

# SANDAKADAPAHANA

## The Project Proposal



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## **Executive Summary**

The long-decreed auditorium for the Faculty of Humanities and Social Sciences will be made a reality with the construction of the new building in between the buildings K27 and K28 of the university. The auditorium is constructed with the initiation of the “Sikha” club, who has called for fund raising projects in order to cover the cost of the auditorium.

The English Student Association proposes to organize the music concert “Sandakadapahana” performed by Mr. Sunil Edirisinghe, in order to cover an amount of LKR 400 000 of the cost by the profits of the concert. “Sandakadapahana” will be held on the 18th of October 2014, taking a period of three months to prepare for and promote the show, starting from July 2014.

The budget plan forecasts a profit over LKR 450 000 and with proper monitoring and evaluations, it could surpass LKR 500 000. “Sandakadapahana” will be monitored by several committees appointed for the specific purposes, who would be holding weekly meetings to discuss the outcome and correct the set-backs.

“Sandakadapahana” is not only expected to raise funds for the auditorium but to provide an entertaining experience to the audience, develop leadership qualities of the students involved in the planning as well as developing the bond within the Humanities and Social Sciences faculty.

## **Background and Justification**

University of Kelaniya which was established in 1875 consists of six faculties where more than 40,000 students read for their undergraduate and postgraduate degrees. At present, a well-conditioned auditorium has become a major requirement for the faculty of Humanities and the faculty of Social Sciences. Since before, the undergraduates of these two faculties have to use Dharmaloka Hall for their functions where they have to face inconveniences in reservations. They have to reserve it at least 2 or 3 months before, since it is the main auditorium of the whole university. In several occasions, the planned dates have to be adjusted continuously based on other reservations. Thus the art club of the university, “Sikha” has decided to construct an auditorium for the faculty of Humanities and Social Sciences in the top floor (4<sup>th</sup> floor) of new building next to the hall of K28.

However, the club is in need of financial aid for this construction. Their fund itself is insufficient for it as they estimate the overall cost for the construction to be approximately LKR 3 000 000. They request financial support from the two faculties. They invite the departments of each faculty to cooperate with them with fundraising events. Thus the English department of faculty of Humanities came forth with the musical evening, “Sandakadapahana” as a fund raising event for the new auditorium. We believe it to be a unique experience for the entire university. It will be an evening for young and old to witness a magnificent performance of the renowned artist Mr. Sunil Edirisinghe. The sponsorship of Dialog cooperation and Abans Electricals prove the success and grandeur of the function. We estimate to receive LKR 400 000 of funds from the event which qualifies the project to be an effective fund raising event.

### **Objectives of the Project**

- The main objective of conducting the “Sandakadapahana” musical evening is to fund the construction of new auditorium for the faculty of Humanities and Faculty of Social Sciences.
- To provide entertainment for academia and outside community while giving the opportunity to enjoy the performance of one of the renowned musicians in the country.
- To develop the organization skills and leadership qualities of the undergraduates of the Department of English.
- To strengthen the inter faculty corporation.
- To enhance friendship, fellowship and mutual understanding among the undergraduates and the administration.

## **Project Details**

“Sandakadapahana” is a spectacular musical event by the Veteran Vocalist Sunil Edirisinghe. It is a live & acoustic musical performance abounded with the fascinating power of the combination of voice and melody, to entertain music lovers of all ages.

The critically acclaimed laureate musician Sunil Edirisinghe, is recognized as an eminent Sri Lankan Vocalist whose soulful voice has soothed the hearts of thousands of people for more than four decades of his musical career. His music has become a hallmark of the classical genre of music in the Sri Lankan music Industry.

The authentic collection of songs of Sunil Edirisinghe have not only reverberated the theme of profound love but also touched the sensitive social issues of ethical obligations thus, rendering a worthy didactic approach.

“Sandakadapahana” concert is a mile-stone in the life of this exceptional musician.

“Sandakadapahana” will unveil on the 18<sup>th</sup> of October 2014 at the Dharmaloka Hall of the University of Kelaniya, which will accommodate a massive audience of more than 1500. Tickets will be available at the University of Kelaniya and Arpico Supercentre outlets at Kadawatha, Gampaha and Maharagama. Ticket prices would range from LKR500 to LKR2000

This musical event will be organized by the students of the English Department of the University of Kelaniya, sponsored by Abans and Dialog with the fundamental objective of raising funds for the construction of a new auditorium for the Faculty of Humanities & Faculty of Social Sciences.

The media partners for the musical event would be TV Derana and FM Derana and Print media partners would be Rivira and The Daily News Newspapers.

## **Expected evaluation of the Project.**

The “Sandakadapahana Fund Raising Project” is for a worthy cause of facilitating students of the Faculty of Humanities and Faculty of Social sciences with a fully equipped modern Auditorium. In general, it is for the benefit of all Kelaniya University students for hosting events.

Simultaneously, the project will also provide entertainment for the General public via an unsurpassable quality of musical melodies.

Hosting the event at the University of Kelaniya, is expected to have two major benefits: Attracting the attention of the University students who will also comprise a major section of the audience. Similarly, it will also be cost effective, since the Hall is provided free of charge.

The Department of Modern Languages and the Department of Image Arts of the Faculty of Humanities and of the University of Kelaniya are willing to work in collaboration with the Department of English, the chief organizers of the Funding project. This would be performed via the division of tasks such as publishing posters within the University, printing of tickets, exterior and interior decoration of the Dharmaloka Hall in preparation for the musical concert.

The project is expected to produce a sum of approximately LKR 400 000 in order to be a major contributor to the construction of the Auditorium which is to be built in the new building, currently under construction, next to K28 Hall of the University.

### **Budget Plan**

<b>Estimated Budget in” Sandakadapahana”</b>		
	Debit (Avg)	Credit (Avg)
<b>Income</b>		
From the students of the faculty of Humanities(Collection of money)		100×1500= 150,000
Banners		42,500
Sponsorship		200,000
Donations		50,000
Tickets Income		540,000
<b>Total</b>		<b>982,500</b>

<b>Expenses</b>		
Advance payment to the Coordinator	30,000	
Balance payment to the Coordinator	325,000	
Printing of the Proposals	3,000	
Add letters	4,000	
Banner letter printing	2,000	
Posters(black)	6,600	
Outlet Boards	3,200	
Cutouts	18,000	
Tickets reprint	2,000	
Letter posts	1,500	
Leaflets (black)	3,000	
Stickers	7,000	
Office letters(envelopes , Stamps)	1,000	
Ad Hunting ,poster rounds	6,000	
Banner flex	3,500	
Colour poster	17,000	
Leaflets	7,000	
2 <sup>nd</sup> Poster round	1,000	
Organizing Committee Tags	1,000	
“Sandakadapahana” day notice	500	
Cutout lorry	4,000	
Refreshments	2,000	
Dancers	8,000	
Industrial fans	2,000	
Plaque	3,000	
Sounds	25,000	
Lights	18,000	
Other	2,000	
<b>Total</b>	<b>504,300</b>	

## **Time Plan of the Project**

English Students' Association has decided to allocate a period of three months (July-October) to finish the whole project by giving out a successful outcome. Since the main intention of the project is to raise funds for the construction of a new auditorium for the Humanities, ESA has focused in collecting money from all the students in Humanities. Funds will be collected within two weeks while other preparations are going on.

Mr. Sunil Edirisinghe will be contacted within the first week of July, in order to reserve him for the event. Calling for the sponsors will be done within the last two weeks of July. Publicizing of the concert through cut-outs, banners and advertisements will be carried out from the first week of August with the collected amount of money. All other preparations such as stage decorations, arranging refreshments, sounds and lights will be done in the first week of October. The decided date for the event to be held is the 18<sup>th</sup> of October which will be a Saturday. ESA plans to give out a fruitful output in providing a sum exceeding LKR 400,000 for the construction purposes of the new auditorium.

## **Evaluation and Monitoring**

In order to ascertain that "Sandakadapahana" keeps to its course and achieve its objectives the process should be constantly monitored and the outcomes evaluated. As the ultimate outcome is the crucial point of "Sandakadapahana", it is vital that the progress towards it shall be monitored and compared with the project plan rather than conducting an evaluation after the event. The main objective of the project is to collect the amount of LKR 400 000 which will be funded in order to equip the auditorium. For this goal to be achieved, "Sandakadapahana" should become a success.

Hence, a forecast shall be made at the beginning and the progress of the project shall be compared with it.

Committees will be made in order to evaluate the progress of each and every aspect of the project such as sales and promotions. The members for the committees will be appointed from every department of the Humanities and Social Sciences faculties in order to achieve various perspectives of the problems that might be caused.

Weekly evaluations of Goals vs Outcome shall be made. Weekly check-ins shall be expected from all members of all committees in order to discuss their progress and setbacks.

Short-term goals shall be set in order to achieve the main objectives. For instance, in selling of tickets or the promotion campaigns of “Sandakadapahana”, setting sales targets for each week or setting the area span for promotions within each week will lead to reaching the number of tickets and areas that should be covered in order to accomplish the main objective. Members appointed shall be given incentives in order to render their enthusiasm towards achieving the goals of the project. For instance, the group that sells the most number of tickets shall be awarded prizes.

## **Conclusion**

With the intention of raising funds for the ultimate goal of a new auditorium, the event “Sandhakadapahana” will be a unique evening for the entire university of Kelaniya. Along with its pivotal cause, this project will achieve multiple objectives of providing entertainment for the public and maintaining unity among the departments of the faculty. Above mentioned estimated funds undoubtedly guarantee the success of the event. Implementation of this project would provide a contribution towards the auditorium which would be more than the expected results of the faculty.