

Financial & Operational Update: Audio Seva (Aksaya Tertiya, May 8, 2022)

All Glories to Sri Sri Guru & Gauranga!

Hare Krsna! Dandavat Pranams.

Current Operational Report

The year 2021 saw some important milestones being achieved in preserving and propagating the legacy of Srila Gurudeva's unparalleled harikatha:

- **Website:** Launch of the archive website – harikatha.com
- **Gaudiya Rasamrita:** Rebranding of Srila Gurudeva's daily harikatha postings on social media under the name 'Gaudiya Rasamrita' (<https://linktr.ee/gaudiya.rasamrita>)
- **Short Videos:** Launch of one short video (one minute long) of Srila Gurudeva's katha daily, since Kartika 2021. These videos have been so effective in spreading Srila Gurudeva's teachings, that devotees have started calling them 'Nectar Bombs'! These short videos are now being translated and published in Russian and Spanish languages as well. Other languages are also on the way.

All the above was done while the following sevas continued:

- **Broadcasting Srila Gurudeva's harikatha daily:** We started posting Srila Gurudeva's Audio Restored harikatha daily in Hindi and English since May 2020. It is now being posted everyday on WhatsApp, Telegram, Facebook, Instagram, YouTube & Podcasts. Our WhatsApp group now has **3,400 members**. Our YouTube Channel has **24,000+ subscribers, 10,000 of which have joined in just the past 12 months!**
- **The Archiving Process:** This consists of Content Reporting, Audio Restoration and Track Editing (cutting and merging files). Currently **5,000 files have been Audio Restored and 5,500 files have been Track Edited** (Cut and Merged) but after finalizing the audio quality and content, and checking for typos and errors in the titles, dates, sound rating and other details, 1755 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.

We also increased online advertising and promotions for Srila Gurudeva's harikatha in 2021 and it will remain one of our major focus areas in the coming years. **The short videos and promotions 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.

Due to the time consumed by sevas related to the website development, short videos and promotions in 2021, the overall archiving process was slightly slower than expected. **As per current estimates, all the 11,000+ audios will be finalised and archived by the end of 2024.**

Financial Report

During the period from **January 1, 2021 to December 31, 2021**, we spent a total of **\$70,567** on Sound Engineering (Audio Restoration), Contracted services, Automation, Promotions & Miscellaneous.

The breakup is as follows:

Contracted Services \$31,487

Sound Engineering \$32,639

Automation \$2,917

Promotions \$2,907

Miscellaneous \$619

We are happy to report that the **average cost per audio-restored file has further reduced to \$18 from the original \$28**, because many files were done in-house. We spent slightly more on Contracted Services in 2021. Contracted Services refers to the full-time, committed, backend support team (currently 15 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.

During Jan-Dec 2021, we raised **\$66,132** and until the completion of this project, **we estimate a requirement of at least \$146,000 more**. 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 serve 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