation

WuSA currently supports a committed core of approximately 25-30 students who participate consistently. This stability allows relationships to mature, trust to develop, and spiritual practices to become habitual rather than occasional.

Core Focus Areas

• House programs and prasadam

Regular gatherings centred on prasadam, kirtan, and discussion form the backbone of WuSA. These programs create warmth, familiarity, and a sense of belonging, especially for students living away from home.

- **University outreach**

WuSA maintains a visible and active presence on nearby campuses, meeting students in their natural environment. Outreach is relational rather than transactional, focused on conversations, follow-up, and ongoing connection.

- **Personal mentoring and care**

A key emphasis is individual guidance. Students are encouraged, supported, and gradually trained to take responsibility for their own sadhana and service. This personal care has proven essential for retention and long-term growth.

The underlying principle, as highlighted in the recent Building Self-Sustainable Communities discussion, is a shift from dependency to responsibility. WuSA is consciously cultivating a culture where students do not only receive care, but learn to give it.

Current Challenges

- **Limited manpower**

A small core team carries multiple responsibilities, which





limits the pace of expansion and places pressure on existing leadership.

- **Financial constraints**

Restricted funding affects consistency, transport, program frequency, and the ability to plan long-term initiatives with confidence.

These challenges are acknowledged openly and are approached as part of the training process. Students are gradually exposed to the realities of maintaining devotional spaces, learning that sustainability requires shared effort, sacrifice, and ownership.

Strategic Opportunity

Located in close proximity to major universities, WuSA is uniquely positioned to develop into a long-term leadership incubator for African devotees. With steady support and strategic strengthening, it has the potential to train students not only to practice bhakti personally, but to eventually establish and sustain similar communities elsewhere.

WuSA represents a long-view investment. What is being built here is not a program, but a generation shaped by association, responsibility, and lived devotional experience.

3. Bhakti Yoga Society – University Outreach (University of Johannesburg and University of the Witwatersrand)

The Bhakti Yoga Society programs at University of Johannesburg (UJ) and University of the Witwatersrand (Wits) represent one of the strongest university preaching models currently operating in South Africa.

Attendance

* Between 150 and 450 students weekly, depending on the academic calendar

Program Components

- * Kirtan and guided discussion
- * Study of Science of Self-Realization
- * Cooking demonstrations and prasadam distribution
- * Personal mentoring and follow-up

Recognition

Senior Vaishnavas, including His Holiness Jayadvaita Swami and His Holiness S.B. Keshava Swami, expressed deep appreciation for the depth, seriousness, and atmosphere of these programs.

Strategic Significance

Students are beginning to carry Krishna consciousness back to their homes and communities, extending the reach far beyond campus.



Testimonial from the Visit of S.B. Keshava Swami

When His Holiness S.B. Keshava Swami visited the Bhakti Yoga Society program at the University of Johannesburg, he sat quietly at the back of the room as the students gathered. There was no sense of novelty or performance. The students were attentive, reflective, and fully present. They listened deeply, asked thoughtful questions, and responded naturally to the chanting and discussion.

Later, Swami shared something striking. Having taught and interacted with university audiences around the world, he said that this program stood out to him. There was a readiness he rarely encountered. It felt as though the students were not just curious or experimenting, but genuinely prepared to receive a

full and meaningful engagement with Krishna consciousness and bhakti yoga.

What moved him most was not the size of the gathering, but the quality of the atmosphere. The students were open, serious, and searching. It felt less like an introduction and more like a continuation of a journey they were already on.



For those involved in the program, his words confirmed what they had been quietly witnessing week after week: that the university campuses in South Africa are fertile ground, and that with care, consistency, and sincerity, a generation of thoughtful and committed practitioners can emerge.



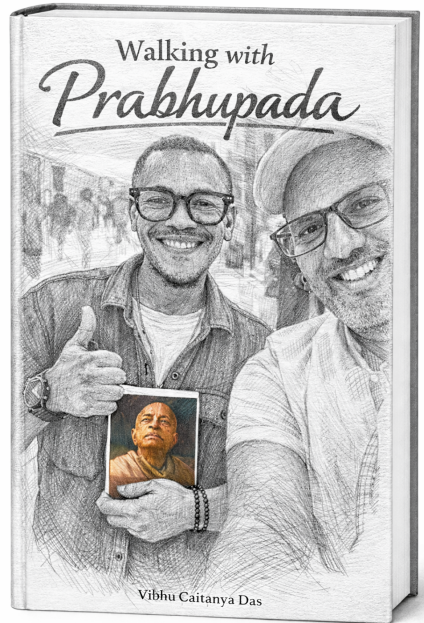


4. Book Distribution – Carrying the Heart of the Mission

For His Holiness Kadamba Kanana Swami, book distribution was never a side activity or a campaign to be switched on and off. It was the quiet backbone of everything. Wherever he traveled, whatever project he encouraged, the books of Srila Prabhupada were always close by. He often reminded us that these books are not ordinary literature. They are meant to travel, to be placed carefully into people's hands, and to work patiently over time.

In Walking with Prabhupada, there is a recurring image of movement. Roads, malls, campuses, pauses between conversations. The book moves because the books themselves move. Kadamba Kanana Swami lived with the conviction that if Srila Prabhupada's books were present, something lasting could begin, even if it was not immediately visible.

The distribution of Srila Prabhupada's books therefore remains foundational to all outreach efforts supported by The Peacock Tree NPC. Books give depth to chanting, context to prasadam, and continuity to spiritual curiosity. They allow people to return, reflect, and grow at their own pace.



Focus

- Distribution in English and local languages Townships, universities, and community-based programs

- Simple presentation through respectful, human dialogue

Through the support of sponsors, books are being placed in Hammanskraal, Klerksdorp, Soweto, WuSA, and across university programs including UJ, Wits, and Durban (UKZN). In many cases, these are the first spiritual books students or community members have ever owned.

Books anchor the work philosophically. They ensure that what begins as an experience can mature into understanding, and that inspiration can deepen into conviction. In this way, book distribution quietly supports every other initiative, linking them back to Srila Prabhupada's original instruction and Guru Swami's lifelong emphasis.

As Kadamba Kanana Swami often showed by his own example, when books move with sincerity and care, they carry the mission far beyond what we can immediately see.

5. Leadership Development and Training

A central long-term priority is the development of strong, grounded leaders who can carry Krishna consciousness forward with depth, maturity, and responsibility.

In this spirit, leaders from several of the initiatives supported by Peacock Tree NPC have been encouraged to formally register for and participate in the Changemakers Course, facilitated by His Holiness S.B. Keshava Swami. This program focuses on developing thoughtful, compassionate, and effective preachers, equipping them with both spiritual depth and practical leadership skills. It represents an important step in strengthening local leadership capacity across South Africa.

Devotee Training and Exposure

Alongside structured leadership training, we have begun facilitating focused exposure opportunities for promising devotees.

Recently, Premananda Prabhu was sent to Govardhan Eco Village (GEV) to deepen his sādhana, study Bhakti-śāstrī, and gain firsthand experience of innovative devotional, ecological, and community-based projects. The purpose of this placement was not only academic study, but holistic formation: to broaden vision, strengthen spiritual foundations, and absorb practical insights that can be meaningfully applied in South Africa.

We are deeply grateful to Govardhan Eco Village for generously sponsoring his boarding and lodging during this

period of training. Such support makes it possible for African devotees to access high-quality training environments and return better equipped for service.

Together, these initiatives reflect a deliberate commitment to investing in people. By prioritizing education, exposure, and inner development, we aim to ensure that the future of preaching and leadership in South Africa rests in the hands of well-prepared, spiritually rooted devotees.

6. Soweto Ratha Yatra – A Living Legacy

The Soweto Ratha Yatra holds a special place in the legacy of His Holiness Kadamba Kanana Swami. For him, Soweto was never symbolic or occasional. It was personal. He repeatedly emphasized that Krishna consciousness must enter the heart of African communities, not remain confined to temples or city centres. He saw Soweto as a place where this spirit could take root naturally, through music, movement, and shared joy.

During his visits, Kadamba Kanana Swami was deeply moved by the sight of children, elders, and families chanting together in the streets. He often remarked that this was exactly how Srila Prabhupada envisioned preaching in Africa: open, dignified, and carried by the people themselves. For Swami, the Ratha Yatra was not only a festival, but a doorway into ongoing community connection.

This understanding is echoed by Mahaprabhu Prabhu, who has been closely involved in the Soweto Ratha Yatra and local kirtan initiatives. Reflecting on the program, he explains how the Ratha Yatra has grown beyond a once-a-year event. Over time, it has created trust and continuity. Families return year after year. Children grow up familiar with the chanting. Elders feel respected and included.

What makes the program sustainable, he explains, is not scale or spectacle, but presence. The community does not feel visited; it feels accompanied. Through consistent kirtan, simple prasadam, and sincere relationships, the Ratha Yatra has become something the community recognizes as its own.

Together, these perspectives capture the heart of the Soweto Ratha Yatra. It stands as a living testimony to Kadamba Kanana Swami's vision and a practical example of how Krishna consciousness can take root in African soil when it is offered with humility, patience, and trust in people.





Financial Overview

Our intention is to subsidize and stabilize programs so that local leadership can grow them sustainably.

Looking Ahead

As we move forward, our immediate focus is to consolidate and strengthen the work that is already bearing fruit, while carefully preparing the ground for responsible expansion.

One priority going forward is to begin assisting **ISKCON Hammanskraal**, situated approximately one hour from Pretoria. The program there follows a similar model to Klerksdorp, with a strong emphasis on chanting, prasadam, and community presence. With thoughtful support and guidance, Hammanskraal has the potential to develop into another stable township-based preaching hub rooted in local leadership.

Immediate Focus

- Stabilize existing high-impact programs so they can operate without constant financial strain
- Address critical funding gaps that affect consistency, quality, and volunteer sustainability
- Strengthen manpower and leadership through training, mentoring, and succession planning

Long-Term Vision

- Develop expanded township preaching hubs that are locally led and community-rooted
- Build a robust, interconnected national university outreach network

- Make steady progress toward an ISKCON University model in South Africa, as envisioned by His Holiness Kadamba Kanana Swami

This approach allows growth to happen without haste, ensuring that each step forward is supported, sustainable, and aligned with Srila Prabhupada's mission.



Gratitude

We express our deep gratitude to the Kadamba Foundation, senior Vaishnavas, local leaders, donors, and volunteers who continue to place their trust in this work. Your guidance, encouragement, and steady support have made it possible for these initiatives to take root and continue through a period of transition.

Your support is not theoretical. It feeds bodies, steadies minds, and opens hearts.

Those who wish to learn more about the legacy of His Holiness Kadamba Kanana Swami, the work of the Kadamba Foundation, or the African preaching initiatives supported through the The Peacock Tree NPC may visit:

<https://kadambafoundation.com>

<https://kadambafoundation.com/donate>

We are grateful for the shared spirit of service that allows this work to move forward with humility, care, and continuity.

Your servant in service to Kadamba Kanana Swami

Vibhu Caitanya Das

Co Director - The Peacock Tree NPC

