

# African Preaching Strategy

## Continuing the Legacy of Kadamba Kanana Swami

### Introduction: Fulfilling Srila Prabhupada's Vision

In 1972, Srila Prabhupada visited Nairobi, Kenya, emphasizing the need to cultivate and preach to local people. His vision was to establish Krishna consciousness throughout Africa, ensuring that African communities could access spiritual education and practice devotional service. Today, we continue this mission, particularly in South Africa, where **His Holiness Kadamba Kanana Swami** dedicated himself to expanding Krishna consciousness.

### Kadamba Kanana Swami's Role in Fulfilling This Mission

Guru Maharaj played a pivotal role in establishing and nurturing Krishna consciousness across South Africa. His focus was on strengthening existing projects and encouraging devotees to take ownership of local preaching efforts. Now, following his departure, we are committed to preserving and expanding his legacy. To achieve this, we seek the support of the Kadamba Foundation in establishing a dedicated fundraising platform to facilitate these efforts.

We now seek to **strengthen and sustain** this legacy with the support of the **Kadamba Foundation and other well-wishers**. This proposal outlines the initiatives currently in place and the required funding to maintain and expand them.

### Short-Term Goals:

These initiatives were already supported and encouraged by Maharaj, and we aim to sustain and grow them further:

1. **Prasadam Distribution in Universities** - Providing nutritious sanctified meals to university students to foster a spiritual atmosphere on campuses.
2. **Education and Training** - Sponsoring devotees for online or in-person training, including studies in Mayapur, with the support of Bhaktivendanta Manor and HH S.B. Keshava Swami.
3. **Transportation of Devotees** - Arranging transport for devotees to regularly visit their nearest temple for association and service.
4. **Devotee Care** - Providing essential material support such as bhoga and medical assistance.
5. **Outreach Festivals** - Organizing Ratha Yatra and preaching programs in disadvantaged African communities.

6. **Temple Preaching Centers** - Equipping centers with books, musical instruments, cooking utensils, and other necessary tools.

**Our approach is not to fully fund these projects indefinitely but to support and subsidize them while encouraging sustainability. We aim to empower each initiative to find ways to sustain itself in the long term, ensuring that Krishna Consciousness continues to grow organically in South Africa.**

## **1. Key Initiatives and Funding Needs**

### **A. WuSA (Wake Up South Africa) – A Centre for Nurturing Students**

WuSA serves as a **spiritual hub** for students, helping them integrate Krishna consciousness into their academic and personal lives. The project provides mentoring, devotional engagement, and prasadam, ensuring that students stay spiritually inspired.

**Current Monthly Income: R8,500**

#### **Monthly Expenses:**

- WuSA House (Water, Levies): R4,000.00
- House Insurance: R2,264.53
- Internet: R1,065.00
- Gas: R400.00
- Bhoga: R4,000.00
- Electricity: R2,500.00
- Preaching Fuel: R1,500.00
- Car Tracker: R70.00
- **Total Need: R15,799.53**

**My Funding Suggestion :** We seek **R7,000 per month** to sustain WuSA and ensure its continued impact. We will also continue with the **R7,000** a month allowance.

## **B. Bhakti Yoga Society (BYS) at UJ & Wits Universities**

BYS has been widely recognized as an outstanding preaching initiative. His Holiness Kadamba Kanana Swami, along with senior devotees such as His Holiness Jayadvaita Swami, His Holiness S.B. Keshava Swami, and Madhava Prabhu, have all remarked that this was the best college preaching program they have ever attended. *BYS has been widely recognized as an outstanding preaching initiative. His Holiness Kadamba Kanana Swami, along with senior devotees such as His Holiness Jayadvaita Swami, His Holiness S.B. Keshava Swami, and Madhava Prabhu, have all remarked that this was the best college preaching program they have ever attended.*

BYS is a structured **student outreach program** offering weekly sessions on stress management, mindfulness, and Krishna-conscious discussions. Thousands of students have benefited from these programs, many experiencing personal transformation.

💡 **Student Testimony:** *One student, staying in a university residence, struggled with stress and a sense of emptiness. Through mantra meditation and studying Srila Prabhupada's Science of Self-Realization\*, her consciousness transformed. Now, she is taking Krishna consciousness back to her remote village, where she has started a small program to share these teachings.\**

💡 **Another Student Testimony:** *"Sir I would like to thank you for an enriching 7 months I have spent at UJ Bhakti Yoga Society. Words cannot express my gratitude but your teachings will live rent free in my mind and by actually sharing them with other people I hope can also do my bit in changing the world. You got us through challenging weeks, your work certainly changed lives of many students and the scrumptious food was a finger licking bonus." - N P Ximba*

Funding Requirements:


- **Weekly Meals for 500 Students:** R10 per meal = **R5,000 per week**
- **Monthly Total Required: R20,000**
- **Student Transport Vehicle:** Hyundai Staria = **R950,000 (one-time need)**
- **Quarterly Retreats:** R20,000 annually
- **Musical Instruments:** R50,000 (once-off cost to train students in kirtan)

**My Funding Suggestion:** R10,000 per month to sustain BYS activities.

## C. ISKCON Klerksdorp: “Hare Krishna Soul Food” Project

In Klerksdorp, **hundreds of elderly individuals walk miles each week** to receive their only **hot meal**, which enables them to take their medication. The prasadam distribution program also provides an opportunity for spiritual engagement through kirtan and book distribution.

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 **Personal Story:** *One elderly woman walks several miles each week just to receive prasadam and take her medication. The temple is her only source of nourishment—both physical and spiritual. Without this meal, she struggles to take her prescribed medication.*

### Menu:

- Rice, spiced vegetables, lentils, fruit, and water or juice.

### Funding Breakdown:

- Volunteer Compensation
- Printing pamphlets and posters
- Book distribution
- Fuel and temple maintenance

### Monthly Expenses: R20,000

My **Funding Suggestion:** R10,000 per month to ensure that no elderly person is left without prasadam.

## 2. Future Projects & Long-Term Vision

### A. Annual Preaching Events

- **Soweto Ratha Yatra & Soweto Kirtan Programs legacy of Guru Maharaj** and that **funds should be raised independently, with additional support only sought in case of a shortfall.** Annual Cost: **R80,000**)
- **Book Distribution** – Sponsorship of Srila Prabhupada’s books in English and local African languages to townships and universities (**R20 000**).

## B. Future Project under Consideration

### 1) . Gauteng Regional Council Initiative - Headed by Keshava Krishna Das

A new project is currently being formalized by the Gauteng Regional Council, with a detailed budget expected in ten days. This initiative aims to enhance the sustainability and expansion of Krishna consciousness across South Africa through structured planning and resource allocation. The project will focus on African Townships:

- **Strengthening Temple Infrastructure:** Ensuring that existing temples and centers have the necessary resources to function effectively, including maintenance, expansions, and renovations.
- **Expanding Preaching Programs:** Supporting outreach initiatives such as university preaching, township programs, youth engagement, and online preaching platforms to reach a broader audience.
- **Devotee Care & Training:** Providing structured training programs for devotees, offering spiritual education, mentorship, and well-being support, ensuring that devotees receive holistic care in their service to Krishna.
- **Strategic Land & Property Acquisition:** Exploring opportunities to secure long-term real estate investments for temple and preaching purposes, ensuring stability and growth for ISKCON South Africa.
- **Prasadam Distribution Expansion:** Strengthening and formalizing prasadam distribution efforts, ensuring that food distribution is done in alignment with sankirtan preaching, reaching the most vulnerable communities while fostering spiritual engagement.
- **Fundraising & Financial Sustainability:** Developing structured fundraising strategies to ensure that all projects are adequately funded, with accountability and transparency in financial management.
- **Education & Leadership Development:** Establishing leadership training programs to equip future leaders in ISKCON South Africa, empowering them with the skills and knowledge needed to sustain and grow the movement.
- **Collaboration with Global ISKCON Initiatives:** Aligning with ISKCON's global efforts to strengthen Krishna consciousness in Africa through partnerships, knowledge-sharing, and collective strategy development.

This initiative is being designed in consultation with key stakeholders and will align with Srila Prabhupada's vision for Krishna consciousness in Africa. Once finalized, we will provide further details on funding requirements, implementation timelines, and how the Kadamba Foundation and other supporters can contribute to this transformative effort. A new project is currently being formalized by the South African National Council, with a detailed budget expected in ten days.

- **2. Hammanskraal Preaching Initiative** (similar to Klerksdorp’s feeding program) The Hammanskraal initiative is a **future project** similar to Klerksdorp’s program. While it is not currently included in the budget, additional funding would allow us to expand into this new area.

### C. ISKCON University (Long-Term Goal)

This was a vision of **HH Kadamba Kanana Swami**, where students could **live in an ashram setting** while completing their university studies through correspondence. They would also receive **shastric education** and mentorship, ultimately choosing to either enter full-time temple service or serve as dedicated congregation members.

### 3. Why Your Support Matters

By **investing** in these projects, you are not just donating—you are **ensuring the expansion of Krishna consciousness in Africa**. Your support directly enables:

- ✓ **Prasadam distribution for students and elderly individuals.**
- ✓ **University outreach that has already transformed lives.**
- ✓ **A sustainable spiritual network for the next generation.**

Let us work together in fulfilling the mission of Srila Prabhupada and **continue the legacy of Kadamba Kanana Swami**.

### 4. Summary of Expenses

<b>Project</b>	<b>Monthly Need (ZAR)</b>	<b>Annual Need (ZAR)</b>
WuSA	14,000	168,000
BYS	10,000	120,000
Klerksdorp Soul Food	10,000	120,000
Soweto Ratha Yatra & Kirtan	-	80,000
BYS Annual Report		20,000
Book Distribution	-	20,000
<b>Total Funding Need</b>	<b>34,000</b>	<b>528,000</b>

## **5. Call to Action**

We humbly seek the support of the Kadamba Foundation and other donors to bring these projects to fruition. With your help, we can ensure that no student, elderly person, or sincere seeker is left without spiritual nourishment.

**Your servant in service to Srila Prabhupada,**

Vibhu Caitanya Das  
**Director - Peacock Tree NPC**