

THE SECOND TELECOM REVOLUTION



GLOBALTV

TELECOM TO TELEVISION



The First Was
COMMUNICATION

The Second is
COMMUNITY





Control to Manifestation

KERALAM AS A GLOBAL DESTINATION

Keralam is known to the world for its natural beauty, literacy, healthcare, and social development. The next phase of growth is to position Keralam as a global destination for Media, Film, health, skills, education, innovation, and human-centered development.

Media is the Mother of Every Development Initiative...

Media is the invisible infrastructure behind every successful society. Roads connect places, institutions organize systems, and governments formulate policies, but it is media that connects minds. Every major development initiative first becomes a public conversation before it becomes a public movement. The media have historically shaped the direction and acceptance of every social transformation. The media is a messenger of development and the mother of development itself.

Kerala's reading culture and media consciousness helped create a society where people actively engaged with ideas. Public opinion became a developmental force. The result was a socially aware population capable of participating in collective progress.

The state possesses educated youth, strong institutions, global exposure, digital access, and a rich social foundation. But our Social Media is highly messed up.

This was the scenario in our Telecom sector before Telecom Revolution. We had to influence an MP or MLA to get a Telephone connection, or else on the queue for several years. This was the case even during the ninties.



Systems & Structure transformed Indian Telecom...

media can create a new developmental imagination centered on engagement, productivity, creativity, responsibility, and contribution. We should crete a culture of Storytelling at the grassroots level. The stories a society repeatedly tells itself eventually shape the behavior of its people.

Telecom Revolution had engaged the youth in large numbers. The youth were inspired. The same thing should happen today. Kerala Government initiated a Ministry for Senior Citizens. Let the senior citizens be the mentors of the youth and the lonely homes turn to become the welcome homes. Everything else will turn automatically into the Television Revolution.



Media is not a threat... It is an Opportunity

MEDIA LANDSCAPE MESSED UP

Every government consider Media as a threat to them. They either restrict or make them their ally. It is very difficult for a government or a person in the local government to take the media as an independent entity. Basically, we do not want anyone watching us. We simply feel insecure in the presence of others. The media also many time act as a privileged segment in society. It is better that society becomes the media by engaging in media activities. Two Million Global TV Home Editions is not an egg seller's dream. We have prepared for this for twenty-five years. And we have thirty-five years of experience in the media landscape, including newspapers, magazines, and Book publication.

Global TV Home Edition and Village Home Theatres...

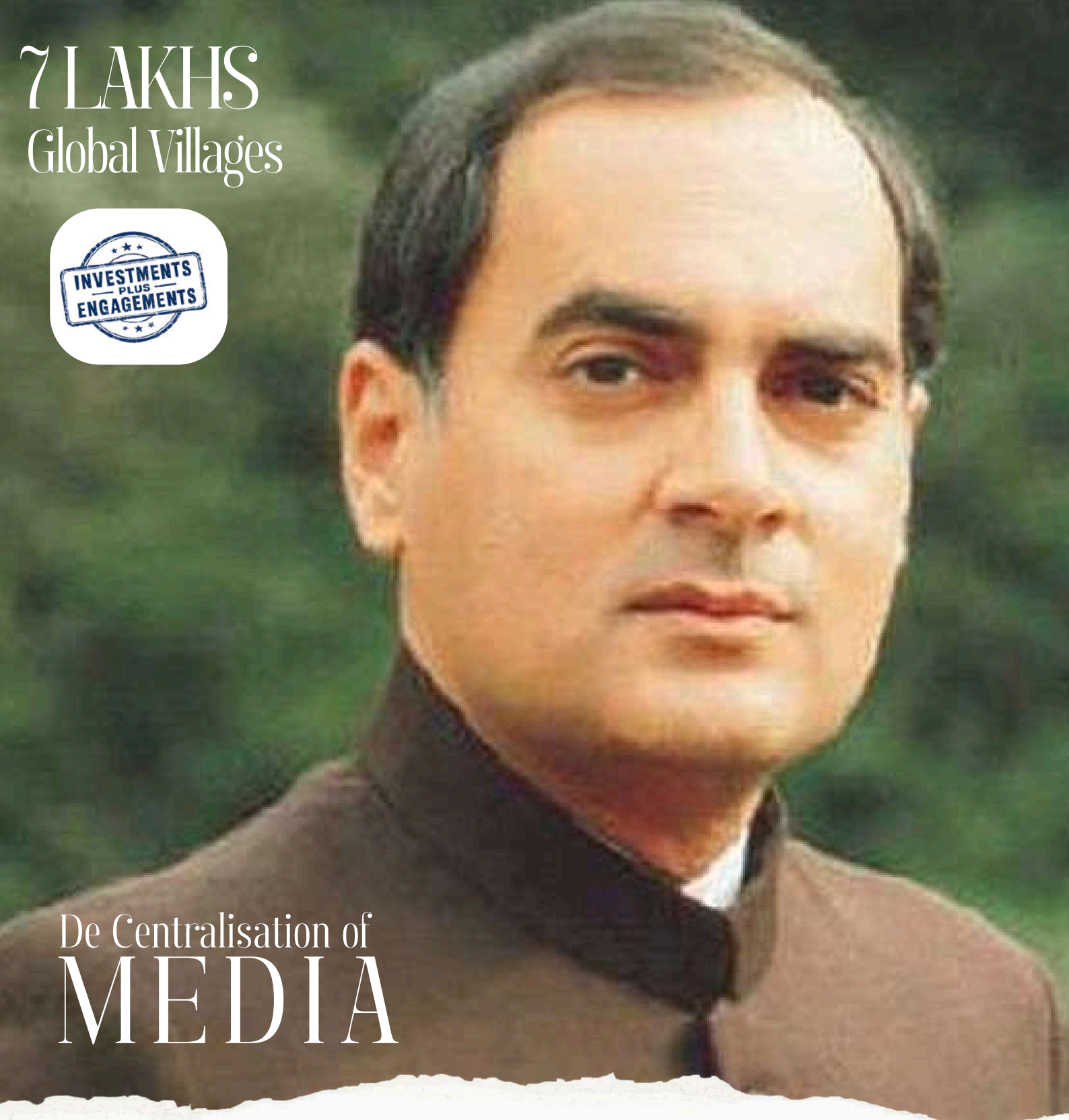
When we say Global TV home editions, we do not mean that everyone is coming under us, and we control them. Every media platform, existing or new, is welcome to initiate a media cluster and to join a media circuit.

Connecting people to people was the goal of the Telecom Revolution. The Television Revolution is to connect the people to their community. We need not define a community. We shall leave it to the community itself to define them and to present themselves...

THE STRUCTURED TELECOM REVOLUTION

Keralam already has a strong foundation. What is required is the activation of existing capacity. Schools can become Storytelling centers after class hours. Public libraries can become Media hubs. Local self-government institutions can coordinate self-sustainable Media events. Existing establishments can become more dynamic when people are engaged in media-driven creativity within them for their welfare and for the welfare of their society. Every Gram Panchayat has a role to play in the whole process of human engagement into media excellence.

7 LAKHS
Global Villages



De Centralisation of
MEDIA

EVERY VILLAGE
IS A MEDIA VILLAGE

EVERY HOME
IS A REVENUE HOME

Adversities are Converted into
ADVANTAGES

ലക്ഷം ലക്ഷം ആഗോള ഗ്രാമങ്ങൾ

GLOBAL VILLAGE or VILLAGES?



EVERY HOME IS A MEDIA HOME EVERY VILLAGE IS MEDIA VILLAGE

This is our attitude and approach. We are NOT advocating for every home to become a franchise of Global TV. We are asking the homes to be self-empowered. We shall help them to equip them to be integrated rather than aggregated. Understanding the difference between aggregation and integration is very difficult. We are the offspring of a Media transformation journey in Kerala in the nineties. Two short books on Media Ahead are available with us, when you want to read more about the models.

INVESTMENT + ENGAGEMENTS

What we need is an egalitarian mindset...

What we need is an egalitarian mindset - a way of thinking that recognizes the equal worth, dignity, and opportunities of every human being regardless of caste, class, gender, religion, race, or background. True progress in society cannot come from division, prejudice, or privilege reserved for a few; it comes when people believe that fairness and respect should apply to everyone equally. An egalitarian mindset encourages empathy, cooperation, and justice, helping media move beyond algorithm and misinformation.



It means understanding differences among people and encouraging that those differences are the uniqueness that connects them with the like-minded. A society built on equality creates stronger relationships, healthier democracies, and greater opportunities for future generations.



NATIONAL CONFERENCE ON TELECOM MISSIONS

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India's Tele Communication Revolution

From Waiting Years for a Telephone to Carrying the World in Our Hands

How India's telecom revolution transformed ordinary lives

Telecommunications in India was not merely a technology sector; it was a symbol of privilege and economic participation in the 1980s and 1990s. A telephone connection was rare, delayed, and often dependent on political influence or bureaucratic approval. Families waited years for a landline, and communication itself was controlled by scarcity. Yet visionaries like Sam Pitroda saw beyond the limitations of the time. He understood that telecommunications was not only about wires and instruments, but about empowering ordinary citizens, creating jobs, and connecting the bottom line of the economy with opportunity. Millions of Indians eventually found livelihoods through telecom infrastructure, services, STD Booths, and the broader digital economy that followed.

How India's telecom revolution transformed ordinary lives

The telecom revolution improved communication and changed aspirations of the young people who once had limited opportunities, suddenly entering emerging establishments connected to technology, connectivity, and services. Entire towns became linked nationally and global markets. Communication was democratized, and ordinary citizens gained access to tools that were once available only to institutions and elites. Today, every individual carries powerful communication tools in their hands. A smartphone has become more powerful than the broadcasting systems of previous decades. What once required political influence, expensive infrastructure, and years of waiting is now available instantly. India's telecom transformation proved that when technology reaches ordinary people, the nation itself moves forward.



India's Next Communication Revolution

**India is in a media-driven economic transformation
Every Home Can Become a Media Home**



Today, the media in India stands at a historical turning point similar to the telecom era of the past. While smartphones and internet access have expanded rapidly, meaningful participation in media ownership is still limited for a minority of mess makers.

India now needs another transformational movement in the media. The country requires leadership that can recognize media not merely as entertainment or news, but as a large scale engine for economic participation and social productivity. Every home can potentially become a “Media Home,” connecting people and effective community engagement.

Even when one out of every hundred households starts a “Home Edition” as a small-scale media initiative, India could create one of the largest decentralized communication ecosystems in the world.

Such a movement would democratize visibility and allow people from villages, small towns, and underserved communities to directly contribute to economic prosperity.

The media continues to remain, on one side, concentrated in the hands of a few institutions, corporations, and vested interests.

Media that connect communities are emerging from every corner of India in different forms. To route them towards shared prosperity require vision of an ordinary citizen and nothing else.

Three People Can make a Media Unit

This transformation should create meaningful engagement for millions of young Indians searching for purpose, identity, and opportunity. Media operations include storytelling and all other forms of communication that are intended to make prosperity around.

A decentralized media revolution would strengthen democracy and economic inclusion. When people at the bottom line of the economy receive direct opportunities to participate, create, and earn, national prosperity becomes more widely shared. The challenge today is no longer technology. The challenge is vision, organization, and inclusion.

When you understand this... You get our proposal...



Freedom Cannot Be Scripted

- Imagine if every STD booth published a fixed list of sentences people were allowed to speak over telecom lines. Communication would lose its purpose. Human expression is not meant to operate through approved scripts.
- When laws begin deciding the acceptable boundaries of everyday speech, society slowly trades dialogue for compliance. A healthy democracy must trust people to speak according to their realities, concerns, and aspirations.

Change Belongs to the People

Development is not a gift delivered from above. It is built by ordinary people solving problems, creating opportunities, and shaping their communities through participation. Governments and institutions may support progress, but they should not claim ownership over change itself. Real transformation comes from citizens who think freely, question openly, and act with responsibility toward one another.

Let Media Grow Organically

Every media cluster, communication network, and creative circuit evolves differently because every community has different needs and cultural rhythms. Innovation cannot be forced into a single approved direction. Some spaces grow through experimentation, others through local storytelling, independent journalism, or emerging technology. Allowing each ecosystem to develop at its own pace encourages diversity of thought instead of centralized uniformity.

Societies become stronger when people are trusted rather than controlled.

Open communication allows ideas to compete, mistakes to be corrected, and new solutions to emerge naturally. Restrictive systems may create temporary order, but long-term progress depends on imagination, criticism, and participation.

Freedom Creates Stronger Societies

The role of leadership should be to protect the space where people can think, speak, and create freely, because enduring change always rises from the people themselves. The next great Indian revolution may not be built with factories or towers alone. It may begin inside ordinary homes, where millions of people discover the power to create, communicate, and participate in the nation's future.