

SHAPE foundation - Project Impact Assessment

Project Information: Sarthak Media

Project Name: Sarthak Media

Project Description: Sarthak Media focuses on developing 2D and 3D animations covering meaningful topics, particularly related to Jeevan Vidya, for both children and adults.

Project Location: Kheda, Gujarat

Start Date: Over 2 years ago

Responsible Team/Department/SPOC: Vandan Rawal

Current Project Status

Sarthak Media has successfully created 8 animated videos on the introduction of Madhyast Darshan and meaningful stories for children. These videos, available on YouTube under the name "Jivan Vidya Short Films," cover topics like relationships, education, and philosophical discussions. The team handles script development, storyboarding, animation, voiceovers, and final production.

Planned Activities and Objectives

The project aims to develop 5-7 more videos on Jeevan Vidya and extend its scope to documentaries and live video projects in the coming year (2024).

Project Timeline for Future Activities 2024

Specific Goals and Outcomes

Introduce co-existentialism through informative and engaging animations, helping people understand the art of living a fulfilling life.

Indicators or Metrics

The success of the project is measured qualitatively and quantitatively, considering factors like audience engagement and understanding.

Measurement of Success

Success is gauged by increased viewership, positive feedback, and the impact on the audience's understanding of Jeevan Vidya.

Primary Beneficiaries

The entire human community, with a specific focus on children and those seeking to deepen their understanding of Jeevan Vidya.

Total Amount of Financial Support Received

INR 30,000 per month for video development

Breakdown of Fund Utilization

Allocated for developing storyboards, animations, voiceovers, and related aspects.

Key Partners or Stakeholders

SHAPE Foundation.

Nature of Collaboration

SHAPE Foundation is funding the video production, enhancing project sustainability.

Innovation and Best Practices

Innovative Approaches: Sarthak Media introduces videos for children in Hindi and English, designed for easy understanding and customization in local languages.

This comprehensive impact report outlines the current status, future plans, impact assessment, financial aspects, and collaborative efforts of Sarthak Media. Further details on challenges, sustainability, and lessons learned would enhance the report's depth and provide a more holistic understanding of the project's journey.

Website: Jivan vidya short films