

GOAL- RESOURCE - OUTPUT MATCHING

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(This paper is a tool to assess the effectiveness of the process and resources employed by the religious organisations to attract target group for spiritual orientation and to imbibe moral values.)

1. The goal-resource-output matching is an important aspect of any strategy implementation process. The evaluation of output & subsequent feedback mechanism will help in assessing the effectiveness of strategy and establish mismatch in goal-output matrix if any. A number of institutions are working to revive ancient Indian value system. However, no doubt, the progress is not as desired.

2. The profiling of personnel joining the program will indicate the effectiveness/gaps in the process. Following survey may be conducted and members may be asked to offer comments as given below.

Sl.	Questionnaire (answers to be as it was at the time of joining organisation/institution)	Response	Remarks
Name - _____ Member ID allotted by the organisation - _____			
(a)	Age		
(b)	Are you from rural area or city?		
(c)	Are you an Indian or foreigner?		
(d)	What is your mother tongue?		
(e)	Were you aware of vedic scriptures from the childhood?		
(f)	Are you Hindu or non-Hindu?		
(g)	Is your father a member of same/similar institution?		
(h)	Is your mother a member of same/similar institution?		
(j)	Qualification		
	(i) Under graduate		
	(ii) Graduate		
	(iii) Post graduate		
(k)	Specialisation		
	(i) General		
	(ii) Technical		
	(iii) Medical		
(l)	Are you in Govt service or in corporate?		
(m)	Name two wheeler having with cost		
(n)	Name four wheeler having with cost		

(p)	Annual income of self		
	(i) Less than 4 lakhs		
	(ii) Between 4 - 6 lakhs		
	(iii) Between 6 -10 lakhs		
	(iv) Between 10 - 18 lakhs		
	(v) More than 18 lakhs		
(q)	Annual income of parents		
	(i) Less than 4 lakhs		
	(ii) Between 4 - 6 lakhs		
	(iii) Between 6 -10 lakhs		
	(iv) Between 10 - 18 lakhs		
	(v) More than 18 lakhs		
(r)	Net worth of material possessions of self (house, vehicle, bank balance, etc)		
(s)	Net worth of material possessions of parents (house, vehicle, bank balance, etc)		
(t)	How did you get information about the organisation/institution?		
(u)	Why did you join this organisation?		
The survey may be customised by adding/removing questions as required to suit the organisation.			

3. Another important aspect of evaluation is the opinion of members who have left the organisation or not active. Such members may be asked

- (a) Why did he leave the organisation/not participating in activities?
- (b) Any suggestion for goal setting, day-to-day administration, resource modeling to suit the target group, etc.

4. Study the aim of the organisation. Identify the target group from aim. Establish parameters like age, qualification, socio-economic condition, religion, nationality, etc of the target group.

5. **Analysis.** The above survey will reflect the socio-economic background, nationality and religion of the members joining the program. The percentage in different parameters will indicate the composition of the members joining the organisation. Find out following.

- (a) % of members in different age groups (upto 25 years, 25 to 45 years, 45 to 60 years and beyond 60 years). The group with maximum % indicate the the stage of chaturashram at which members are joining the organisation.
- (b) Economic condition of the members will indicate if the members are joining after achieving certain standard of material richness.
- (c) Questions at (e), (f), (g) and (h) will indicate the extent and source of spiritual orientation of the member prior joining the organisation.
- (d) Similarly establish social and educational background of the members.

The parameters at para 5 (a), (b) and (c) are major deciding factors for a member to join spiritual organisation.

6. If the parameters as envisaged at para 4 above match with the data obtained in survey, the organisation is fulfilling its aim. If not, following possibilities may be considered.

(a) Change the goal if you feel.

(b) Review medium of instruction (web site, interaction, class room instructions, etc.)

(c) Change approach/face of the organisation palatable to the target group.

(d) Review the content. Stepwise approach may be found suitable to achieve the final goal. The process may be divided into different steps to suit the level of understanding and time available with the target group.

Brief on the author - The author has qualification M Sc (Physics), M Sc (Nautical Science), Diploma in strategy and Policy (US Naval War College) and B ED. Has 3 years experience in teaching Physics in degree College and 30 years of experience in class I post in Policy development, Force Planning, Training, administration, Disaster Management, Maritime Security, etc. Has to his credit a number of awards and recognitions and four patents under consideration.