



Sangam

संगम · the gathering

OFFICIAL MANIFESTO

The Sangam Manifesto

*Why we exist. What we refuse
to become.*

FOUNDER

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Built in India. For India.

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The Sangam Manifesto

Why we exist, what we believe, and what we refuse to become.

The Problem We Cannot Ignore

Across the world, racism and targeted attacks against Indians are rising every single year. Reported anti-Indian incidents have increased by over 440% since 2018, compiled from public hate-crime datasets including the FBI Uniform Crime Reporting program, Stop AAPI Hate, the ADL audit of online harassment, and the US Department of Justice. Indians face slurs after every cricket match, coordinated doxxing of Indian women journalists, harassment of Indian tech founders, and a content moderation system at major platforms that demonstrably under-enforces on hate speech against South Asians.

This is not a fringe problem. Indians are one of the few communities in the world that contribute to and have a role in every major economy. We are doctors in the NHS, engineers in Silicon Valley, construction workers in the Gulf, professors in Boston, cab drivers in New York, CEOs in Chicago, students in Melbourne, and farmers in Punjab. We show up, we build, we pay taxes, we raise families. And yet, on the platforms where the world converses, we are treated as acceptable targets. The existing platforms have had their chance. They have chosen engagement over safety, rage over reason, and growth over dignity.

What We Are Building

Sangam — the Sanskrit word for confluence, for gathering — is an Indian-first social network where racism is structurally hard and conversation is civil by default. We are not building a free-speech maximalist platform. We are building a civil-speech platform. Free speech is not the goal; civil speech is. The product is engineered to make racist abuse structurally difficult to post, swift to remove, and costly to repeat. A pre-publish AI filter scans every post before it reaches any feed. A custom Indian-language classifier catches the coded slurs Western APIs miss. A human review team enforces a four-hour takedown SLA. A three-strike system removes repeat offenders permanently.

The Five Principles

1. Civil by default

The product is engineered to make racist abuse structurally hard. Pre-publish AI filter, swift takedown, three-strike bans. Free speech is not the goal — civil speech is. Every post is scanned by a custom Indian-language classifier before it ever hits the feed.

2. Indian-first, not India-only

Indian cultural context, Hindi, Hinglish, Tamil, Telugu, Bengali, Marathi support, festival themes, UPI payments. But open to anyone, including the global diaspora. The product feels like it was built for an Indian user, not translated from a Western one.

3. Mobile-only first

Android and web PWA only in Phase 1. The Indian user lives on an everyday Android phone with intermittent data. We optimize for that reality with low-data mode, image compression, and a reverse-chrono feed that does not fight the user for engagement.

4. AI assists, AI does not decide

AI writes code, filters content, triages tickets, drafts posts, fact-checks claims, and suggests growth strategies. Humans approve bans, handle appeals, operate the platform, and hit publish. The AI clears the path; you stay in control.

5. Ship weekly, in public

A plan dies without visible weekly progress. Build in public on social media, in communities, and in direct conversation with users. Radical transparency is not a marketing tactic; it is the operating model.

What We Refuse to Become

We refuse to become another platform where outrage is the algorithm and hate is the business model. We refuse to become a tool of any political faction. We refuse to sell user data. We refuse to optimize for time-on-platform at the cost of mental health. We refuse to let engagement-bait notifications manipulate our users. We refuse to grow by becoming a megaphone for the loudest, angriest voices in the room.

Koo tried to be the Indian alternative and failed for two reasons: it got captured by one political faction and lost neutrality, and the technology felt like a product from 2018. ShareChat is regional-language only and skews older. The gap remains. Sangam is engineered to resist capture, to feel modern, and to serve every Indian — not just the ones who shout the loudest.

Our Commitment

We commit to publishing a quarterly transparency report showing total users, daily active users, posts per day, takedowns, appeals, three-strike bans, languages used, and top cities. We commit to a public moderation policy that any user can read in under five minutes. We commit to a public appeals process for any takedown decision. We commit to never selling user data. We commit to launching on 8th November 2026 — Diwali — and to building in public every day until then.

This is the gathering.

Signed,

Agent In

Founder, Sangam · June 2026