

Pravin Gupta: The Visionary Author of The Dark Light introduces Cord

A new Social Media platform has entered in the market with a lot of new and exciting features that might eliminate Instagram and Facebook from the battlefield.



Delhi, India Dec 26, 2021 ([IssueWire.com](https://www.issuewire.com)) - Pravin Gupta (born 11 March 2004) is the Founder and CEO of Orpheum (parent company of Cord), Author, Poet, Student, passionate Programmer, and Wildlife Photographer. As of 2021, he has authored four fiction books in English. His debut works The Dark Light: Amethyst Heart in the City is the first installment in an epic six-part tale of The Dark Light, of

which the second part, The Dark Light: Resurrection of the Mistress has also got launched. His next book Glimpses of the Future, was inspired by the Pulwama Attack, got published on 17 October. After the rejection twenty-three times, his third and first poetry book also got published by a Canadian publisher, Ukiyoto Publisher, on the 5th of June. Along with writing his first poetry book, this young boy was also working on his dream. At the end of March in 2021, he started coding an instant messaging app, called Wyre, which ultimately failed. But the lad didn't lose hope and carried on with passion and confidence. After working tirelessly for 2 months, he finally gave India its first very own genuine and professional Social Media app, named Cord.

On the 19th of June, the app got launched on Play Store. Initially, it picked up users at a slower pace. However, as some media sources covered this story, the user base crossed the 500+ mark, which is actually an achievement for such a young boy who is not supported by anyone; be it on the financial ground or any other. It's quite fascinating that he is covering every factor of the app, including its backend, UI, database, API, etc., that too all alone. When asked about the purpose behind the development of Cord, he explained, "I want India to become wholly independent. India has a large population and we are exploited in many ways, especially at foreign hands. We have two choices at this moment: either we choose foreign services thinking they are precise and become their slave or else we use our products to their fullest extent and make something great that benefits our country. I have been chasing the second Target. As social media networking and the internet is expanding, the challenges to counter the creation of fake accounts have also hardened. But the good news is that I have innovated a way that will make the fake account culture eradicated from India. The cord has a special feature for why it stands tall and better amidst the crowd."

He also told that he is greatly influenced by our honorable Prime Minister's idea of Atmanirbhar Bharat and Make In India.

Cord offers a lot of features like story sharing, photo posting, also anonymous, global chatting, one-to-one chatting, etc. The user can also block and unblock anyone, make his account private, decide who messages him/her. Furthermore, there's been a lot more features that Pravin currently is working on. According to Mr. Gupta, the best part of Cord except that it is wholly an Indian app is that no user can create fake accounts on the Desi Platform. Elaborating, he further said, "Out of 100%, 45% of whole Social Media users in India are fake, and unfortunately the Social Media platforms do allow them to stay and continue to cheat other genuine people. To counter this problem on our platform, we are introducing a two-badge system, which clearly means that a user is eligible to have two badges against his/her username. One is black tick (which ensures the originality of the account, which we will be verifying based on documents submitted by the user to us) and the second is of course blue-tick which doesn't need any explanation of its role. If a user fails to verify himself/herself within two months from the joining date, his/her account will be terminated."

He also elaborated that the algorithm of Cord is entirely different from Instagram. Gathering name, fame, money, likes, and followers by doing shit and exposing their intimate body parts (especially girls) — they all are part of Instagram. Those who is the original creator gets ignored on that platform. And the fake one gets the recognition. Such poor is Instagram's algorithm. On the other hand, Cord believes in the genuineness and original identity of any content shared on the platform. The app encourages healthy and creative content. It will not highlight any user on the basis of followers or number of likes but on their contribution to nation-building. That's what put it above everyone else. Thus, Cord's motto "Made in India, Made by an Indian and Made for India" emerges as a justifying statement.

We highly recommend you migrate to this social media platform rather than on Instagram. [Click here to download.](#)

Media Contact

Cord

pravingupta2020@gmail.com

Source : Orpheum India

[See on IssueWire](#)