

## Panchayithi Network - Indias No.1 Folk Network

India's Next Social Media Boom May Come from Villages - Panchayithi Network is Building the Rural Folk Songs Content Infrastructure



Hyderabad, Telangana Mar 23, 2026 ([IssueWire.com](http://www.IssueWire.com)) - India's Next Social Media Boom May Come from Villages—Panchayithi Network is Building the Rural Folk Songs Content Infrastructure

Website: [www.panchayithi.com](http://www.panchayithi.com)

Company: Panchayithi Network (OPC) Private Limited

As India's internet growth increasingly shifts toward rural and semi-urban regions, a Hyderabad-based grassroots startup is positioning itself at the center of this transformation by building what it calls the country's largest rural folk songs content ecosystem.

Founded by Raaaj Anga (also known as Rajendhar Anga), [Panchayithi Network](http://www.panchayithi.com) is focused on creating structured digital visibility for Telugu folk singers, rural performers, short-film creators, and hyperlocal cultural storytellers.

With deep roots in village culture and over 13 years of experience in media and digital content ecosystems, the founder launched the Panchayithi Network on November 23, 2021, aiming to bridge the gap between rural talent and large-scale digital audiences.

The company was officially registered as Panchayithi Network (OPC) Private Limited on February 25,

2026, marking its evolution from a grassroots content movement into a structured rural digital platform.

## **Building India's No. 1 Folk Network from Telangana Villages**

Born in Nagulapet near Jagtial, Raaaj Anga grew up witnessing the emotional power of folk culture—singers performing at local festivals, artists travelling village to village, and communities connecting through storytelling traditions that rarely find space on mainstream digital platforms.

Instead of starting with funding or large teams, Panchayithi Network began as a hyperlocal content initiative focused on promoting regional creators through social media communities and grassroots digital distribution.

Today, the platform claims an overall daily reach of more than 1 million rural users, achieved through a combination of social media presence and community-driven messaging networks.

The ecosystem includes:

Over 400,000 followers on Facebook

More than 200,000 followers on Instagram

A network of 200+ hyperlocal WhatsApp community groups

Collaborations with 220+ regional folk content and short film channels

A growing network of rural creators and folk performers

By using Telangana and Andhra regional slang and culturally relatable storytelling formats, Panchayithi Network has built strong engagement across Tier-2 and Tier-3 towns and villages.

## **Powering Viral Folk Songs and Rural Digital Stars**

The Panchayithi Network has played an active role in promoting several Telugu folk songs that gained viral traction among rural and digital audiences.

Songs such as “Ranu Bombay ki Ranu” by Ramy Rathod and Likitha KDS, “Yerra Yerrani Rumalu Katti” featuring actress Nagadurga, “Aada Nemali” by Mangli and Janu Lyri, “O Pilaga Venkati” by Pooja Nageshwar, and “Allahe Allah” by Tony Kick have seen strong grassroots reach through hyperlocal content distribution strategies.

The platform has also collaborated with emerging performers and digital personalities, including Timsy Bayanna, Janu Lyri, Nagadurga, Bramarambika Tutika, Lasya Jeevan, Lasya Smiley, Bittu Dancer, Vaishnavi Sony, Rowdy Megha, Madhupriya Peddinti, Madhuri Rathod, singer Mounika Yadav, Dharani Naidu, Pooja Rathod and Mounika Dimple.

Through consistent promotion and community engagement, Panchayithi Network is positioning itself as India's No. 1 Folk Network, enabling regional creators to reach wider audiences.

## **Tapping Into India's Next Internet Growth Wave**

Industry trends indicate that rural India will contribute significantly to the next phase of internet user growth.

While global platforms focus on mainstream entertainment and urban influencers, Panchayithi Network is building a hyperlocal content infrastructure layer that focuses on discoverability, distribution, and audience engagement for grassroots cultural content.

By operating at the intersection of technology, culture, and community, the startup aims to create scalable digital ecosystems designed specifically for rural consumption patterns.

### **Panchayithi App: A Low-Internet First Rural Platform**

Looking ahead, the company is preparing to launch the Panchayithi App in 2027, with an Android-first approach tailored for slow-internet environments.

The prototype is currently being self-developed by the founder, reflecting the bootstrapped nature of the initiative.

The platform aims to integrate multiple rural digital needs into one ecosystem, including folk content streaming, creator discovery, hyperlocal storytelling formats, and culturally relevant engagement tools.

### **A Cultural Mission with Scalable Potential**

With a lean team of around 12 members and rapidly expanding community reach, Panchayithi Network is gradually evolving into a major digital cultural force in the Telugu states.

By focusing on authenticity, grassroots participation, and regional identity, the startup highlights how rural innovation can shape India's digital future.

“Rural India is not just the next set of internet users—it is the next wave of creators. Folk singers and performers already have deep audience connections. What they lack is structured digital distribution. The Panchayithi Network is building that infrastructure so rural talent can scale just like urban influencers. We believe the next social media boom will be driven by villages.”

— Raaaj Anga, Founder & Managing Director

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#### Tags

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