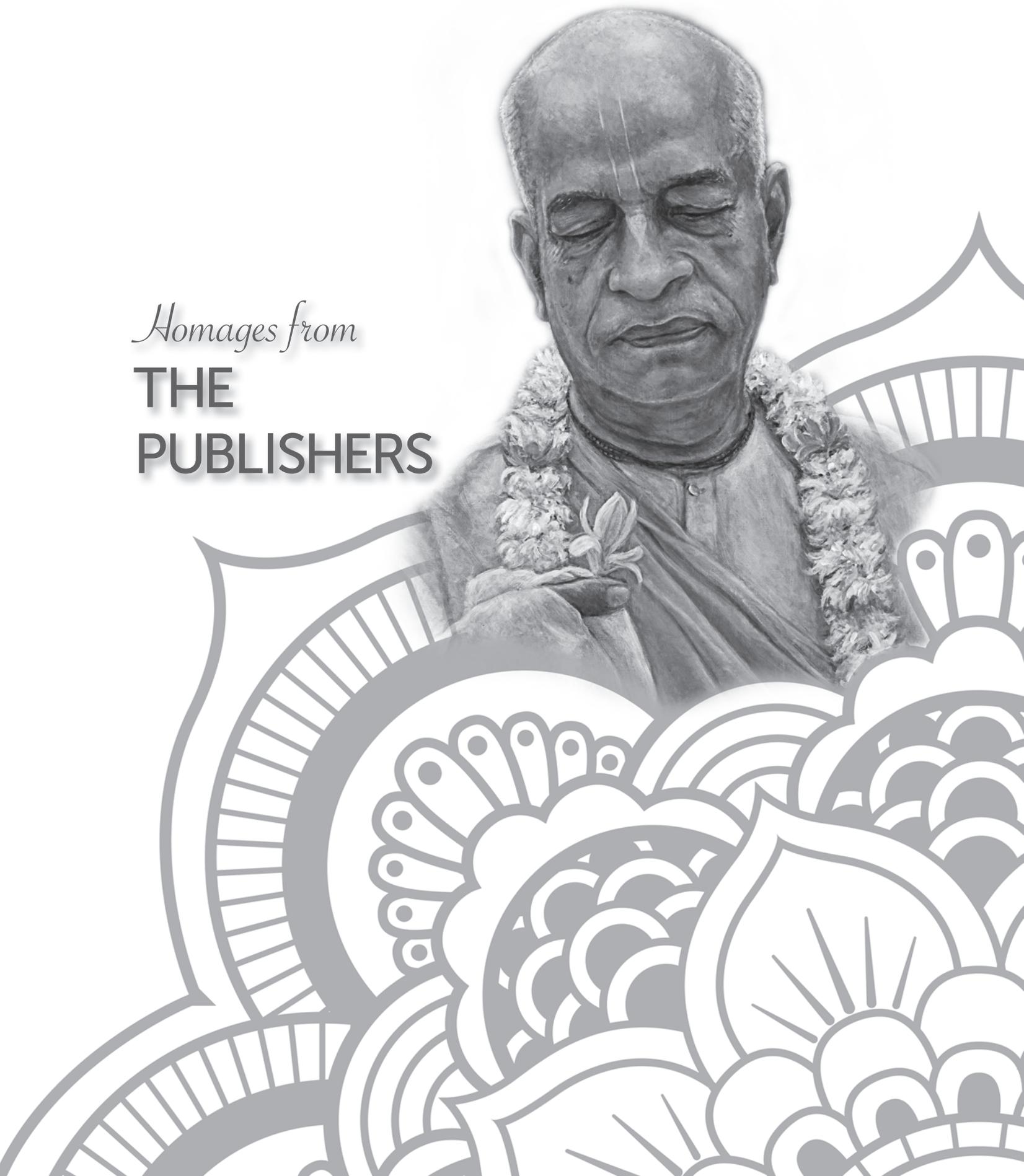


*Homages from*  
**THE  
PUBLISHERS**





# Bhaktivedanta Book Trust (Africa)

*nama om̐ viṣṇu-pādāya kṛṣṇa-preṣṭhāya bhū-tale  
śrīmate bhaktivedānta-svāmīn̄ iti nāmīne*

*namas te sārasvate deve gaura-vāṇī-pracāriṇe  
nirviśeṣa-sūnyavādi-pāścātya-deśa-tāriṇe*

“If someone is ignorant and addicted to the path of *saṁsāra*, how can one who is actually learned, merciful, and advanced in spiritual knowledge engage him in fruitive activity and thus further entangle him in material existence? If a blind man is walking down the wrong path, how can a gentleman allow him to continue on his way to danger? How can he approve this method? No wise or kind man can allow this.” (*Śrīmad-Bhāgavatam* 5.5.17)

In this *Śrīmad-Bhāgavatam* verse Lord Ṛṣabhadeva teaches His sons the proper conduct of a wise and kind devotee blessed with spiritual knowledge. We are reminded of a quote from Edmund Burke: “All that is necessary for the triumph of evil is that good men do nothing.”

Śrīla Prabhupāda, during an evil and dark time, when Kali-yuga had taken hold throughout the world, you had the spiritual conviction and bravery to act and not let the forces of illusion and ignorance envelop us all.

Your books, Śrīla Prabhupāda, are a torchlight that illuminate the often treacherous path we traverse on our way back to Godhead.

Śrīla Prabhupāda, we pray that we may continue to read and meditate upon your books as the guiding light of our journeys. May the divine knowledge from the pages of your books shed light in our darkest hour as we seek your lotus footsteps impressed in the path we must walk on our way back home, back to Godhead.

*yasya deve parā bhaktir yathā deve tathā gurau  
tasyaite kathitā hy arthāḥ prakāśante mahātmanaḥ*

“Only unto those great souls who have implicit faith in both the Lord and the spiritual master are all the imports of Vedic knowledge automatically revealed.” (*Śvetāśvatara Upaniṣad* 6.23)

*Your servants at the Bhaktivedanta Book Trust offices in South Africa.*

## Bhaktivedanta Book Trust (Far East / Middle East)

Dear Śrīla Prabhupāda,

Please accept my humble obeisances in the blessed dust beneath your lotus feet. Eternal glories unto you, Śrīla Prabhupāda!

May we submit our humble report that more than 60,000 of your small books in Arabic have been distributed so far to Arab tourists and university students visiting or temporarily studying throughout North America and Europe, as well as in the UK, the Far East, Australia, New Zealand, and India.

And now, by your divine grace, we have published a new, meticulously translated Arabic edition of your *Bhagavad-gītā As It Is*. And as illustrated in the photos on the opposite page—with many more at <https://www.facebook.com/bbtfeme>—Arabs worldwide have begun receiving it with both surprised delight and profound happiness! These sincere souls seem to be reaching out for answers now more than ever, with such an earnestness that of all the languages we are charged to serve, our fastest selling language of all is Arabic!

Śrīla Prabhupāda, we know just how much you wished this “Muslim world preaching” to happen, since you personally expressed this in such a divine and ecstatic way on that beautiful autumn afternoon in your room in Śrī Vṛndāvana *dhāma*, on November 9<sup>th</sup>, 1976.

May we therefore end this brief report with the best news of all: Virtually all of the Arabic books sold in the Western world find their way back to the Middle Eastern countries themselves when all these students and tourists take them back home with them. They feel such gratitude when receiving the books, and they take them home as special treasures to share with their dearest friends and family.

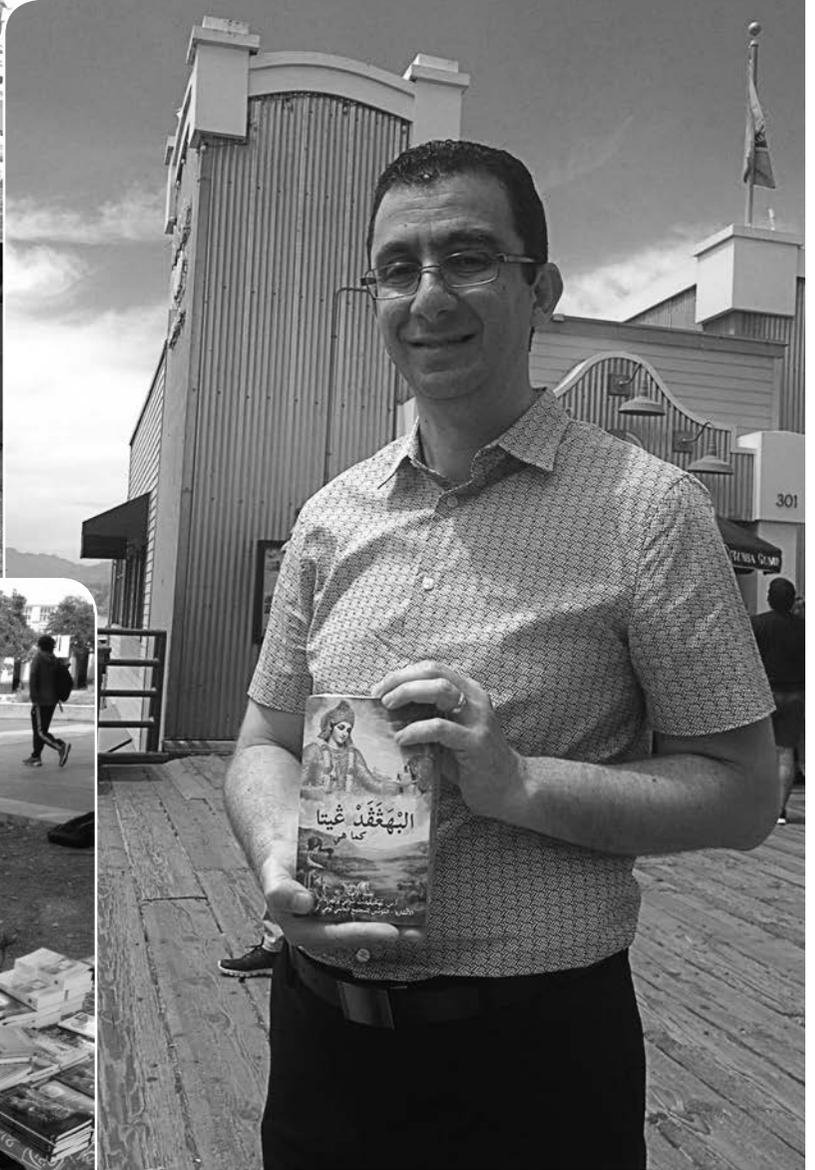
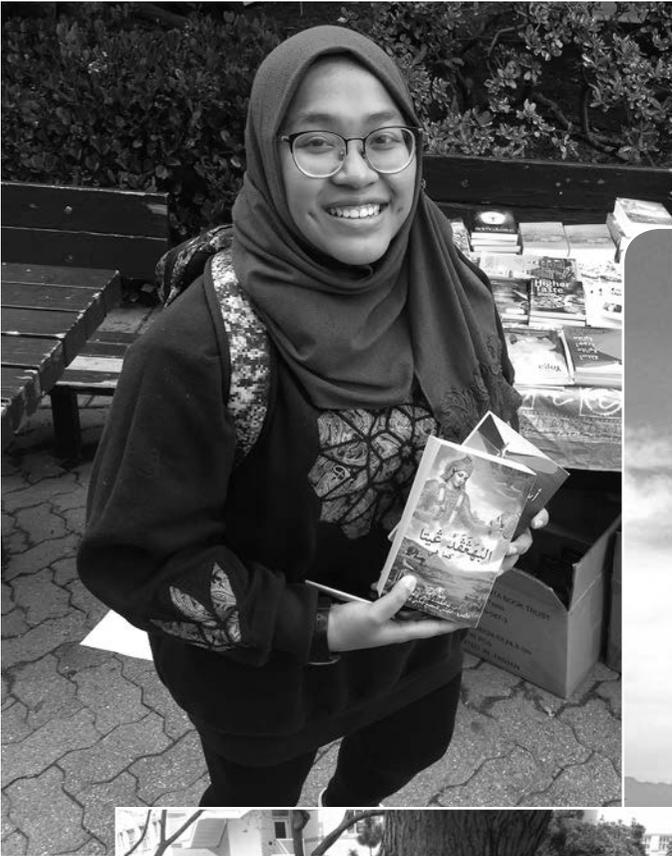
Could it be that the Lord Himself so much wishes to fulfill this deepest desire of yours, Śrīla Prabhupāda, that He is actually turning these fortunate Arabs into your own book distributors, who carefully bring your transcendental literatures into all the places we could never go ourselves?

Śrīla Prabhupāda, please shower your mercy on both ISKCON’s book distributors and these fortunate Arab book distributors so that this miracle will only increase more and more for your transcendental pleasure.

*Your servants at the offices of the Bhaktivedanta Book Trust, Far East / Middle East.*

(written by Satyanārāyaṇa Dāsa)

## Homages from the Publishers



# Bhaktivedanta Book Trust (North America)

*nama om viṣṇu-pādāya kṛṣṇa-preṣṭhāya bhū-tale  
śrīmate bhaktivedānta-svāmīn iti nāmine*

*namas te sārasvate deve gaura-vāñī-pracāriṇe  
nirviśeṣa-sūnyavādi-pāścātya-deśa-tāriṇe*

Life's so short, we make it very hard.  
It's simple for the pure in heart.  
There's a purpose, a reason, that we're here,  
more than just playing a part.

The mission at hand has been spoken,  
that every woman and man in all lands gets a  
book!  
The mission of man has been woven,  
in every village and town all around the world!

There's a conquest of cultural concern,  
a renaissance of humankind.  
East and West in chanting and your books;  
the world will note the change in time.

The mission at hand has been spoken,  
that every woman and man in all lands gets a  
book!  
The mission of man has been woven,  
in every village and town all around the world!

I can't serve my senses anymore;  
it's only chewing the chewed.  
My life is meant for more than this,  
fulfilling the mission of Kṛṣṇa and you!

There's a place beyond the mundane,  
free from lust, anger, and greed.  
One engaged in the mission life and soul  
will reach that place with certain guarantee!

The mission at hand has been spoken,  
that every woman and man in all lands gets a  
book!  
The mission of man has been woven,  
in every village and town all around the world!

It's simple for the pure in heart.

*Your servants at the Bhaktivedanta Book Trust offices in North America.*

(written by Sura Dāsa)

# Bhaktivedanta Book Trust (Northern Europe)

*nama om̐ viṣṇu-pādāya kṛṣṇa-preṣṭhāya bhū-tale  
śrimate bhaktivedānta-svāminn iti nāmine*

*namas te sārasvate deve gaura-vāṇī-pracāriṇe  
nirviśeṣa-sūnyavādi-pāścātya-deśa-tāriṇe*

Śrīla Nārada Muni requested Śrīla Vyāsadeva to expand the essence of Vedic knowledge for the well-being of all people.

The *catuḥ-slokī*, the four verses Lord Brahmā received from the Lord Himself, were in seed form. Those *catuḥ-slokī* were handed down to Śrīla Vyāsadeva with the request that he expand them.

Dear Śrīla Prabhupāda, when you, in the very same disciplic succession, accepted your spiritual master's instruction to spread the topmost spiritual message to the English-speaking world, you expanded the original instruction.

The careful rendering of the mature nectarean fruit of the Vedic desire tree into English became your life's mission in the service of your spiritual master. You became a translator and an author.

Translation generally follows a translation strategy that depends on the purpose, the target group, and the desired style, and takes into account intercultural differences. The translation process takes place when information is carried over from the source language to the target language, from one communication milieu to another.

Your objective was to carry over into English factual spiritual knowledge, concepts of transcendence hitherto concealed in the Sanskrit verses of the *Vedas*. Having their existence and purpose beyond the material sphere, they had no adequate equivalents in any language of the world. You had to create additional English terminology for these spiritual concepts.

English was your second language, but this was no limitation for you; it was more like a bonus, an advantage. To capture those special words' spirituality, you dove deep into their etymology. All this empowered you, with your wonderful creativity and freedom in the use of language.

You have created an ingenious philosophical terminology. The meaning of terms like "Supersoul," "Supreme Personality of Godhead," "devotee," "modes of material nature," "conditioned life," "self-realization," "bona fide spiritual master," "detachment," "illusory energy," "impersonalism," "descending process," "transcendental mellows"—they are all well-known to Western Vaiṣṇavas today.

These terms are no mere abstractions in some philosophical rendering. You have made the terms self-explanatory by using them in their philosophical contexts and by defining them in accordance with Vaiṣṇava philosophy.

A remarkable aspect of your later translation work and your compilation of commentaries is the fact that you dictated them instead of writing them down. Using a dictation machine would be a very unusual practice for any common translator. Inconceivably, you created coherent, complete text sections in your mind and rendered them sentence by sentence, paragraph by paragraph.

Producing translations for text form by this method demands extreme focus, a vast active vocabulary, total concentration, and an infallible memory. All this is astounding, given that the verses in *Śrīmad-Bhāgavatam* and *Śrī Caitanya-caritāmṛta* can be both surprisingly complex and beautifully poetic, with elevated imagery.

In the true sense you are broadcasting spiritual messages, transmittable spiritual truths, and all with an uninterrupted flow of crystal-clear thought. You knew your topic, and you knew how to present it.

## Śrī Vyāsa-Pūjā 2018

The invariable in your monumental literary work is the all-pervading presence of *bhakti*, devotion to the Supreme Lord Śrī Kṛṣṇa. Your translation work itself was an expression of *bhakti*; your manifestation gave impetus to *bhakti*.

In your books you have given the essence and expansion of the *catuḥ-ślokī*, knowledge for re-establishing one's relationship with the Supreme Personality of Godhead (*sambandha-jñāna*), the inspiration to act according to that relationship (*abhidheya-jñāna*), and ultimately the indiscriminating mercy of Lord Caitanya Mahāprabhu, who converted the Māyāvādī *sannyāsīs* in Vārāṇasī into Vaiṣṇavas by displaying wonderful personal features of humility and effulgence.

Śrīla Prabhupāda, your captivating personality is displayed in your personal style of writing and attracts the readers with charm, poetry, accents, rhythm, sharpness, humor, wit, wisdom, and simply love. Instead of complicating the subject, you communicate it by explaining complexities with analogies so universal that they are understandable by readers from any culture. You said once that your purports are liked by people because they are presented as practical experience.

You truly are a well-wishing teacher of the whole world. With humility and compassion you give transcendental knowledge to everyone. Like Lord Caitanya Mahāprabhu, you spread *kṛṣṇa-bhakti* without discrimination.

Your spiritual master, Śrīla Bhaktisiddhānta Sarasvatī Ṭhākura, says in his *Caitanya-caritāmṛta* commentary that only an empowered personality can “broadcast the shining brightness of Kṛṣṇa's effulgence throughout the world.” Furthermore, you want the desire tree of Vedic knowledge to grow even lusher, and you want your Bhaktivedanta Book Trust to publish your books in as many languages as possible.

Translators and editors in the BBT face their own challenges. Every language has its specific problems. Not unlike yourself, our translators and editors have to create philosophical terminology in their languages. They analyze your text on many levels. They recognize what idioms and larger information-carrying elements of the language system are used, and how they correlate in syntax and semantics. Without clear understanding, one cannot translate. It is not words but meanings that are translated. A so-called literal translation adhering too much to the superficial formal level of words can obscure the philosophy more than elucidate it. A translator must also understand various text styles and find the best method of translation into the target language, be it then idiomatic, minimax, semantic, literal, adequate, or any thinkable combination of different ways.

There are times when translators and editors feel discouraged and doubt their abilities. Am I doing the right thing?

When this happens, one prays. One remembers the importance of the mission. One remembers your practical attitude towards everything. The main thing is that your message is carried over to the reader as clearly as possible, without your personal time-defying, elegant verbal style vanishing in the process.

When we dive deeper into the various levels of your text, you, Śrīla Prabhupāda, seem to come closer.

We, your humble servants at the North European BBT, are very fortunate that you allow us to be a part of a great mission. Out of respect for you, we aim to produce publications that are of high quality. Your books are our worshipable deities.

Kindly bless us with this presence of yours, always and forever.

Thank you.

*Your servants at the offices of the Bhaktivedanta Book Trust in Northern Europe.*

(written by Jagadambikā Devī Dāsī)