

The resilience of the printed newspaper

Manfred Werfel, Deputy CEO, WAN-IFRA

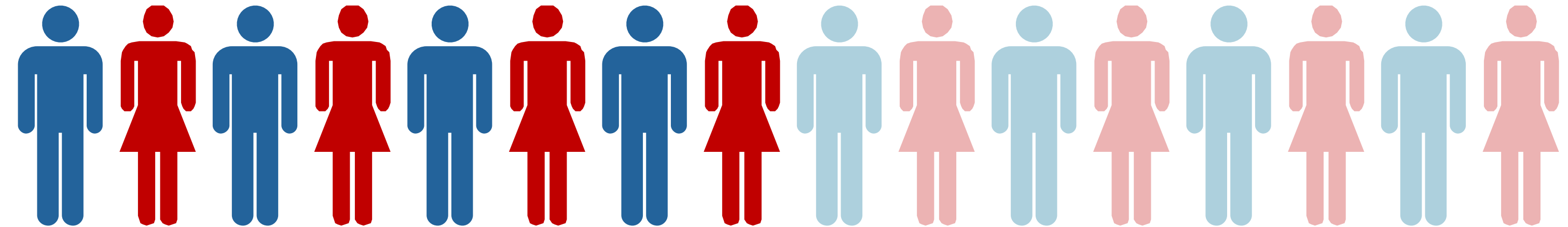


Image source: www.davidrkiger.com/blog/resilience-is-essential-for-long-term-ceo-success/

Global Newspaper Reach

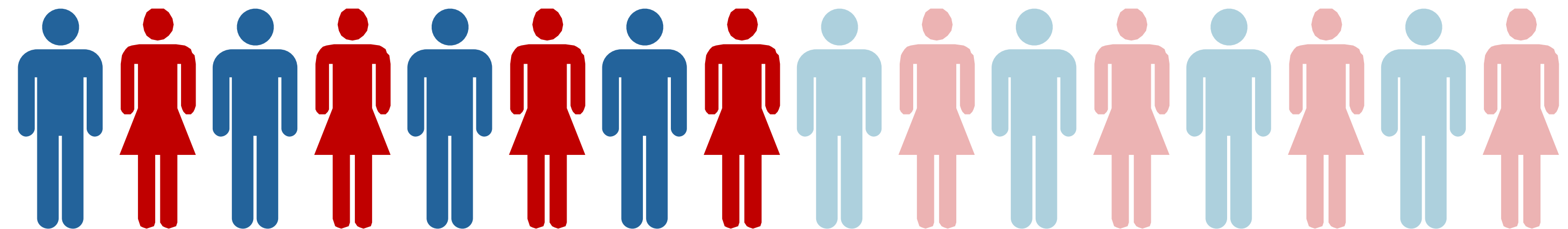
2.7 bn

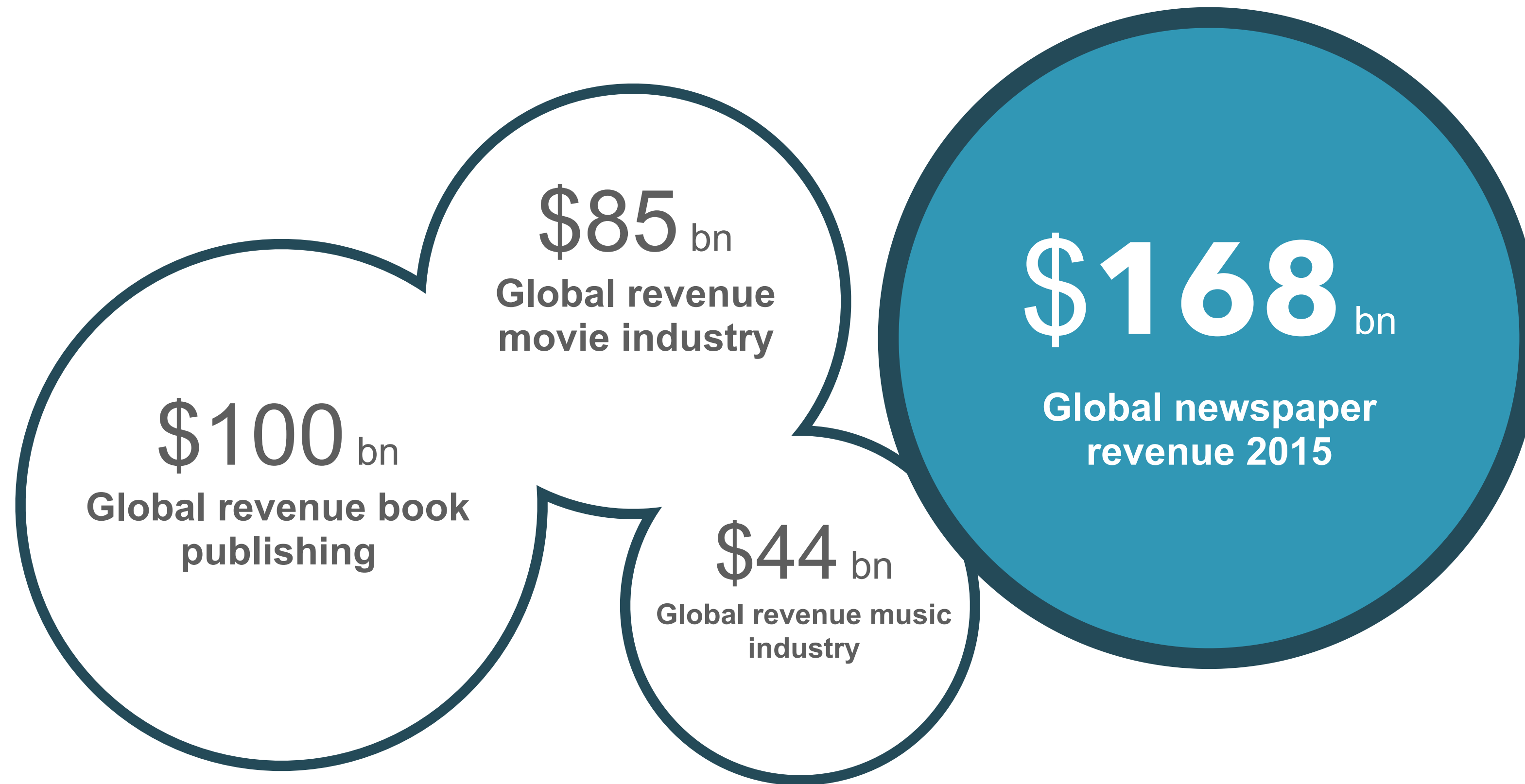
40% of adult population reads
printed newspaper



1.3 bn

more than 40% of Internet users read
newspaper in digital form



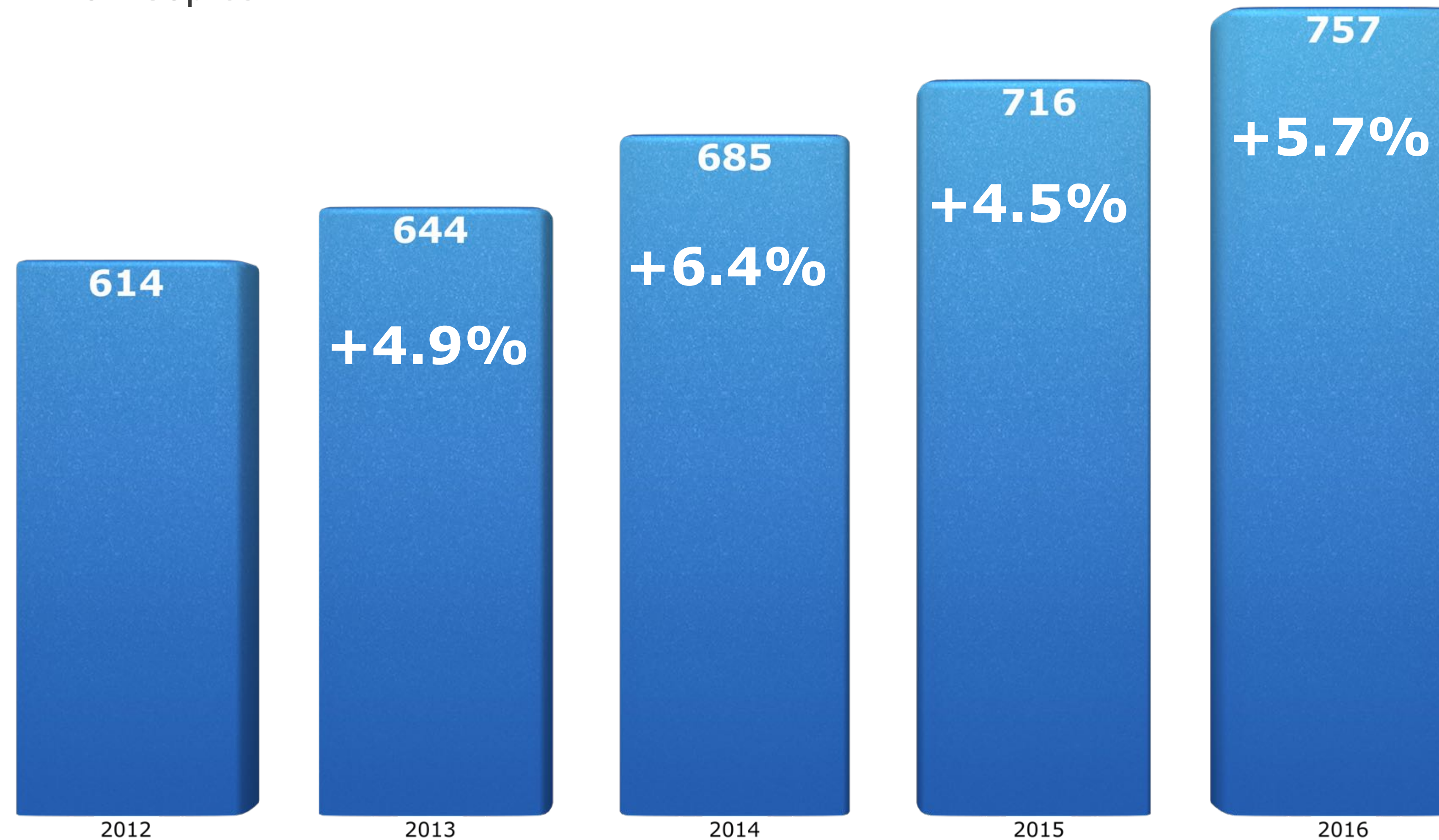




Worldwide air traffic +5% p.a.
The fastest growing traffic segment

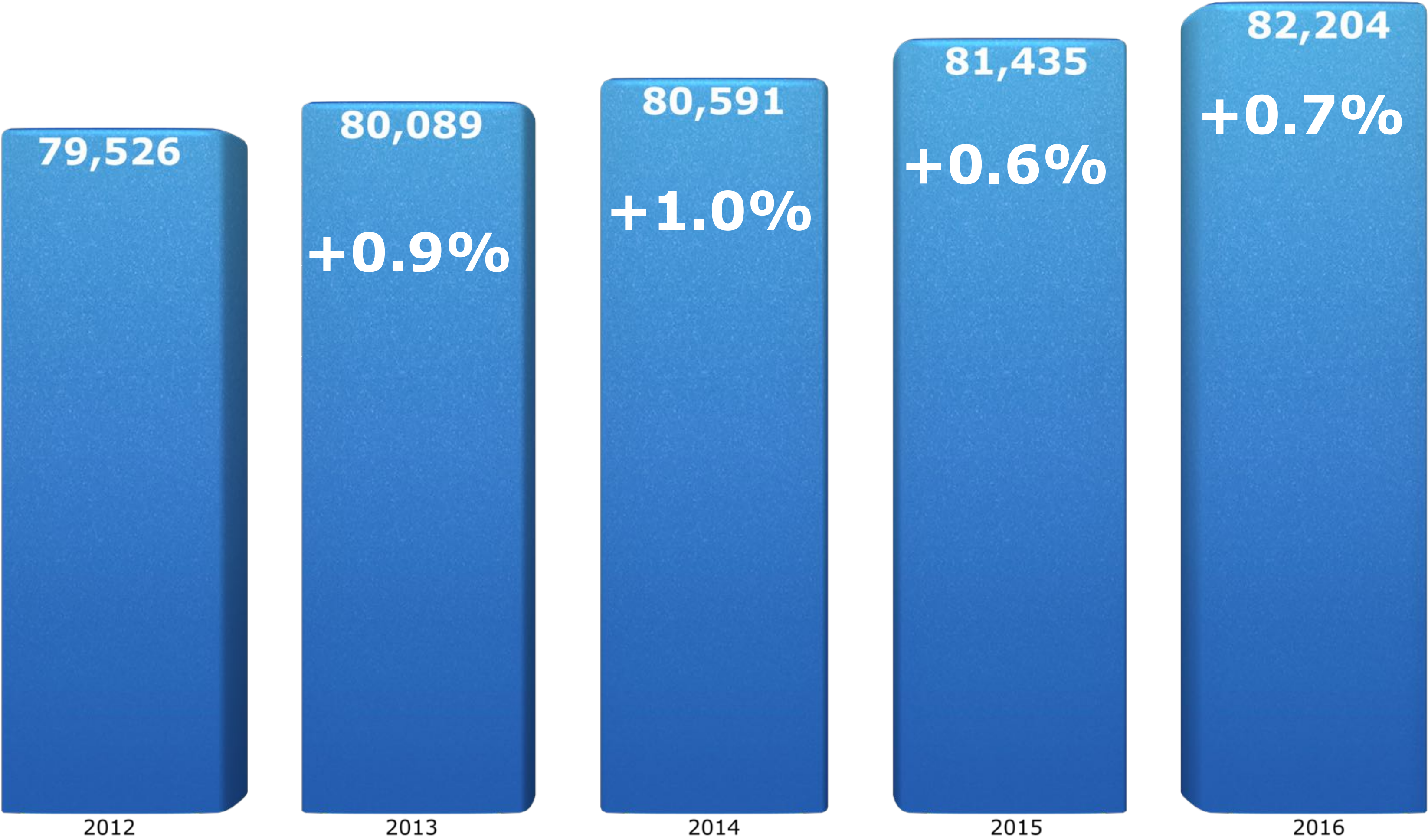
Global Newspaper Print Circulation

Million Copies



Global Print Circulation Revenue

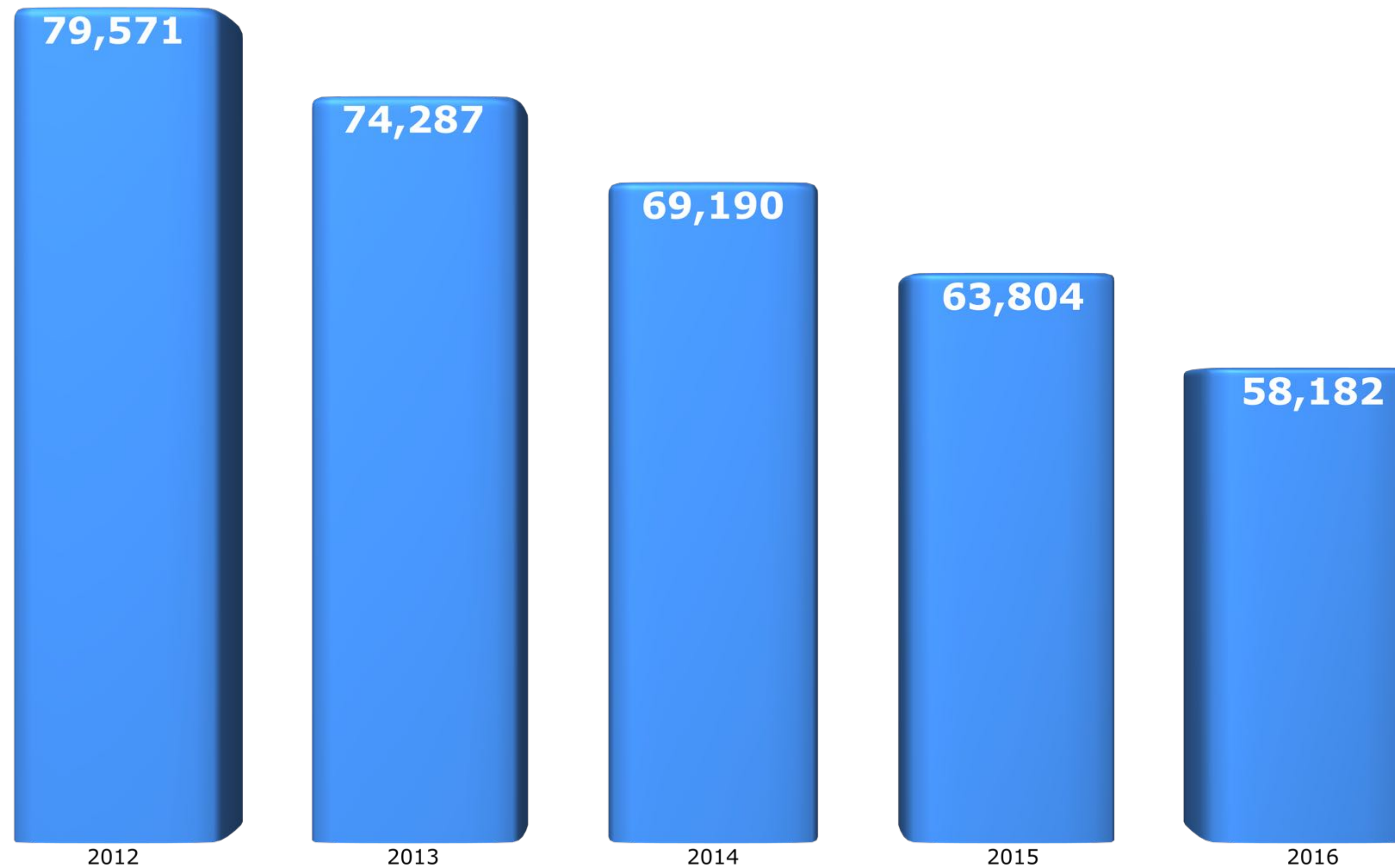
Million US\$



Source: World Press Trends 2017 database and World Press Trends analysis

Global Print Advertising Revenue

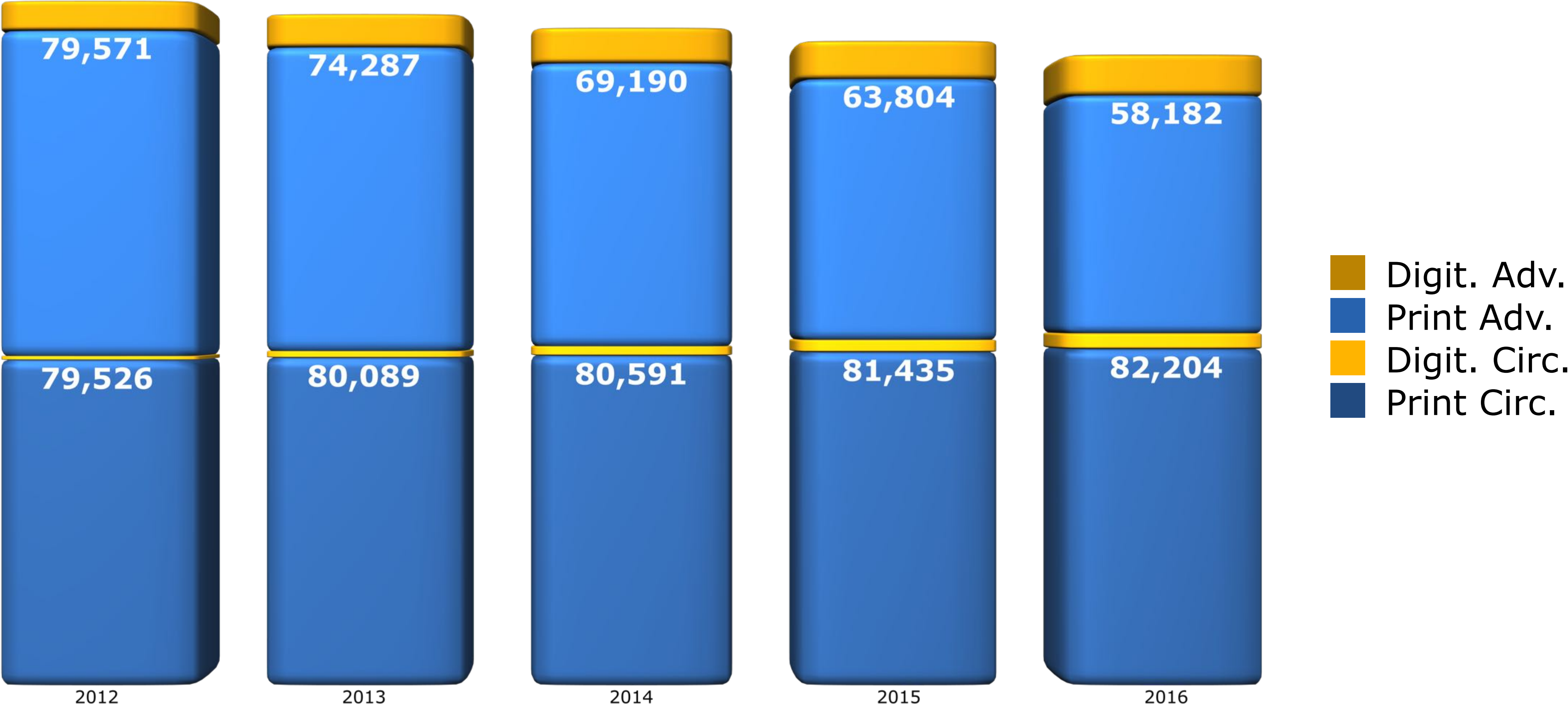
Million US\$



Source: World Press Trends 2017 database and World Press Trends analysis

Global Newspaper Revenue

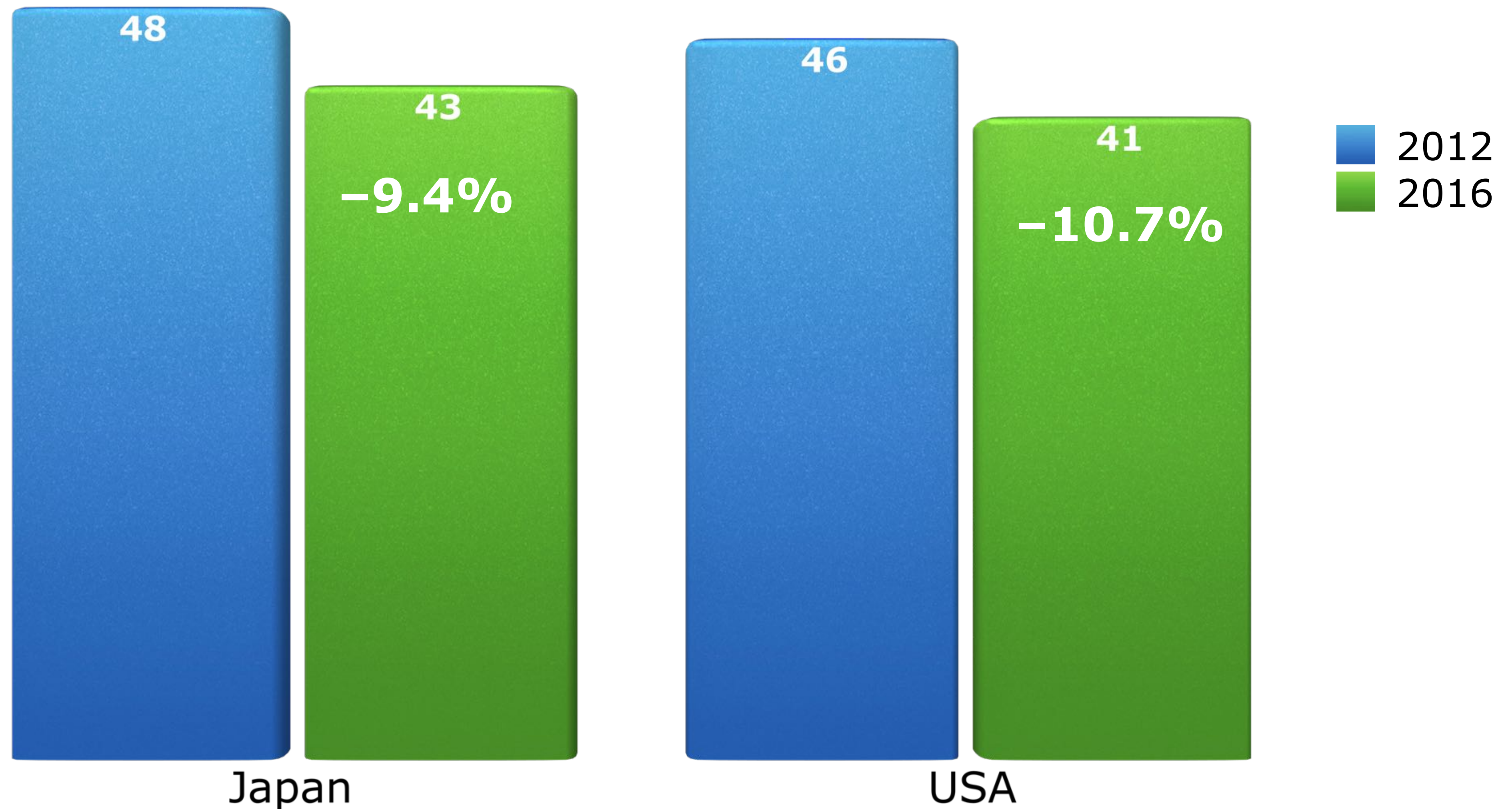
Million US\$



Source: World Press Trends 2017 database and World Press Trends analysis

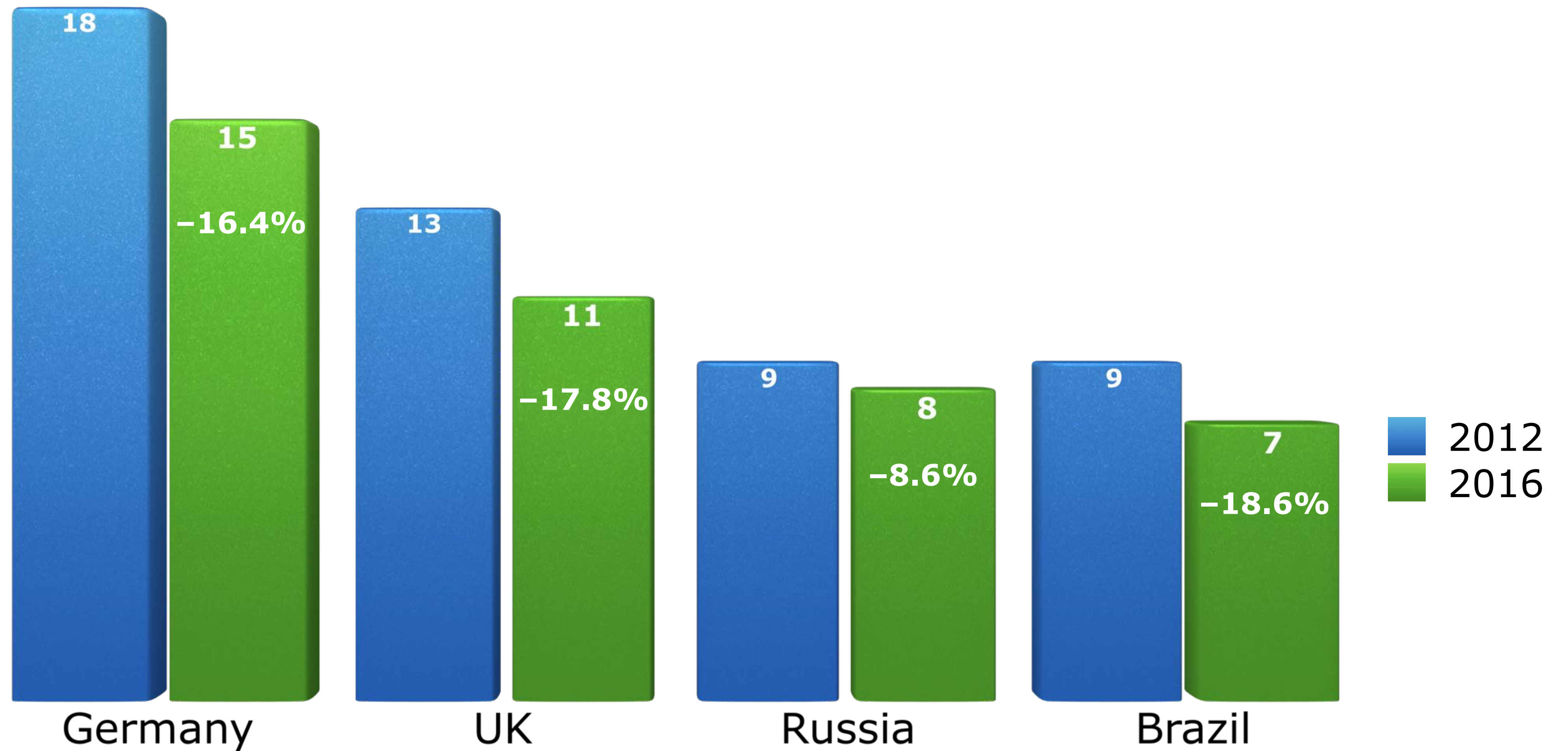
Countries with declining circulation

Million copies



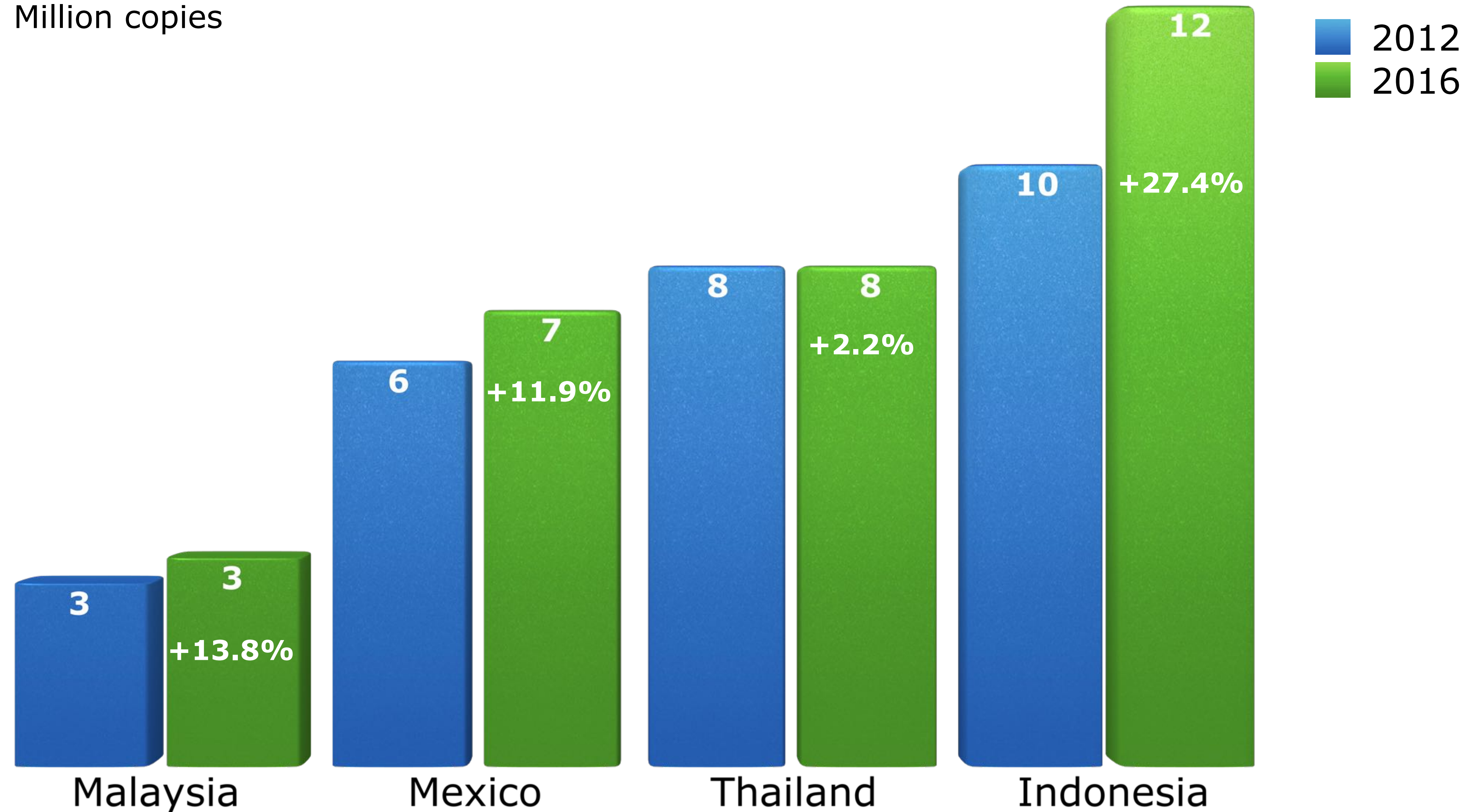
Countries with declining circulation

Million copies



Countries with growing circulation

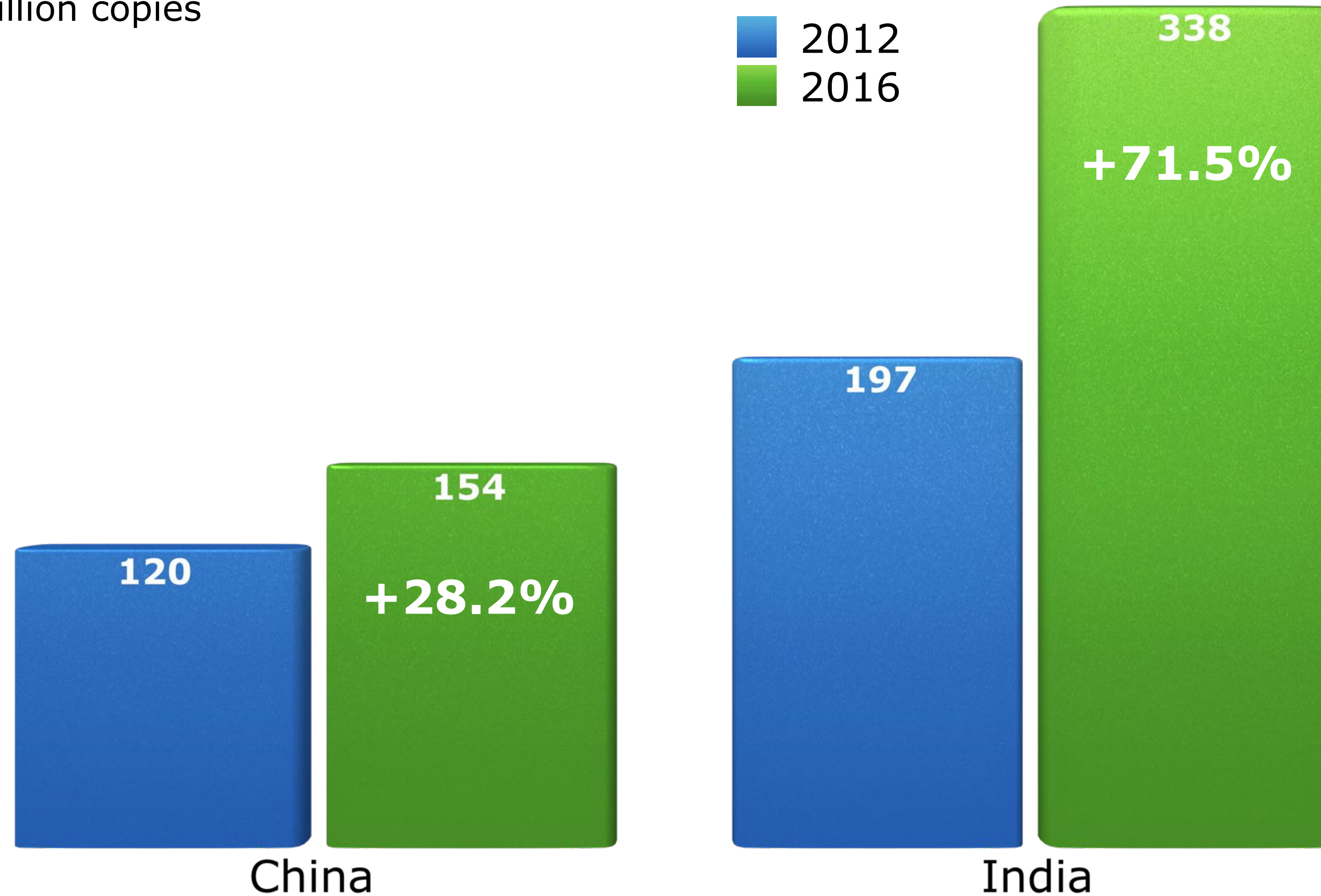
Million copies



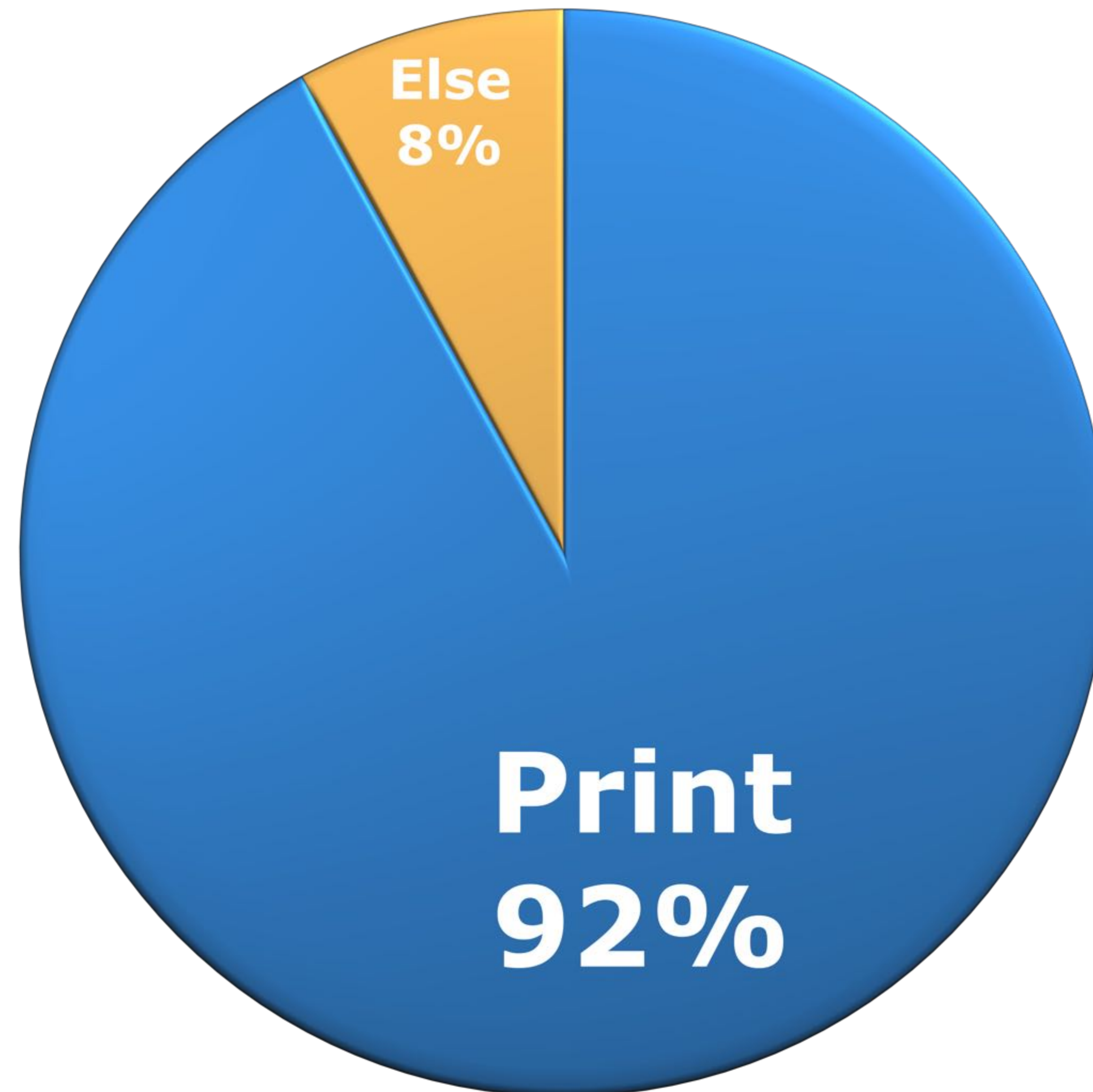
Source: World Press Trends 2017 database and World Press Trends analysis

Countries with growing circulation

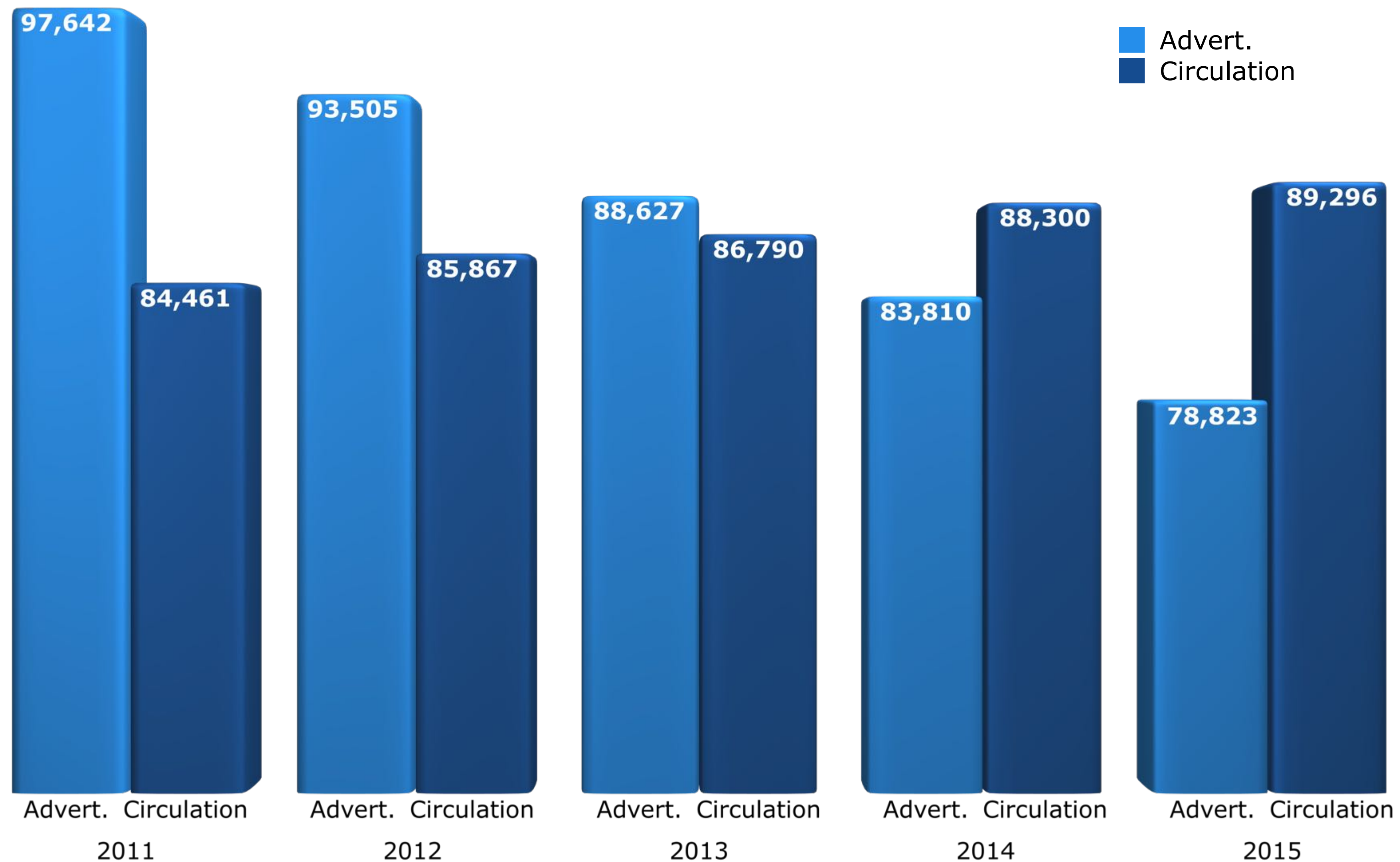
Million copies



Global Newspaper Revenue



Ad versus Circulation Revenue Million US\$



Source: World Press Trends 2016 database and World Press Trends analysis



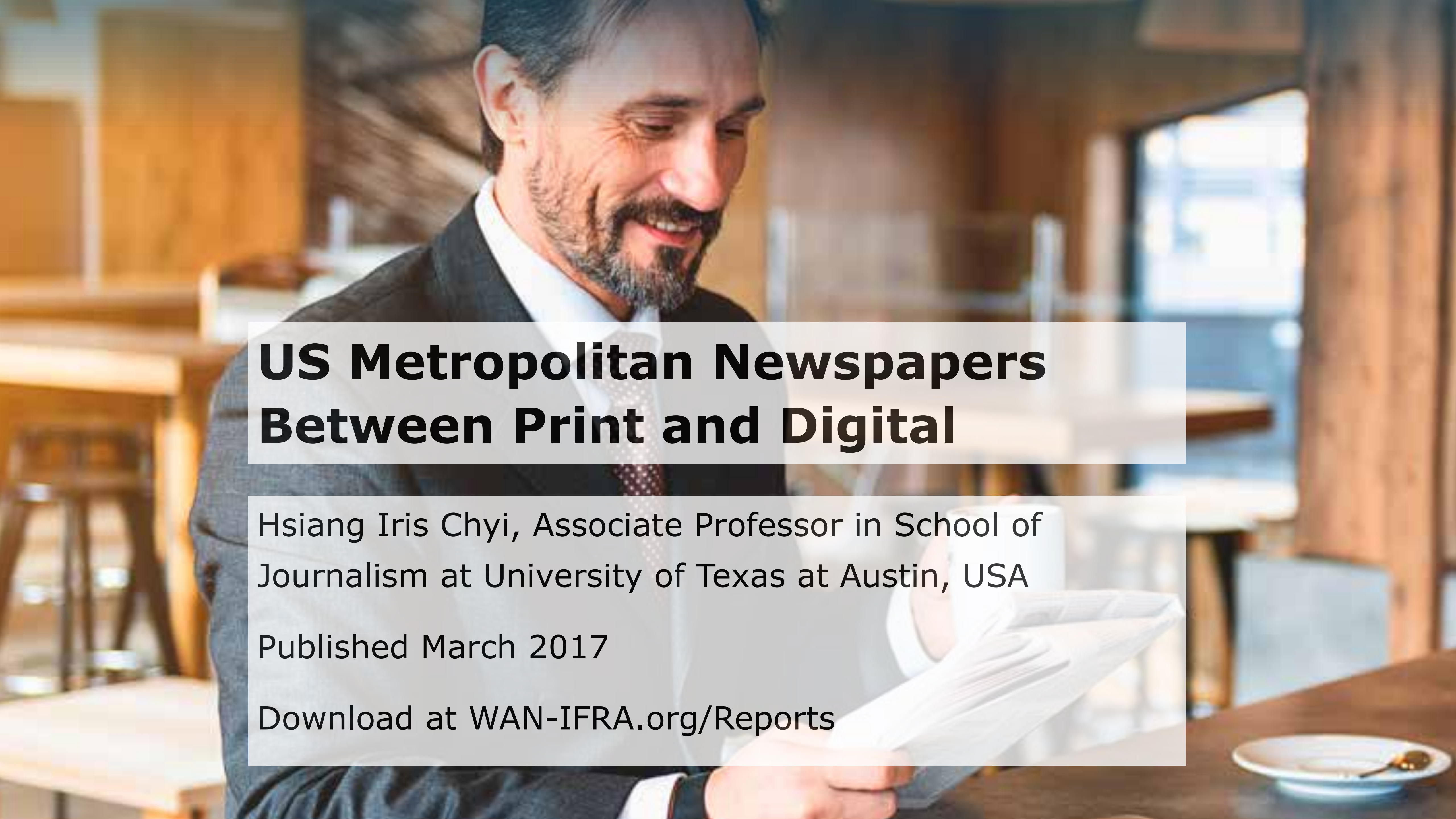
REPORT

Shaping the Future of News Publishing

PRINT-ONLINE PERFORMANCE GAP

World Printers Forum Report: A US-only study raises debate



A man with a beard and mustache, wearing a dark suit, white shirt, and patterned tie, is smiling while looking down at a newspaper he is holding. He is seated at a wooden table in a cafe or restaurant setting. In the background, there are wooden chairs, tables, and a window with a view of the outdoors. A small white plate with a spoon is on the table in the foreground.

US Metropolitan Newspapers Between Print and Digital

Hsiang Iris Chyi, Associate Professor in School of
Journalism at University of Texas at Austin, USA

Published March 2017

Download at WAN-IFRA.org/Reports

**TAB. 1: MAJOR US NEWSPAPERS' IN-MARKET PRINT
AND ONLINE READERSHIP/REACH, 2015¹¹**

State	Newspaper	Print		Online	
		Readership	Reach	Readership	Reach
Arizona	The Arizona Republic	1,282,828	33 %	641,452	16 %
Arkansas	Arkansas Democrat-Gazette	511,356	45 %	63,889	6 %
California	Los Angeles Times	3,328,388	24 %	1,502,302	11 %
California	San Francisco Chronicle	1,098,968	19 %	725,017	13 %
California	San Jose Mercury News	1,828,706	32 %	633,977	11 %
California	The Orange County Register	1,096,503	8 %	415,414	3 %
California	The Press-Enterprise	572,889	4 %	196,037	1 %
California	The Sacramento Bee	770,680	24 %	256,850	8 %
California	U-T San Diego	916,212	37 %	271,819	11 %
Colorado	The Denver Post	1,016,547	31 %	322,225	10 %
Connecticut	The Hartford Courant	591,431	28 %	168,235	8 %
Florida	Orlando Sentinel	882,172	28 %	275,950	9 %
Florida	South Florida Sun-Sentinel	687,846	19 %	201,277	6 %
Florida	Tampa Bay Times	1,097,400	30 %	175,152	5 %
Florida	The Miami Herald	943,478	26 %	281,286	8 %
Florida	The News-Press	274,641	27 %	57,713	6 %
Florida	The Tampa Tribune	705,802	20 %	206,509	6 %
Georgia	Atlanta Journal-Constitution	1,261,091	25 %	748,534	15 %
Hawaii	Honolulu Star-Advertiser	556,996	50 %	122,294	11 %
Illinois	Chicago Sun-Times	1,693,644	23 %	451,538	6 %
Illinois	Chicago Tribune	2,411,373	33 %	883,485	12 %
Indiana	The Indianapolis Star	747,841	33 %	243,426	11 %
Kentucky	The Courier-Journal	619,026	46 %	116,884	9 %
Massachusetts	The Boston Globe	1,292,997	25 %	842,798	16 %
Michigan	Detroit Free Press	1,337,559	36 %	512,932	14 %

Indiana	The Indianapolis Star	747,841	33 %	243,426	11 %
Kentucky	The Courier-Journal	619,026	46 %	116,884	9 %
Massachusetts	The Boston Globe	1,292,997	25 %	842,798	16 %
Michigan	Detroit Free Press	1,337,559	36 %	512,932	14 %
Minnesota	St. Paul Pioneer Press	698,848	20 %	189,771	5 %
Minnesota	Star Tribune	1,481,656	42 %	466,800	13 %
Missouri	St. Louis Post-Dispatch	933,935	38 %	354,057	14 %
Missouri	The Kansas City Star	722,333	39 %	211,196	11 %
Nevada	Las Vegas Review-Journal	571,947	36 %	169,738	11 %
New Jersey	The Star-Ledger	1,203,064	7 %	940,220	6 %
New York	New York Daily News	3,293,146	20 %	853,669	5 %
New York	Newsday	1,727,648	10 %	583,108	4 %
North Carolina	The Charlotte Observer	679,980	29 %	231,627	10 %
North Carolina	The News & Observer	559,487	24 %	196,447	8 %
Ohio	The Columbus Dispatch	708,687	38 %	180,912	10 %
Ohio	The Plain Dealer	931,483	31 %	334,573	11 %
Oregon	The Oregonian	807,434	32 %	440,753	18 %
Pennsylvania	Pittsburgh Post-Gazette	635,753	28 %	216,383	9 %
Pennsylvania	The Philadelphia Inquirer	1,394,400	22 %	458,441	7 %
Pennsylvania	Tribune-Review	724,128	32 %	173,449	8 %
Texas	Austin American-Statesman	622,672	40 %	255,751	16 %
Texas	Fort Worth Star-Telegram	798,304	15 %	388,135	7 %
Texas	Houston Chronicle	1,587,093	32 %	500,424	10 %
Texas	San Antonio Express-News	783,880	40 %	279,587	14 %
Texas	The Dallas Morning News	1,361,341	25 %	416,763	8 %
Utah	Deseret News	348,975	16 %	241,404	11 %
Virginia	The Virginian-Pilot	554,200	37 %	205,037	14 %
Washington	The Seattle Times	1,201,321	31 %	522,633	13 %
Washington DC	The Washington Post	2,131,608	41 %	1,075,807	21 %
Wisconsin	Milwaukee Journal Sentinel	753,384	42 %	273,950	15 %
Average		1,073,394	28.8 %	401,522	10 %

Reach

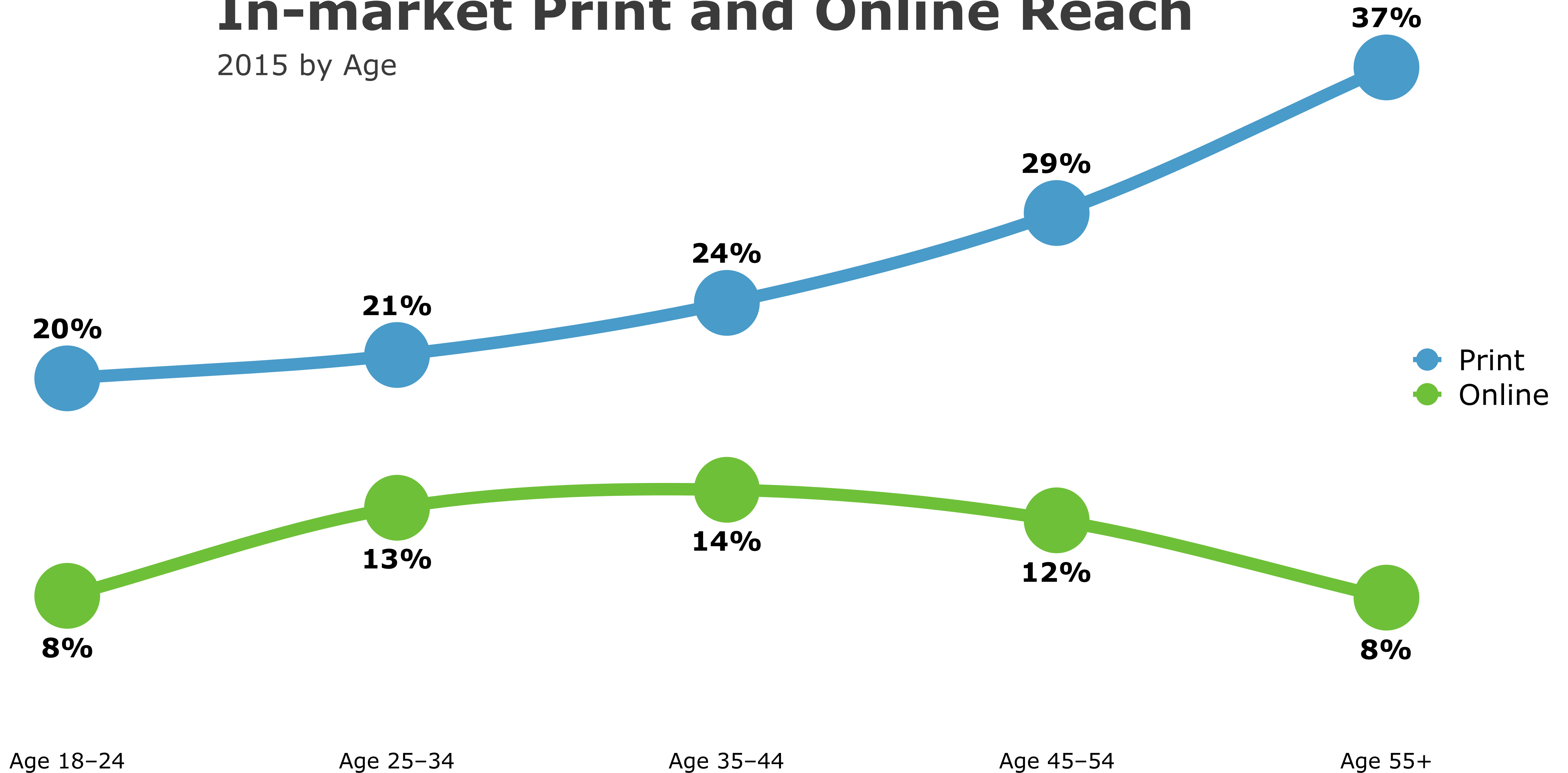


All 51 newspapers' print edition reaches more readers than the digital edition in these newspapers' home markets.

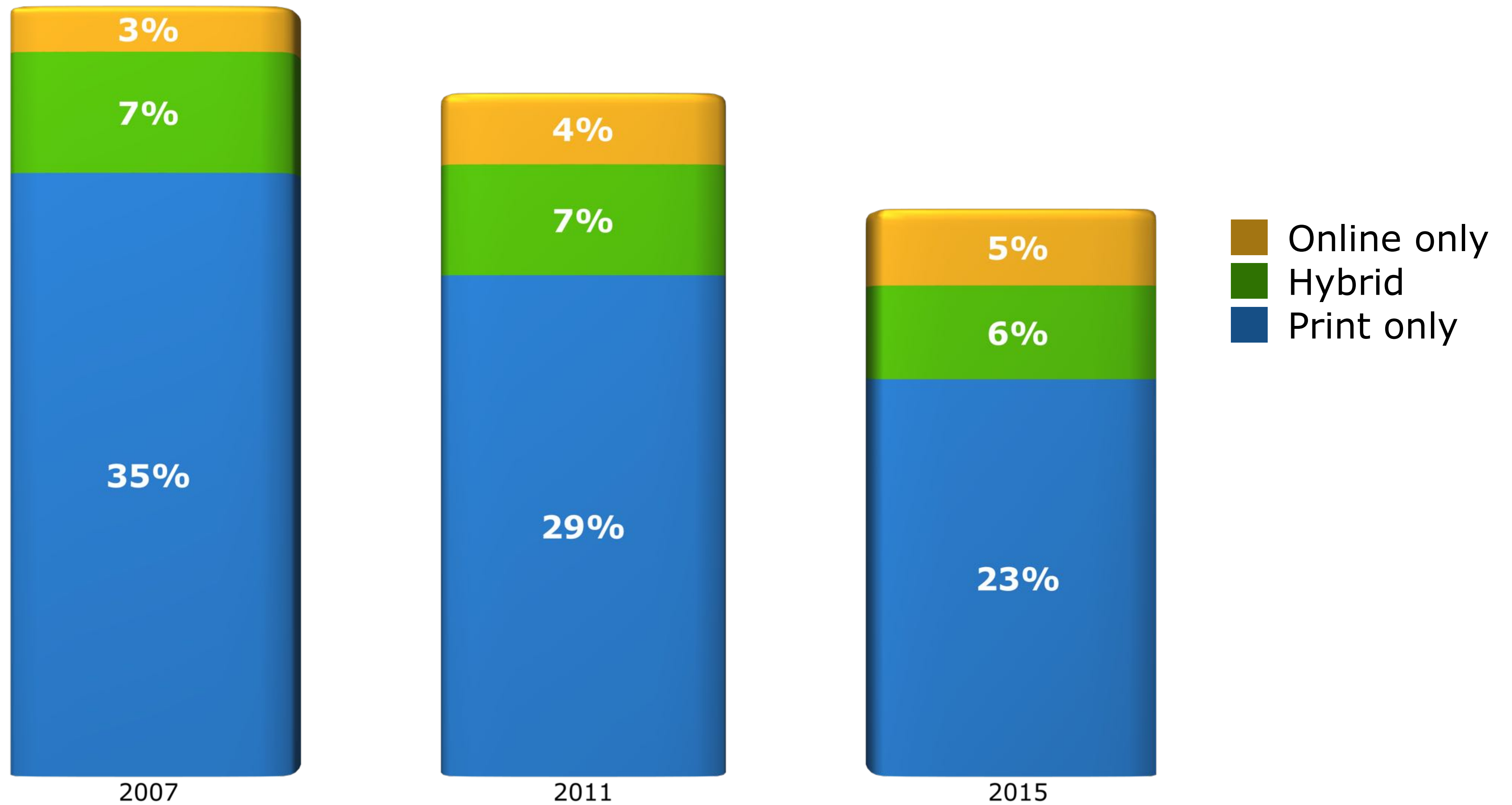
This is true across all age groups.

In-market Print and Online Reach

2015 by Age

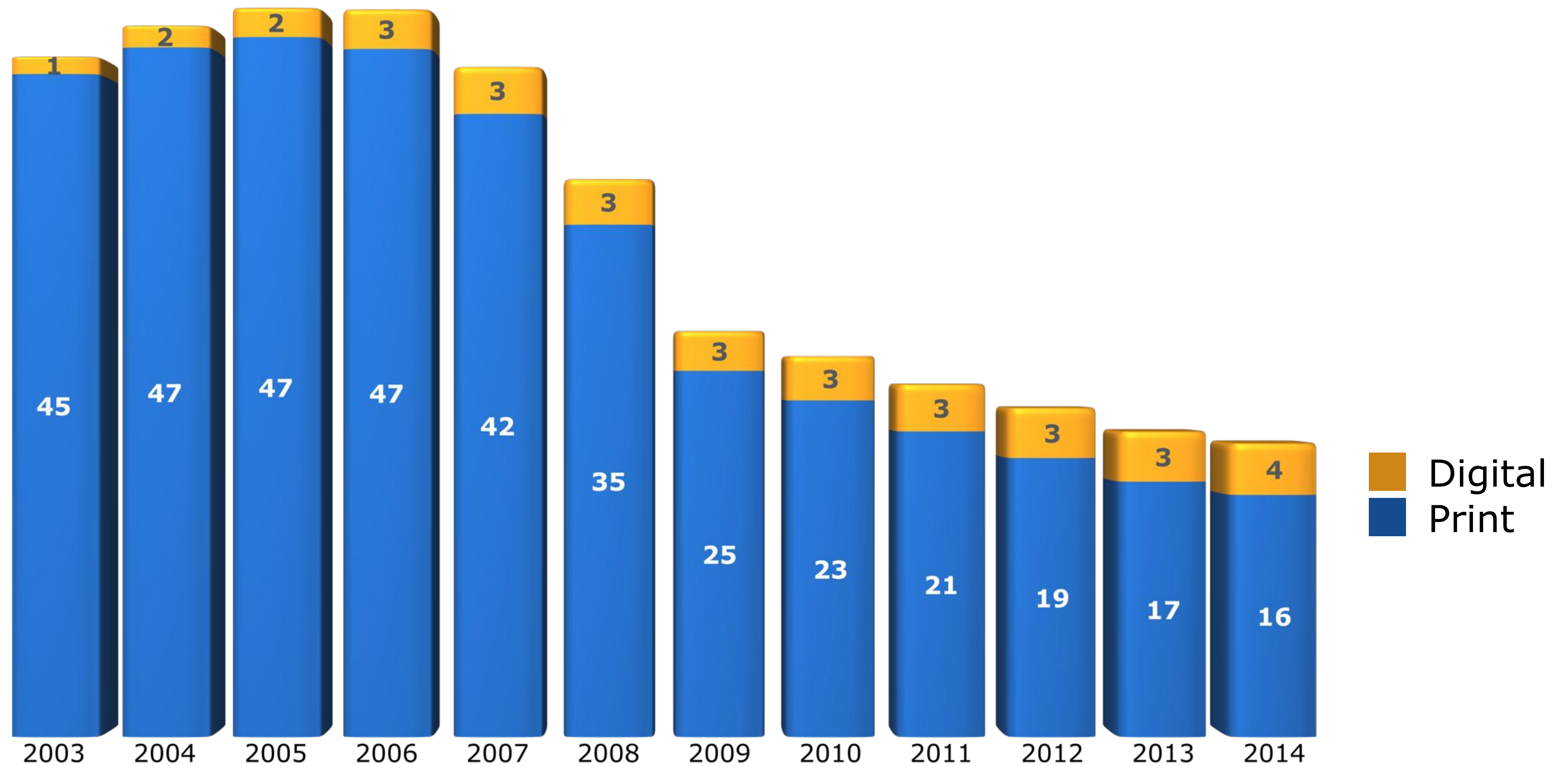


In-market Combined Readership



US Newspaper Advertising Revenue

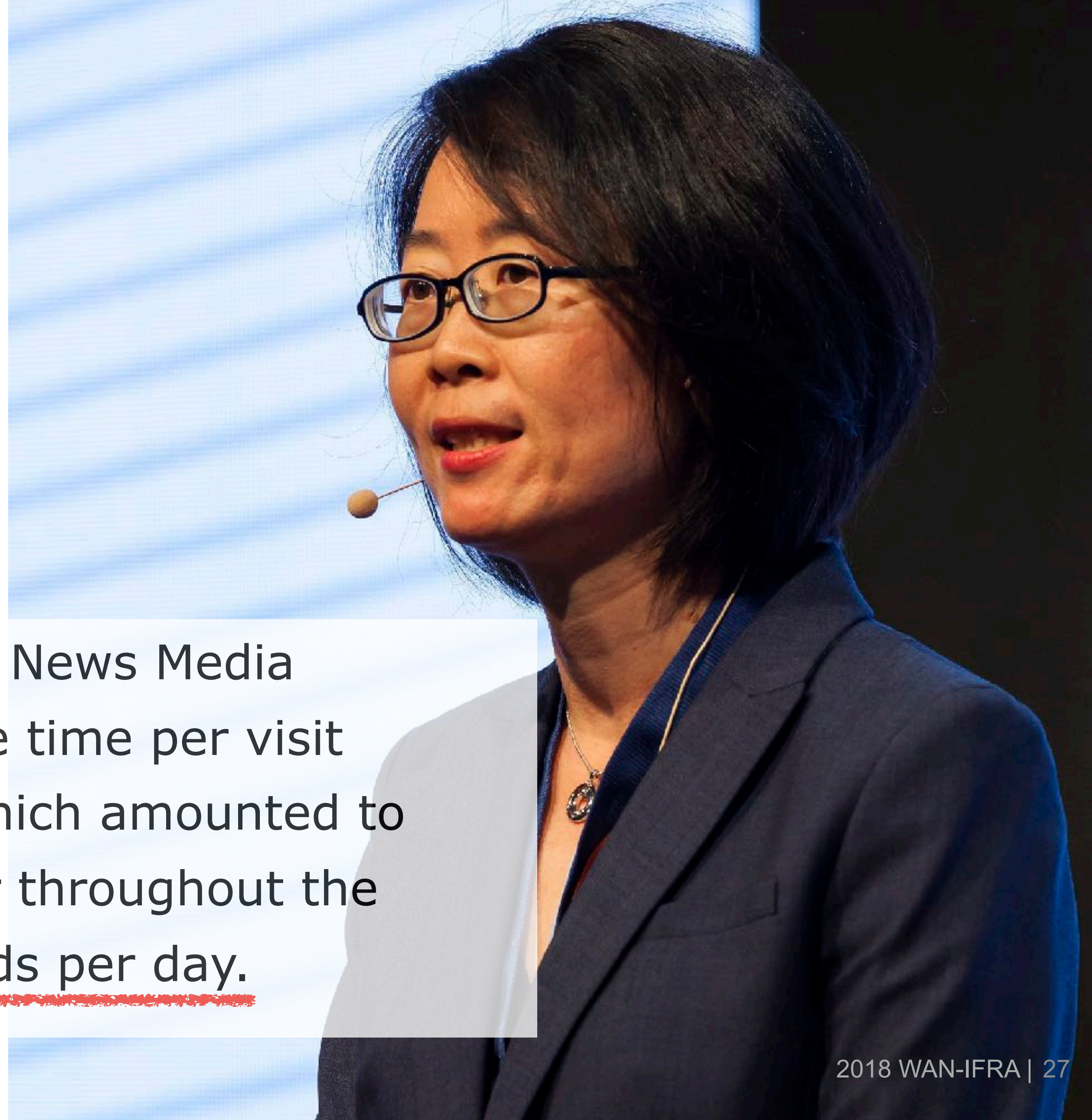
Billion US\$



Engagement



According to the US News Media Association, average time per visit was 4.4 minutes, which amounted to 39 minutes per user throughout the month, or 78 seconds per day.



Paying attention to newspapers



New project in 2018

Focus: engagement, “time spent”

Prof. Neil Thurman, LMU Munich

Publishing planned for June 2018



“

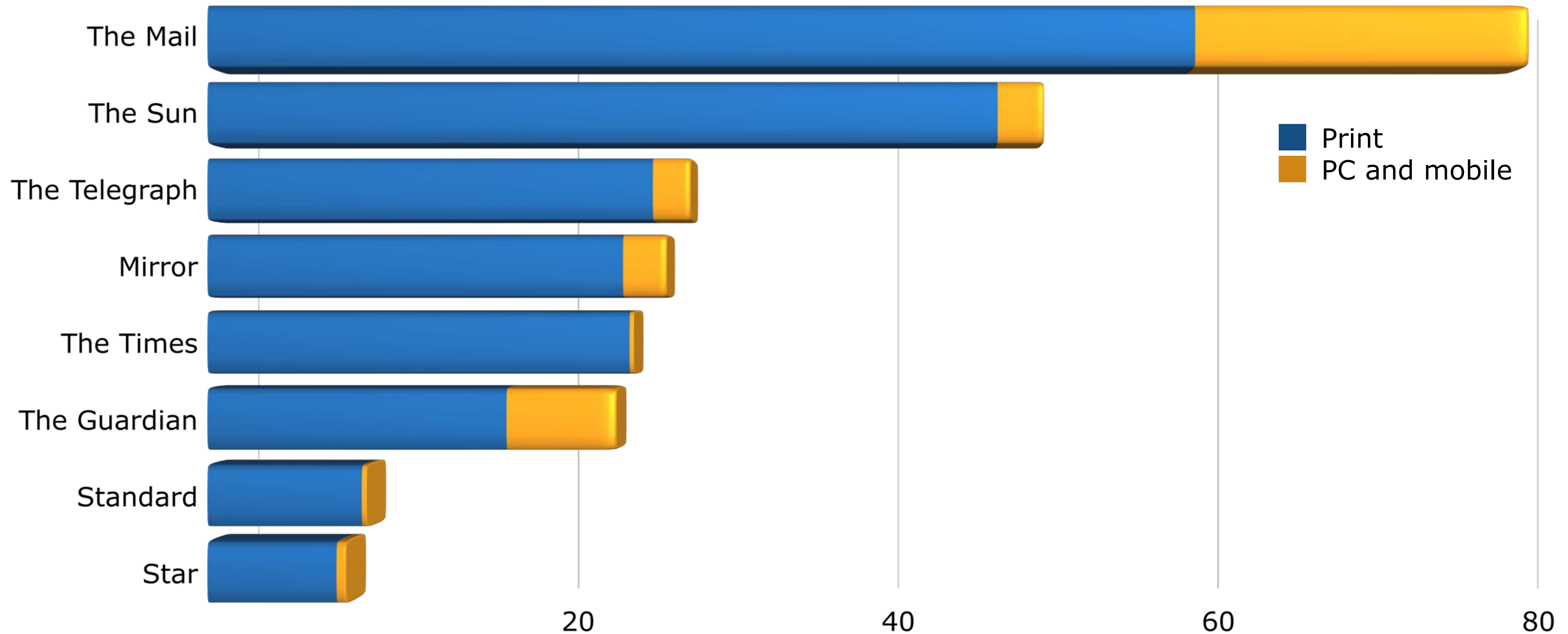
If we exclude The Mail and The Guardian ..., the other nine newspaper brands ... rely on the print channel for over 95% of the attention they receive.

Newspaper brands engage each of their online visitors for an average of less than 30 seconds a day, but their print readers for an average of 40 minutes.



Total minutes spent reading

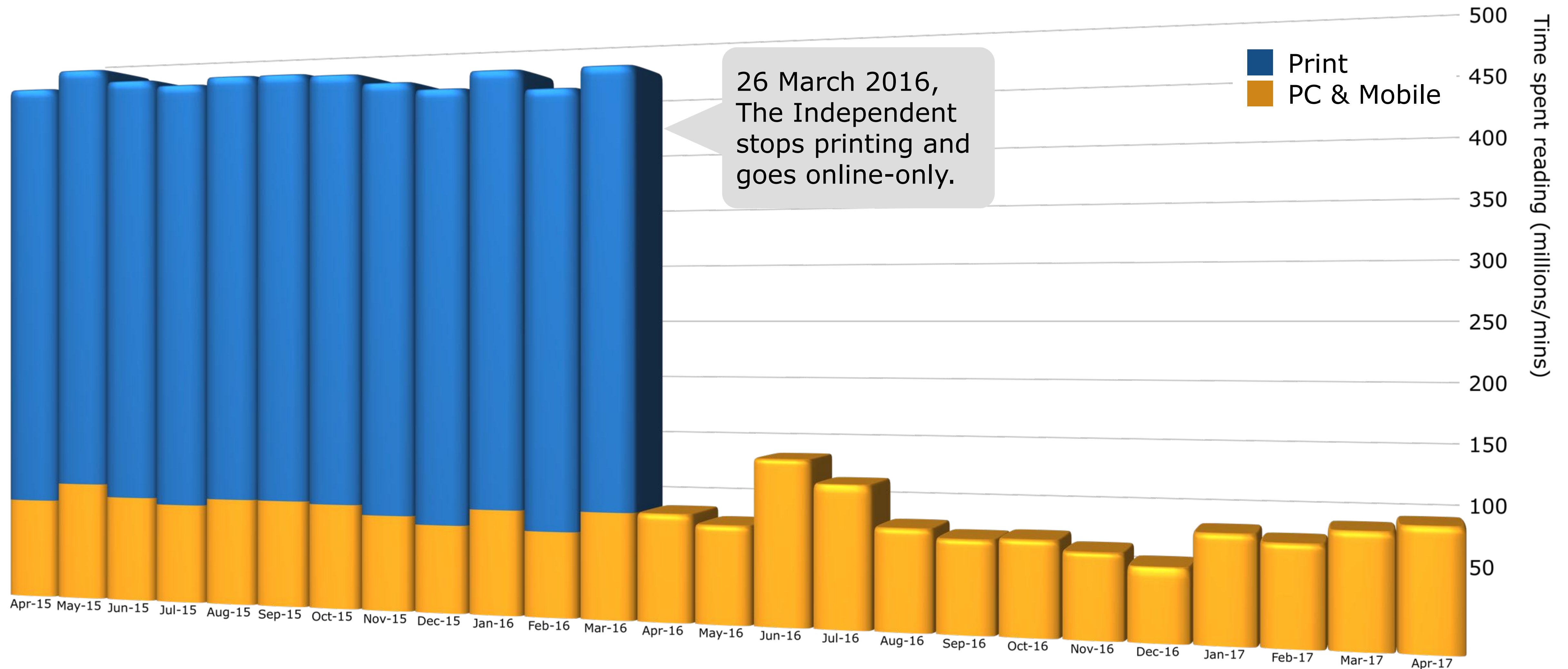
by aggregated UK print, PC, and mobile readerships (18+) of each of 8 UK newspaper brands, 2016



Billions of minutes per year, excludes time spent watching video on mobile

The Independent case

Changes in the total attention (measured by time spent reading) received by The Independent from its British audience before and after it went online-only





Columbia Journalism Review.

The Facebook Armageddon

The social network's increasing threat to journalism

**By Mathew
Ingram**

WINTER 2018
3415 WORDS

Illustration by Diego Patiño



At some point over the past decade,
Facebook stopped being a mostly

MOST POPULAR

Billionaires gone wild

World UK Science Cities Global development Football **Tech** Business Environment Obituaries

<https://www.theguardian.com/technology/2018/jan/19/tim-cook-i-dont-want-my-nephew-on-a-social-network>

Apple

Apple's Tim Cook: 'I don't want my nephew on a social network'

Apple chief talks about tax affairs and overuse of tech at launch of school coding initiative



most popular



UK warned that Russian threat requires increased defence spending



Government shutdown: Republicans float minor immigration deal to end 'Dreamers' deadlock



New Zealand 'six degrees of separation' experiment reaches PM Jacinda Ardern



'I don't know how they live with themselves' - artist Nan Goldin takes on the billionaire family behind OxyContin



Mathias Döpfner on the the iPad

“Every publisher should sit down once a day, pray and thank Steve Jobs for saving the publishing industry with this device.”

— Die Welt 8. April 2010



Tablets versus Print

“PAMCo data shows tablets are the least important digital platform, behind PCs and way behind phones as devices through which Britons consume newspapers.

More than three-quarters of the UK's national and regional newspapers reach more Britons via their print editions than via phones or tablets or PCs.

Source: Publishers Audience Measurement Company (PAMCo), 2018-04-19

Get your **FREE** book 'How to Be Human' when you subscribe today | Never miss an issue, idea or discovery again

[Home](#) | [News](#) | [Technology](#)

TECHNOLOGY NEWS 3 April 2012

Was the Arab Spring really a Facebook revolution?

By Sara Reardon



<https://www.newscientist.com/article/mg21428596.400-was-the-arab-spring-really-a-facebook-revolution/>



OP-ED CONTRIBUTORS
American Workers Need
Better Job Protections



GRAY MATTER
The Only Way to Keep
Your Resolutions



OP-ED CONTRIBUTOR
The Opioid Plague's
Youngest Victims:
Children in Foster Care

SundayReview | OPINION

Our Love Affair With Digital Is Over

[查看简体中文版](#) | [查看繁體中文版](#)

By DAVID SAX NOV. 18, 2017

<https://www.nytimes.com/2017/11/18/opinion/sunday/internet-digital-technology-return-to-analog.html>



High-Value Print Production

WORLD PRINTERS FORUM REPORT



Two reasons for high-value print

... to seek possibilities to produce higher-value print products

1. Publishers want to offer higher-value newspapers in order to gain competitive advantages
2. Newspaper printers aim at offsetting declining print circulations and volumes by acquiring additional print orders

The Report ...

... is based on the result of surveys conducted among

- Newspaper printers
- Press manufacturers
- Manufacturers of auxiliary press equipment
- Mailroom and finishing systems manufacturers
- Paper and ink producers

Experts from America, Europe, South Asia, South-East Asia, and Australia were polled

Reasons for higher-value products



Objectives

Improving existing products

13

Extension of portfolio

12

New customers / new markets

10

More products in own plant

8

Other business concept

3

Targeted market segments

Customer Newspapers

13

High-Quality newspapers

12

Consumer magazines

9

Company publications

8

Products for external publishers

8

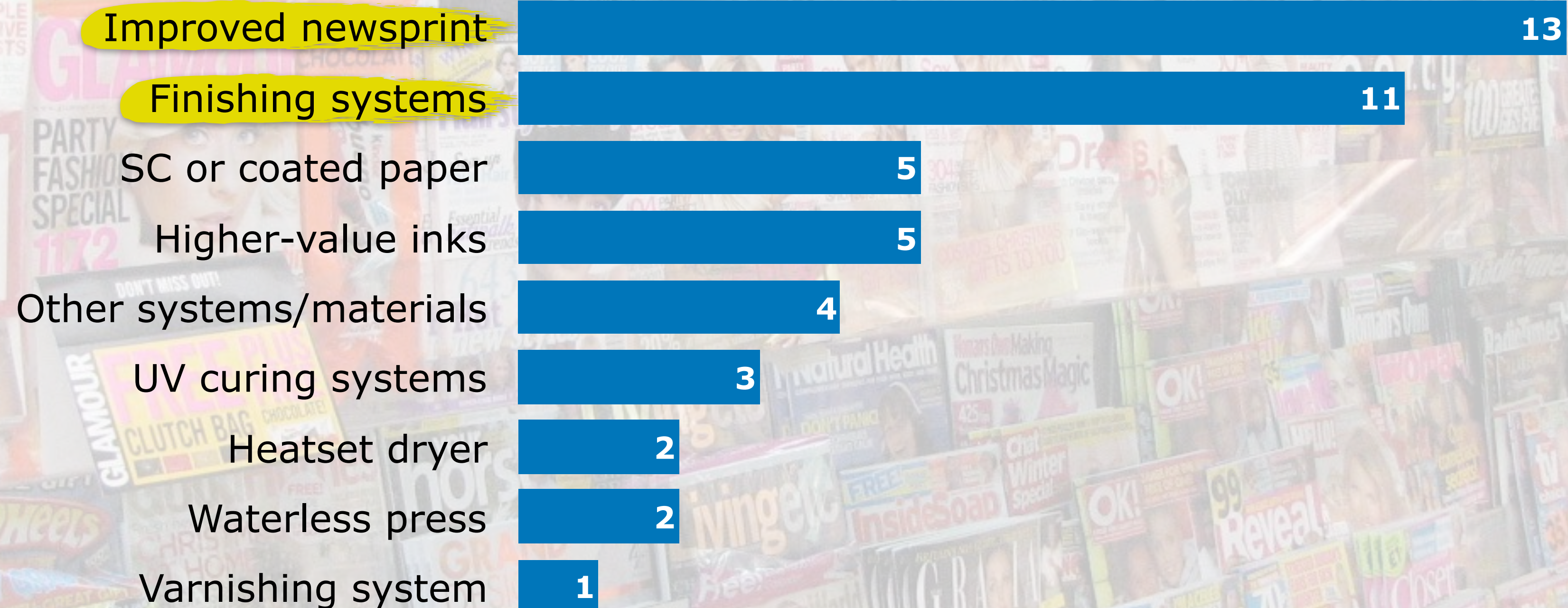
Direct mailing

5

Other segments

2

Applied technologies and materials



Michael Schäfer, Druckerei Konstanz



One-third of our print volume is produced for external customers

A close-up portrait of Jon Clarke, a middle-aged man with short brown hair and light-colored eyes, looking directly at the camera with a neutral expression. He is wearing a dark suit jacket over a light-colored shirt.

Jon Clarke, Fairfax Media



We no longer see ourselves
as newspaper printers

Sanat Hazra, Times of India



Our strategy is innovation





Vitkål och rödkål är två olika sorter av kål. De är båda mycket nyttiga och smaskiga. De är också bra för magen och kan hjälpa till att förbättra ditt immunförsvar.

Bekant färg? Vissa testa kål med kulor.

Jens Kristina Andersson tipsar om att lägga till kål till maträtter och att det är bra att ha på lager. Det finns många olika sorter av kål och de är alla mycket nyttiga. De är också bra för magen och kan hjälpa till att förbättra ditt immunförsvar.

"Rödkål och vitkål är perfekta att dryga ut woken med"

Det är inte alltid lätt att hitta rätt ingredienser till en vacker och smaskig vokal. Men om du vill ha en vokal som är både smaskig och nyttig, så är rödkål och vitkål ett utmärkt val. De är båda mycket nyttiga och kan hjälpa till att förbättra ditt immunförsvar.

Tre ovanligare kålsorter

Blomkål, grönkål och tryskål är tre olika sorter av kål. De är alla mycket nyttiga och kan hjälpa till att förbättra ditt immunförsvar.

Blomkål är en kål som har en mjuk och smaskig smak. Den är också mycket nyttig och kan hjälpa till att förbättra ditt immunförsvar.



Tryskål är en kål som har en mjuk och smaskig smak. Den är också mycket nyttig och kan hjälpa till att förbättra ditt immunförsvar.



Grönkål är en kål som har en mjuk och smaskig smak. Den är också mycket nyttig och kan hjälpa till att förbättra ditt immunförsvar.



Har du kål på käl?

Det är inte alltid lätt att hitta rätt ingredienser till en vacker och smaskig vokal. Men om du vill ha en vokal som är både smaskig och nyttig, så är rödkål och vitkål ett utmärkt val. De är båda mycket nyttiga och kan hjälpa till att förbättra ditt immunförsvar.

Det är inte alltid lätt att hitta rätt ingredienser till en vacker och smaskig vokal. Men om du vill ha en vokal som är både smaskig och nyttig, så är rödkål och vitkål ett utmärkt val. De är båda mycket nyttiga och kan hjälpa till att förbättra ditt immunförsvar.

Det är inte alltid lätt att hitta rätt ingredienser till en vacker och smaskig vokal. Men om du vill ha en vokal som är både smaskig och nyttig, så är rödkål och vitkål ett utmärkt val. De är båda mycket nyttiga och kan hjälpa till att förbättra ditt immunförsvar.

Det är inte alltid lätt att hitta rätt ingredienser till en vacker och smaskig vokal. Men om du vill ha en vokal som är både smaskig och nyttig, så är rödkål och vitkål ett utmärkt val. De är båda mycket nyttiga och kan hjälpa till att förbättra ditt immunförsvar.

Det är inte alltid lätt att hitta rätt ingredienser till en vacker och smaskig vokal. Men om du vill ha en vokal som är både smaskig och nyttig, så är rödkål och vitkål ett utmärkt val. De är båda mycket nyttiga och kan hjälpa till att förbättra ditt immunförsvar.

Det är inte alltid lätt att hitta rätt ingredienser till en vacker och smaskig vokal. Men om du vill ha en vokal som är både smaskig och nyttig, så är rödkål och vitkål ett utmärkt val. De är båda mycket nyttiga och kan hjälpa till att förbättra ditt immunförsvar.

Det är inte alltid lätt att hitta rätt ingredienser till en vacker och smaskig vokal. Men om du vill ha en vokal som är både smaskig och nyttig, så är rödkål och vitkål ett utmärkt val. De är båda mycket nyttiga och kan hjälpa till att förbättra ditt immunförsvar.

Det är inte alltid lätt att hitta rätt ingredienser till en vacker och smaskig vokal. Men om du vill ha en vokal som är både smaskig och nyttig, så är rödkål och vitkål ett utmärkt val. De är båda mycket nyttiga och kan hjälpa till att förbättra ditt immunförsvar.

Det är inte alltid lätt att hitta rätt ingredienser till en vacker och smaskig vokal. Men om du vill ha en vokal som är både smaskig och nyttig, så är rödkål och vitkål ett utmärkt val. De är båda mycket nyttiga och kan hjälpa till att förbättra ditt immunförsvar.

Det är inte alltid lätt att hitta rätt ingredienser till en vacker och smaskig vokal. Men om du vill ha en vokal som är både smaskig och nyttig, så är rödkål och vitkål ett utmärkt val. De är båda mycket nyttiga och kan hjälpa till att förbättra ditt immunförsvar.

Peeing on this ad may change your life

This ad is also a pregnancy test. Pee on the marked area and wait a moment. If you are expecting, you will get a surprise right here in the ad.



995:-
SUNOVK
100% Black Walnut



WHERE I LIVE



COIMBATORE IS TALKING ABOUT

HEALTHY OPTIONS TO BEAT THE SUN

Summer season is just around the corner and it's time to start thinking about healthy options to beat the sun. Keerai Kadai is a healthy option to beat the sun. It is a natural remedy for heatstroke, dehydration, and other summer ailments. It is also a good source of vitamins and minerals. Keerai Kadai is available in various forms, including powder, capsules, and fresh leaves. You can find it at Keerai Kadai stores or online at KeeraiKadai.com.

Keerai Kadai is a healthy option to beat the sun. It is a natural remedy for heatstroke, dehydration, and other summer ailments. It is also a good source of vitamins and minerals. Keerai Kadai is available in various forms, including powder, capsules, and fresh leaves. You can find it at Keerai Kadai stores or online at KeeraiKadai.com.

Over'net' sensations!

Priga Prakash Varrier's viral video may have stolen the internet, but she's not the only viral sensation that the South has produced.

ANUPAMA PARAMESWARAN
Anupama Parameswaran is a popular actress in the South Indian film industry. She is known for her roles in movies like 'Nayakan', 'Kanchana', and 'Vedam'. She is also a producer and director. She is currently working on her debut film 'Nayakan'.

SHRUTI KADHAN & JINIKU KARNAL GAND
Shruti Kadhan and Jiniku Karnal Gand are a popular comedy duo in the South Indian film industry. They are known for their hilarious skits and songs. They have appeared in several movies and TV shows.

SRI PALLAVI
Sri Pallavi is a popular actress in the South Indian film industry. She is known for her roles in movies like 'Nayakan', 'Kanchana', and 'Vedam'. She is also a producer and director. She is currently working on her debut film 'Nayakan'.

AND YOU KNOW?
In 1992, the phrase 'surfing the internet' was popularized by an upstate New York librarian Jean Armour Polly, aka 'Net Mom', after she published an article in the same name in the University of Minnesota's Women Library Bulletin.

KEERAIKADAI.COM
100% Natural

Just as I realised, each of us have the seed of a farmer in us. Let me welcome you to discover the farmer in you!
Sriram Prasad - Founder and CEO

EACH LITTLE CHILD SHOULD KNOW THE VALUE OF OUR MOTHER EARTH, TALK TO HER AND HEAR HER ANSWER YOU. PLANT THE SEED AND SEE HER SPRINGING THE SURPRISE TO YOU.

Place the Cut Newspaper in a pot and fill with soil (red or black) and wait for it to sprout

as it grows water it regularly and keep in sunlight

In a couple of days you have fresh keerai farmed at home

Cut The Newspaper

ASK YOUR PARENTS AND TEACHERS TO HELP YOU IN THIS KEERAI REVOLUTION

KEERAI KADAI App Store Google Play

Monthly Subscription Available

Pre order your daily dose of healthy keerai to your doorstep every morning

VARIETIES OF KEERAI AVAILABLE			
Maruthakali Keerai	Perungu Keerai	Mungu Keerai	Red Keerai
Vallara Keerai	Pala Keerai	Vandhaya Keerai	Siru Keerai
Aval Keerai	Mudukallu Keerai	Pannam Keerai	Nattu Keerai

Good for heart, good for eyes, good for skin, good for hair, good for health, good for digestion, good for blood, good for energy, good for immunity, good for longevity, good for happiness, good for success, good for wealth, good for power, good for fame, good for glory, good for honor, good for respect, good for love, good for friendship, good for family, good for society, good for world, good for universe, good for everything.

CUT AND KEEP TO KNOW THE VARIOUS HEALTH BENEFITS OF KEERAI

OUR EXCLUSIVE STORE
No.33, Alagesan Road No.2,
Near to Annapoorani Hotel,
Saibaba Colony, Coimbatore - 641011

keerai.kadai.com
+91 70949 50005

TOGETHER, LET'S LIVE HEALTHY...



Youngsters learning Para

Their aim is to be the best of all. The Coimbatore-based Para, a local initiative to spread awareness about the needs and rights of people with disabilities, is now being taught in the city and surrounding areas. The initiative is being conducted by the city and surrounding areas. The initiative is being conducted by the city and surrounding areas.

YOUNGSTERS BEAT IT
The Coimbatore-based Para, a local initiative to spread awareness about the needs and rights of people with disabilities, is now being taught in the city and surrounding areas. The initiative is being conducted by the city and surrounding areas. The initiative is being conducted by the city and surrounding areas.



Para is a lovely human being: Prabhudheva



Para is a lovely human being: Prabhudheva

PARAI WITH A TWIST
The Coimbatore-based Para, a local initiative to spread awareness about the needs and rights of people with disabilities, is now being taught in the city and surrounding areas. The initiative is being conducted by the city and surrounding areas. The initiative is being conducted by the city and surrounding areas.

PARAI WITH A TWIST
The Coimbatore-based Para, a local initiative to spread awareness about the needs and rights of people with disabilities, is now being taught in the city and surrounding areas. The initiative is being conducted by the city and surrounding areas. The initiative is being conducted by the city and surrounding areas.

RUBY, A WOMAN OF STEEL

Ruby, a woman of steel, is a Coimbatore-based Para, a local initiative to spread awareness about the needs and rights of people with disabilities, is now being taught in the city and surrounding areas. The initiative is being conducted by the city and surrounding areas. The initiative is being conducted by the city and surrounding areas.

Does wearing a sari make a woman 'auntie ji'? Definitely not!

Women from all walks of life counter designer Sabhyasachi's statement that young women think wearing a sari makes them look older. They say that it is the older generation that stereotypes the sari, not theirs.



Sabyasachi in his open letter

CUT THIS PAPER STRIP AND PLANT IT TOGETHER, LET'S LIVE HEALTHY...



...ingst...
...Pur...
...I wanted to break that myth. V. Sabitha, another Parai expert and founder of Sanyasachhi Kalaragam, says, "The days of yore, Parai was used to make important announcements. It was also used during festivals and other celebrations. Parai in Tamil means to speak and the instrument was just apt for the purpose."

BREAKING CASTE BARRIERS

"It was not just up and down, but also played at Haridwar for a certain section of the society. But now, people are willing to hear Parai performances for ceremonies like Karthi Kartika, Sree and so on and all. It is gradually getting accepted by all," says Vithal Prabhakar. Sabitha says that though caste barriers are crumbling, there is still a long way to go. "Even today, a Parai artist is not given the respect that other artists get. People think Parai before they think of other art forms like Bharatnatyam. This needs to be changed."

ADVANTAGES OF LEARNING PARAI

Vithal G, another Parai expert and founder of Ayazhavan Kalaragam, says that the biggest advantage of learning Parai is that it makes learning other traditional dance forms easier. "Once you master Parai and Bharatnatyam, it's easier to learn Odissi, Kathak and other folk arts. A Parai is usually slung over one's shoulder and is held vertically. The Parai is played by two sticks — one fixed and another held in your hand to play. The person has to be heard by looking at the stick and when you do that, the beat comes. This produces the beat sound on the instrument. It's important to follow the procedure before every beat. The person has to be balanced and every beat has to be rhythmic. An average Parai weighs around 3 kg."

PARAI WITH A TWIST

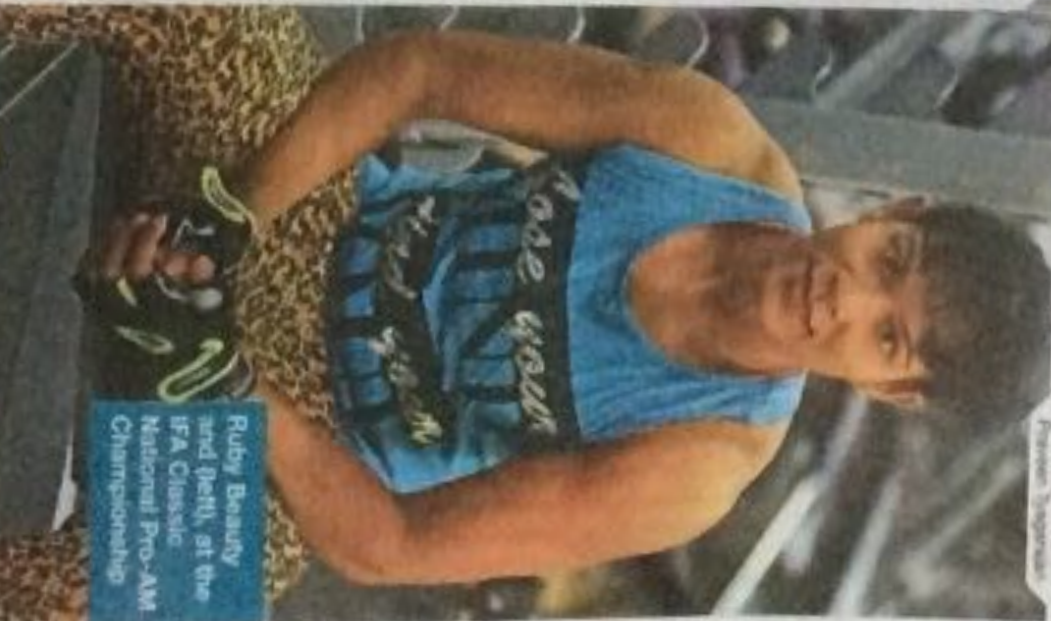
V. Sabitha has given Parai a unique twist by infusing it with dance forms. "I have been teaching Parai Bharatnatyam for the last few years. In Parai Bharatnatyam, you either play Parai to the beats of Bharatnatyam or this sport, we also teach Parai Hip-hop, Parai western dance, Parai with Odissi and Kathak, to name a few. The idea is to make it appealing to the young audience. This format has been well received by them. I have also been teaching Parai, Odissi, Kathak, Bharatnatyam, on the other hand, has been taking Parai to the masses using street plays. In the days of yore, *dharti* (Bharatnatyam street play) was an important means to convey a message. And, the beats of Parai have been used for the same. I am collaborating with my street plays where I use Parai extensively with my new twist to convey socially-relevant messages."

TO HAVE PARAI CEREMONIES LIKE KAATHU WEDDINGS, PARAI IS GRADUALLY AND IT IS GRADUALLY CUTTING AN INSTRUMENT THAT BRINGS

—VIDYAL PRABHAKARAN

STEEL

one reason that motivates her, she says, "I thought, I feel happy. I did not have a memorable childhood or teenage. My marriage, too, didn't last. But after focusing on bodybuilding, my confidence level has improved. But it has never been easy. When I started off, people ridiculed me, saying that I will not be able to sustain my passion. Now that I have won the medal, they are coming back to congratulate me and are sorry for the way they treated me. I have a five-year-old son, and he is super proud of me. He says that for every medal I win, he too wants to win a medal in his school. My mom, brother and family are happy for me. Earlier, they used to worry about me so much, especially when I started going through the rigours of dieting. But this medal has compensated all the suffering."



Ruby Beauty and Jetti, at the IFPA Classic National Pro-AM Championships

woman 'auntie ji'? Definitely not!

While we understand and even admire designer Sabyasachi Mukherjee's love and passion for sari, there's no arguing that his comments at the recent Harvard conference were a classic case of foot in the mouth. After shaming girls who do not know how to wear a sari and facing immense flak for it, the designer went on to write an open letter apologise and explaining that his remarks came from his frustration with women being told that saris make them look like 'aunties'.

Sabyasachi, whose saris are coveted by brides across the country and abroad, speedily pointed out in his letter that, "Body shaming, attaching connotations of 'auntie ji', calling them sloppy, these are all ways that same men and women alike belittle the sari (and, more accurately, the wearer of the sari). But do youngsters these days actually think that saris make them feel old? Here's what some of the ladies we spoke to had to say."



Sabyasachi

SABYASACHI IN HIS OPEN LETTER

Yet another question of ageism and the sari at Harvard triggered a lot of pent-up frustration that I have accrued for that segment of our society which constantly expresses disdain for this piece of Indian heritage...

Body shaming, attaching connotations of 'auntie ji', calling them sloppy, these are all ways that same men and women alike belittle the sari (and, more accurately, the wearer of the sari).

CUT THIS PAPER STRIP AND PLANT IT TOGETHER, LET'S LIVE HEALTHY...



Thank you!

Manfred.Werfel@WAN-IFRA.org



Image source: www.davidrkiger.com/blog/resilience-is-essential-for-long-term-ceo-success/

