

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

All Glories to Sri Sri Guru & Gauranga!

Hare Krsna! Dandavat Pranams.

First of all, we hope this message meets you well. For most of us, this past year has been quite tough on many fronts. Yet, somehow by Srila Gurudeva's supreme mercy and desire, Audio Seva was able to progress, although, at a slower pace than we hoped.

Before we get into further details of this update, we are especially remembering Sriman Isa Prabhu, who started this entire initiative by collecting, organising and digitising Srila Gurudeva's tapes since early 2000. He was always joyous to see the progress of this seva. We will forever remain indebted to his tireless efforts for 18 years.

Current Operational Report

As most of you are aware, the organised efforts of the Audio Seva Team began in February 2018. We started with content reporting for each audio file. Sound Editing (Audio Restoration & Track Editing) had begun by January 2019.

(To see the detailed process we followed for each audio, please watch: <https://youtu.be/R-ZyCz38cEY>)

By mid-2020, 550+ devotees across 49 countries had content reported 13,000+ lectures. 2000+ files were also Sound Engineered or Track Edited. With most of the content reporting done, in the second half of 2020, we started consolidating the data, preparing and checking the audios for launch on the official archive website, in time for the glorious Centennial year of our beloved Srila Gurudeva.

The audio files go through various checks before being tagged as 'final'. Hence, in principle, while many files may be at various stages of readiness, they cannot be released 'officially' as an archive file unless all checks are done. For instance, currently 2,600 files are Audio Restored and 3,000 files have been Track Edited (Cut and Merged) but only 1,500 of these files are finalised for the audio quality and content. 1,100 of these 1,500 files have been checked for typos etc. in the titles, sound rating and other details (hence only 1,100 can be launched on the archive website.)

Having said that, we wanted to start sharing the restored files sooner, so that devotees could benefit from the restoration done so far. So, we found a way to share the audio-restored 'work-in-progress' files by **posting DAILY Harikatha in Hindi and English since May 2020.**

This was met with great appreciation from the devotees, many of whom said: "**This feels like the second coming of Srila Gurudeva in my life!**" Not only have we been posting audios as per the relevant tithis but we have also released various series such as Kartika Special Damodarastaka and Bhajana Rahasya Series, Vrajamandala Video Parikrama Series, Ratha Yatra Series, Rupa Gosvami series, Gauramandala Parikrama Series, Purusottama Masa Special Raya Ramananda Samvada, Venu Gita & Gopi Gita, among others. Now, Srila Gurudeva's harikatha is being posted everyday on WhatsApp, Telegram, Facebook, YouTube & Podcasts. Our WhatsApp group itself has **2,000+ unique members**. Our YouTube Channel (Gurudeva Lectures) has 15,500 subscribers, **6,500 of which have joined in just the past 12 months!**

We also increased online advertising and promotions for Srila Gurudeva's harikatha in 2020 and it will remain one of our major focuses in the coming years. Already, we have received many enquiries from devotees who weren't hearing Srila Gurudeva earlier but are now his ardent followers, eager to know more about him and his teachings.

Today, on Aksaya Tritiya 2021, with the blessings of Sri Hari-Guru-Vaisnavas, we will (very soon!) launch the official archive website for Srila Gurudeva with the first 1100 organised and restored.

This archive website will eventually also host the **organised Video, Memories & Media Archive of Srila Gurudeva**.. Progressively more and more audios will be uploaded as soon as they are finalised. We expect to have 3,000+ audios ready by the end of 2021.

We estimate the Audio Seva project to continue till December 2023 at least. In other words, we expect all the audios to be finalised and archived earliest by the end of 2023.

Financial Report

During the period from **January 1, 2020 to December 31, 2020**, we spent a total of **\$61,921** on Sound Engineering (Audio Restoration), Contracted services, Automation, Miscellaneous.

The breakup is as follows:

Contracted services \$ 27,811

Sound engineering \$ 31,334

Automation \$ 2,189

Miscellaneous \$ 587

We are happy to report that the average cost per audio-restored file has **reduced to \$22** from \$28, because many were done in-house. We spent slightly more on Contracted Services in 2020. Contracted Services refers to the full-time, committed, backend support team (currently 10 devotees). Given the complexity and variegatedness 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, advertising costs, data costs etc.

During Jan-Dec 2020, we raised \$103,627 and until the completion of this project, **we estimate a requirement of at least \$100,000 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. 🙏 It's been like a wonderful worldwide family, with all of our effort and attention going towards pleasing the centre - Srila Gurudeva ❤️

Your Servants

Srila Gurudeva's Audio Seva Team