21ˢᵗ Century

Vs

Reporting globalisation

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

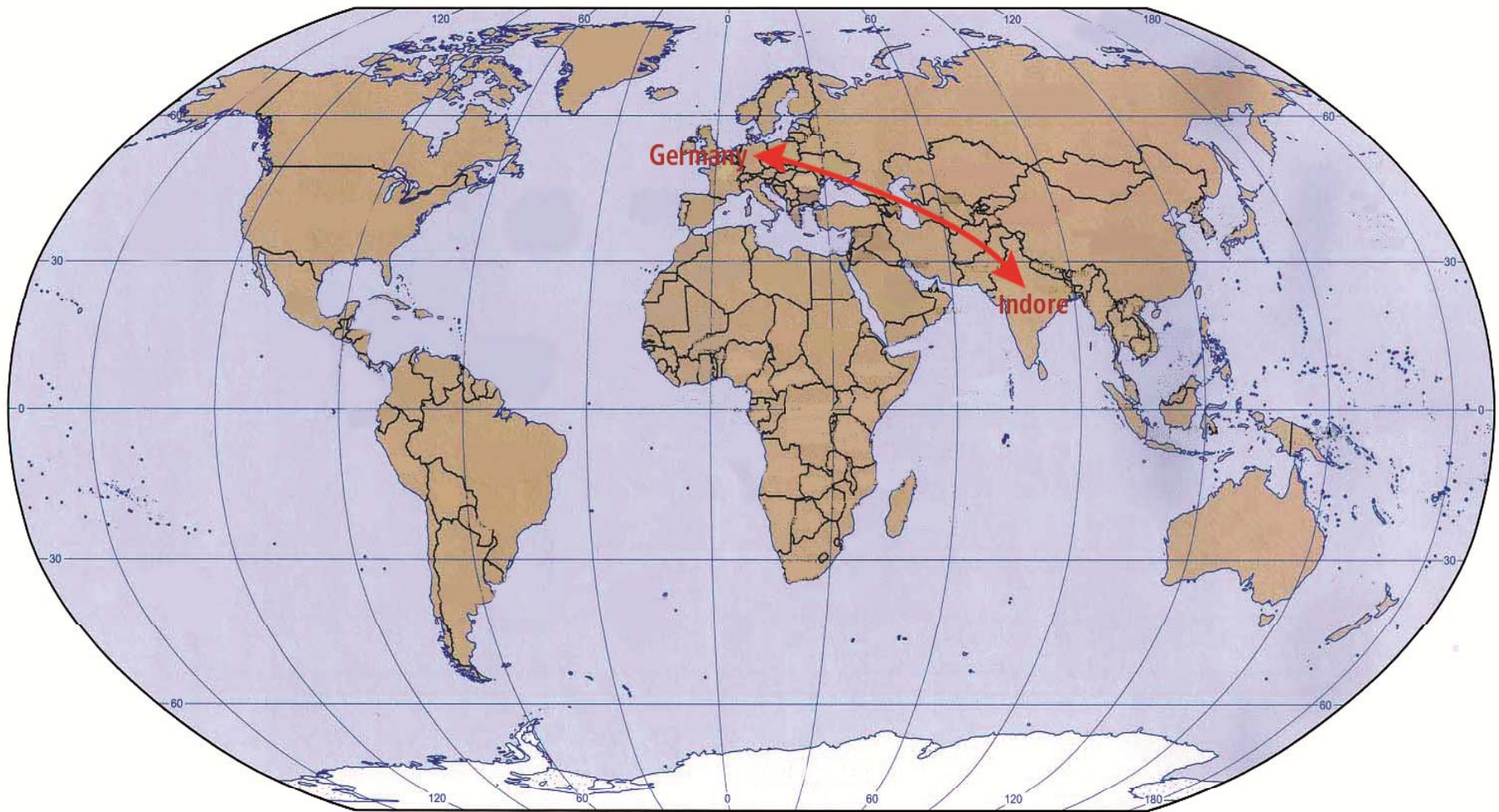# At the same time, local stories having global plots

- 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
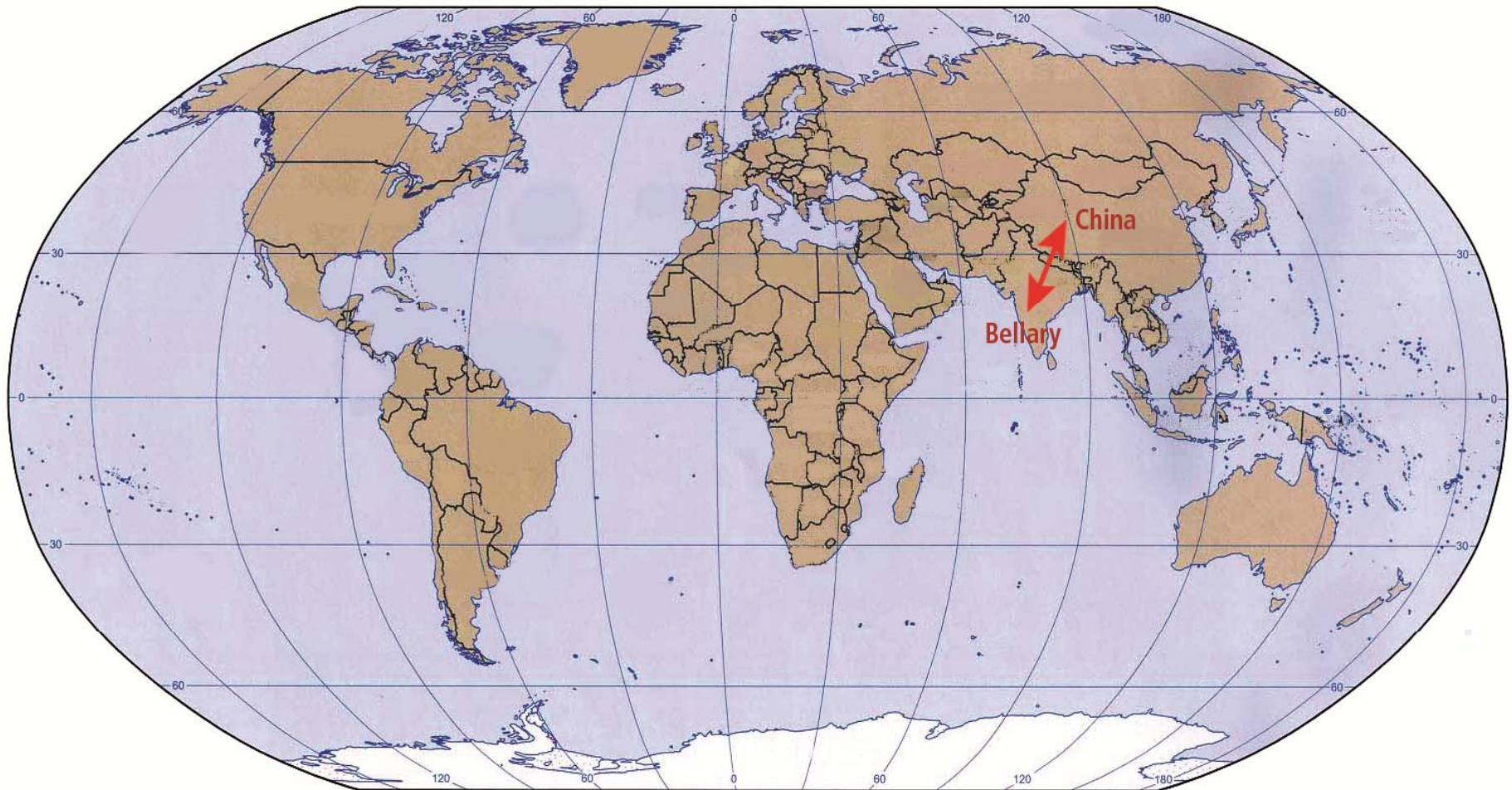
Guar and oil crisis
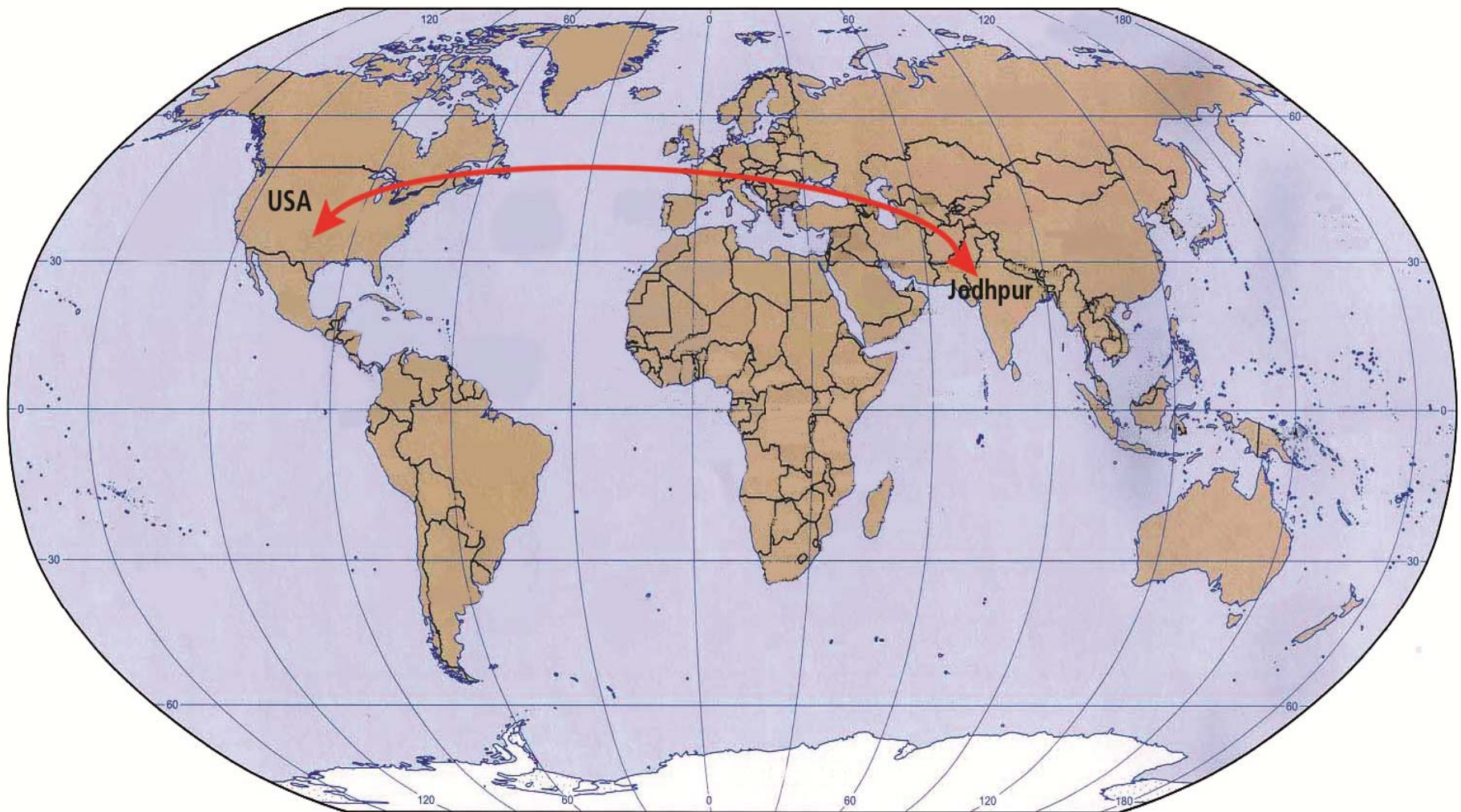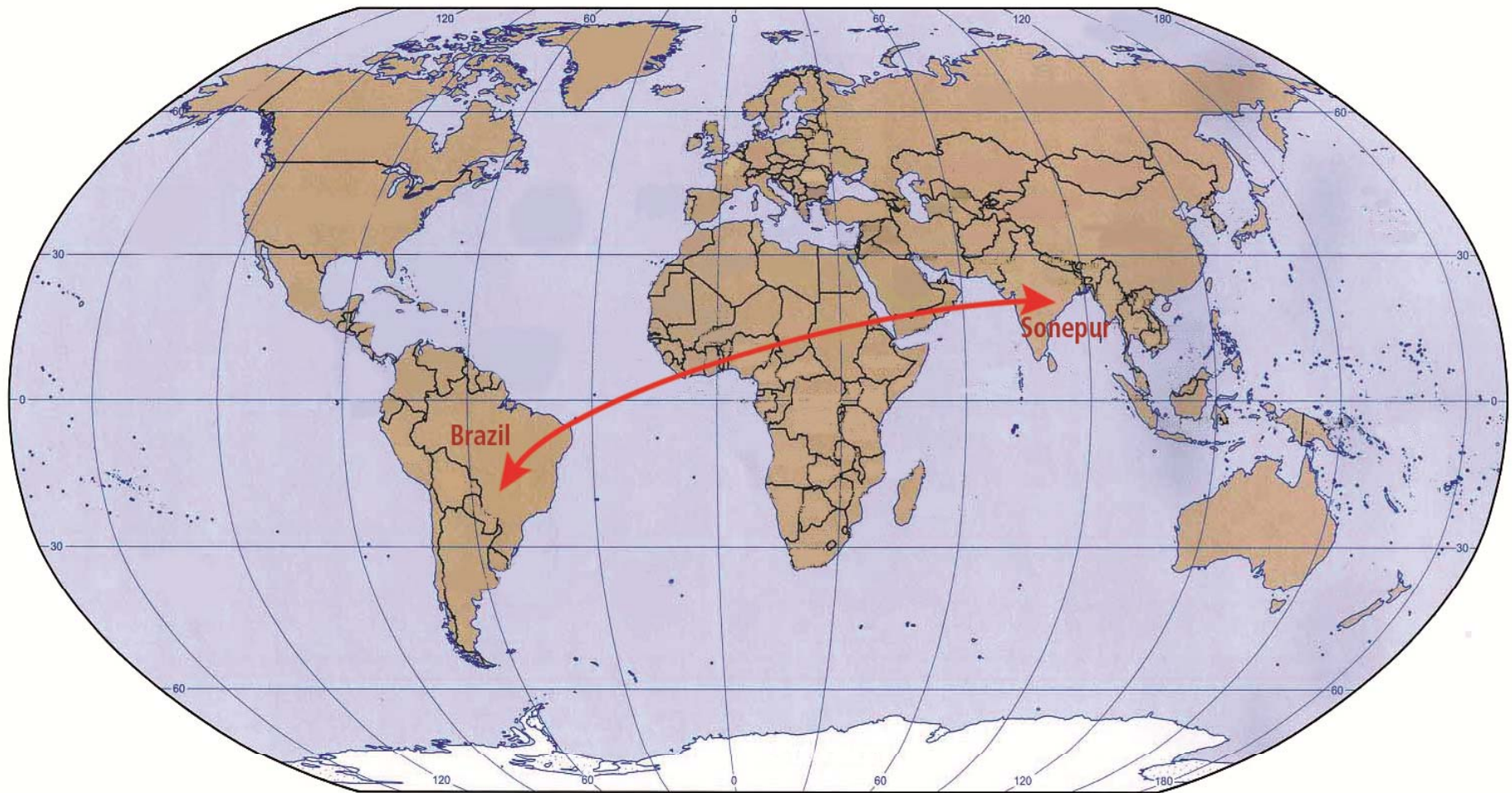
Poverty and drug trials

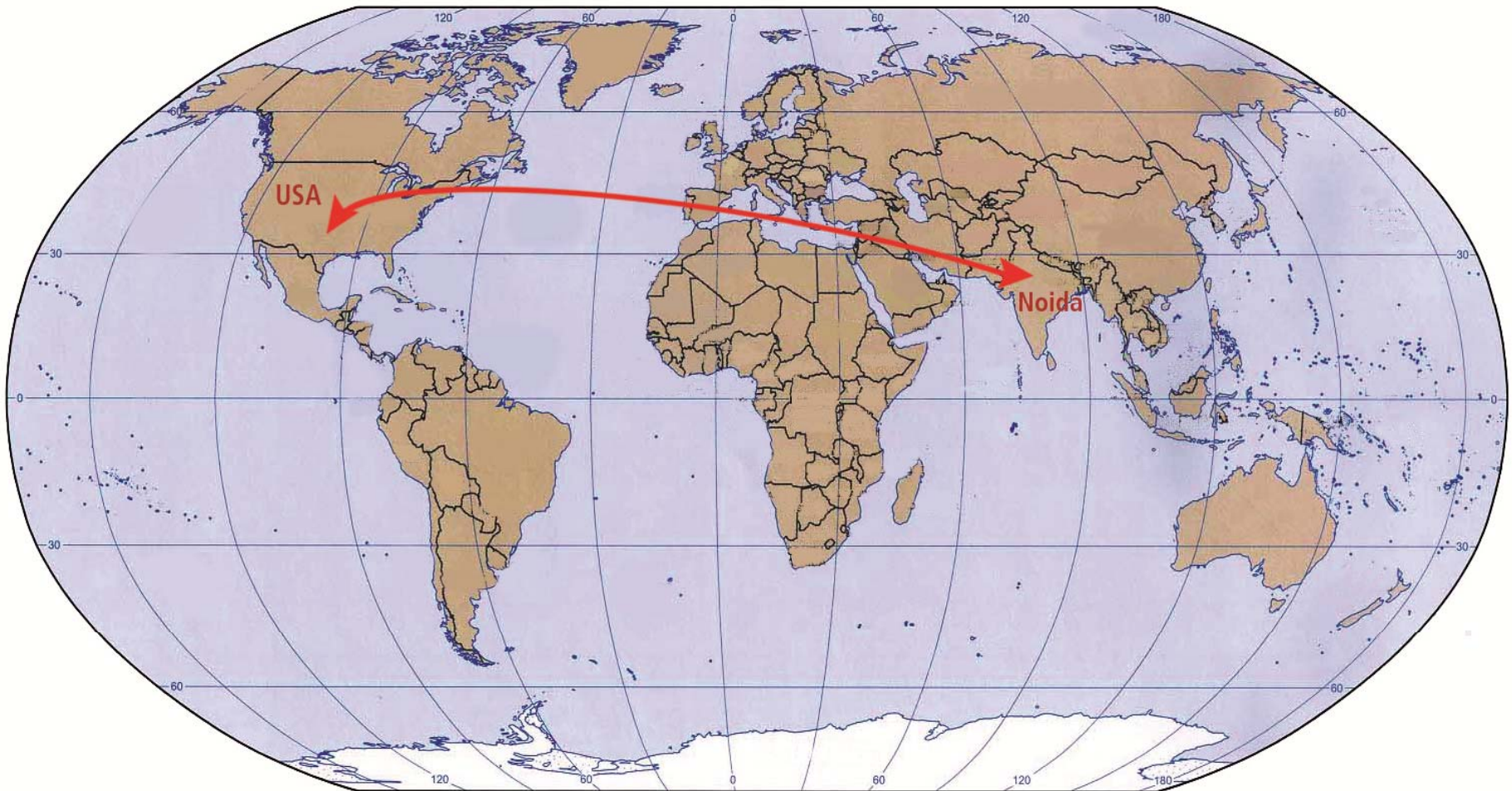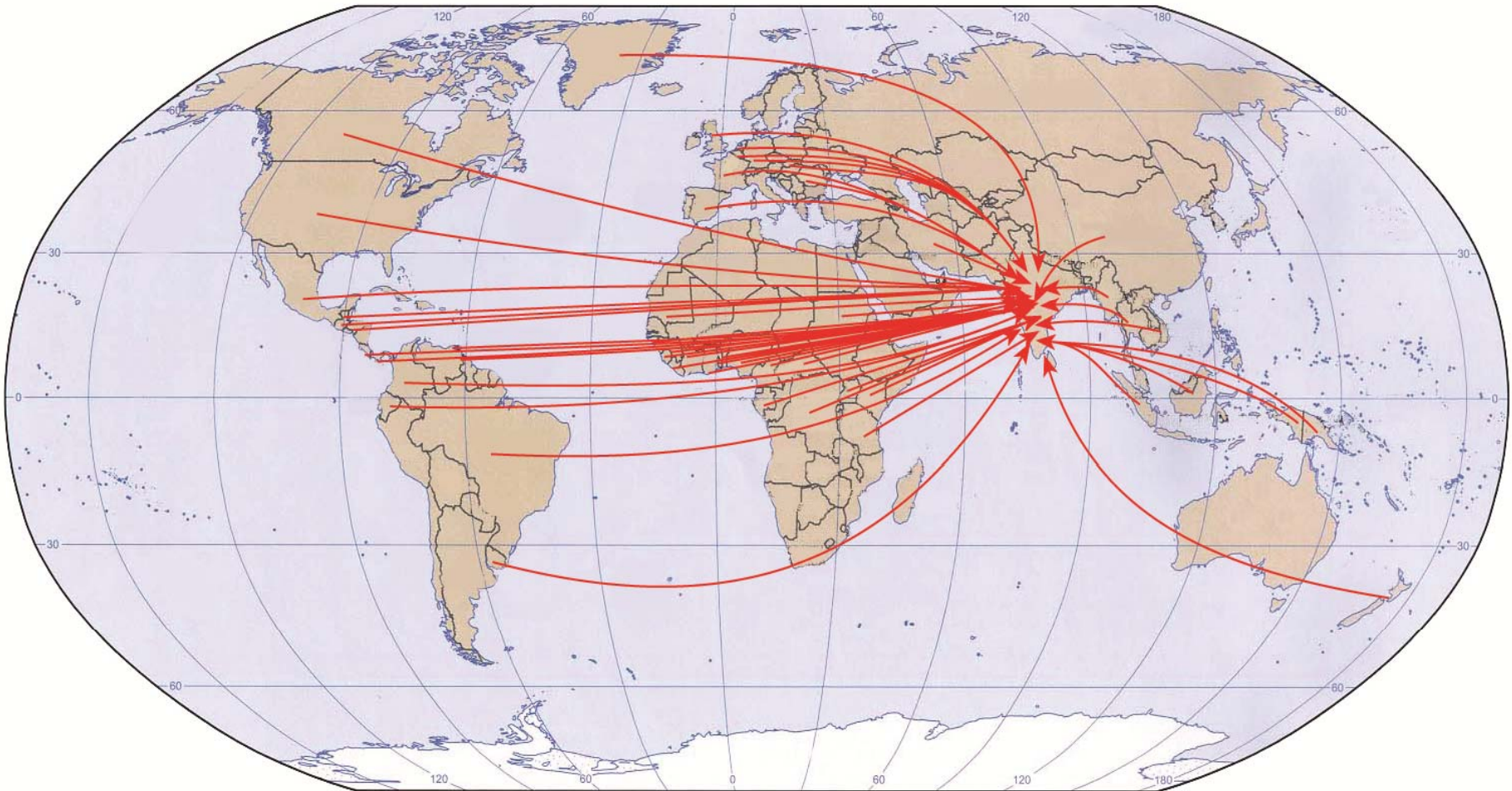# Local ecology, global mineral business

Anganwadis and global experience
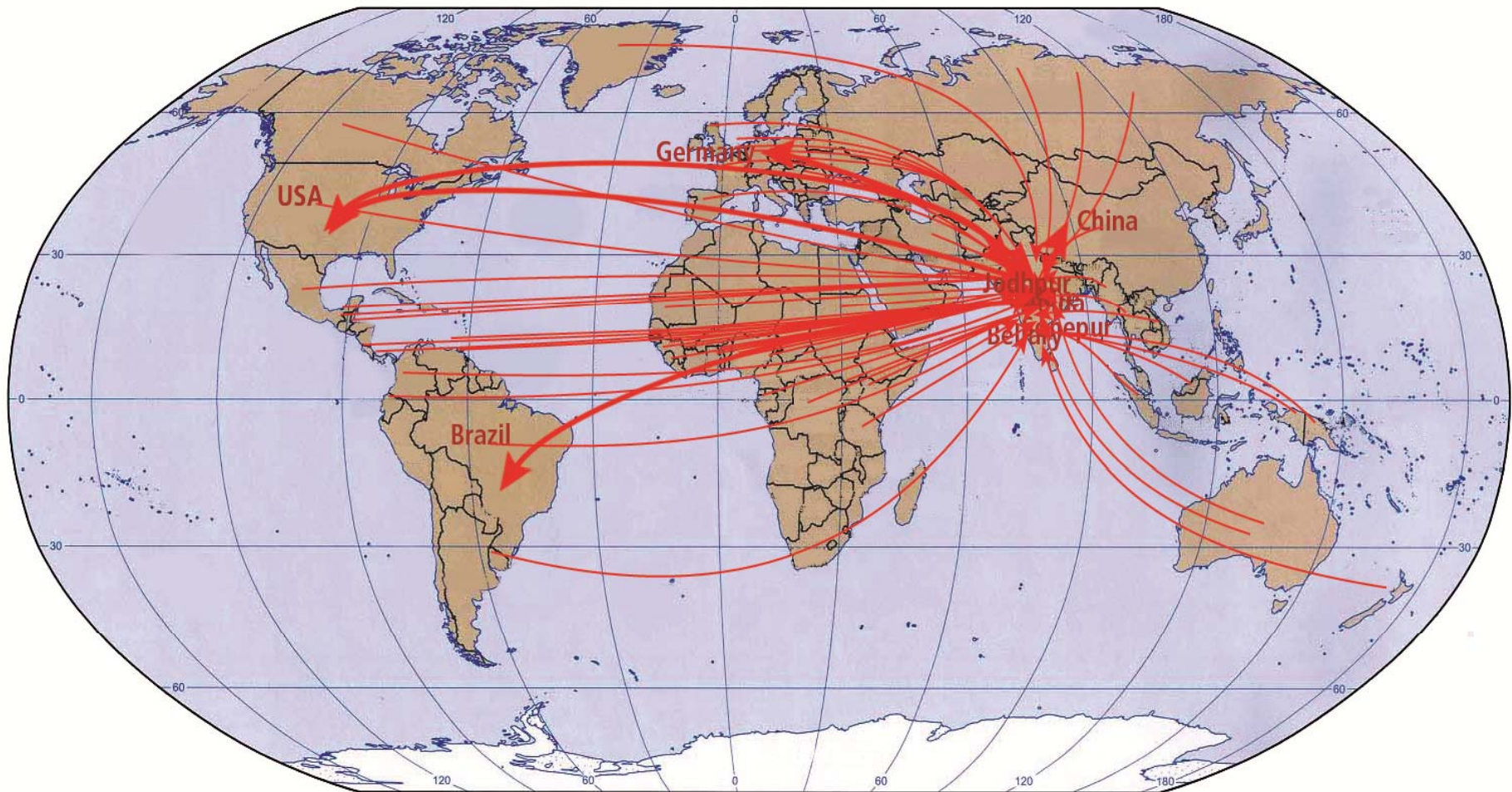
Local failure, global reason

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