When we've decided to bring a magazine for the budding generation, our primary objective was to lead them closer to the culture and language of our state, threatened by the inevitable changes in various systems.

At a second glance, we've felt that it's not just the language and culture, that these kids were missing. The joy of freedom, the fun of learning, the vigour of health, the solace in relations, and the list of lackings went on!

It was the time and situation for us to be responsible for the generations to come, leading to a better society and better nation. Thus we set on to bring a complete magazine for the children. We wish to share with you, the objective, planning and getting it ready to be adored by every kid.

**OUR PASSION**

Childhood is a bliss. That bliss should accompany knowledge, but not ignorance! Home can be sweet, but the world too should be explored. Accepting such variations in the lives of kids, we've decided to bring a complete magazine for the future generation.

Childhood has changed a lot since globalisation. Some things got better, and many got worse. The mantra of materialism has let people to prosper, even without personality. The term ‘value’ is often associated with currency rather than character.

When observed, most of the evils in the present day society, lead the trail to the the lack of moral values during the childhood. We've determined that this should not happen to the generations to come.

Keeping in view, the undercurrent change that has swept through the childhood. We've decided to bring a complete magazine for kids.

- A magazine that would give equal importance to fun, knowledge and academic progress.
- A mentor that would groom the generation to prosper with high confidence levels, scientific temperament, flawless personality and of course moral values.
A guide to assist the kids, to go forth and face the challenges of the ever changing world with confidence, craft and character.

A medium to get kids nigher and familiar with their mother tongue, by presenting the content in lucid Telugu.

THE MOVE

The present day generation has too many resources in reach- Knowledge, technology, money... were all at the end of their fingertips. So the challenge is to find out- what else they need and how to deliver it.

We've made substantial survey for a perfect kids magazine. Met lot of kids, parents and teachers, evaluated the magazines all over the world, shared the expertise of the elders... and made a bunch of reports. It took years of labour and constant thrive to get ready for the move.

We've come to know that dealing with kids is not a kids thing. Much effort is needed to present the magazine in such a way that.. every page should be attractive, informative and effective!

CONTENT

After the extensive research and elaborate reports, we've developed a checklist for raising the content. Every due care is taken to include all the necessities of the generation. Our checklist is all-inclusive, but not rigid. We constantly check and recheck the possibilities for a better magazine. We may not substitute the love of grandparents, but can teach the moral values of those generations.

Some of the aspects we love to cover every month are as follows:

- Stories which include morals, comics, folk tales, mythology..
- Life skills to attain success.
- Unique livelihood, fascinating facts and comparisons from the animal kingdom.
- Articles on food and nutrition, explaining their importance in day to day usage.
- Secrets of space and earth will be dugged and rock solid facts would be provided.
- An article dedicated to infuse knowledge regarding invention and working of various devices.
- The mysteries that remained unsolved in the history of mankind were unfolded through scientific reasoning.
• Precautions and peculiarities of every season are explained.
• Do’s and Don’ts that lead to a healthy life. Tips to keep the body fit from teeth to toe.
• Articles that infuse commitment in readers to live an Eco conscious life.
• Study Tips and steps for easy learning of academic subjects.
• Activities such as Simple Experiments, Mazes, Magic tricks, colouring.
• Lessons in drawing by professional artists.

PRESENTATION

Due care is taken to present every article with precision. Intro’s are well planned to suit the take off, explanations get precise, statistics get verified, details get covered... and an article gets ready for designing, after the scrutiny by the editors team.

The article in black letters would get colourful in the hands of artists and designers. At least one third of the page is left out for a freehand makeup. To make the article more appealing to the kids and acting as a gateway into the core of the article.

RESPONSE

Many a brows raised at our initiative for a kids magazine. Many doubted the readability of the present generation.. that too in their mother language. Some said that the kids lack time, some blamed the TV. Such skeptic thoughts indeed fueled us to challenge ourselves to create an adorable magazine.

We’ve launched 'BALA BHARATAM' in June 2013, and the response was stellar. Balabharatam Magazine got certificate for 1,15,754 copies from AUDIT BUREAU OF CIRCULATION for the period of Jan-June 2017.

Readers often tell us, how good our magazine is.. but we know that we can make it much better- and we are into it.