

SHAPE foundation - Project Impact Assessment

Project Information

Impact Assessment Report: Social Media Channel - Khushiyon ke Ambassador (Ambassadors of Happiness)/Abyuday Sansthan/Abhibhavak Vidyalay

Project Information:

Project Name: Social Media Channel: Khushiyon ke Ambassador (Ambassadors of Happiness) - Manviya Shiksha Shodh Sansthan

Project Description: The project operates two channels, "Ambassadors of Happiness" and "Research on Happiness," with a focus on promoting Madhyasth Darshan through video films. It shares the real-life stories of individuals practicing Madhyasth Darshan, attracting followers and subscribers.

Project Location: Village Achhoti, District Durg, Chhattisgarh

Start Date: May 2023

Responsible Team/Department/SPOC: Dr. Sanket Thakur

Current Project Status: The project is currently operating from the Manviya Shiksha Shodh Sansthan campus. The two social media channels present true stories of Madhyasth Darshan practitioners. The channels have garnered 1500 followers and over 150,000 views across YouTube, Facebook, Instagram, and Twitter.

Future Plans:

Planned Activities and Objectives:

- Establish a fully equipped Multimedia Centre at the Sansthan.
- Utilize various multimedia tools for information dissemination, including community radio, internet radio, apps, news website portal, YouTube, news channels, live streaming, and online study sessions.

Project Timeline for Future Activities: Year 2024-25.

Impact Assessment:

Specific Goals and Outcomes:

- Achieve popularity among students and attract new individuals interested in understanding Madhyasth Darshan.
- Establish Social Media channels as a gateway for new participants to join Adhyayan Shivirs (study camps).

Indicators or Metrics:

- Joining of newcomers to social media channels.
- Participation of newcomers in Parichay Shivar and Adhyayan camp during summer holidays.
- Creation of social media WhatsApp groups for promotion and induction of new people.

Measurement of Success:

- Increase in followers and subscribers.
- Sharing and circulation of video clippings to friends and relatives.

Beneficiaries and Target Population:

- **Primary Beneficiaries:** - Youth of the new generation, families with young children, and disabled individuals.
- **Expected Beneficiaries:** - Project anticipates a wide range of beneficiaries, potentially from 1 million to 10 million subscribers.
- **Target Groups:** - Although not explicitly targeted, a few people from vulnerable or marginalized groups have joined.

Financial Support:

Total Amount of Financial Support Received: - Rs 10 lakh.

Breakdown of Funds Utilization:

Manpower: Rs 6 lakh.

Traveling expenses: Rs 1.25 lakh.

Transportation and visits: Rs 1.25 lakh.

Lodging and boarding: Rs 1.25 lakh.

In summary, the project has made significant strides in attracting followers and subscribers, with a clear roadmap for future activities. The financial breakdown demonstrates a strategic allocation of funds to manpower, travel, and essential expenses, ensuring effective utilization. The project's success is measured not just quantitatively but also qualitatively by the engagement and sharing of content. The initiative holds the potential to reach a broad audience, especially the youth and families seeking insights into Madhyasth Darshan.