

1-15 MAY, 2016

DownToEarth

FORTNIGHTLY ON POLITICS OF DEVELOPMENT, ENVIRONMENT AND HEALTH

Subscriber copy, not for resale

₹45.00

Joy of being

25

The men and women behind India's
first environment magazine
narrate an eventful journey

R.N.L. NO. 53588/92 POSTAL REGN. NO. DL(S)-17/3109/2015-2017
ISSN 0971-8079. Licensed to Post without Pre-payment U/(SE)-44/2015-2017 at Lodhi Road HO,
New Delhi-110003. Published on 1st of every month. POSTED ON: 2-3 of the same fortnight.

Why this magazine?

“It is the product of a need that we feel within us, of a desire to fill a critical information gap”

“We intend to report on all those things that a regular magazine will report on – finance, economics, politics, markets, diplomacy, conflicts, development. But we would look at these with two eyes, the eyes of science and environment”

“Since learning is best done by listening to others, this magazine’s objective would be to bring reports from our farms, fields, forests, factories and laboratories – where the struggle for survival and progress is at its peak and at its best”

Anil Agarwal, May 1992

SCIENCE AND ENVIRONMENT FORTNIGHTLY

DownToEarth

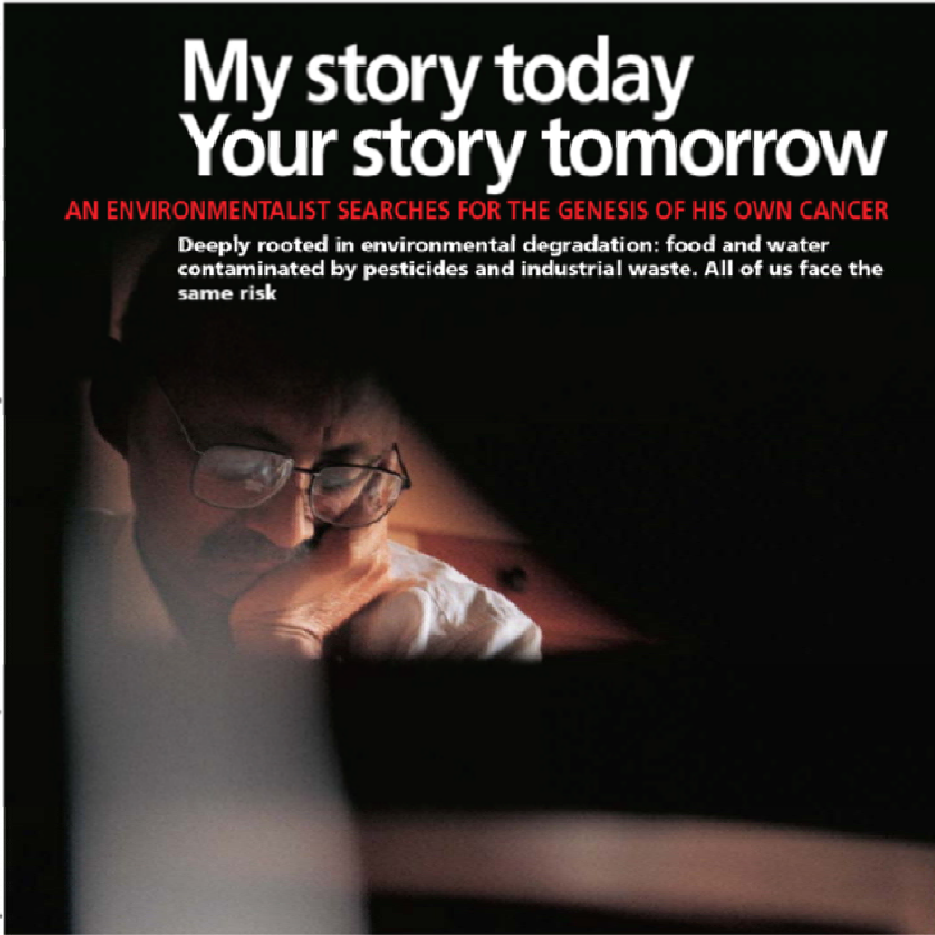
Rs 20.00

NOVEMBER 30, 1996

My story today Your story tomorrow

AN ENVIRONMENTALIST SEARCHES FOR THE GENESIS OF HIS OWN CANCER

Deeply rooted in environmental degradation: food and water contaminated by pesticides and industrial waste. All of us face the same risk



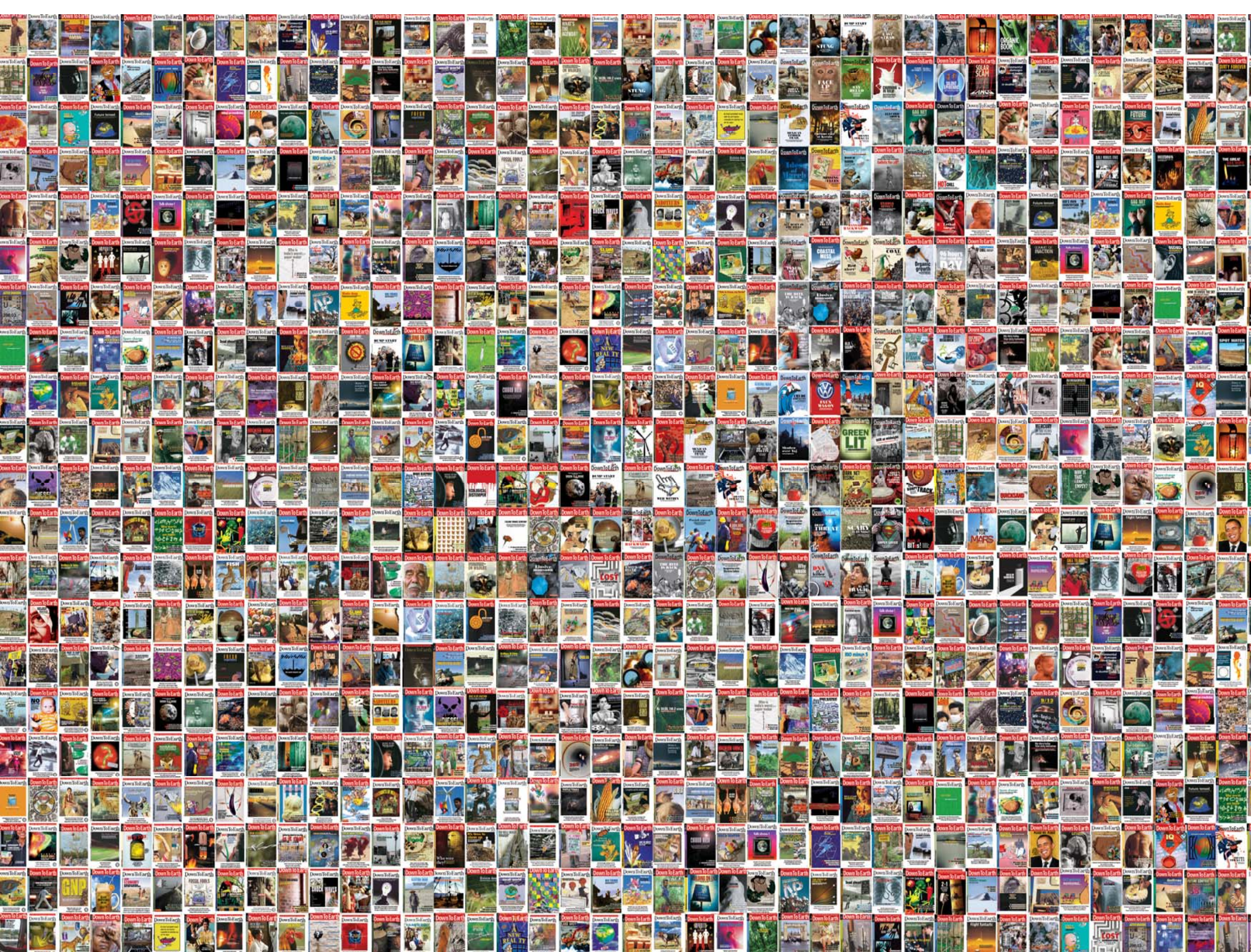
Salmon ebb: overfishing and pollution hit the Pacific
Delhi's groundwater: a sour story
Microbe miracle: tiny builders

Today, we have even more reasons to work

Today, we have more reasons to tell the real story on the change that is happening on the ground, **when it happens, as it happens**

Change is about us

DTE aims to prepare you to make the **change**



Information business is changing

- Information overload and the Internet are driving change in reading habits
- Paradox: More information, less informed
- Reading only what we agree with
- **Reporting only what is convenient**
- Change is **unchallenged. Un-disrupted**

Our relevance. **Our role**

- Investigate developments on the ground
- **Analyze and then inform**
- Be ahead of the curve in terms of development
- Be bold, critical and uncompromising (fearless) because we are not compromised
- **Have a duty to hope** – seek out the exuberance of life that continues to make a difference against all odds



EVERY FORTNIGHT

DownToEarth

SUBSCRIBE TO COMMON SENSE

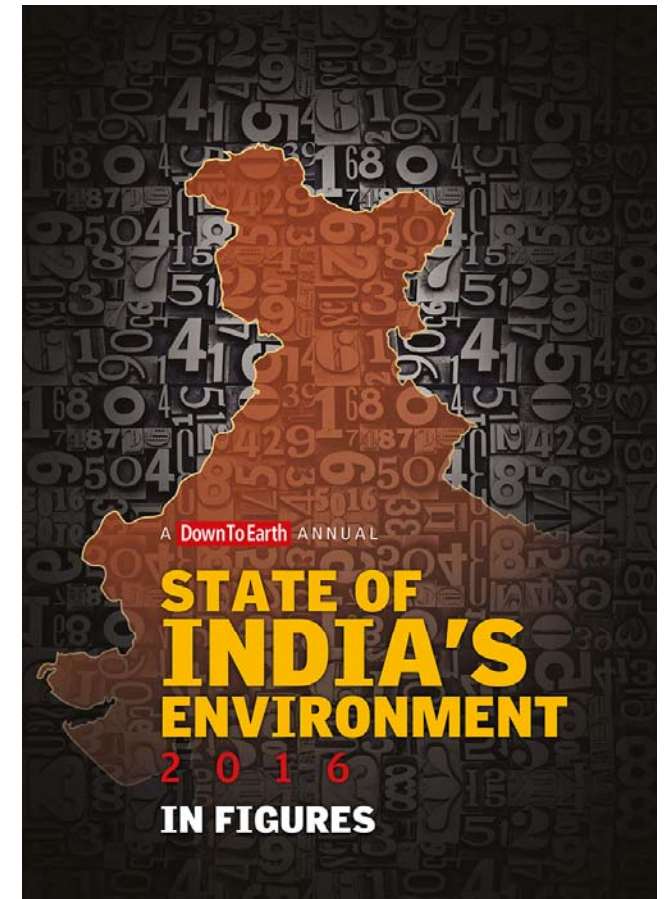
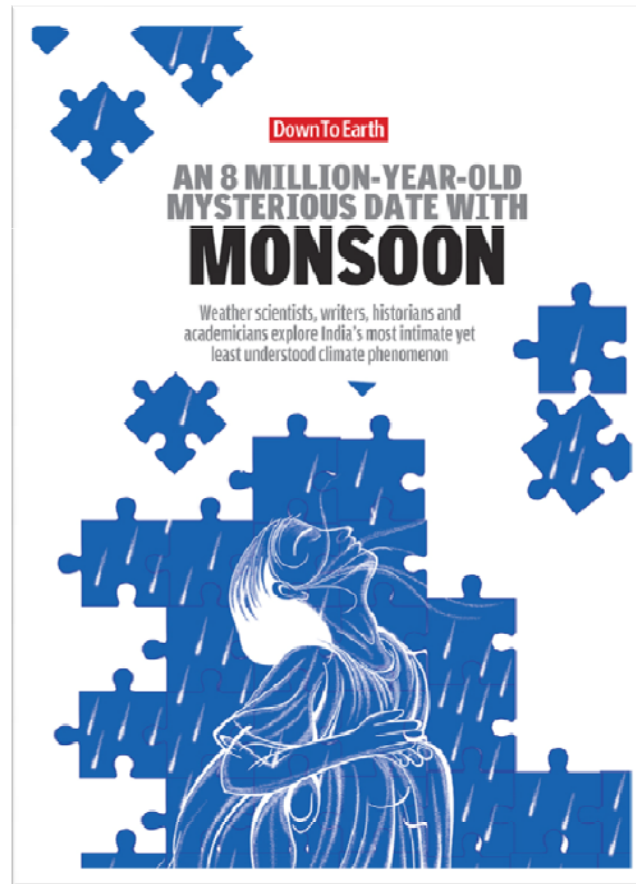
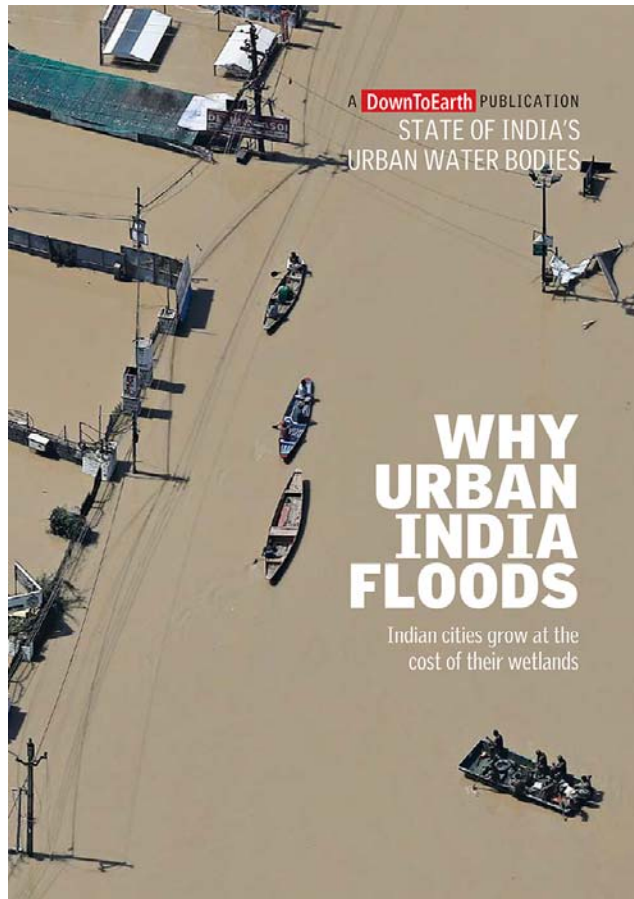
You Tube



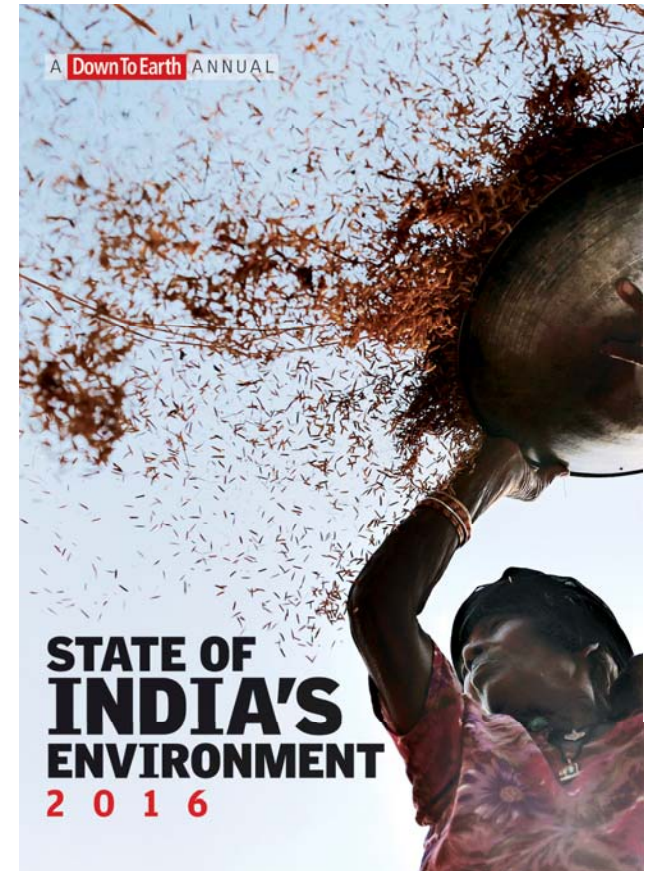
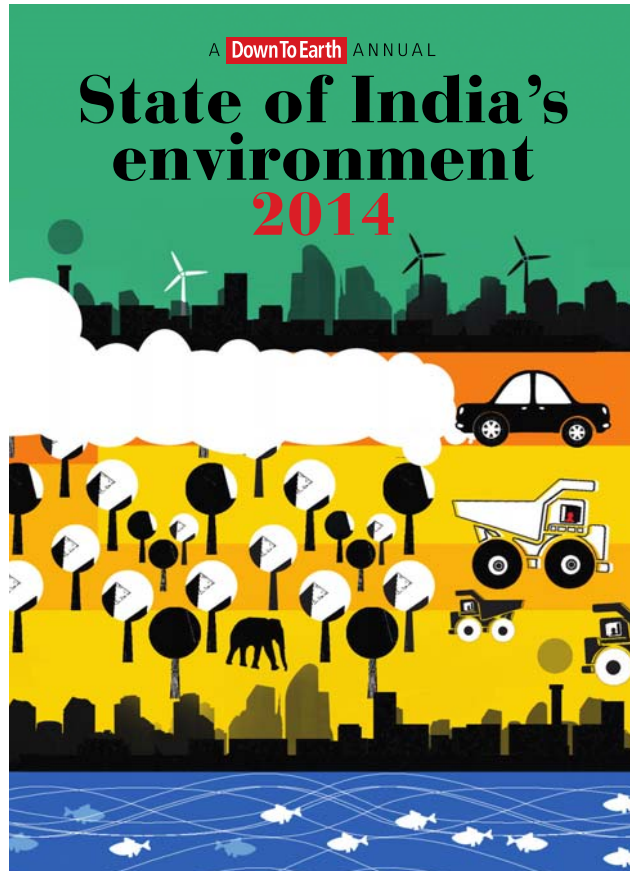
Special Reports, Interviews, Animations, Discussions

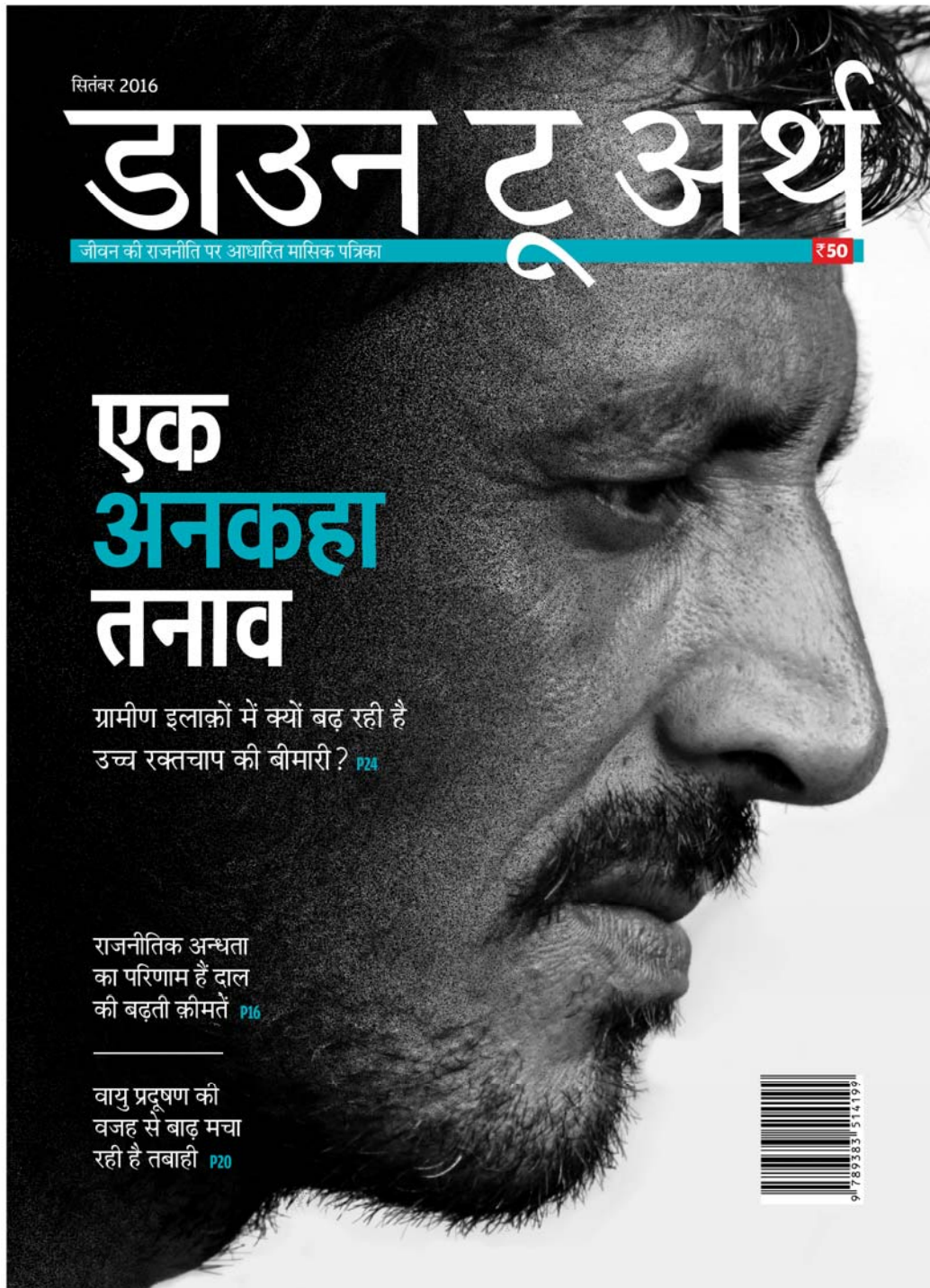
<http://www.downtoearth.org.in/video>

E-books; easy to download and read. Data journalism



Annual. Working with colleges for change-maker cadres





**Hindi
Down To Earth**

**Out October 2,
2016**

**New journey
begins**

Our politics. **Our objective**

- Inclusive and sustainable growth
- Will happen...
- Only when we understand that environmental crisis is not technocratic but political
- Only when growth is affordable, inclusive and equitable
- **Will happen**

Need your support

- Encouragement
- **But more**
- Need your help to promote our work
- Need your help to source stories
- Need your help to keep our fiercest critics
- Need your help to get **subscriptions**
- Determined to succeed. **Determined to be part of change we want in the world**