

Religious Issues

In Indian Rural Society, religion and culture will have a very important place and strengthen the bonds of community life and action. The traditional religion and cultural activities are designed for edification as much as they serve to break the monotony of life. The gradual decline in these areas of life has been accompanied by other forms of diversions and entertainments such as gambling, consumption of liquor etc., which contributed in no small measure to the impoverishment of rural poor.

To counter the diversions of the rural poor, various National and International Agencies are engaged in the field of propagation and promotion of religion, art and culture.

*A sample project proposal for "**Production and Distribution of Religious Songs on Audio**" is given in detail under the heading of "**Religious issues**".*

PROJECT PROPOSAL ON

**PRODUCTION AND DISTRIBUTION
OF RELIGIOUS SONGS ON AUDIO**

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1

The Project - An Overview

1.1 The Project

The Project is proposed to establish a unit for production and distribution of Religious prayer profiles and devotional songs on audio cassettes with an initial capital investment of Rs. 28.25 lakhs.

1.2 The Product

Religious preaching, discourses and devotional songs on Audio cassettes.

1.3 Project objectives

This project is a religio-cultural intervention seeking social approach for propagating the greatness of Christianity by using the audio as media and special apparatus for reaching the divine message in a simple, lucid manner suiting to the local linguist, to the doorsteps of targeted people.

The logical framework-farming basis for formulation of the project is,

- to disseminate among the targeted people, a knowledge and spirit of Christianity
- to reveal the complete harmony and basic oneness of original Christianity as taught by Jesus Christ, and to show that these principles of truth are the common scientific foundation of universal Christianity.
- to point out the one divine highway to which all paths of true religious beliefs eventually lead; the highway of daily, devotional praise and prayer of the Lord.
- to liberate from his three fold suffering; physical disease, mental inharmonious and spiritual ignorance.
- To encourage plain living and high thinking, and to spread a spirit of brotherhood among all peoples by teaching and propagating the eternal basis of their unity; kinship with Jesus Christ.
- To overcome evil by good, sorrow by joy, cruelty by kindness, ignorance by wisdom.

- To unite science and religion through realization of unity of their underlying principles.
- To advocate cultural and spiritual understanding between east and west and the exchange of their finest distinctive features.
- To serve mankind as one's larger self.

1.4 Target group

All, whoever interested and spiritually attracted towards the life and preaching of Jesus Christ.

1.5 Scope of the project

One of the distinguishing features of this project is the manner in which the project will harness the religion and culture to strengthen the spiritual attenuation of the target group and propagate the Christianity. In Indian Rural Society, religion and culture will have a very important place and strengthen the bonds of community life and action. The traditional religion and cultural activities are designed for edification as much as they serve to break the monotony of life. The gradual decline in these areas of life has been accompanied by other forms of diversions and entertainments such as gambling, consumption of liquor etc., which contributed in no small measure to the impoverishment of rural poor. Religious life and ethical ideas, in wider sense, have the potential for inculcating the desired behavioural patterns conducive to all round development of human beings. The involvement of target groups in the project, optimum utilization of various forms of assistance provided to them and the general level of honesty among them have been considerably influenced by the finer religious sentiments evoked in them imperceptibly by the religio-cultural interventions of the project. This project provides motivational literature and devotional songs highly attuned to praise the greatness of the Lord for drawing the attention of the target people towards the life and teachings of Jesus Christ.

1.6 Tenets of the project

- Scientific accuracy is needed in order to know the vast range of facts. The sacred scriptures of the Christianity deserve to be studied with care. Generalisation are peculiarly difficult to be made with regard to any religion, but they need to be made with exactness.
- Sympathetic appreciation is indispensable for an understanding of the satisfaction which each particular religion given to it's followers.

- Judicial discrimination must be exercised upon the different values which the different religions assign to the varying experiences and ideals of life.
- Constructive inclusiveness will help to gather up all the values which may be found among the religions of the world into a harmonious unity.
- Fearless trust in spiritual worth, wherever found, will serve to enhance followers reverence for the universal God and truth and also His respect for the religious aspirations of humanity.
- A thoroughly Christian attitude is necessary in dealing with other individuals.

1.7 Project Planning

The project is an approach intended to undertake the following activities.

- a) Compilation/lyricising of devotional songs / prayers / preachings.
- b) Composition
- c) Play back
- d) Recording
- e) Duplication
- f) Distribution

A detailed approach and programme methodology is discussed at chapter - 4 of this proposal.

1.8 Organisation and Man-power

The Executive Secretary of the Implementing Agency will assume the overall superintendence of the Project and he will be the Project Leader. He will be assisted by a Project Coordinator who maintain close rapport with lyricists, music directors, religious institutions and the public.

A detailed organizational structure along with the schedule of salaries and wages is given at chapter - 6 of this proposal.

1.9 Project cost and means of funding

The project "Production and Distribution of Prayer Profiles and Devotional Songs on Audio" is proposed with an initial capital investment of Rs. 28.25 lakhs out of which an amount of Rs. 1.88 lakhs is earmarked to create the basic infrastructure and other fixed assets and the rest of the amount will be utilized for meeting the recurring expenses for initial start-up.

The total cost of the Project is expected to be met out of grant-in-aid assistance from any International/National Christianity Ministry.

1.10 Impact Analysis

The main objective of the Implementing Agency is to develop a detailed framework for monitoring and evaluation of the project. The task is two fold.

- To establish a framework for concurrent monitoring and evaluation to assess programme implementation, performance and sustainability.
- Define list of indicators and variables for process monitoring which are consistent with the programme objectives and reflect the different stages of project implementation.

A Project Advisory Committee consisting of the project leader as convenor and other resource persons from various institutions, churches, media etc., will be formed to derive advises as well as monitoring support from time-to-time.

This committee will also review the accounts and audited statements of the Implementing Agency.

The programme will be reviewed periodically by the Executive Committee of the project functionary and all necessary modifications to achieve the desired objectives would be incorporated as per the advises given by the Project Advisory Committee.

1.11 Schedule of implementation

The project is proposed to take off within a period of 6 months from the date of conception. The break-up of activities along with their schedule of implementation is given at chapter - 9 of this proposal.

This project implementation schedule is only suggestion and it may vary from project to project depending on the kind and nature of interventions.

2

Religion-It's significance in Indian Society and It's perception

2.1 Religion - it's influence on human life

Religion is the chief differentiating characteristic of man. Some animals may surpass some men in certain abilities, such as keenness of sense perception, practical constructiveness, companionability and economic productiveness but no animal to human knowledge displayed any evidences of religious life, nor has any animal everdone anything which might be interpreted as a preparation for a life beyond death. Certain human individuals do seem to be lacking in religious interest, just as they are lacking in the higher mental and moral interests yet mankind as a whole is universally religious. In the history of the mankind, there has never been a tribe of man without some form of religion. Even the bushman of Central Asia and the Indian of Patagonia who represent the lowest forms of existent human life, cherish some belief in the spirit world and engage in some kind of worship. In the oldest monuments of the civilised men, as shown in the pyramids of Egypt and early Vedic scriptures of India, religious convictions, aspirations and practices are in evidence.

Religion has been one of the most powerful factors in human history. Other aspects of human life have indeed been important, yet the pre-eminently noble characteristic of man throughout his entire history has been his religion. He is convinced that he stands in certain super human relations and is satisfied that he has received needed super human help.

Times have changed but the religious beliefs of the human being have grown stronger with the passage of time.

2.2 Functions of the religion

Religion gives to a person what he can obtain from no other source - a confidence in the outcome of life's struggles through a personal connection with the superior power or powers in the world. Every religion does many things for the religious individual and also usually for the society. For example, it assists in providing the individual with the aided power and satisfaction. It helps him to bear the troubles of life uncomplainingly. It offers a solution to the problems of evil; it improves the quality of the present life; it offers the hope of a better life in the future; it outlines an ideal society; it sets a working plan of salvation. The distinguishing function of the religion, in contrast with the philosophy or ethics of any

idealising cultural activities, is to give to the human being, a supreme satisfaction of his life through vital relationship with what he recognises as the super human power in the world.

2.3 Analysis of the religion

Religion is so simple that any intelligent child, as well as an adult, may have a real religious experience. Religion is also so inclusive and complex that it needs to be analysed, so as to be completely understood and fully enjoyed. It may be defined in simple terms as that aspect of a person's experience including his thoughts, feelings and actions, whereby he endeavours to live in relationship with what he deems to be the divine.

From the psychological point of view, religion is partly intellectual, partly emotional and partly an act of the will.

But religion involves more than merely a subjective experience. It always has some reference to an object of faith and of worship. What constitute a person's religion is his belief in his experience of the supreme God.

The peculiarly unique feature in the Christian conception of God is that His power, while not metaphysically limited by any other power outside himself is qualified by the divine characteristic of regard for moral personality. A Christian normally thinks of God as cherishing redemptive love towards men.

2.4 Conception of religion-varying emphasises

a) The intellectual emphasis

Religion is a mental faculty or disposition, which independent of may inspite of sense and reason, enables man to apprehend the infinite, under different names and under varying guises.

b) The moral emphasises

Religion is the recognition of all duties as divine commands.

c) The emotional emphasis

The essence of religion is the feeling of absolute dependence.

d) The emphasis of worship

Religion is the worship of higher powers from the sense of need.

e) Emphasis on self-advantage

Religion, rests above all, upon the need of man to realise a harmonies synthesis between his own destiny and the opposing influences he meets in the world.

f) Social emphasis

Religion is the consciousness of highest social values.

g) Individual emphasis

Religion shall mean for us the feelings, acts and experiences of individual man in their solitude, so far as they apprehend themselves to stand in relation to whatever they may consider the divine.

2.5 Religion inventions and interventions - different approaches

Religion is so vast a subject, that it cannot be exhausted by any single kind of investigation. It must be studied from many points of view.

a) Historical approach

Along with the economic, geographical, political, cultural and other factors, which have influenced human history, religion too must be studied particularly because of it's tendency to organise communities of people around a religious faith in a super human power.

b) Psychological approach

Which studies religion as a characteristic of man, involving his entire equipment of thinking, feeling and willing.

c) Social approach

Religion may also be studied as one of man's many social activities, yet only as he endeavours through religion to produce an ideal social order by means of a vital relationship with the supreme order.

d) Literary approach

An especially rich approach is found in literature and in all those writings where man has endeavoured to express in words his ideas and feelings, often seemingly beyond words, concerning the supreme being.

e) Aesthetic approach

Religion has been one of man's many methods of appreciating, expressing and creating beauty, not only through literature but also through music, sculpture, architecture and all other arts. This is because, the supreme has been regarded specifically as the supremely beautiful.

f) Sacred scriptures

The most important advancement in understanding of religion in recent years has been made through the direct study at the sacred scriptures of the religion. Most, though not all, of these documents are now available in English translation, and several other regional languages. These render indispensable aid in solving the important problem of deciding what was the true form of the religion.

The sacred scriptures furnish the only uniform basis for reporting the various religions.

2.6 Beliefs of Christianity

- Evil is a terrible and wide spread fact in human life; man was made potentially good; yet all individuals are liable to evil, and actually do sin against God, against other persons and also against their own best self.
- The social organisation of man is responsible for the transmission of evil through heredity and variously otherwise; each individual is directly responsible for choosing evil, rather than good.
- The fundamental evil is the selfish use of God given free will; and injury to moral personality.
- By the individual loving whole heartedly, by society organising servicefully and by the God's helping graciously.
- Salvation is imperative for every individual; every individual and all the society must render reciprocal service with God's continual help in fellowship with Jesus Christ.

2.7 Elements of strength in Christianity

- It's conception of God as a loving Holy Father.
- The character and teaching of the Son of God, Jesus Christ
- It's conception of a divine Holy Spirit, providing comfort
- It's teaching concerning Kingdom of God
- It's confidence that even death does not check the constant development of human life.
- It's distinctive scripture
- It's practical responsiveness to relative sufferings.
- It's civilising influence
- It's missionary activity

3

Religio-Cultural Interventions Institutional Support

3.1 Religio-Cultural Interventions

As enumerated in earlier chapters, the religion and culture will occupy an important place and strengthen the bonds of community life and action. The traditional cultural activities are designed for edification as much as they serve to break the monotony in the life of rural man, as well as urban population. The gradual decline in these areas of human life has been accompanied by other forms of diversions and entertainment such as gambling, consumption of liquor etc., which have contributed in no small measure to the impoverishment of the society.

Religious life and ethical ideas, in wider sense, have the potential for inculcating the desired behavioural patterns conducive to all round development of human beings. One of the distinguishing feature of this project is the manner in which the project will harness the religio-cultural activities to strengthen the development orientation of the target group besides propagating the Christianity. The involvement of target groups in the project, optimum utilisation of various forms of assistance provided to them and the general level of honesty among them have been considerably influenced by the fine religious cultural interventions of the project.

The following are a few religio-cultural interventions which can be voluntarily be undertaken by NGOs and religion institutions.

3.2 Voluntary interventions

- a) Information and networking
- b) Publication and distribution of religious prayer profiles in print and electronic media.
- c) Moral education and missionary programmes
- d) Theatre on performing arts
- e) Conservation of articles/objects of historical importance. (Study, research, publication, museum and reconstruction).
- f) Promotion of folklore

3.3 Institutional support

The following institutions will support the initiatives in this direction.

- a) Overseas book centre, Canada.
- b) Catholic funds for Overseas Development, UK
- c) Heinz and Anna Kroch Foundation, UK
- d) Christian fellowship Itzehoe, Germany
- e) AGAPE Ministries Ltd., UK
- f) Christian Aid, UK
- g) Focus Ministries, USA
- h) Light Link International/Denmark

4

Production & Distribution of Religious Devotional Songs & Discourses on Audio-Cassettes - A Project Approach

4.1 Project Objectives

- To disseminate among the target group, a knowledge of definite scientific techniques for attaining direct personal experience with God.
- To reveal the complete harmony and basic oneness of original Christianity as taught by Jesus Christ; and to show that these principles of truth are the common scientific foundation of all true religions.
- To point out the one divine highway to which all paths of true religious beliefs eventually lead
- To liberate man from his threefold suffering; physical disease, mental inharmonious and the spiritual ignorance.
- To encourage plain living and high thinking and to spread a spirit of brotherhood among all people by teaching the eternal basis of their unity and kinship with God.
- To demonstrate the superiority of mind over body, of soul over mind.
- To overcome evil by good, sorrow by joy, cruelty by kindness, ignorance by wisdom.
- To unite science and religion through realisation of unity of their underlying principles.
- To advocate cultural and spiritual understanding between East and West and the exchange of their finest distinctive features.
- To serve man kind as one's larger self.
- To spread the essence of religious thought in a simple, lucid transcription and promoting through Audio, Video and print media.

4.2 Project Interventions

- a) Compilation or lyricists of devotional songs/religious preachings
- b) Composition
- c) Playback
- d) Recording
- e) Duplication
- f) Distribution

4.3 Production target

This project is targeted to release around 12 Audio series of devotional songs and religious discourses over a period of 12 months from the date of conception.

Each Audio Cassette will contain 6 devotional songs or 60 minutes of religious discourse. Each series will be duplicated in to 25,000 cassettes to be distributed amongst the targeted group.

4.4 Production methodology

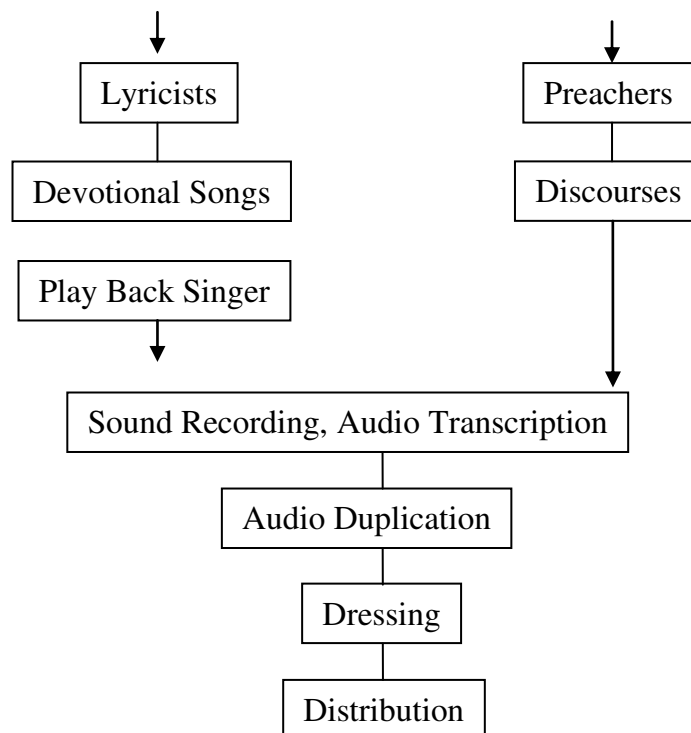
This project will not venture into manufacturing/producing any Audio blanks and will not contain any permanent recording/duplicating studios. Instead, it will utilise the facilities of established sound recording studios on contract basis as and when required.

Popular lyricists will be encouraged to write devotional songs. Music composition and sound recording and audio duplication etc., will be handled by professionals on work-contract basis.

The audio cassettes thus produced will be distributed amongst the target group through religious institutions, music vendors.

The services of a professional marketing agency will be hired as and when necessary.

The following schematic diagram represent the process flow of the project.



5

Production and Distribution of Religious Devotional Songs on Audio Cassettes - Infrastructure Planning

5.1 Infrastructure

The following parametres may be adopted while determining the infrastructural requirements of the project. The infrastructure indicated hereunder are only illustrative and they serve merely as guidelines for formulating the project. They may vary from project to project basing on the type and kind of intervention.

a) Location

This project can be located anywhere in the country and the location is expected to have some prominence, good access to transportation and other basic infrastructure.

b) Requirement of land

This project does not require any land on it's own as it is expected to be set up in a hired premises.

c) Requirement of building

The project is proposed to have a minimum plinth area (built-up area) of at least 1200 sft for accommodating the administrative functionary of the project. A readily constructed building with all basic infrastructure like telephone, power, water and sanitary arrangements will be taken on lease rentals. A provision of Rs. 3000/- per month towards lease rentals is made in the scheme.

d) Requirement of office furniture

The following are the minimum requirement of furntirue

Sl. No.	Description	Nos.
1.	Office Tables	6
2.	Premier chairs	6
3.	Visitor's chairs	15
4.	Almirah	2
5.	Cup boards	2
6.	Computer table	1
7.	Cash chest	1

e) Requirement of equipment

The following are the requirement of equipment by this project.

Sl. No.	Description	Nos.
1.	Type writer	1
2.	Personal computer with multi-media, internet, modem	1
3.	Printer	1
4.	Music system	1
5.	Fax machine	1

6

Organisation and Man Power Planning

6.1 The Organisation

The organisation (Project Functionary) will be headed by the Executive Secretary who will govern the day to day administration of the concern. He will derive the guidance and support from a Project Advisory Committee constituted out of the following resource persons.

Constitution of the Project Advisory Committee

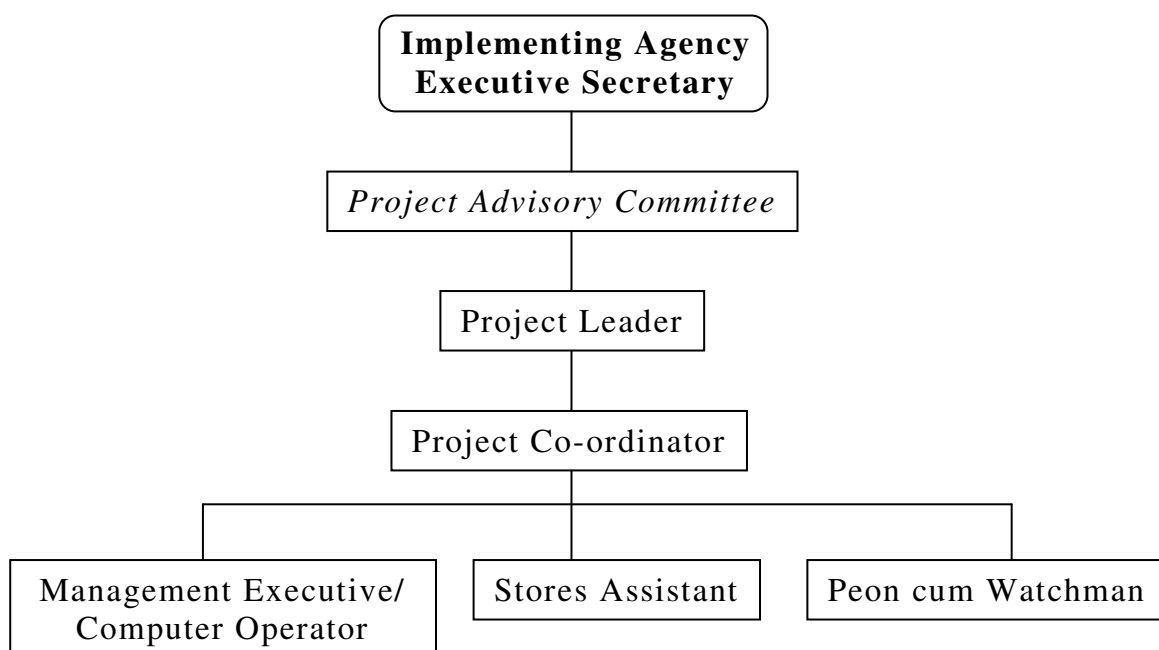
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|----------------------------------------------------------|---------------------------------|
| 1. President of the Project functionary | - Chairman |
| 2. Secretary of the Project functionary | - Convenor/
Member Secretary |
| 3. Nominee from the Funding Agency | - Member |
| 4. Nominee from the other reputed religious organisation | - Member |
| 5. Marketing professional | - Member |
| 6. Audio distributors/manufacturer | - Member |

This committee would meet periodically once in three months and it would oversee all the operations of the Project functionary including the accounts and auditing. It would devise the indicators for reviewing the performance of the project and suggest methods for overcoming the shortfalls.

The project leader (Executive Secretary of the Implementing Agency) will inturn be assisted by a Project Coordinator who will assume responsibilities in the areas of general administration, co-ordination with religious leaders, religious institutions, professional lyricists, music and sound engineering dealers and distributors. He will coordinate all the activities concerning administration, production and marketing.

The project co-ordinator will be assisted by a Computer Operator cum Management Executive who will oversee the routine correspondence, book keeping, accountancy, purchase and marketing jobs of the concern.

The following diagram represents the organisational structure of the project.



In all, the following category of people will be required to handle various operations of the project.

1.	Project leader	-	1
2.	Project Co-ordinator	-	1
3.	Management Executive/Computer Operator	-	1
4.	Stores Assistant	-	1
5.	Peon cum Watchman	-	1
			<u>5</u>

6.2 Schedule of Salaries and Wages :

The following is the schedule of salaries and wages.

Sl.	Category	Wage per month	Nos.	Wage per month (in Rs.)	Wage per Project period ie: 12 months (in Rs.)
1.	Project leader	5,000.00	1	5,000.00	60,000.00
2.	Project Coordinator	3,500.00	1	3,500.00	42,000.00
3.	Computer Operator	3,000.00	1	3,000.00	36,000.00
4.	Stores Assistant	2,500.00	1	2,500.00	30,000.00
5.	Peon cum watchman	2,000.00	1	2,000.00	24,000.00
					1,92,000.00

7

Project Cost and Means of Funding

7.1 The Project cost

The total cost of the Project including the working funds for a period of 6 months from the date of conception works out to Rs. 28.25 lakhs, the capital outlay of which includes the following.

a) Land and land development

Since, this project is proposed to be established in a hired premises, no investment under this head is presumed.

b) Building

This project proposed to have 1200 sft built-up area in some good and affluent location. The project may have to opt for a long-term lease rentals and hence an amount of Rs. 50,000/- is earmarked towards the lease rental deposits.

c) Cost of furniture

Sl.	Description	Nos	Rate per unit (in Rs.)	Total cost (in Rs.)
1.	Office tables	6	1,500.00	9,000.00
2.	Premier Chairs	6	1,000.00	6,000.00
3.	Chairs	15	500.00	7,500.00
4.	Almirahs	2	2,500.00	5,000.00
5.	Cup boards	2	2,000.00	4,000.00
6.	Computer table	1	1,500.00	1,500.00
7.	Cash chest	1	5,000.00	5,000.00
				38,000.00

d) Cost of equipment

Sl.	Description	Nos.	Rate per unit (Rs.)	Total cost (Rs.)
1.	Typewriter	1	10,000.00	10,000.00
2.	Personal computer with multi- Media, internet modem etc.,	1	40,000.00	40,000.00
3.	Printer	1	5,000.00	5,000.00
4.	Music system	1	10,000.00	10,000.00
5.	Fax machine	1	15,000.00	15,000.00
6.	Miscellaneous electrical fixtures and equipment	LS	-	10,000.00
				90,000.00
	add 10% towards contingencies			9,000.00
				99,000.00

Say Rs. 1 lakh

e) Total cost of Fixed assets

1. Lease rental deposits	Rs.	50,000.00
2. Cost of furniture	Rs.	38,000.00
3. Cost of equipment	Rs.	1,00,000.00
		Rs. 1,88,000.00

f) Working funds required/project period of 6 months

1) Material cost

(basis 1,50,000 cassettes during the initial project period of 6 months)

i) Production costs of 1.50 lakh audio-cassettes including material, audio recording, duplication, dressing and distribution charges @ Rs. 15/- per cassettes.	Rs.	22,50,000.00
ii) Professional remuneration and honorarium	Rs.	250,000.00

Rs. 25,00,000.00

2) Salaries and wages for 6 months

Rs. 96,000.00

3) Administrative overheads

Sl.	Description	Allocation per month (Rs.)	Per project period (in Rs.)
a)	Rentals	3,000.00	18,000.00
b)	Power	500.00	3,000.00
c)	Traveling & Conveyance	1,000.00	6,000.00
d)	Telephones	500.00	3,000.00
e)	Postage & Stationery	250.00	1,500.00
f)	Staff welfare	500.00	3,000.00
g)	Miscellaneous	500.00	3,000.00
		6,250.00	37,500.00

g) Total working funds required for the project period

1)	Material costs	Rs.	25,00,000.00
2)	Salaries and wages	Rs.	96,000.00
3)	Administrative overheads	Rs.	37,500.00
		Rs.	26,33,500.00

h) Total cost of the scheme

1)	Cost of the fixed assets	Rs.	1,88,000.00
2)	Cost of the working funds	Rs.	26,33,500.00
		Rs.	28,21,500.00

Say Rs. 28,25,000/-

i) Viability indicators

1. *Operational costs of the scheme per month*

i)	Material costs (basis:25,000 cassettes) @ Rs. 15/- per cassette	Rs.	3,75,000.00
ii)	Salaries & Wages	Rs.	16,000.00
iii)	Administrative overheads	Rs.	6,250.00
		Rs.	3,97,250.00

2. *Sales realisation per month*

	By sale of 25,000 Audio cassettes @ Rs. 16/- per cassette	Rs.	4,00,000.00
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With these indicators, it is evident that this project can generate enough surplus to meet its overheads and can support the project plan out of its internal resources from the 7th month onwards.

J. Means of funding

The project will be requiring around Rs. 1.88 lakhs towards fixed capital and Rs. 26.33 lakhs towards the working funds for an initial period of 6 months from the date of inception.

The total cost of the project ie: Rs. 28.25 lakhs is expected to be bridged out of grant-in-aid assistance.

The unit is expected to generate enough surplus to meet the production as well as operational costs from the 7th month onwards.

As enumerated under column - i of this proposal. The unit can generate enough surplus out of its operations, which can be utilised for meeting the operational costs from 7th month onwards.

8

Project Evaluation and Monitoring

8.1 Project Evaluation

A two fold tasks of the implementing agency is to develop a detailed framework for monitoring and evaluation of the project. The objectives of this evaluation is to,

- Establish a framework for concurrent monitoring and evaluation to assess programme implementation, performance and sustainability.
- Define list of indicators and variables for process monitoring which are consistent with the programme objectives and reflect the different stages of project implementation.

A Project Advisory Committee consisting of project leader as convenor and other resource persons drawn from the funding agency, other religious institutions and social organisations will be constituted to advise the implementing agency on all aspects concerning monitoring and evaluation of the project.

The following goal/objective form part of the logical framework of the project.

a) Long-term objective

To reveal the complete harmony and basic oneness of original Christianity as taught by Jesus Christ and to advocate cultural and spiritual understanding between east and west, and the exchange of their finest distinctive features.

b) Immediate objective

To spread the message of the Lord by inculcating spiritual feeling amongst the common man through devotional songs and religious discourses.

8.2 Indicators of success

- Response from the social partners
- Increased participation of targeted people in religious activities.
- Increased awareness about the Gd's Kinship and His message
- Increased awareness about Christiandam and it's prime responsibilities.

9

Project Implementation Schedule

The Project is expected to take off within a period of six months from the date of conception. The various activities inter-connected with the implementation of the project are as given hereunder.

Month - 1

1. Project preparation and appraisal
2. Market Survey
3. Funding dossiers

Month - 2

1. Funding dossiers
2. Legal documentation
3. Formation of Project Advisory Committee

Month - 3

1. Identification of professional stake holders
2. Identification of infrastructure
3. Institutional tie-up

Month - 4

1. Indenture of furniture and equipment
2. Technical agreements
3. Marketing tie-up

Month - 5

1. Recruitment of staff
2. Procurement of office furniture and equipment
3. Compiling the first series of Audio.

Month - 6

1. Project Advisory Committee
2. Release of First Audio Cassette