A CASE STUDY BY HT MEDIA LTD.

ANUP GUPTA
Managing Editor, Integrations,
Hindustan Times
Twitter: @guptgyan



(Noun) something new or different introduced Make changes in anything established.

First recorded in 1540-50.

Source: www.dictionary.com

Not as simple as it sounds.
IT IS A SLIPPERY SLOPE



IN THE NEWSPAPER INDUSTRY, WHAT IS TERMED AS INNOVATION...















THEY DO MANAGE TO GRAB A FEW EYEBALLS...

- THEY DO MANAGE TO GRAB A FEW EYEBALLS...
- BUT AS THE PAGE IS FLIPPED...

- THEY DO MANAGE TO GRAB A FEW EYEBALLS...
- BUT AS THE PAGE IS FLIPPED...
- THE INNOVATION IS MOST LIKELY TO DIE...

- THEY DO MANAGE TO GRAB A FEW EYEBALLS...
- BUT AS THE PAGE IS FLIPPED...
- THE INNOVATION IS MOST LIKELY TO DIE....



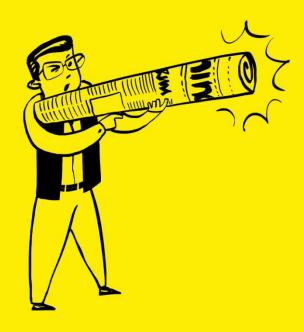
RIDE THE CONTENT



INNOVATE TO PRODUCE CONTENT THAT USES THE NEW IN.K - PLATFORM

'IN' - INFORMATION

'K'- KNOWLEDGE



AT HINDUSTAN TIMES, WE INNOVATED ON THE SCHOOL EDITION.







Radarimagingsat togoup in May: Isro

Frenchsci-gadgets aboard India's craft

LED bulb can exude Indoor tanning

white, warmer may up skin cancer colours at same time risk at youngerage



Effective drug for diabetic kids found before in the continue to steme. Steme

PLASTIC IMPACT ACTION TAKEN
AGAINST PLASTIC POLLUTION IT'S TIME TO THINK Digitals and largessfree are reperiencing during powrit A PL SET MAYOR IN

Tourism threatens Red Sea's corals



Scientists 3D-print inexpensive microscope

INSPIRING LIVES hindustantimes 05



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F, No. 9/11/2018-ED GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
PUBLICATIONS DIVISION
SOCCIONA BINAWAN, OGO COMPLEX, NEW DELIN - 3



GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING

CJM student excels in academics and ECA



Community day held at Atal Lab, Ryan VK



ASN celebrates at Holy Child Heritage Day



ACHIEVERS FELICITATED AT BALBHARATIANNUAL DAY



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gs	with Companion	Clifford L Commune on will all PVI Commune of the Comm
	HUPS, Tearler Trisixing Centre.	ments to cucricular and so-curric- ular activities. The vote of thanks
	Avtar Sahm, actor, theatre director and designer Shamana	was acquired by officialing visa

Cambridge School alumni relive memories

HT Companies	Education, shared her experis
NEW DESIGN ACCURAGE MAY The broad	pictures and video messag
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the clumpion of the school choir. It	and writer of many breeks,
was followed by the lighting of the	Vasuder, also daggood atrici
lamp. In her address, Dr Kalyuni Bay alummod Hillandsscretory.	Delte, and several others. The













WORLD OF SPORTS hindustantimes 07



KI Rahul defends



Solskjaer must drop 'Ferrari form is not as

De Gea, says Wright bad as it looks'



delivering: Hamilton





LIVERPOOL'S GREAT DEFENCE TO FACE THE BARCELONATEST



We started by asking many questions...

How should we set up decision criteria and design our metrics?

- How should we set up decision criteria and design our metrics?
- What is the need or relevance for innovation?

- How should we set up decision criteria and design our metrics?
- What is the need or relevance for innovation?
- How does changing the presentation of information influence choice behaviour?

- How should we set up decision criteria and design our metrics?
- What is the need or relevance for innovation?
- How does changing the presentation of information influence choice behaviour?
- Or does it influence at all?

SHORTER STORIES

- SHORTER STORIES
- STRONGER VISUAL EXPERIENCE

- SHORTER STORIES
- STRONGER VISUAL EXPERIENCE
- 'IN'FORMATION AND 'K'NOWLEDGE...

WE IMPROVED THE VISUAL QUOTIENT ON THE FRONT PAGE







We need to find God, and he cannot be found in noise and restlessness. God is the friend of silence. See how nature - trees, flowers, grass-grows in silence; see the stars, the moon and the sun, how they move in silence... We need silence to be able to touch souls.

PORTRAIT BY: DRISHYA TANEJA, TAGORE INTERNATIONAL SCHOOL, VASANT VIHAR (PROFILE BELOW)

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FIRST

MATCH

named the













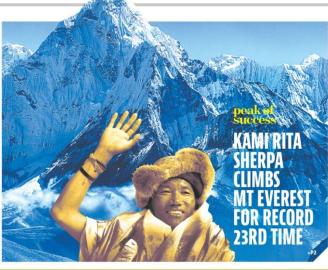


"When I was 5 years old, my mother always told me that happiness was the key to life. When I went to school, they asked me what I wanted to be when I grew up. I wrote down 'happy'. They told me I didn't understand the assignment, and I told them they didn't understand life."

PORTRAIT BY AUGUSTAND. SERVENGETSHAME INTERNATIONAL DWARDA PROFILE BELOW!

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inspiring lives

LORD OF THE RING

One of the greatest sporting figures of the 20th century, Muhammad Ali was the first man to win the world heavywelght boxing championship thrice.

He was also an activist, author and musician.



breakin it down

WHAT IS AMR?

Antimicrobial resistance affect us And is it the next global challenge?



climate hope

'SUPER CORALS' OFFER HOP FOR DYING REEFS

Hawaiian 'super corals' have recovered despite living in warm and acidic waters.







Let us pick up our books and our pens. They are our most powerful weapons. One child, one teacher, one book and one pen can change the world.

PORTRAITBYANSHIKA JINDAL, 16, DELHIPUBLIC SCHOOL, GAUTAM BUDDHANAGAR (PROFILE BELOW)

hindustantimes.com

WAR @
WANKHEDE
IT'S MUMBAI
VS HYDERABAD
This vernique to par inveiting IPL encounter
between third-placed Mumbal Indians
and Survisors Hyderabad, who are
fourth and are likely to miss key
player David Warner. Two points
separate the teams and a win for
Mumbal could make it a three-way
battle at the top.

SUNRISERS
HYDERABAD
12 Points
6 MW 6 LORT
7 MW 5 LORT
7 WW 5 LORT

$inspiring \, lives \, \\$

TRAILBLAZER IN SPACE

As a child, Kalpana Chawla was known as Monto. Fascinated with flying at a tender age, she not only reached out for the stars but also went on to become one of them. The life of the first spacewoman of Indian origin tells each one of us to go all out and fulfill our dreams. >P5



put I

On Leonardo da Vinci's 500th death anniversary, a look at the Renaissance Man's achievements.

DA VINCI



breaking it down

ANDHRA: RICE BOWL OF SOUTH

A closer look at Andhra Pradesh, India's eighth largest state in terms of area and the tenth largest in terms of population. >P3

the science of it

EL NINO DECODED

As the time for the Southwest mon-soon, India's lifeline, draws nearer, the term El Nino is often being mentioned. Know all about how the name El Nino came about and how does it impact the monsoon and the rest of the world









The only solutions that are ever worth anything are the solutions that people find themselves.

PORTRAIT BY NIYATI RANA, BAL BHARATI PUBLIC SCHOOL, PITAMPURA (PROFILE BELOW)

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inspiring lives LIFTING MUSIC

TO DIVINE PLANE Born on September 16, 1911, MS Subbulakshmi began training at a very young age and went on to become not just one of India's best musicians but also won widespread acclaim at the global level. >Pg5

it down **NON-VEG** BURGER **SANS MEAT?**

Firms are racing into the massive market



FISH SPOT **COLOUR IN** DARKNESS







Do something because you really want to do it. If you're doing it just for the goal and don't enjoy the path, then I think you're cheating yourself.

PORTRAIT BY MANAS CHAWLA, VENKATESHWAR INTERNATIONAL SCHOOL (PROFILE BELOW)

hindustantimes.com



inspiring lives

ICON OF CARE & COMPASSION

When Albanian couple Nikola and Drana Bojaxhiu welcomed their youngest child on August 26, 1910, little did they think that she would become a symbol of compassion. >PS

swee

SECRET BEHIND DELICIOUS CHOCOLATES

Scientists have identified the physics behind a key chocolate-making process. >P4

HERE'S HOW TO COUNTER FAKE NEWS

Researchers have identified a way to combat the growing menace of fake news. For their key findings, just flip to >P2







WISEWORDS >>

To remain indifferent to the challenges we face is indefensible. If the goal is noble, whether or not it is realised within our lifetime is largely irrelevant. What we must do therefore is to strive and persevere and never give up.

PORTRAIT BY NARMDI, TAGORE INTERNATIONAL SCHOOL, VASANT VIHAR (PROFILE BELOW)

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INTRODUCED PROPERTIES WITH STRONGER
 VISUAL CONTENT THAT ENABLED DEEPER ENGAGEMENT
 WITH TARGET AUDIENCE

HOW & WHY



HOW & WHY



SIMPLY PUT



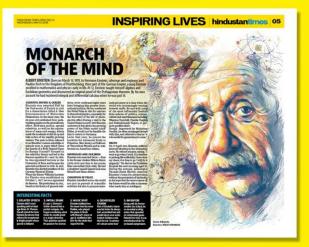
HOW & WHY



SIMPLY PUT



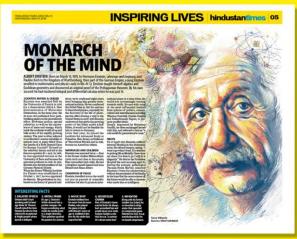
INSPIRING LIVES



HOW & WHY



INSPIRING LIVES



BIG TICKET



SIMPLY PUT



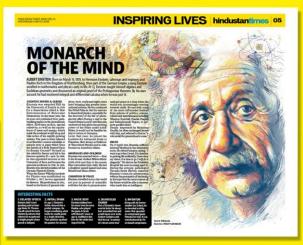
HOW & WHY



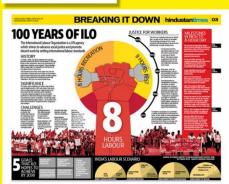
SIMPLY PUT



INSPIRING LIVES



BIG TICKET



BREAKING IT DOWN

WE PUSHED THE ENVELOPE AND...

- WE PUSHED THE ENVELOPE AND...
- BUILT SOMETHING NEW OR DIFFERENT AND INTRODUCED CHANGES IN AN ESTABLISHED PRODUCT...











Joker offers a couple; in the coming.

he says he likes to think of his paster





Tom Cruise is back with a sequel to the iconic Top Gun. But over the years, has Cruise the actor been overshadowed by the action star?

om Cruise burst onto the Hollywood sorne, playing a Chicago temaper dranting in lined up to cast him — Scheep Polisunderwear, shirt and lack (The Firm, 1993). Stanley White sacks to Bob Seper's Kuhrick (Eves Wide Shut, 1999) song Old Time Rock and Roll
in Risky Business (1983). He
was 21 years old. His other
dom, played a supporting role) and

was 21 years old. His other on-creenapper muscus at that this Seven-Spielberg (Minn vity Report, included The Cansiders (1860, Francis Tord Coppolar ensemble Spieco And he acted as Ethan Hant in the about teenage gangs. Besides Cruske, the films started Mart Ellion, show Rindson Repositor Report (1960, The Cruske, the films started Mart Ellion, show Rindson Repossible (1960, The Rob Lowe, Patrick Swayze, all inch-ing towards stardem. \$1.2 billion and changed Cruise's and Lowe, Patrick Swayes, all lines-ing towards starfeen. But Cruties bruke out of the pack with the locate (film Top Gens (1909), director Tony Scot's Nugely enter-taining story about eliet Us now out in the public, was compli-

curector roug score is ingerjeenter.

In thing story about either US many glots in a tratning story about either US many glots in a tratning school in Sam Diego. While its linesae serial combat shots, hit popular songs, and Cruste's there charm, the film Crus deed Spanish star Pepsiops Crusse's uner'estarm, the time grossedore globallion globally. Eleven months from now, Fara-mount Pictures will release Type Fara-tion of the Charles is going for the Charles is going Allower'st and Cruise is going to bock on the servoer, perprising on the Charles of the Charles control of the Charles contr to be back on the screen, reprising the role than made-him a word disk with the phenomenon. He will be \$0.5, still a big star with a winning smile, but all so were chreatened, but Youting Fair words when the start with a winning smile, but his were chreatened, but Youting Fair words had been been to date and manry. Larwanis so somewhat tainted with the controversites he has generated because of which the story.

More distribution of the properties of the properties had been generated because of the story.

nthe years after the release of Top Gan, the actor performed in a Science logy ratified his popularity number of accidanced award winning films.—Martin Scoreses's The Eventually A-list directors stopped Color of Money with Paul Newman: working with him. One report ever Casor of Money with Full Newman, working with nam. One report even suggested Spielberg was upset with ner, Rain Man, with Dustin Hoffcruise.

Butaction films kept the star pophis role as a Cruise's older savant ular, especially in the international brother; Oliver Stone's Bornon the markets. We are in the age of big Fourth of July (1989), for which
Cruise was nominated for Best
and Leonardo DiCaprio. But Cruis Actor Oscar for the first time; and survived the upheavals in his life. Days of Thunder (1990), where he The excitement on social media

WITH ITS INTENSE AERIAL COMBAT SHOTS, HIT POPULAR SONGS, AND CRUISE'S ÜBER

IVER \$350 MILLION GLOBALLY

met his second wife, then an

unknown.Australian.actress, Nicole Kldman.

wersies he has generated becaused in deep involvement with the has deep involvement with a crease like a like of the has deep involvement with a crease like a like on the come a defining part of this life until a decade load to the come and involvement with thing as a mental deep reason to cope with position of the part of the p said psychiatry should be banned

about the trailer of the new Top Gun film indicates that not all of Cruise's fans have abandoned his ship.

> Appen Chhabra is an entertainment writer. He has written biographics of Shashi Kapoor and Priyanka Chopra

SUNDAY HINDUSTANTIMES NEW DELHI SEPTEMBER 01, 2019.



climatewarrior

Greta Thunberg, 16, is one of the most strident voices in the fight against climate change. But can the example she's setting be followed?

Zara Murao

Santingo, Chile.

is worrisome to some.

what does she hope to achieve?

you lied to us. You pave us. false hope. You told us that the future was something to look forward to ... you did climate change at nine, and has not act in time...

Extreme words make sense to Greta Thunberg because that is our reality now. The rainforest is ablaze, rainit than most world leaders. That's the kind of thing that enrages her. It want you to act as if our house is on now. The carmovest is smalle, some fire. Because it is," she said in a tic float in our oceans. Climate change models predict extinction.

Forum in Davos, in January. change modess predict extinction-level threats by 2000, and can't seem to get themselves to look beyond Greta has been diagnosed with a kind of autism. "I see the world a bit

different, from another perspecsat point.
So 16-year-old activist Thumberg tive," she said, in an interview with has voyaged from the UK to Amer-ica on a yacht powered by solar pan-els, to talk about the threat her gen-eration faces. After a two-week jour-The New Yorker. "I have a special interest. It's very common that peo-ple on the autism spectrum have a special Interest," special interest.

Perhaps the autism (technically, shewill speak at a climate-summit in New York, go 'on a tour' of the US, and then head to a UN summit in

HERRECENT VOYAGE BY BOAT

Asperger Syndrome, in this case) has helped her retain a child-like moral simplicity: You don't lie, you don't hurt others. And when the antiago, Chile. don't hurt others. And when the She is today's rockstar of green adults around you break all the energy and sustainable living; mil-lions around the world are now par-ticipating in her #FridaysForFurules, you wonder—how, why?
We've all wondered that privately. She's doing it on the world

ture initiative, where she calls for stage.
Eartier this year, Thunberg was nominated for the Nobel Peace Prize. She is on the cover of next regular schoel strikes to protest global inaction en climate change: 5.6 million participated in the last School Strike for Climate. And that month's GQuatther Game Changer worrisome to some.

Who's funding her alternative tion of what do we actually do, she iffestyle? Is this a publicity gimnick for her purents, Svante Thunberg and Malena Erman, an actor and a argam the politics needed to prevent a climate catastrophe doesn't exist. "We need to change the system... as

Amous opera single? Is she being used by large corporations, to take on other large-corporations, to take on other large-corporations?

Even if she is entirely self-fuelled, she is eachers and well-wishers. With her elaborate boat voyage, new cuisines this way, the teen-Thomburn has also been criticles of ager says). To teachers who argue for picking an elitist, impractical solution to an everyday problem. Her high-speed vessel is sponsored ager says). To examers who argue that she should be in class, she repeats her argument that she sees no point in studying for "a future by the Yacht Club of Menaco and that soon will be no more, when no one is doing anything to save it". Melodramatic? Maybe. Manipulated? Perhaps. But even teachers teromagowinest on teaching and the confidence of Federal Medodramatic May be. Maniput the followest and the seeking cagnot the followest action actines adjust the lowest carbon actines, beptiles the lowest carbon actines, beptiles the followest carbon actines, beptiles the followest carbon actines, beptiles the followest carbon actines are consistent to the followest carbon actines to the followest carbon actin with hor message. "You've run out carbon footprint" with hor message. "You've run out of excuses and we're running out of time," Thumberg said at the UN CB-

Thunberghossid, without treating it as a crists.' tellit like it is. Even that burden you less et opportunities of the like it is. Even that burden you

mate Change Conference last year. "You are not mature enough to national record.

One is the first lading truck athlete to

sine is the first indian track arrises win a gold medal at a global even the 2018 U-20 World Championshi where she clocked SLA6 seconds.



trendina ...

warmingup Hima Das is the toast of Indian athletics right now. Her five golds in Europe this month suggest she has a shot at the World Championships. But here's a reality check; will she qualify?

dishipalifebace

has followed since then.

It is no locomotive that has proplied the obscure locality into the national linesight-but agri, also 25 from Hims. No Indian athlete has with a host of records to her name. had so much success in Europe, but wind a nost of records to her name, had so much success in Europe, our who has ensured that her place of notallofitis worththe weightingold, origin precedes her reputation.

Hima Das, or the 'Dhing Express', is he biggest asset for a sport sper-

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achievement of a benspia. It's and a 2x-5 securads in 36/m (in
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histor Hima's parents, Ronjif and Jonila, la AF, the worldathlerics/body. The are farmers. Their world is far body categories eventsfrom 'A' to removed from sports. But Hima had 'F' classes. The Nove Mesto meet, bigdreams. She washroked on foot where Hima clocked her best finning ball till Shamsul Hoque, her school of the season, was an 'E' level comp

1 ith prodigious talent and willand accidates followed. She derrmann, Hina will still false some flower flower branch from but that a flag side. The plethrow of felicitations and gromational activities mental sie stateted missing her training. She had to be While running, Hina has an

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last year, a bigger 'Dhing Express' announced its arrival in the central Assam well underway and the five gold medtown's backyard, and a glory ride als that she won at various meets in

Hima Dian or the Ollang Grapers, i.e.

The Sugars more for a corresponding to the Control of the

teacher advised her to join athletics. tition; it means that her ranking points won't increase much.
According to Indian athletics'

power, Hima shone bright and accolades followed. She Herrmann, Hima will still take some

summoned by her Russian coach,
the last quarter. Only she can say
ther BEST EFFORT THIS YEAR
whether something similar is in the

its final destination.

- from the motion picture "Churchill"

"THE MOST IMPORTANT THING IN A WAR IS FOR PEOPLE

TO FEEL UNIFIED, INSPIRED "

THANK YOU

ANUP GUPTA

Managing Editor, Integrations,
Hindustan Times

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