

Financial & Operational Update: Audio Seva (Aksaya Tritiya, April 23, 2023)

All Glories to Sri Sri Guru & Gauranga!

Hare Krsna! Dandavat Pranams.

Current Operational Report

In the year 2022, we worked **on upgrading the official archive website** while continuing to build up the brand **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 audios are now **shareable** and also can be clicked to view a **summary of the topics** for each lecture. We now have a fresh new design and will continue to make more updates in the coming months, such as adding links to the daily harikatha, adding tutorial videos of how to use the website, and so on.
- **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. Our WhatsApp group now has **almost 4000 members**. Our YouTube Channel has **32,200+ subscribers**, 8,200 of which have joined in just the past 12 months!
- **The Archiving Process:** Currently **6,000 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, 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. 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. Besides this, the following steps are being taken to preserve the master data and ensure that we are retaining only the best quality files for the archive
 - We are still receiving new audio cassettes from devotees. So newer files are being digitized, some of these are better quality than the existing duplicate in the archive. So this analysis is being done and files are being reworked where necessary.
 - We have collected approximately 1000 CDs/DVD containing approximately 35,000 of Srila Gurudeva’s audio and video files. These have been copied into a hard drive and need to be analyzed to sort duplicates and quality.
 - All of Isa Prabhu’s data (approximately 150TB) has been backed up to ensure we do not lose any files. This includes all the audio and video files. The audio files need to be analyzed to sort duplicates and quality. And eventually the Video Seva Project will begin to organize, clean and archive the video files.

Financial Report

During the period from **January 1, 2022 to December 31, 2022**, we spent a total of **\$70,449** on Sound Engineering (Audio Restoration), Contracted services, Automation, Promotions & Miscellaneous.

The breakup is as follows:

Contracted Services \$33,195

Sound Engineering	\$29,367
Automation	\$770
Promotions	\$533
Miscellaneous	\$6,584

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 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. 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.

During Jan-Dec 2022, we raised **\$60,949** and until the completion of this project, **we estimate a requirement of at least \$164,000 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 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