

ROOTS

माटी माजरा

A Digital Journal



A Bilingual Digital Journal:

THE MARGINS BECOMES THE MAINSTREAM

Promoted by Crafted Strategix LLP, New Delhi



GOVERNMENT OF INDIA
MINISTRY OF CORPORATE AFFAIRS
Central Registration Centre

Form 16

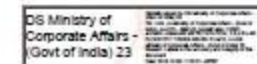
[Refer Rule 11(3) of the Limited Liability Partnership Rules, 2009]
CERTIFICATION OF INCORPORATION



LLP Identification Number: AAN-4087

It is hereby certified that CRAFTED STRATEGIX LLP is incorporated pursuant to section 12(1) of the Limited Liability Partnership Act, 2008.

Given under my hand at Manesar this Ninth day of October Two thousand eighteen.



Arjun C

For and on behalf of the Jurisdictional Registrar of Companies
Registrar of Companies
Central Registration Centre

Disclaimer: This certificate only evidences incorporation of the LLP on the basis of documents and declarations of the applicant(s). This certificate is neither a license nor permission to conduct business or solicit deposits or funds from public. Permission of sector regulator is necessary wherever required. Registration status and other details of the LLP can be verified on www.mca.gov.in

WHY GRASSROOTS

- Increasing majoritarianism – Not just in politics, but in society and in the social psyche.
- Sharp divisions in Religion-Caste-Tribes-Ethnicity.
- The public discourse increasingly one-sided, negating democracy. Dissent has become a crime, even sedition.
- Need for a unique platform to bring forth issues concerning minority opinion, be it from the minority religions, or marginalized people in all sections, to reinforce democratic values.



OUR GOAL

- To ensure full participation of the three quarters of the marginalized people in the democratic and political process of India.
- To shift the focus from urban discourse to the countryside, the rural landscape, and the masses, and to cover their issues.
- To be the media-vehicle for the underprivileged and the marginalized.



OUR TARGET UNIVERSE

Three-quarters of Indians belong to a historically disadvantaged class

% in class category, by religion

	Scheduled Castes	Scheduled Tribes	Other Backward Classes	Total
Buddhists	88%	9%	1%	98%
Hindus	23	10	44	77
Christians	21	29	26	76
Muslims	3	2	55	60
Sikhs	38	0	19	57
Jains	3	0	12	15
All	21	10	44	75

Note: "All" includes Hindus, Muslims, Christians, Buddhists, Sikhs, Jains, adherents of smaller religious groups and people with no religious affiliation.

Source: National Family Health Survey, 2015.

"Religious Composition of India"

PEW RESEARCH CENTER

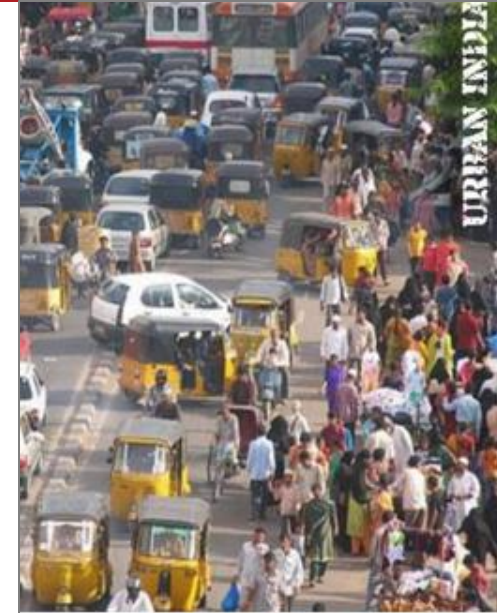
NEED OF THE HOUR

- Media which covers grassroots issues of the majority population.
- Media which works as bridge between communities.
- Media committed to democratic and constitutional values.
- Media which unconditionally supports freedom of expression.
- Media committed to human rights and dignity as per the Constitution of India.



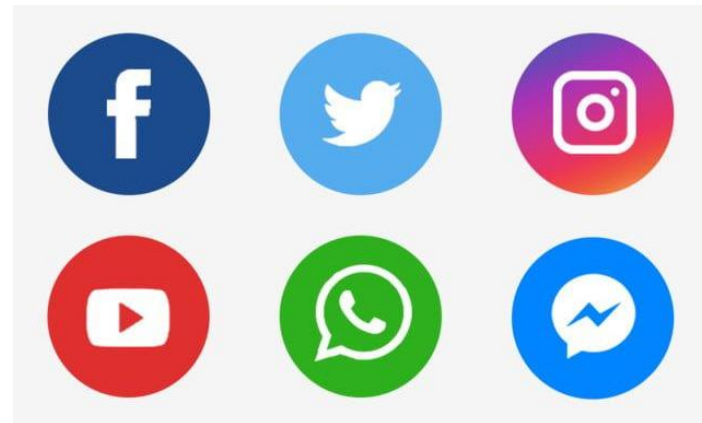
WHY ROOTS / MATIMAJRA ?

- Mainline media and social media extremely market, eyeball and urban-centric; waylaid by market and political interests.
- Prone to cliched journalism and powerful influences.
- Influenced by social media build-ups, sans basic facts.
- Need for digital media which reaches straight and also responsive to the TG and decision-makers.
- Freedom from vested interests of all varieties.



ONLINE MEDIA TO REACH TG

- Website as a depository.
- Social Media / SEO'S as a conduit to reach targets.
- FB, INSTAGRAM, YOU TUBE, REELS, SHARE CHAT AS PULL VEHICLES.
- Aggregators as allies.
- Search engine tools and influencers to reach targeted population.
- YouTube discussions to reach the curious by standers of decision-making.



WHAT WE OFFER

- A news and features portal on grassroots issues of the majority and marginalized population with social media handles and with weekly / daily updates.
- Focus on issues of the submerged minorities and marginalized communities -- be it religious, backward or poor.
- Eye on the countryside and villages. Cities with migratory issues.
- Free verified and curated news and views which inspire discussion and debate on human dignity and freedom.





THANK YOU