KarmaTube, an online project, curates positive video stories that stir the human spirit

Three to four videos go live every week; one of them gets to be video of the week (VoW). Last week, it was The Happiest Man in Sri Lanka, that guaranteed to bring a smile to your face, if not make your own preoccupations seem lighter.

Not bad for three minutes of free online therapy! Despite KT’s over 50,000 VoW subscribers, the channel remains assiduously ad-free, with the caveat that some of the videos pulled in from YouTube may carry ads.

Also, there is no paid staff. The editor in chief, or officially, volunteer coordinator, views the video and if found appropriate for KT, is added to a pending queue. Eight to ten reviewers, including the editor then rate each of the videos in the pending queue.

The ones that make this second filter join the approved queue. A team of writers pick videos in the approved queue to write short descriptions and three ‘Be The Change’ items, each designed to progressively nudge the viewer toward action.

Finally, permissions to host the video are obtained before the video goes live on KT.

Three per cent of video viewers go on to make donations, either through the channel’s Viewers of the Week, or, now — from the point of view of ‘how can I be of service’ in every aspect of my life, I strive to be a ‘contributor’, not just a ‘consumer’ in this world.”

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