

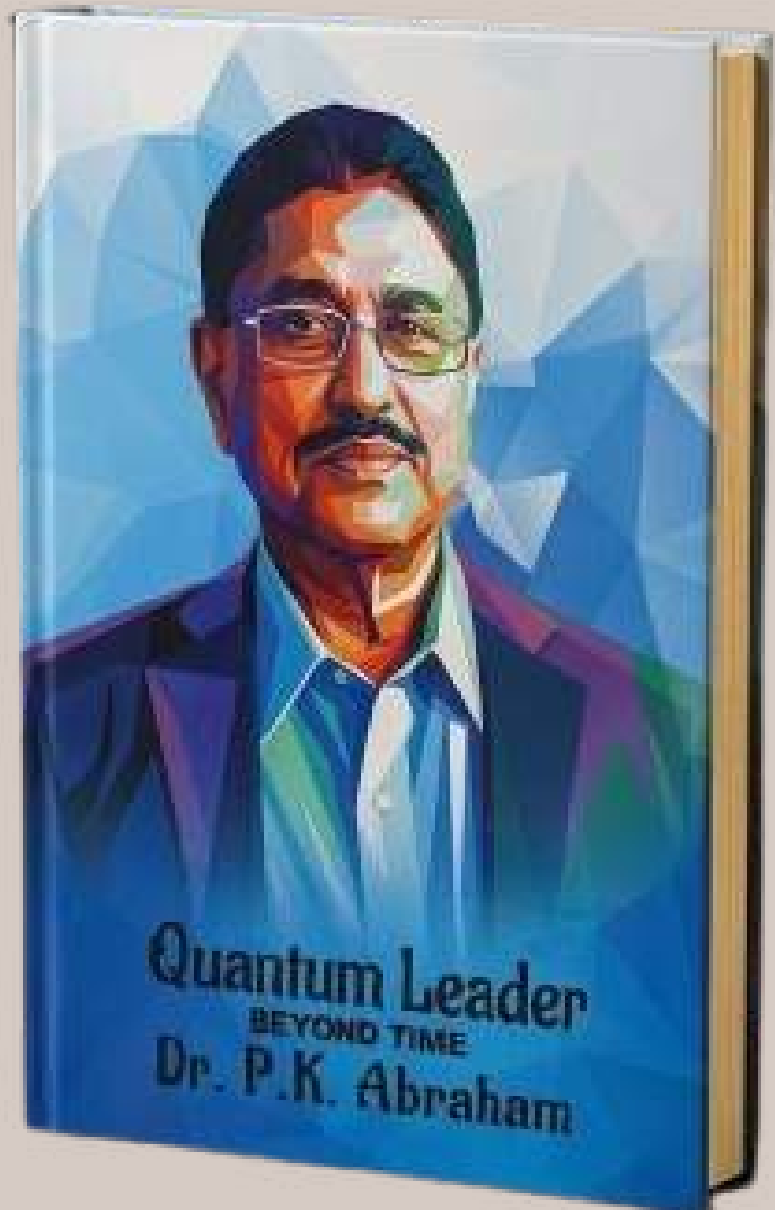
# തമസോ മാ ജ്യോതിർ ഗമയ



**“When thoughts and actions unite around purpose, they shape the future of society. Nourish the good, and darkness loses its ground.”**

**GLOBALTV.IN/A**

# INFORMAL MEDIA CLUBS



# KERALAM

## Dr. PK Abraham Youth Icon

### **Harnessing Youth Power**

### Abrahamic Development Model for Keralam

A Co-Governed Future: Using The  
B.R.A.I.N. Model for Kerala's  
Demographic Dividend

### **ADD Value**

#### *After Duty Dedication*

What you do after your duty  
hours matters far more than  
most people are willing to admit.  
Something far more powerful  
begins after duty hours

### **Global Village**

Strengthening  
Local Media  
Through Global  
Inclusion

GLOBALTV



GLOBALTV

# HELLO FRIENDS STOP WAITING START BUILDING



**GLOBAL TV**

”

When two of you  
unite for a shared goal,  
**Global TV** comes to you  
with **total commitment.**

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MEDIA CLUB**

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TOGETHER    EMPowering    TRANSFORMING

TOGETHER WE CAN TRANSFORM SOCIETY

Drops of WATER..

**A**re we realizing the power of connecting the dots of thoughts? Do we understand the power of a proven reality? The people at the helm are yet to realize the true power of Micro Models. They are today like the ones who cut the massive trees for firewood.

Dr. PK Abraham was a legend. He had proved the power of the media when it is led by a broad vision and the people within are brought into teamwork. He demonstrated that even small focused initiatives or micro models can create a powerful ripple effect when aligned with a shared mission. By empowering individuals at every level he turned collective effort into a force far greater than the sum of its parts. His approach showed that clarity of purpose combined with collaboration can transform ordinary organizations into impactful movements. He proved how massive teamwork can amplify even the smallest ideas into meaningful change. His vision of awakening collective strength through unity and purposeful action reflects the ideals championed by Swami Vivekananda, who believed in harnessing individual potential for the greater good.

# INFORMAL TEAMWORK



Informal  
Teamworks  
THE SIXTH EYE



IT can mean: Information Technology, Income Tax, Industrial Training, International Trade OR Imaging Technology

But there is another IT the world desperately needs.

Informal Teamwork is not found in textbooks or taught in classrooms, yet it quietly changes careers, families, communities, and lives.

IT BEGINS  
WITH  
FRIENDSHIP

TRUST, ENCOURAGEMENT,  
AND GENUINE HUMAN  
CONNECTION.

SMALL ACTS OF SUPPORT,  
APPRECIATION, LISTENING,  
AND COOPERATION

CREATE OPPORTUNITIES AND  
TRANSFORMATIONS THAT FORMAL  
SYSTEMS ALONE CANNOT ACHIEVE.

**01** KEEP YOUR  
EYES OPEN FOR  
FRIENDSHIP

**02** Build  
Informal  
Teamworks

**03** PRACTICE  
APPRECIATIVE  
STORYTELLING

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WHEN A NATION STOPS WAITING

# AND STARTS CONNECTING MICRO MEDIA MODELS

## ***EVERY HOME HAS A ROLE IN GOVERNANCE:***

Every society moves forward through two powerful forces: Budgetary and Contributory. Budgetary represents the structured strength of government investment. Roads, schools, hospitals, digital systems, public transportation, welfare, and national development projects are often born through public budgets. Governments carry the responsibility of building the foundation upon which society stands. But governance cannot remain the responsibility of governments alone. Every home has a role in the governance of a state. Responsible families, aware citizens, socially conscious youth, and participatory communities strengthen democracy from the grassroots level upward. Participatory governance models increasingly emphasize citizen involvement as an essential part of effective public administration and democratic accountability.



## ***BUDGETARY AND CONTRIBUTORY***

Contributory comes from citizens, opposition parties, educational institutions, entrepreneurs, journalists, volunteers, professionals, social organizations, local communities, innovators, homes, and individuals who choose not to remain silent spectators. A nation grows strongest when these two forces (Budgetary and Contributory) work together with an open mind to embrace each other. When every house begins to see itself not merely as a beneficiary of governance but as an active contributor to society, democracy

becomes more meaningful, transparent, and development-oriented. Governance then becomes a shared social responsibility rather than a distant political process. Where to start is not the question. Who all are willing to connect the dots? Who wish to draw the larger picture? Who believe in the strength of togetherness?



**TWO ENGINES OF SOCIAL  
TRANSFORMATION** ””

**WHEN PEOPLE UNDERSTAND PARTICIPATORY GOVERNANCE, DEMOCRACY EVOLVES BEYOND POLITICS**

# CREATION OF ONE MILLION MICRO MEDIA UNITS

## BUILD TEAMS AND WORK TOGETHER

The core execution model of this system is the creation of Micro Media (MMU) units. These units can be formed at the level of villages, wards, or educational institutions. Each unit consists of a small group of motivated individuals who focus on solving one specific problem at a time.

The goal is not to create large and complex institutions, but to build agile teams that can act quickly. Each initiative follows a simple cycle of identifying a problem, designing a solution, executing it within a short timeframe, and presenting the outcome publicly. This creates a strong sense of accountability and visibility.

## THE B.R.A.I.N. FRAMEWORK A NEW OPERATING PHILOSOPHY

To structure youth participation in development, the B.R.A.I.N. model provides a guiding framework. It stands for Balance, Rational, Action, Inclusion, and Natural. Balance ensures that development is not one sided and does not create new problems while solving existing ones. Rational thinking ensures that decisions are based on logic and real needs rather than emotion or influence.

Action ensures ideas are implemented rather than just discussed. Inclusion ensures that all sections of society are part of the process, especially those who are often left out. Natural ensures that solutions are rooted in local reality, culture, and available resources rather than being artificially imposed.



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**Transform youth engagement from scattered efforts into structured and meaningful development action**

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# MICRO MEDIA UNIT

**Work @ Home | Passion | Media Combine**



**Two or Three  
People Together  
Makes a Micro  
Media Unit**

**Choose A Cause**



**Pick a Revenue Model**

A common revenue model for a micro media unit is creating a storytelling series. Travel to new places and tell your success stories to the world. Micro Media Units across the world will record your stories and send it to Global TV Professional Studios at selected places. We wish Micro Media Units develop simple and sustainable revenue models like this and help the society around them to grow together.

Create awareness about Truthfulness, Clean surroundings, helping each other, and advocacy on various issues like Organ Donation Awareness. Peace, prosperity, and growing together are important themes that help build a strong and united community. Micro media unit shall encourage people to come together, support one another and work together for a better future.

**Start Small - Grow Big**

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**GLOBALTV.IN/MMU**

# Strengthening Local Media Through Innovation and Total Inclusion

A critical pillar of this model is local media. Development cannot scale if stories, ideas, and outcomes remain invisible.

Therefore, youth units must actively participate in building a new form of community driven media ecosystem. All existing forms of communication such as local news reporting, video documentation, storytelling, interviews, and event coverage can be unified into a new structure called an Online Video Magazine. This format allows every village and city to document its own development journey in real time.



## Local media innovation and collaboration across regions.

Each local media team can operate through a simple digital identity using micro URLs such as [globaltv.in/tvm](http://globaltv.in/tvm), where every village or city maintains its own page of updates, stories, and achievements. These micro platforms ensure that information is decentralized, accessible, and continuously updated.

Every village and urban unit can form a lead media team composed of youth volunteers who document development activities, interview local participants, and share progress publicly. This strengthens transparency and creates a sense of pride and accountability within communities.

## Media is an active participant in the development iprocess

Farmers meet, village gatherings, skill workshops, youth conferences, and development events can be organized and shared widely through this network. These events are not just physical gatherings but become part of a living digital archive of community progress.



[globaltv.in/a](http://globaltv.in/a)

# EDITORIAL



## POTENTIAL OF YOUTH ENERGY



A society is not defined by its infrastructure or institutions alone, but by the energy and direction of its people. Among them, youth represent the most powerful force for transformation. In a state like Kerala, where education levels are high and social awareness is strong, the real question is not whether youth are

capable, but whether systems are designed to channel their capability into meaningful action.

A large youth population becomes an advantage only when it is actively engaged in solving real problems. Without that engagement, it becomes an underutilized resource. The challenge is to convert youth energy into sustained development power.

Today, youth engagement is mostly limited to education, job seeking, and digital expression. While these are important stages of growth, they do not fully utilize the creativity, awareness, and energy that young people possess. There is a widening gap between what youth are capable of and what systems allow them to do. This gap leads to frustration on one side and inefficiency on the other. A stronger model of engagement is needed where youth are not just beneficiaries of development but active contributors to it.

**Youth can drive growth if supported by strong social systems.**

# A NEW IDENTITY FOR YOUTH

DYNAMIC YOUTH

## MICRO LEVEL ACTION UNITS

When guided by the B.R.A.I.N. framework and supported through micro level action units, youth become the most powerful force for local and national development.

The transformation envisioned here is not only structural but also psychological. Youth must move from seeing themselves as job seekers to seeing themselves as problem solvers. They must begin to understand that development is not something delivered from above, but something built from within society itself.



Governance is often misunderstood as something owned only by the government. It belongs to People!

## YOUTH LEADERSHIP

The real success of a society is not measured by how well it manages its youth, but by how effectively its youth are able to shape its future.

## YOUTH ARE ABLE TO SHAPE OUR FUTURE EFFECTIVELY...

Youth participation makes governance more responsive. Society becomes more participatory, and development becomes continuous rather than periodic.



## GOVERNANCE IS A SHARED PROCESS

Government should act as an enabler, providing support and infrastructure. Opposition contributes ideas, alternative approaches, and constructive participation.

Citizens, especially youth, become active participants who identify problems and implement solutions.

This creates a shift from governance as authority to governance as collaboration. Multiple teams operate independently within a shared framework



DR & FR. ABRAHAMS

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**Colleges and universities are hubs of social transformation.**

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# ENGAGE CAMPUSES

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## YOUTH ENERGY

### Engage Campuses in a structured growth model for the community

Through campus driven initiatives, students can contribute to areas of health awareness, skill training, and local economic improvement. These efforts can be organized in collaboration with communities to ensure that solutions are relevant and sustainable.

A key dimension of this engagement is economic innovation. Instead of focusing only on traditional employment pathways, campuses can become centers for developing micro economic models. These may include local service networks, small scale production units, skill based freelancing groups, and community support systems that generate both income and social value.



### Create Local Opportunities

Such initiatives create opportunities for economically weaker sections to participate in productive activities rather than remaining dependent on external assistance. At the same time, they allow students to gain real world experience and contribute meaningfully to society. This creates a cycle where education, employment, and social upliftment are interconnected.


The financial structure of this model is based on participation rather than centralized control. Small voluntary contributions, local sponsorships, and transparent accounting systems ensure that trust is maintained. The implementation of this model begins at a small scale.

People are not treated as passive beneficiaries but as stakeholders in development. Every contribution, whether financial or non financial, becomes part of a visible and accountable system. This strengthens community ownership and ensures sustainability.

# Doctor for Consultation

## DR. DEVAN

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Dr. Devan Now Available for  
Consultation at AJ Hospital  
MANGALURU***

- 
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  - Fairness
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  - Memory
  - Height Growth
  - Academic
  - Insomnia

With extensive academic and clinical experience in the field of Ear, Nose, and Throat medicine, Dr Devan brings advanced expertise to patient care and diagnosis to heal Headaches, vertigo, allergies, and voice-related disorders. Patients visiting for consultation are advised to bring their AJ Hospital file and report directly to the 2nd Floor ENT OPD during visiting hours. The initiative is expected to benefit patients experiencing chronic sinus-related headaches, balance disorders, allergic conditions, and voice complications, offering them access to specialized evaluation and treatment under one roof.



### Consultation Details:

- Doctor: Dr. Devan, Professor of ENT - +91 92433 01213
- Location: AJ Hospital, 2nd Floor ENT OPD
- Day: Tuesday
- Time: 10:00 AM – 1:00 PM

Patients are encouraged to arrive early to complete registration and consultation procedures smoothly.



**Dr. Devan Speaks at TEDx event**

**Doctor With Compassion & Kindness**

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TAKE SCHOOL CHILDREN TO COLLEGE CAMPUSES

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# ADD LIFE TO YOUR YEARS

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## NO ONE IS WATCHING

No one is watching. No one is demanding output. There is no immediate reward or recognition. Yet, these are the hours you do something that really matters in your life. Keep growing.

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## AFTER DUTY DEDICATION (ADD)

What you do after your duty hours matters far more than most people are willing to admit. During the structured part of the day, responsibilities guide our actions. There are expectations to meet, tasks to complete, and roles to fulfill. But when the formal day ends, something far more powerful begins. Choice. The idea of After Duty Hour Dedication is not about working endlessly. It is about understanding that personal growth does not happen by accident.



## CLARITY OF PURPOSE

After duty hours are not treated as empty space to be filled randomly. Instead, they are seen as an opportunity. Whether it is learning a new skill, improving knowledge, or refining a craft, their actions are aligned with a larger vision. Your future is built through small, intentional actions repeated consistently over time.

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## INVEST IN YOURSELVES

Personal growth does not happen by accident. It is built through small, intentional actions repeated consistently over time.

Know how to enjoy life, how to rest, how to connect with others, and how to work with purpose. Choose to do beyond what is required and keep investing in yourselves and in the people who invest in your teamwork.

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creating a legacy  
of generosity.



3

**OUTSTANDING  
CONTRIBUTION TO  
EDUCATION &  
YOUTH EMPOWERMENT**

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shaping futures and  
empowering the next  
generation.



4

**COMMITMENT TO  
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# അൽഗോരിതത്തിൽ നിന്നും ആജോഹരി വിഹിതത്തിലേക്ക്

പുതിയ ചുവടുവയ്പിന് സമയമായി | ഗ്ലോബൽ ടി വി

എൻ വി പൗലോസ്, ചെയർമാൻ,  
ഗ്ലോബൽ ടി വി | +91 98441 82044



ഇന്ന് ലോകം പൂർണ്ണമായും ഡിജിറ്റൽ ആയി മാറിക്കൊണ്ടിരിക്കുകയാണ്. കമ്പ്യൂട്ടറുകളും ഫോണുകളും നമ്മുടെ ജീവിതത്തിന്റെ ഭാഗമായി. ഇതിനൊപ്പം 'അൽഗോരിതം' (Algorithm) എന്നൊരു കാര്യവും വന്നു. ലളിതമായി പറഞ്ഞാൽ, കമ്പ്യൂട്ടർ എങ്ങനെ ജോലി ചെയ്യണമെന്ന് പറയുന്ന നിർദ്ദേശങ്ങളുടെ ഒരു പട്ടികയാണ് അൽഗോരിതം. സോഷ്യൽ മീഡിയ മുതൽ ബാങ്ക് വരെ എല്ലായിടത്തും അൽഗോരിതം ഇന്ന് ഇടപെടുന്നുണ്ട്. എന്നാൽ ഇപ്പോൾ ഉള്ള രീതി എന്താണ്? ഈ അൽഗോരിതങ്ങൾ ജനങ്ങളെ നിയന്ത്രിക്കാനാണ് ഉപയോഗിക്കുന്നത്. നിങ്ങൾ എന്തു കാണണം, എന്തു വാങ്ങണം, എന്തു ചിന്തിക്കണം എന്നൊക്കെ അത് തീരുമാനിക്കുന്നു. നിങ്ങളുടെ ഓരോ ചുവടും അത് രേഖപ്പെടുത്തുന്നു. നിങ്ങൾ ഒരു യന്ത്രത്തിന്റെ കീഴിലാകുന്നു. ഇത് നമ്മുടെ സ്വാതന്ത്ര്യത്തെ കുറയ്ക്കുകയും, ലോകം മുഴുവൻ ഏതാനും പേർ നിയന്ത്രിക്കുന്ന നിലയിലേക്ക് കാര്യങ്ങൾ നീങ്ങും.



## എന്താണ് വേണ്ടത്?

അൽഗോരിതം ജനങ്ങളെ നിയന്ത്രിക്കാനുള്ള ഉപകരണമാകരുത്. പകരം, അത് ജനങ്ങളെ ഒരുമിച്ച് കൊണ്ടുവരാനും പരസ്പര സഹകരണത്തിലൂടെ വളരാനും സഹായിക്കുന്നതാകണം. അതായത്, രാജ്യത്തിന്റെയും സമൂഹത്തിന്റെയും സാമ്പത്തിക പുരോഗതിയിൽ ഓരോ വ്യക്തിയും, എല്ലാ ദിവസവും സജീവമായി പങ്കെടുക്കണം. ഓരോരുത്തരും ചെയ്യുന്ന ജോലിക്ക്, ന്യായമായ പ്രതിഫലവും ലാഭ വിഹിതവും (share) ലഭിക്കണം. 'ഒരുമിച്ച് വളരുക' (Grow Together) എന്നതാണ് നമ്മുക്കെല്ലാം അനുകരണീയമായ മൂദ്രാവാക്യം.

അൽഗോരിതം ജനങ്ങളെ നിയന്ത്രിക്കാനുള്ള ഉപകരണമാകരുത്. പകരം, അത് ജനങ്ങളെ ഒരുമിച്ച് കൊണ്ടുവരാനും പരസ്പര സഹകരണത്തിലൂടെ വളരാനും സഹായിക്കുന്നതാകണം.

# രാജ്യത്തിന്റെയും സമൂഹത്തിന്റെയും സാമ്പത്തിക പുരോഗതിയിൽ ഓരോ വ്യക്തിയും, എല്ലാ ദിവസവും സജീവമായി പങ്കെടുക്കണം.

ഓരോരുത്തരും ചെയ്യുന്ന ജോലിക്ക്, ന്യായമായ പ്രതിഫലവും ലാഭ വിഹിതവും (share) ലഭിക്കണം. 'ഒരുമിച്ച് വളരുക' (Grow Together) എന്നതാണ് നമ്മുടെ നമ്മുടെ അനുകരണീയമായ മുദ്രാവാക്യം.

## നിയന്ത്രണത്തിൽ നിന്ന് പങ്കാളിത്തത്തിലേക്ക്

നമ്മുടെ ഒരു ഉദാഹരണത്തിലൂടെ മനസ്സിലാക്കാം. ഇപ്പോൾ, ഒരു വലിയ കമ്പനി ഒരു ആപ്പ് ഉണ്ടാക്കും. നിങ്ങൾ അത് ഉപയോഗിക്കും. നിങ്ങൾ ചെയ്യുന്നതെല്ലാം കമ്പനി രേഖപ്പെടുത്തും. നിങ്ങളുടെ ഡാറ്റ വിറ്റ് കമ്പനി ലാഭമുണ്ടാക്കും. നിങ്ങൾ വെറുമൊരു ഉപഭോക്താവ് മാത്രം. നിങ്ങൾക്ക് സത്യത്തിൽ ഒന്നും കിട്ടുന്നില്ല. നിങ്ങളുടെ വിവരങ്ങളും അതിലൂടെ നിങ്ങളും വെറുമൊരു വില്പന ചരക്കായി മാറുകയാണ് ഇതിലൂടെ.

ഇത് അടിമുടി മാറും. അതേ ആപ്പ് തന്നെ എടുക്കുക. എന്നാൽ ഇത്തവണ, നിങ്ങൾ ആപ്പിൽ എന്തെങ്കിലും ചെയ്യുമ്പോൾ, അതിന് നിങ്ങൾക്ക് പ്രതിഫലം ലഭിക്കും. ഉദാഹരണത്തിന്: നിങ്ങൾ ഒരു പ്രാദേശിക കർഷകനിൽ നിന്ന് പച്ചക്കറി വാങ്ങിയാൽ, ആപ്പ് നിങ്ങൾക്കും കർഷകനും ബോണസ് പോയിന്റുകൾ തരും. നിങ്ങൾ മറ്റൊരാൾക്ക് ഒരു ചെറിയ ജോലി (പെയിന്റിംഗ്, കമ്പ്യൂട്ടർ പരിപാടി മുതലായവ) ചെയ്തുകൊടുത്താൽ, അത് ആപ്പിൽ രേഖപ്പെടുത്തുകയും നിങ്ങൾക്ക് ക്രെഡിറ്റ് ലഭിക്കുകയും ചെയ്യും. നിങ്ങൾ പ്ലാസ്റ്റിക് വേസ്റ്റ് ശേഖരിച്ചാൽ പോലും, അതിനും പ്രതിഫലം ലഭിക്കും. പുതിയ രീതി അവലംബിക്കുന്നതിലൂടെ എല്ലാം മാറും. അങ്ങനെ ചെയ്യുന്നതിലൂടെ, അതുവരെ വെറുമൊരു 'ഡാറ്റ' ആയിരുന്ന നിങ്ങൾ സമ്പദ് വ്യവസ്ഥയുടെ ഒരു പ്രധാന ഭാഗമാകുന്നു. നിങ്ങളുടെ ഓരോ പ്രവൃത്തിക്കും മൂല്യമുണ്ട്.

## സമൂഹത്തിൽ ഉണ്ടാകുന്ന മൊത്തം സമ്പത്തിന്റെ ഒരു ചെറിയ വിഹിതമെങ്കിലും നിങ്ങൾക്കും കിട്ടണം.

ഇതിനായി വേണ്ടത് ലളിതമായ ഒരു ഡിജിറ്റൽ പ്ലാറ്റ്ഫോം: ഏതൊരാൾക്കും ഉപയോഗിക്കാവുന്ന, സൗജന്യവും ലളിതവുമായ ഒരു മൊബൈൽ ആപ്പ്. നമ്മുടെ ചുണക്കുട്ടികൾക്ക് ഇത് വെറും നിസ്സാരം. സുതാര്യമായ അൽഗോരിതം:



എങ്ങനെയാണ് പോയിന്റുകൾ കിട്ടുന്നത്, എങ്ങനെയാണ് ലാഭം പങ്കുവയ്ക്കുന്നത് എന്ന് എല്ലാവർക്കും മനസ്സിലാകുന്ന രീതി. രഹസ്യങ്ങൾ വേണ്ട. പ്രാദേശികമായ ബന്ധങ്ങൾ: വലിയ കമ്പനികൾക്ക് പകരം നമ്മുടെ അയൽപക്കത്തെ കട, കർഷകൻ, കരകൗശല തൊഴിലാളി എന്നിവരുമായി ബന്ധിപ്പിക്കുന്ന ഒരു ആഗോള സംവിധാനം.

### എന്തൊക്കെ നേട്ടങ്ങൾ?

ജനങ്ങളെ നിയന്ത്രിക്കുന്ന അൽഗോരിതത്തിൽ നിന്നും, ഓരോരുത്തരുടെയും ദൈനംദിന പങ്കാളിത്തത്തെ ബഹുമാനിക്കുന്ന ആളോഹരി വിഹിതത്തിലേക്ക് നമുക്ക് വളരണം. അതിന് ഇപ്പോൾ തന്നെ ഒരു പുതിയ ചുവടുവയ്പ്പ് നടത്തേണ്ട സമയമാണിത്. ഓർക്കുക: എല്ലാവരും കൂടി വളർന്നാൽ മാത്രമേ, യഥാർത്ഥ പുരോഗതി ഉണ്ടാകൂ. നമുക്ക് ഒരുമിച്ച് വളരാം (Grow Together).

ഞാൻ എന്റെ നാടിന്റെ വളർച്ചയ്ക്ക് എന്ത് ചെയ്യും? ഒരു ചെറിയ ആശയം പങ്കുവയ്ക്കുക.

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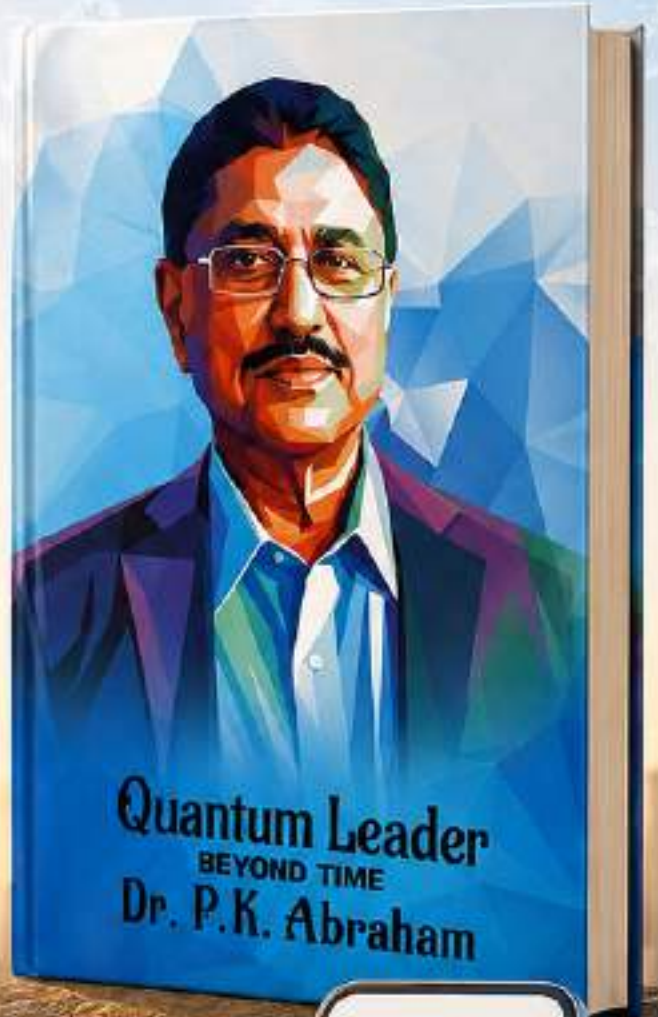
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