

Financial & Operational Update: Audio Seva (Aksaya Tritiya, May 10, 2024)

All Glories to Sri Sri Guru & Gauranga!
Hare Krsna! Dandavat Pranams.

Current Operational Report

We are excited to announce the **launch of the TRANSCRIPTION SEVA** starting this Aksaya Tritiya. We invite devotees who have had experience in this seva to [JOIN US by registering here](#). The mission is to transcribe every audio file such that eventually our website, harikatha.com, will serve as an online folio for Srila Gurudeva. The transcripts will be available on the individual audio page on the website.

Besides this, in the year 2023, we worked **on upgrading the official archive website - harikatha.com**, while continuing to launch newer short videos on **Gaudiya Rasamrita** and the **archiving process** itself.

- **Website:** We are very excited to announce the **new update** of the official archive website of Srila Gurudeva – **harikatha.com**. The **“Series” feature** is now available. Audios have been grouped by various series of lectures spoken by Srila Gurudeva. We are launching with 11 series and more will be added in the months to come. Daily harikatha, and short videos have also been added on the Home page.
- **Gaudiya Rasamrita:** In October 2021, we introduced the brand ‘Gaudiya Rasamrita’ to bring all our social media channels on which daily harikatha of Srila Gurudeva and short videos are sent, under one banner. Gaudiya Rasamrita videos are posted everyday on WhatsApp, Telegram, Facebook, Instagram, YouTube & Podcasts. The **short videos** – also referred by devotees as ‘nectar bombs’ - **have been greatly effective** in increasing the reach of Srila Gurudeva’s harikatha to newer audiences, thus generating increased appreciation and enquiries about his teachings. This past year we have been focusing on launching **newer short videos** and **bettering the earlier ones**. We also started sending out **Hindi text along with the short videos** and this was met with a tremendous positive response from the Hindi speaking audience. We also launched **new daily harikatha “online festivals”** where relevant lectures are sent leading up to an important tithi. Our WhatsApp group now has **almost 5000 members**. Our YouTube Channel has **36,700+ subscribers**.
- **The Archiving Process:** Currently **7,200 files are ready** and after finalizing the audio quality and content, and checking for typos and errors in the titles, dates, sound rating and other details, **2103** of these have been launched on the archive website. We will continue to add the files onto the website as and when they get finalized after going through all the checks. Since we are coming towards the bottom of the pile of the raw files, we are finding many duplicates and this has greatly slowed down the rate at which new files are being finalized, although the team is continuing to work at the same rate. We estimate that we will need at least one more year to finalize a majority of the audio files.

Financial Report

During the period from **January 1, 2023 to December 31, 2023**, we spent a total of **\$48,051** on Sound Engineering (Audio Restoration), Contracted services, Automation, Promotions & Miscellaneous.

The breakup is as follows:

Contracted Services	\$29,260
Sound Engineering	\$12,427
Automation	\$2,656
Miscellaneous	\$3,708

We are happy to report that the **average cost per audio-restored file is now \$18 from the original \$28**, because many files were done in-house. Contracted Services refers to the full-time, committed, backend support team (currently 12 devotees). Given the complexity of the raw archive, a well-trained and consistent team becomes a deciding factor for progress. Our backend data management and allotment systems are all automated. Costs incurred towards this as well as cloud storage and website development have been clubbed under 'Automation'. 'Miscellaneous' expenses include banks fees, hardware and data costs, etc. This year saw a big jump in the Miscellaneous category as we had to buy many hard drives to make a master backup and the taxation, legal and bank fees were paid through this account as opposed to the parent archive account in the earlier years. It also includes the cost for a temperature controlled safe storage facility where all the original tapes have been stored.

During Jan-Dec 2023, we raised **\$53,179** and until the completion of this project, **we estimate a requirement of at least \$60,000 more**. Additionally, we will also need funds for the Transcription seva, the accounting of which will also be included in the same parent Audio Seva Archive project. For any further information, please write to us: contact@audioseva.com

We are very, very thankful to each and every devotee who has made this mammoth effort possible. And especially to Srila Gurudeva and our senior Vaisnavas for kindly giving us this golden opportunity to participate in some way in this once-in-a-lifetime seva. Lastly, we are especially grateful to Sriman Isa Prabhu, who started this entire initiative by collecting, organising and digitising Srila Gurudeva's tapes since early 2000s. We will forever remain indebted to his tireless efforts.

Your Servants
Srila Gurudeva's Audio Seva Team