

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

ADHD Matters

After Duty Hours Matters

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

INFORMAL TEAMWORK



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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CREATION OF ONE MILLION MICRO MEDIA UNITS

MOTIVATED INDIVIDUALS

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.



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

MICRO MEDIA UNIT

Work @ Home



**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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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, 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.



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

Colleges and universities are hubs of social transformation.

ENGAGE CAMPUSES

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.

Pledge to Save Life



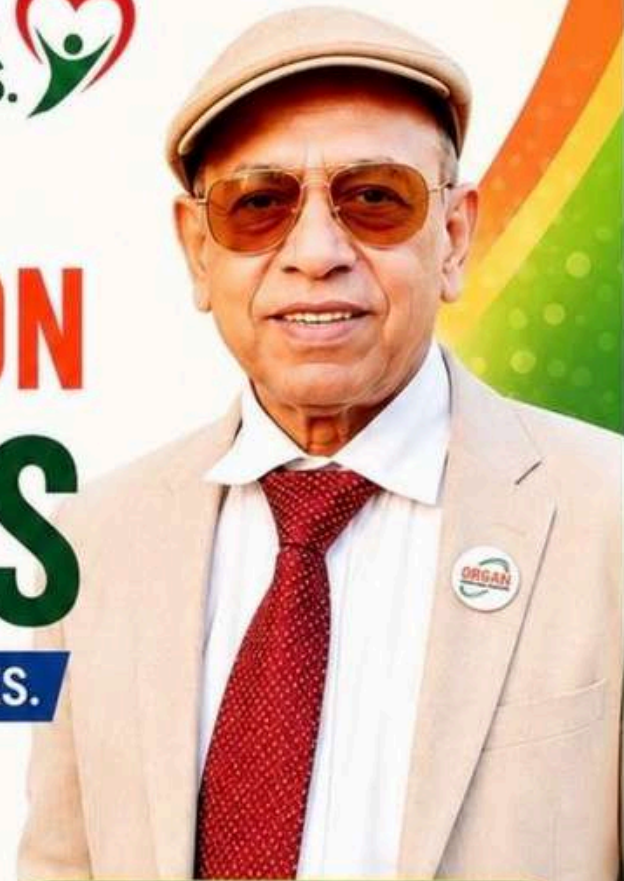
Be the reason
SOMEONE LIVES.



ORGAN DONATION WARRIORS

VOLUNTEER. ADVOCATE. SAVE LIVES.

*One Pledge
Can Save
Many Lives*



Rotarian
LAL GOEL
CHAIRMAN

ORGAN DONATION INDIA FOUNDATION

FOUNDER & CHARTER PRESIDENT

ROTARY CLUB OF ORGAN
DONATION INTERNATIONAL

**JOIN THE MOVEMENT.
BE AN ORGAN DONATION WARRIOR!**



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TAKE SCHOOL CHILDREN TO COLLEGE CAMPUSES

ADHD MATTERS



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 where growth either quietly takes root or slowly fades away.

AFTER YOUR DUTY HOURS (ADHD)

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.



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.

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.

DINNER *with* HONOUR

A CELEBRATION OF LOVE.
 A SALUTE TO IMPACT.

Honouring

♥ 25 AMAZING COUPLES ♥
 AT SELECT CITIES ACROSS INDIA

5 REASONS TO CELEBRATE



1

**BRILLIANT
 INITIATIVE IN
 CLUB DYNAMICS**

Strengthening bonds,
 building leaders and
 inspiring communities
 through purposeful
 club engagement.



2

**EXCEPTIONAL
 SERVICE IN
 ORGAN DONATION
 AWARENESS**

Spreading hope,
 saving lives and
 creating a legacy
 of generosity.



3

**OUTSTANDING
 CONTRIBUTION TO
 EDUCATION &
 YOUTH EMPOWERMENT**

Nurturing minds,
 shaping futures and
 empowering the next
 generation.



4

**COMMITMENT TO
 ENVIRONMENTAL
 SUSTAINABILITY**

Championing green
 initiatives for a cleaner,
 healthier and better
 tomorrow.



5

**DEDICATION TO
 COMMUNITY
 WELFARE**

Uplifting lives and
 creating meaningful
 change where it
 matters most.

A NATIONWIDE CELEBRATION. COUNTLESS INSPIRING STORIES.



MUMBAI



DELHI



BENGALURU



KOLKATA



HYDERABAD

AND MORE
 CITIES ACROSS
 INDIA

♥♥ *Honouring Love. Celebrating Impact. Inspiring Generations.* ♥♥

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 STORIES THAT INSPIRE. LEGACIES THAT LIVE ON.



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