

Global is local is global

Why a 20-year-old takes a virtual plunge?

Same coin, changing two sides

- * Objective of DTE: To disseminate environment
- * To Indianise environmental issues
- * To prepare you to change
- * To sum up: a process from information to knowledge to wisdom
- *

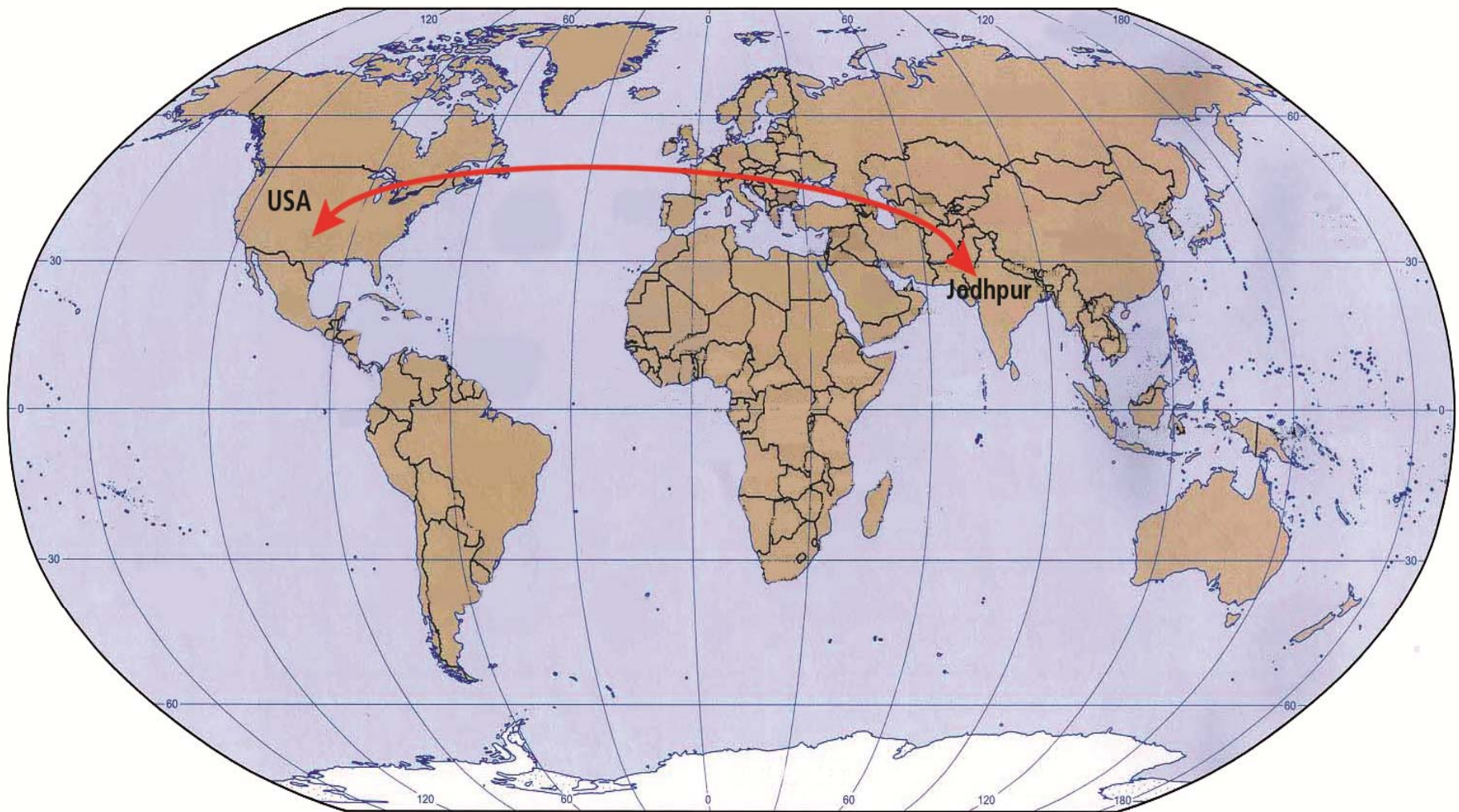
But, where are the audience?

- * Our old family > the print edition
- * The branching out > environment become mainstream
- * And a major branch is 'virtual'
- * So, the race: not to be independent but inter-dependent
- * Social media: the 1 billion crowd

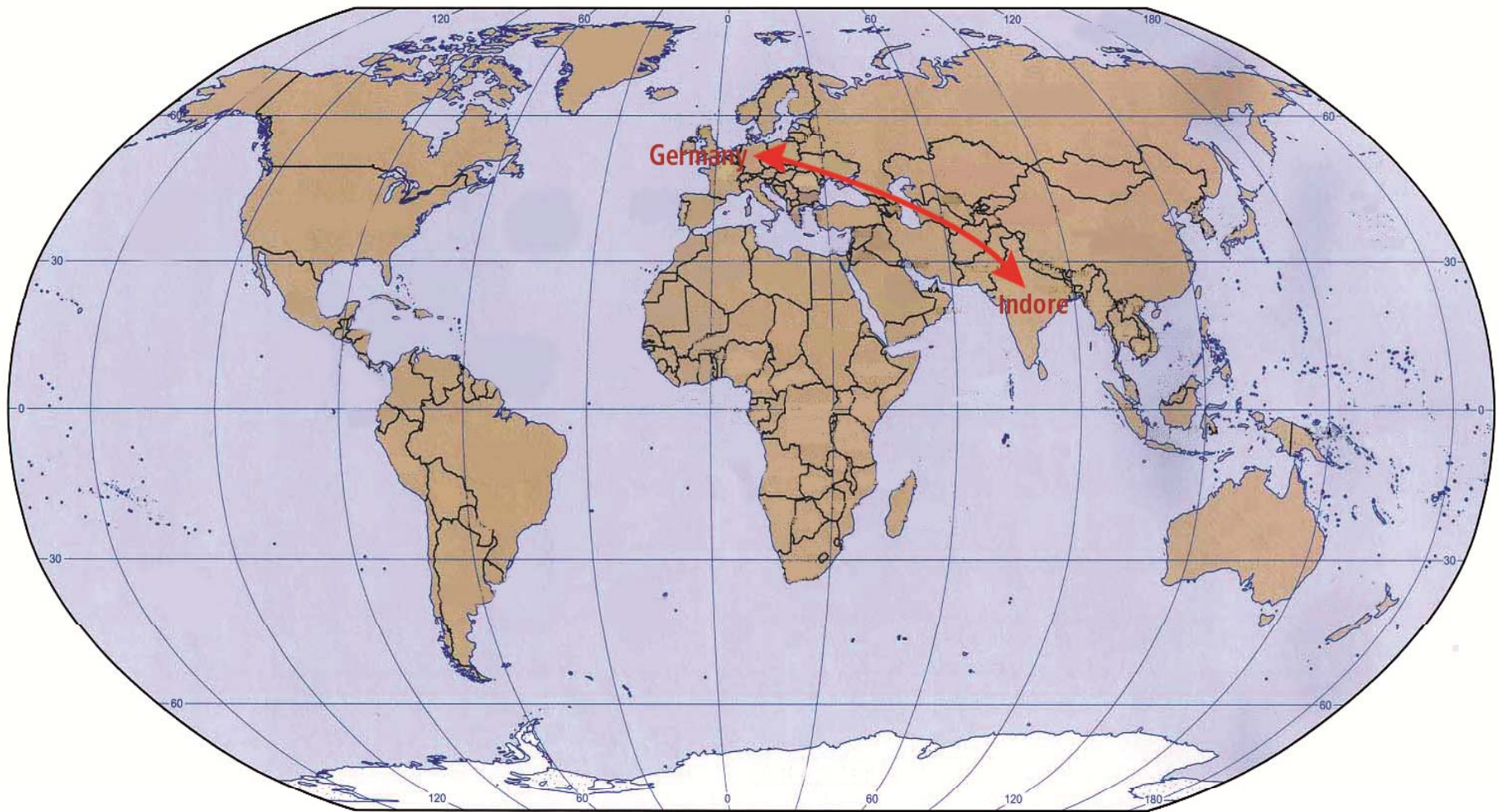
At the same time, local stories having global plots

- Cluster bins in Rajasthan, energy crisis in US
- Deforestation in Africa, rising middle class in India
- Tribal economy, European recession
- Farmers suicide, rise of WTO
- Tribal struggle in Odisha, stock market in UK

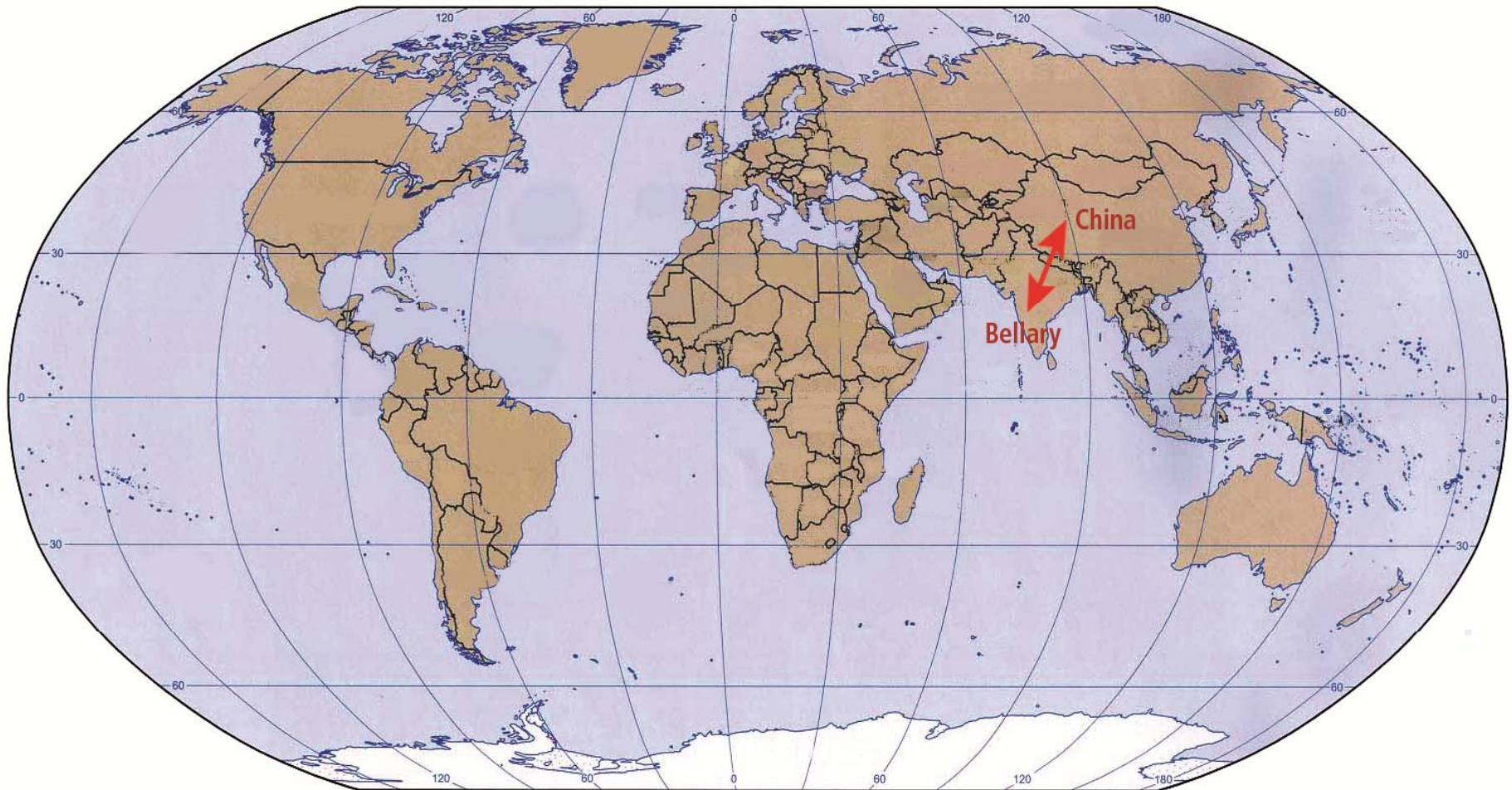
Guar and oil crisis



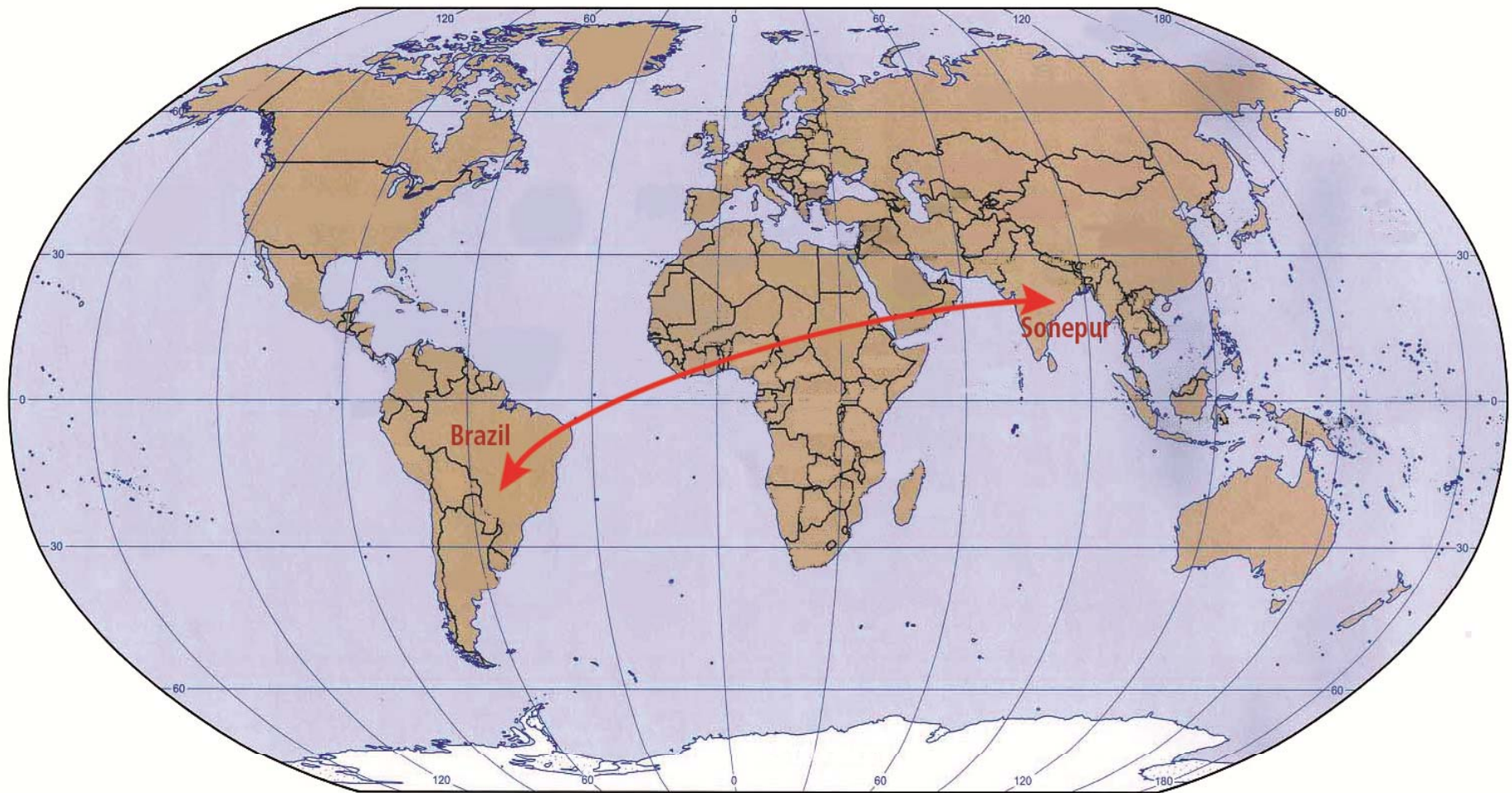
Poverty and drug trials



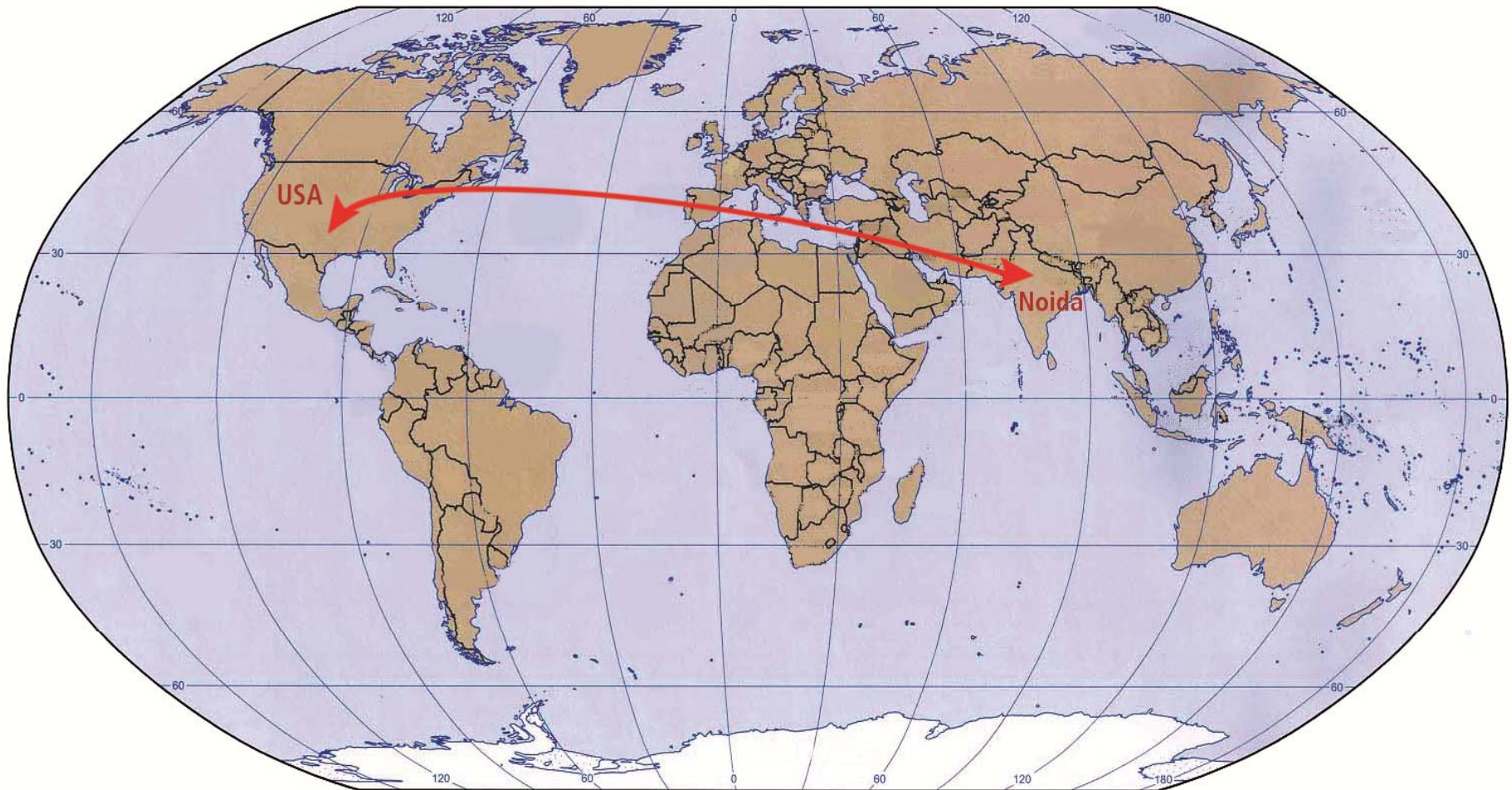
Local ecology, global mineral business



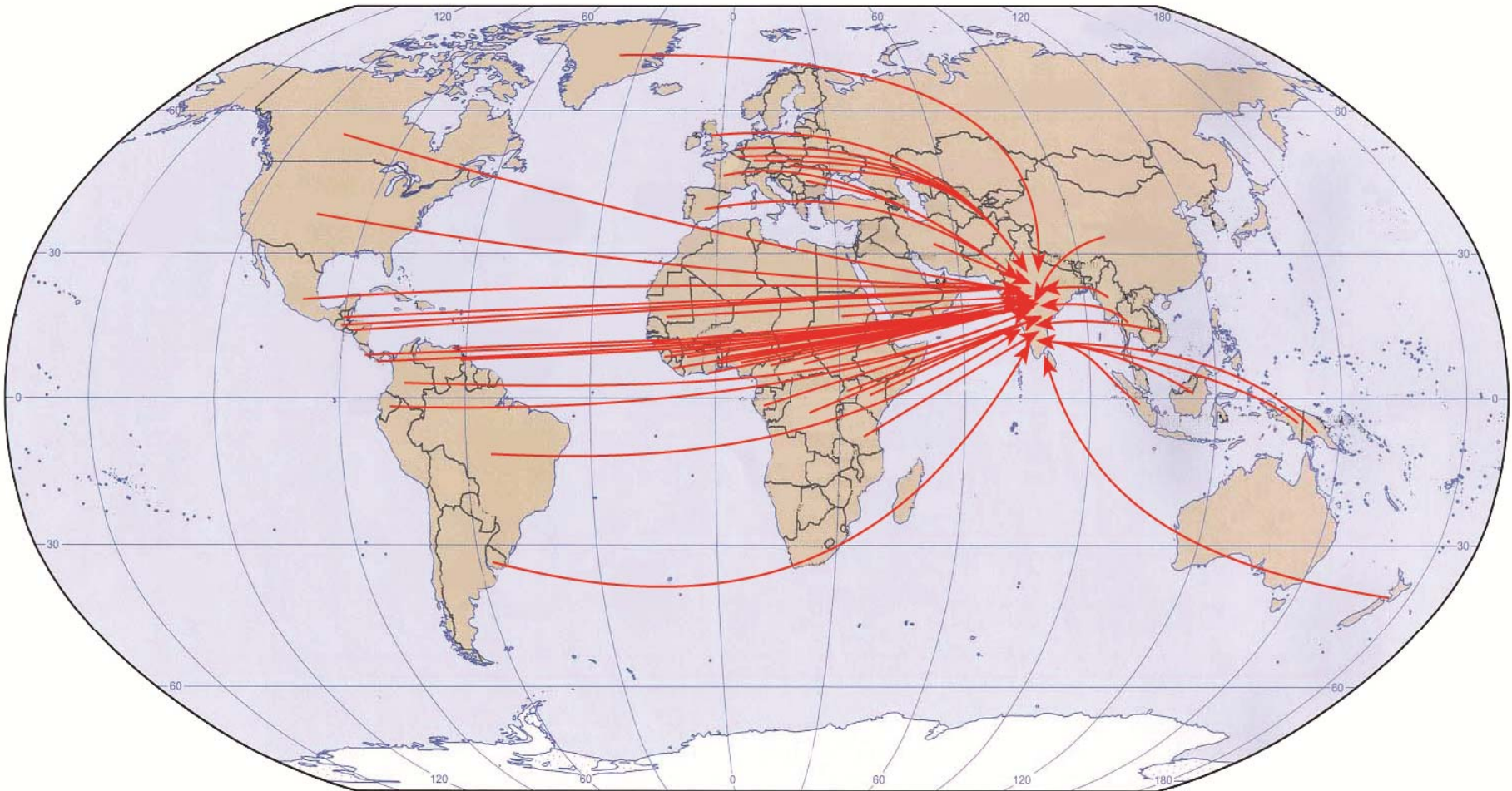
Anganwadis and global experience



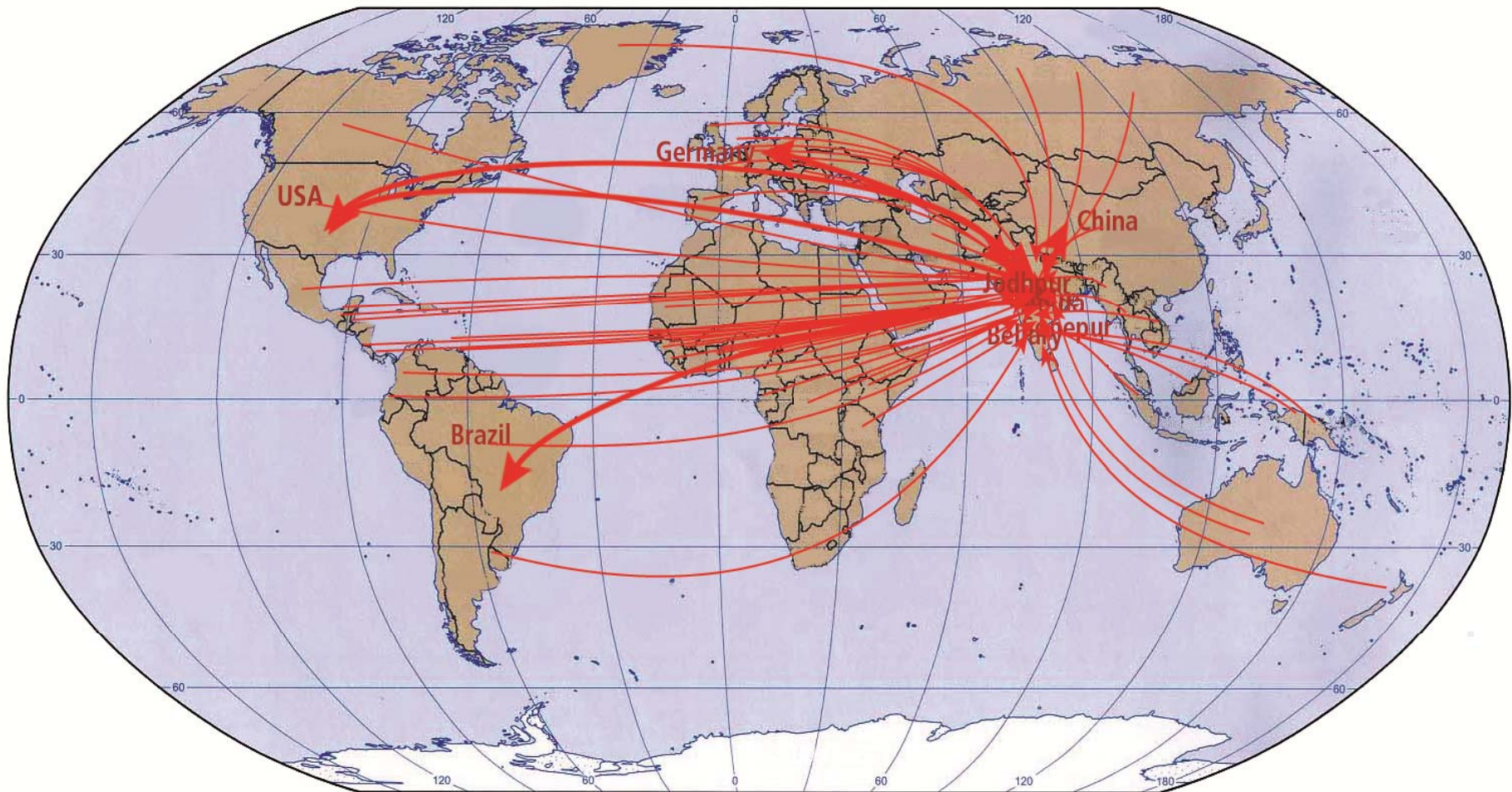
Local failure, global reason



Booming India, African woes



Global V Local



Global story, village dateline

- Globalisation makes each story a global development
- Media remains segregated
- The missing links not explored
- Net result: stories remain stories
- The challenge: reworking the 'story'

Real and 'virtual' merge

- * DTE goes online 10 yrs ago
- * Not sure, 10 yrs caught up
- * A dynamic medium and audience
- * Strategy> converge print and online

Experiences so far

- * Daily news> break news but print is for beyond headline
- * Daily news> simple news spiced with 360 degree perspectives
- * Daily news> Hitch on major happenings
- * End of the day: DTE a habit for 3,000