

Dharma Media Network

- Concept Paper

Draft and confidential

Dharma Media: Why?

- Doing good is not enough. We need to be seemed to be doing good.
- Our opposition in India and Abroad has mastered the power of media and politic-speak.
- The best technology that is not promoted doesn't last long in today's world – see Netscape, Apple in the first phase etc.

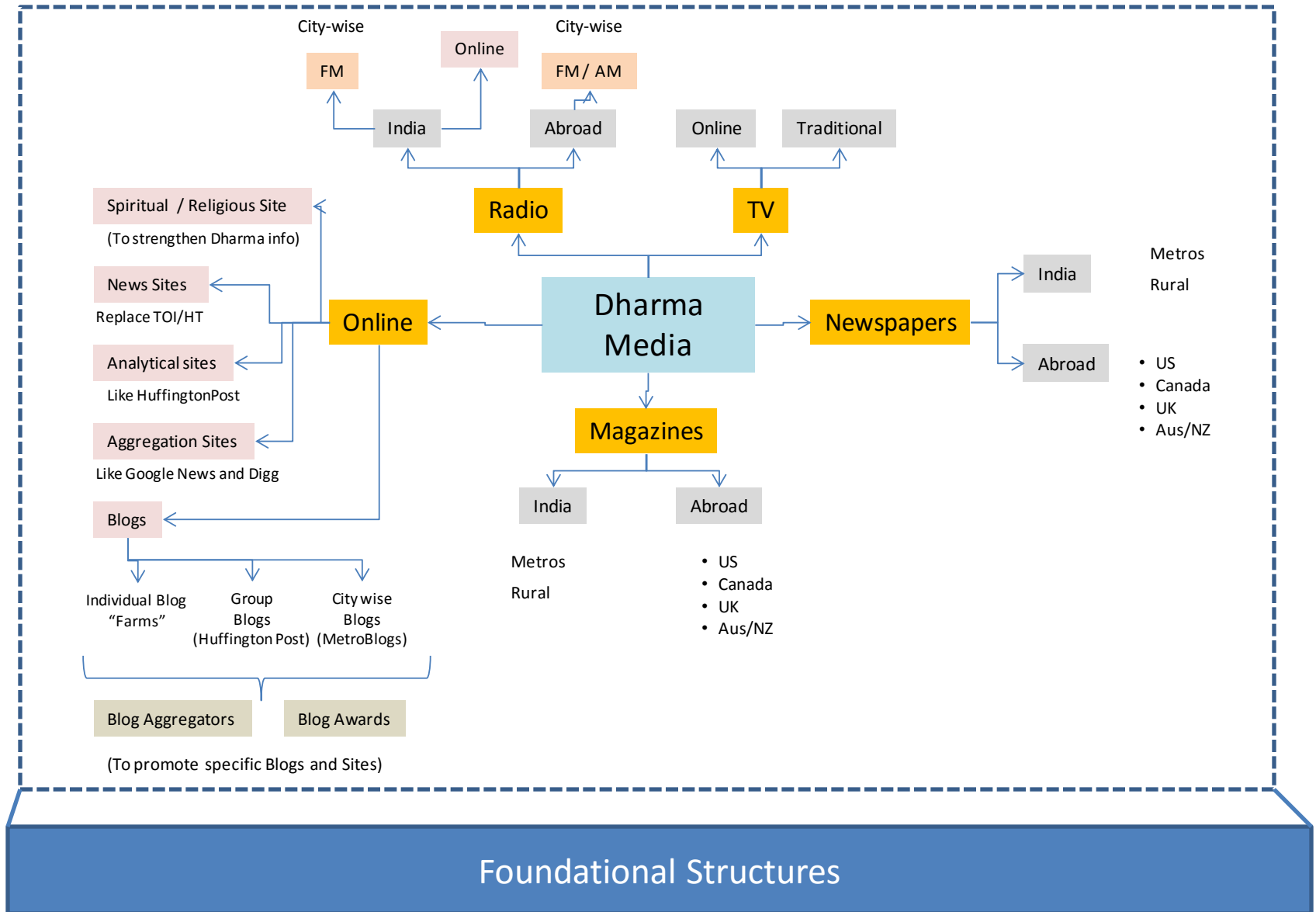
Why the Complete Vision?

- Small and fragmented efforts/components will not succeed.
- Every component feeds and reinforces the other and entire network has advertising and political power
- Economic efficiencies and lower cost via use of latest technology and network power
- Have the “Attraction” elements (Bollywood, Sports media) and “Ideological” elements (News, Analysis, Religion), both to reinforce each other.

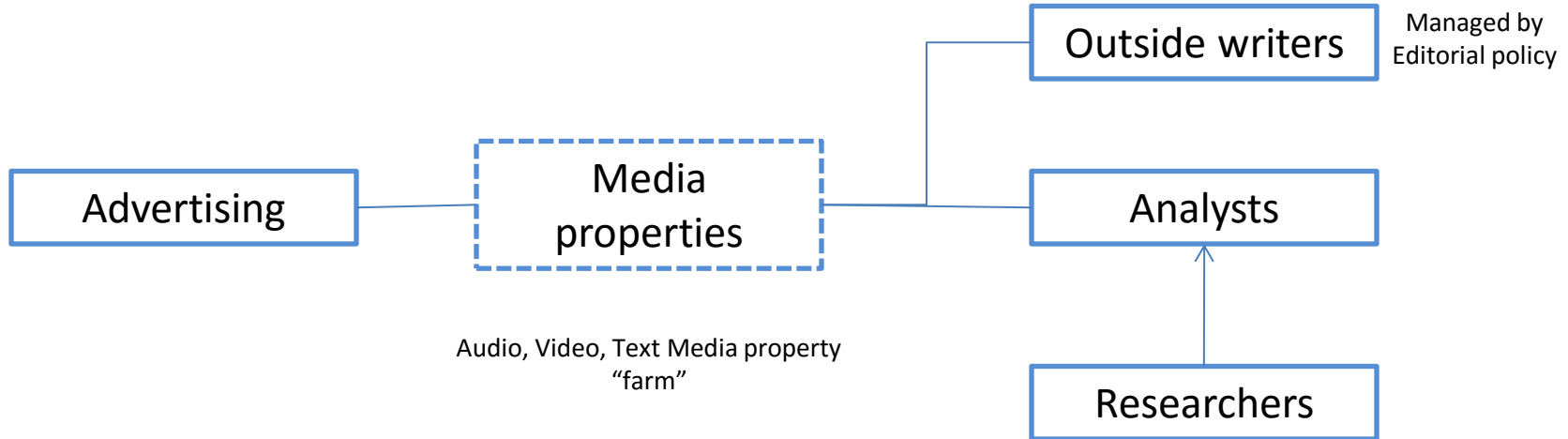
Basic Guiding Principles

- Dharma Oriented
- Professional
- Technologically cutting edge
- Journalistic excellence
- High Quality
- Be in the Network and Enhance it

Complete Picture



Media Model



Principles

- Fully Professional
- Overall umbrella of editorial policy for consistent message
- Acceptance of reasonable dissent / difference of opinion within the group
- Promotion of Dharmic values and system
- Unity in face of issues
- Reasoned, logical and well researched approach as opposed to emotional outbursts
- Encourage members and team to get trained in latest techniques of defense, offense, tackling and deflection, and logical reasoning in writing and oratory

Foundational Structures

- **Researchers:** Well versed in Sanskrit, Arabic, Latin, Urdu and English to research scriptures, written material within Hinduism and outside for specific research projects
- **Writers:** Writers with strong writing skills to produce material based on research for various Dharmic Media components (TV, Radio, Web sites, Blogs)
- **Orators:** Will be promoted as speakers in various forums. Prepared using the best practices in Oratory and backed by research work

Foundational Structures

- **Debaters:** Lots of minds are made and changes online and offline. Need debating talent for TV and Radio discussions, engage evangelists like Zakir Naik etc to effectively handle them (remember Adi Shankara)
- **Presenters:** TV and Radio presenters who can word the daily and routine material towards ideologically consistent direction
- **Bhajan Writers/Musicians:** Sufi music has become central to movies because no good Bhajan/Hindu music is being produced. Need top class poetry/writing/singing/music talent to create and promote

Foundational Structures

- **Technical Geeks:** Top technical talent that can make creation, integration and synergy between the components possible. Also need dedicated hackers – to prevent hacking of our media and to hack other media
- **Marketers:** Top marketing talent to promote and sell our content and media all over the world
- **Charity Outreach:** A framework for NGOs and Charities – which dovetail into the existing ones from various religious organizations and Gurus and make sure we can raise donations and money for the “in-network” organizations.

Is it too big to handle?

- No
- Have to use the Online components and Abroad markets to establish the model before entering India and Offline components
- Technology and Open Source applications have reduced the Barriers to Entry
- Need investment but not as a “dole” – instead as a “Seed Investment” for the Conglomerate to be established.