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Vinod Kumar
Marketing Executive
Sanskrit Promotion
Foundation, 11204/5, Mandir
Marg Doriwalan, near
Shidipura, Police Station,
New Delhi 110006
vinodahar@gmail.com

Readiness of Sanskrit Institutions for Digital Marketing

Author
Vinod Kumar

Abstract

The article argues that Sanskrit institutions should use internet to promote Sanskrit widely. This can be done only when the products and services are delivered online and Google identifies them automatically. Use of Social Media is another important factor to reach the wide spectrum of users. But, for this, the website should be 'SEO friendly'. Evaluation is done with the help of online tools. The results are tabulated for getting a bird's eye view. The article suggests that digital marketing can help Sanskrit Institutions to overcome these barriers and create a positive image and reputation for Sanskrit.

Keywords: – Digital Marketing, Sanskrit, Digital Marketing for Sanskrit, Role of Digital Marketing for Sanskrit, Readiness of Sanskrit Institutions, Use of Social Media for Sanskrit Promotion, Use of Technology in Sanskrit Promotion, Readiness of the websites for Search Engine Optimization.

Aims & Objectives: –

- To understand and analyze the use of Technology in promotion of Sanskrit by the Sanskrit institutions.
- To understand and analyze to promote the publications and courses.
- To analyze the 'use of Social Media Marketing' (SMM) by the institutions
- To understand the readiness of the websites for Search Engine Optimization (SEO)
- To understand strategies used for Digital Marketing.

What and why Digital Marketing (DM) is important?

Studies show that people spend more than 5 hours a day surfing internet through smartphones or other devices. Sanskrit institutions need to make all their products and services available online.

Sanskrit institutions mainly focus on:

1. Publications
2. Sanskrit related Courses
3. Research and Development.

In this article I try to explore the websites of few most important institutions in the categories; Universities (Sanskrit & Vedic), few selected Academies & NGOs or Private Institutions to understand their readiness.

- Digital marketing is a form of marketing that uses the internet and digital technologies to connect with the customers. It involves creating and distributing content, such as Videos, Articles, Emails, Ads, and Social Media posts, that are relevant to the stakeholder needs and interests.
- Digital marketing also uses data and analytics to measure the effectiveness of the campaigns and optimize them accordingly.
- Some of the benefits of digital marketing are:
 - Reach a large and global audience at a low cost.
 - Target personalized and specific niche segments.
 - Increase awareness about Sanskrit & Indian Knowledge Systems (IKS) and further engagement.
 - Generate leads, conversions, & promote Sanskrit through sale of publications and courses.
 - Reach all cross sections of learners & make them aware of IKS

I. Purpose: we will cover in this article:

To study websites of various institutions are listed below & analyzed for readiness of important factors listed subsequently.

1. **Sanskrit Universities:** They teach Sanskrit, preserve shastras, conduct Research on Sanskrit Knowledge systems (SKS) & Indian Knowledge Systems (IKS), promote Sanskrit across all spheres of life.

2. **Sanskrit Vedic Institutions:** Preserve the Vedic Parampara (Tradition), Preserve Shastras, conduct Research related to Vedic literature
3. **Sanskrit Academies:** Publish books, Research & Conduct courses for public
4. **Other Sanskrit Institutions & NGOs:** Publish books, Courses, Research & other organization specific goals.

Following points are important for online presence and are analyzed as of the status of 25 February 2024.

1. Check Physical Stores or services (Bookstore or E-learning HQ Office) is marked in Google search or not.
2. Availability of Online Bookstore for the publication & the respective Institution. This is a key factor for reaching users widely.
3. Is E-learning platform available?
4. How responsive or optimized is the application for SEO.
5. Digital Marketing plays a key role in promotion of goals of the Sanskrit Institutions. Also it is essential for the stakeholders like management, students and teachers to be use technology effectively. Check SEO friendliness of the website.

Following table captures the details and provides a bird's eye view of the status;

Sanskrit Universities						
Name	Online listing of Physical Location	Online Bookstore	E-learning solution /platform	Use of SMM for promotion	SEO Friendly URL Test	Publication Catalogue
Central Sanskrit University, New Delhi	Yes	Yes	Yes	Yes	Yes	Yes
National Sanskrit University, Tirupati	Yes	No	Yes	Yes	Yes	Yes
Shri Lal Bahadur Shastri National Sanskrit University, Delhi	Yes	No	Yes	Yes	Yes	Yes
Sanskrit Vedic Institutions						
Name	Online listing of Physical Location	Online Bookstore	E-learning solution /platform	Use of SMM for promotion	SEO Friendly URL Test	Publication Catalogue
Maharshi Sandipani Rashtriya Ved Vidya Pratishthan, Ujjain MP	Yes	No	No	No	No	Yes
Sri Venkateswara Vedic University,	No	Yes	No	No	Yes	Yes

Tirupati						
Sanskrit Academies						
Name	Online listing of Physical Location	Online Bookstore	E-learning solution /platform	Use of SMM for promotion	SEO Friendly URL Test	Publication Catalogue
Delhi Sanskrit Academy	Yes	No	No	No	No	Yes
Rajasthan Sanskrit Academy	Yes	Yes	Yes	No	No	Yes
Hyderabad Sanskrit Academy	Yes	Yes	No	No	No	No
Other Sanskrit Institutions/NGOs						
Name	Online listing of Physical Location	Online Bookstore	E-learning solution /platform	Use of SMM for promotion	SEO Friendly URL Test	Publication Catalogue
Samskrita Bharati, Delhi	Yes	Yes	Yes	Yes	No	No
Samskrit Promotion Foundation, Delhi www.learnsanskrit.online	Yes	Yes	Yes	Yes	No	Yes
Vyoma Labs Linguistic, Bengaluru https://sanskritfromhome.org	Yes	No	Yes	Yes	No	No

II. Methodology: Tools used for evaluation -

All the organizations have functional, structured websites for different purposes. It is essential to check whether websites are optimized for Google Search Engine to identify and pick the products and services. Google provides an elaborate list to comply with, to facilitate the Google Search Engine to clearly understand the website, products and services.

It is essential to comply with Search Engine Optimisation to match various needs of the probable users (learners and readers). Ranking on the Google Search Engine depends on On-page marketing, Off-page marketing, promotion in SMM, Email marketing, blogging etc.,

Research & inter-disciplinary research being one of the key vision and missions of the organizations, it is essential for Sanskrit Institutions to reach every student of Higher Education in the country; showcasing their facilities, current projects & expertise in

each knowledge area. This is achieved through keyword research and Social Media presence.

We used the following suites to check and analyse the status;

- **Sitechecker.pro** is a website that offers a suite of tools for SEO analysis, optimization, and monitoring. It helps users to improve their website performance, organic search traffic, and conversions.
- **Freetools.seobility.net** is a website that provides free SEO tools for website analysis and optimization. It is a part of Seobility, an online SEO software suite that offers comprehensive SEO audits, rank tracking, backlink monitoring, and more.
- **Seositecheckup.com** is a website that provides a range of SEO tools, software, and articles to help users improve their website's performance, health, and ranking. It allows users to run unlimited SEO analysis, monitor weekly changes, compare with competitors, generate white-label reports, and access SEO tutorials.
- **Semrush.com** is a website that provides a suite of tools for online marketing, including SEO, content marketing, market research, advertising and social media.

III. Score & Observations:

Name	Website score	SEO Score
Sanskrit Universities		
Central Sanskrit University (https://sanskritadm.samarth.edu.in/)	43/100	64/100
National Sanskrit University (https://nsktuadmission.samarth.edu.in/)	43/100	64/100
Shri Lal Bahadur Shastri National Sanskrit University (https://slbsrsvcuetsamarth.edu.in/)	43/100	64/100
Sanskrit Vedic Institutions		
Maharshi Sandipani Rashtriya Ved Vidya Pratishthan	37/100	63/100
Sri Venkateswara Vedic University	49/100	51/100

Sanskrit Academies		
Delhi Sanskrit Academy	49/100	66/100
Rajasthan Sanskrit Academy	53/100	34/100
Hyderabad Sanskrit Academy	55/100	65/100
Other Sanskrit Institutions/NGOs		
Sanskrita Bharati	39/100	74/100
Sanskrit Promotion Foundation (https://learnsanskrit.online)	43/100	77/100
Vyoma Labs Linguistic (https://sanskritfromhome.org)	41/100	75/100

IV. Conclusion:

It is clearly observed that

1. Online listing of physical store is available.
2. Online bookstore facility is available only for few organizations.
3. E-learning platform is not available in the Vedic Institutions and Sanskrit Academies except Rajasthan Academy.
4. Use of Social Media is good in all Sanskrit Universities, NGOs & other institutions. But in the Vedic Institutions and Sanskrit Academies SM presence is poor.
5. URLs are SEO friendly for the Sanskrit Universities and Venkateswara Vedic University but not so for all other institutions.
6. Publication catalogue is not available in Hyderabad Sanskrit Academy, Sanskrita Bharati and Vyoma.
7. Website score needs improvement for all institutions while they are ok with the SEO score. But, it is to be noted that this score varies with different tools.

Overall, it is time to use technology effectively to ensure better visibility of 'Products and Services' of the Sanskrit Institutions.

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