

ВНАРАТ
MEDIA POINT

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THE
FOURTH
ESTATE

TRUTH ABOVE ALL.



AATMA-NIRBHAR
BHARAT

BMP VENTURES PVT. LTD.

Bharat Media Point (BMP) is a next-generation media initiative founded by Shri Krishna Kasula, Chairman of BMP Ventures Pvt. Ltd., with a mission to reshape journalism for a modern and self-reliant Bharat. BMP stands for a media ecosystem that values truth, transparency, and people's voices above everything else.

We operate on a transformative idea:

To bridge the communication gap between governance and citizens. At a time when public concerns often remain unheard, BMP creates a direct, authentic, and unfiltered channel where the issues of the people reach administrators, and government actions reach the grassroots with equal clarity.

To bring this vision to life, Bharat Media Point is establishing dedicated Media Centres at every Assembly and Mandal Headquarters. These centres act as community hubs where reporters, citizen journalists, and local residents can meet, document issues, and participate in real-time storytelling. Through this decentralized reporting model, BMP amplifies regional voices, promotes civic participation, and ensures that both achievements and grievances are acknowledged without bias.

Driven by people and built for people, BMP is committed to nurturing a culture of responsible journalism. Moving beyond mere reporting, we aim to cultivate the next generation of credible media professionals through the upcoming Bharat Media Academy, where learners will gain hands-on experience, ethical grounding, and professional readiness for the evolving media landscape. At its core, Bharat Media Point is more than a media organization—it is a movement that redefines journalism as a public service. Here, grassroots truth meets professional storytelling. Here, every citizen's voice matters. Here, news meets purpose.

VISION

To redefine journalism in Bharat by creating a transparent, people-centric media ecosystem where every citizen's voice is heard, valued, and represented. Bharat Media Point envisions a nation where media serves as a bridge between the people and governance, fostering accountability, empowerment, and participative democracy.



MISSION

- **To bridge governance and grassroots** through a transparent, real-time communication platform that brings citizen concerns and government actions together without filters or bias.
- **To empower regional and local voices** by establishing Media Centres at every Assembly and Mandal Headquarters, enabling communities to report issues, share achievements, and participate in civic dialogue.
- **To promote responsible and ethical journalism** that prioritizes truth, integrity, and social impact over sensationalism and commercial pressure.
- **To nurture the next generation of journalists** through the Bharat Media Academy, providing hands-on field experience and modern multimedia skills aligned with the evolving media landscape.
- **To create a people-driven media movement** that strengthens democratic engagement, encourages accountability, and redefines journalism as a service to society.

Bharat Media Point (BMP) — Conceptual & Strategic Elaboration



1. Press is the Fourth Estate in Democracy

In a democratic system, the press plays a crucial role as the Fourth Estate, alongside the Legislature, Executive, and Judiciary. It acts as a watchdog, ensuring transparency, accountability, and informed public discourse. Bharat Media Point recognizes this constitutional and moral responsibility and commits itself to:

- Upholding truth, facts, and ethical journalism
 - Giving voice to citizens' concerns
 - Ensuring that information empowers society rather than manipulates it
 - Acting as a constructive critic of the system for improvement
- BMP is not merely a media organization; it is a **democratic institution serving the public interest.**

2. Bharat Media Point is People-Centric

BMP is designed around the needs, voices, and realities of common citizens. Unlike traditional media that is driven by TRP, sensationalism, or corporate narratives, BMP focuses on:

- Grassroots issues
- Local governance challenges

- Citizen success stories
- Social impact initiatives
- Developmental journalism

The citizen is not just a consumer of news but a stakeholder and participant in the BMP ecosystem.

3. Politically, Religiously, Regionally, and Racially Neutral

BMP maintains strict neutrality and independence. It does not align with:

- Any political party or ideology
- Any religious group or institution
- Any caste, race, or regional identity

This neutrality ensures:

- Trustworthiness
- Credibility
- Objectivity
- National unity BMP stands for India first, Constitution first, and Citizens first.

4. People-Friendly Media

BMP follows a people-friendly approach by:

- Using simple and accessible language
- Avoiding sensationalism and fear-based reporting
- Encouraging dialogue rather than conflict
- Providing platforms for grievance redressal and citizen interaction BMP aims to humanize media and make it approachable, empathetic, and solution oriented.

5. Reachable to Every Citizen

BMP is designed to be accessible:

- Urban and rural
- Digitally connected and digitally excluded
- Educated and less educated

Through physical centres, mobile units, and virtual platforms, BMP ensures **no citizen is left unheard.**

6. Bridge Between People and the System

BMP acts as an interface between:

- Citizens and government institutions
- Citizens and service delivery systems
- Citizens and justice mechanisms

BMP helps:

- Amplify legitimate public issues
- Facilitate communication with authorities
- Track action and accountability

Thus, BMP becomes a **constructive mediator**, not a confrontational disruptor.

7. Establishing Bharat Media Points Across India in 36 Months

BMP plans to build a nationwide network of physical centres over the next 36 months to ensure:

- Local presence
- Regional reporting
- Community engagement
- Employment generation

These centres will function as:

- Media hubs
- Citizen grievance points
- Training centres
- Community dialogue spaces

8. Bharat Media Academy (In-House)

BMP will establish an in-house academy to train:

- Citizen journalists
- Digital reporters
- Media ethics professionals

- Community communicators

The academy will provide:

- Practical media training
- Ethical journalism education
- Technology-enabled reporting skills
- Certification and career pathways

This ensures a sustainable and ethical media ecosystem.

9. Mobile Bharat Media Point

Mobile units equipped with:

- High-speed internet
- Cameras and recording devices
- Broadcasting and live-streaming tools
- Complaint and reporting interfaces

These units will reach:

- Rural areas
- Remote villages
- Disaster zones
- Marginalized communities

Thus, BMP becomes physically present where voices are often unheard.

10. Virtual Press Meet (VPM)

BMP will offer Virtual Press Meet services to:

- Governments
- NGOs
- Corporates
- Educational institutions
- Social organizations

This enables:

- Transparent communication
- Low-cost press interaction
- Nationwide reach

- Digital documentation

11. Local n Global — Glocal Model

BMP operates with a glocal philosophy:

- Think globally
- Act locally

It integrates international best practices in journalism while deeply rooting content in local realities.

12. Vocal for Local

BMP promotes:

- Local businesses
- Artisans and entrepreneurs
- Cultural heritage
- Grassroots innovation

It strengthens local economies and identities while integrating them into the national narrative.

13. National Ambition — Media Objective

BMP's ultimate objective is national development through responsible media:

- Strengthening democracy
- Enhancing transparency
- Promoting social harmony
- Supporting economic growth
- Building informed citizenship

BMP sees media not as a business alone, but as a **nation-building instrument**.

Bharat Media Point is a mission, not just a media house. It is a people's platform, a democratic institution, and a bridge between society and governance — built on trust, neutrality, accessibility, and national responsibility.



ANTI CORRUPTION INTEGRITY PLEDGE TO THE PEOPLE OF INDIA

As a committed Indian Citizen, I will strive to serve my country and its people with respect, dignity and integrity, and consistent with the values and principles of the Constitution. I commit myself to set an example through ethical conduct for the furtherance of integrity and good governance and to report all corruption and other forms of unethical practice that I am aware of.

I will not accept or offer any advantage, gifts or benefits that might be seen to prejudice my position or lead to conflicts of interest. I am prepared to explain honestly and be accountable for my actions when dealing with all spheres of society. Therefore, my actions will be transparent.

I will strive for high standards of service and ethical behavior that are conducive to the development of the economy and the eradication of poverty. I will promote these values in those around me. Through the above actions I hope to promote the welfare of all our Indians.

This is my pledge to the people of India.

Anti - Corruption Training (ACT) as part of India Against Corruption and Terrorism (IACT) On the occasion of Desh Premi Divas, as part of "I am against Corruption" campaign from January 23rd, 2026 by Bharat Media Point, is implementing a 100 days transparency and accountability training for Telangana youth in Greater Hyderabad entitled Anti-Corruption Training (ACT).

The goal of ACT is to provide Telangana youth with an understanding of corruption and how to combat it through transparency, accountability, and integrity.

Telangana Anti-Corruption Campaign is an ongoing effort by the Bharat Media Point, to curb corruption, which has been recognized as of India's most serious problems.

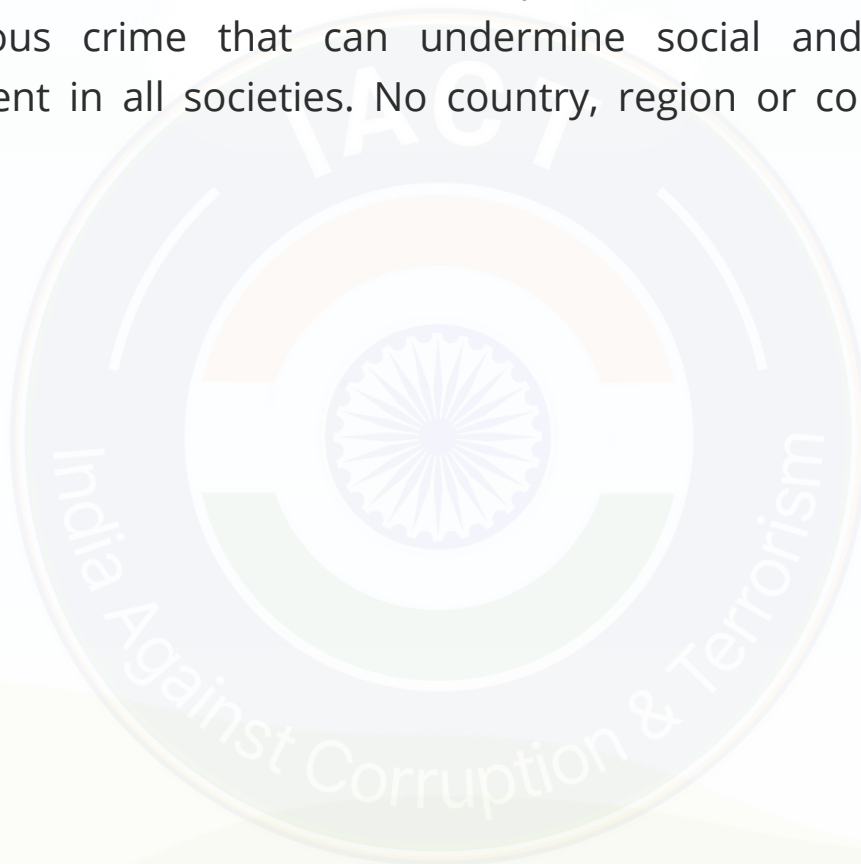
Corruption is today aggressively consuming our tomorrow. If as youth we don't stand up today against this monster, there may be nothing left of INDIA for us by the time our tomorrow comes. The best time to act is now. People from the Telangana have been supporting the anti-corruption campaign in large numbers; the support was massive during Jan Lokpal Movement.

So citizens want to keep the spirit of the fight against corruption alive. BMP and IACT members, volunteers and citizens of Telangana will visit various government offices, schools, colleges and all educational institutions from 23rd January 2026 and will explain about **India Against Corruption and Terrorism - (IACT)** Campaign Model.

United against corruption for development, peace and security

Every year \$1 trillion is paid in bribes while an estimated \$2.6 trillion are stolen annually through corruption – a sum equivalent to more than 5 per cent of the global GDP.

In developing countries, according to the United Nations Development Programme, funds lost to corruption are estimated at 10 times the amount of official development assistance. Corruption is a serious crime that can undermine social and economic development in all societies. No country, region or community is immune.



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