

Reporting realities

Taslima's Perspective On The Pulse Of Economy

INTERVIEW


Taslima Khan, assistant editor, ET

Devyanshi Goswami, XII E &
Bulbul Verma, XII B
AIS Gurugram 46

Meet Taslima Khan, assistant editor at The Economic Times, who has carved an important place for herself in the world of business journalism with her insightful and analytical articles on logistics, supply chain, and warehousing. Passionate about supporting entrepreneurs and startups across the country, she shares some snippets from her inspiring journey with GT.

From pen to purpose

I've always had a passion for writing and a natural flair for expression. Even in school and college, I was deeply interested in social issues that impact society as a whole. I've always believed that writing is a powerful tool with which you can influence opinions, inform people, and make an impact, which was a major deciding factor in my choice of career. Articles and stories live on, especially in the digital age, where the reach is global.

Truth beyond tweets

There's an overload of information in today's world. Due to social media, it has become possible for everyone to share opinions and information. But, a



GT reporters with Taslima Khan

Pic: Pranav Goel, AIS Gur 46, XI I

good journalist ensures that every piece of information is presented in a balanced way. This commitment to accuracy is one of the biggest challenges in our profession today. If readers question the accuracy of our stories, they may not come back. Just as someone wouldn't repurchase a product that didn't work well, readers won't return if they lose trust in the information we provide.

Finding the balance

Each person you interview has a unique viewpoint shaped by their experiences and understanding multiple perspectives helps you maintain a balanced view. That's what we aim for in journalism as well. We gather insights from all sides, aiming for a 360-degree view. We talk to various sources, quote experts with differing opinions, and present multiple viewpoints. This approach helps us craft a well-rounded and balanced article.

Setting the stage

For journalists, a cover story or a front-page

article is often a significant achievement. While working at Business Today, I reported on an emerging trend: hundreds of startups across India were receiving angel funding to kickstart their businesses. I was one of the first journalists to report on this trend, which helped establish my career. Another meaningful assignment came to me during the COVID-19 pandemic when I covered the logistic challenges involved in distributing vaccines from labs to remote areas across the country. My article addressed the need for cold storage facilities and temperature-controlled vehicles, which were critical for vaccine distribution. That story was widely read and appreciated.

Innovation unplugged

From the start of my career, I have enjoyed meeting people who have new ideas. Most startup founders are young and driven. Reporting on these companies was inspiring because they weren't yet widely known. Often, journalists are the first to introduce groundbreaking companies to the world. That's a big motivator – bringing attention to people doing impactful work.

For future journalists

Unlike in the past, when a story was printed and then forgotten, now it lives online, open to scrutiny and feedback. This demands more responsibility in reporting. You can choose your niche and your medium, whether digital or print. Adapting to new platforms and updating your skills will be crucial. 🇮🇳

Book Review

Parables of success

Synopsis: Society values honesty, sincerity, hard work, and most importantly, conformity. However, 'The 48 Laws of Power' masterfully explains how to attain power narrating stories and experiences of historical figures. It's about remaining brilliant while preventing too much disruption in the lives of those around you. It addresses such ideas by dictums - 'Preach the need for change, but never reform too much at once'. The book teaches you to recognise qualities and characteristics in individuals that even they can't identify in themselves. Lessons like 'Keep your hands clean' and 'Pretend to be weak, then strike' seem to be polar

Book: The 48 Laws of Power
Author: Robert Greene
Published in: 1998
Genre: Self-help

opposites to 'Plan all the way to the end' and 'Avoid the unhappy and the unlucky', but they all ultimately contribute towards climbing to the top of the ladder to control and master your surroundings. Robert Greene took great effort to observe his surroundings and put into words what most can't - power.

Why is it worth reading: Kings and queens of the past, politicians, and capitalists; CEOs, investors; and the

sorts - could it be that they've all read this book or had secret access to it since birth? Or as is most likely, they've followed all 48 laws to gain success without even realising it. It's all spelt out in this book - the knowledge and how to navigate complex landscape of human relationships. It's astounding just how twisted and toxic yet sensible and accurate it sounds.

Iconic Quote: "We have to seem fair and decent. So, we must be subtle - congenial, yet cunning, democratic yet devious."

Rating: 4.5/5

Review by: Aadhya Jain

AIS Noida, IX I

