Venkat Murthy

Strategist and creator of Bharateeya Strategic Intelligence

BSI strategy media kit | Updated 15 October 2026

SHORT BIO

Venkat Murthy is a strategist and the creator of Bharateeya Strategic Intelligence (BSI). BSI is his seven-stage method for diagnosing a problem, choosing an approach, testing assumptions and implementing a strategy. BSI Sankalpa is the browser app through which participants apply the method over 90 days. He is also a TEDx speaker and the author of four books.

THE STRATEGY METHOD

Venkat Murthy brings more than two decades of work with entrepreneurs, business leaders, professionals and organisations to BSI. His focus is finding the real problem before committing to a strategy, then connecting diagnosis, testing and implementation. The method draws on Bharateeya approaches to observation, discernment and disciplined action.

In BSI Sankalpa, participants investigate one business, career or personal problem, choose an approach, test a critical assumption and put a strategy into action. Worksheets, AI assistance, an action log and weekly reviews support the work. Venkat provides two scheduled personal reviews within the published programme boundaries.

ONE PROGRAMME: BSI SANKALPA

The programme offered on venkatmurthy.in is BSI Sankalpa. One fee covers 90 consecutive days in the browser app, seven BSI stages, unlimited worksheet edits, six completed AI plan versions and two scheduled personal reviews. Participants do the tests and implementation. A generated action plan alone is not a completed strategy.

INR 19,999 + GST, paid once for 90 consecutive days. Total payable: INR 23,598.82 including 18% GST. No automatic renewal. Results are not guaranteed. The programme page sets out review requirements and refund conditions.

BSI in practice and in public

THE FREE STARTING POINT

The Friction Diagnostic asks fourteen questions about a recurring business problem and offers an AI-assisted report and one seven-day test. Interpretations are hypotheses based on the visitor's answers, not independently verified conclusions or a complete strategy. Answers are sent to an AI model and stored; the page explains report-unlock and contact choices.

PUBLISHED WORK AND RECOGNITION

Books: Bharateeya Strategic Intelligence: Diagnosis to Discipline; Drishti; Inspire Impact Ignite; AI-Driven Leadership. These are published credentials, not separate programme offers on this site.

2026 recognition: Pioneering Contribution to Bharateeya Strategic Thinking at the Global Business Excellence & Leadership Conclave.

LANGUAGES

Fluent in Telugu, English, Hindi and Tamil. Understands Kannada and Malayalam.

PUBLIC REFERENCES

Biography: https://venkatmurthy.in/about/

Published books: https://venkatmurthy.in/books/

Interview and recognition: https://venkatmurthy.in/media/

BSI Sankalpa programme: https://bsi.venkatmurthy.in/sankalpa

Free Friction Diagnostic: https://bsi.venkatmurthy.in/diagnostic

Portrait: https://venkatmurthy.in/assets/venkat-murthy.jpg

MEDIA AND PROGRAMME ENQUIRIES

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Please request approval for edited quotations or additional biographical claims. This kit does not offer a separate speaking, workshop or consulting package.