

TEAM *curlybois*

*arnesh*  
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*mohak*  
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*saumya*  
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# *Contents*

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# *Product Description*



A publication operating in three spheres: web, social media and print, and in two modes: free and subscription based. We bring to users well-crafted stories created in collaboration with journalists and artists, news on under-reported topics, and crowd-funded, on-demand stories printed and sent to paying contributors as a monthly magazine.





*Concept Detailing*



# TYPES OF CONTENT

*Concept Detailing*

Cover Stories

Web

Print

Timeless Stories

Web

Print

Meanwhile News

Web

Social Media

## TYPES OF CONTENT

*Concept Detailing*

Cover Stories

Timeless Stories

Meanwhile News

# TYPES OF CONTENT

*Concept Detailing*

## Cover Stories

On-Demand

Subscription-only

Crowd-funded

Print and Web

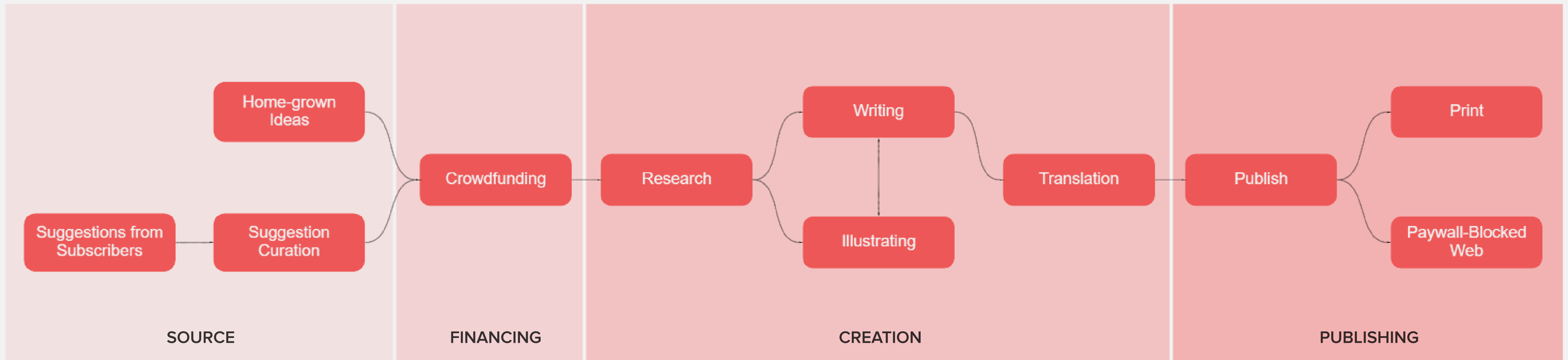
Extended Timeline

'Timeless' Stories

# CONTENT CREATION PROCESS

*Concept Detailing*

Cover Stories





## TYPES OF CONTENT

*Concept Detailing*

Cover Stories

Timeless Stories

Meanwhile News

# PLATFORM AND CONTENT

*Concept Detailing*

## Timeless Stories

Collaborative

Some free to read

Experts

Extended Timeline

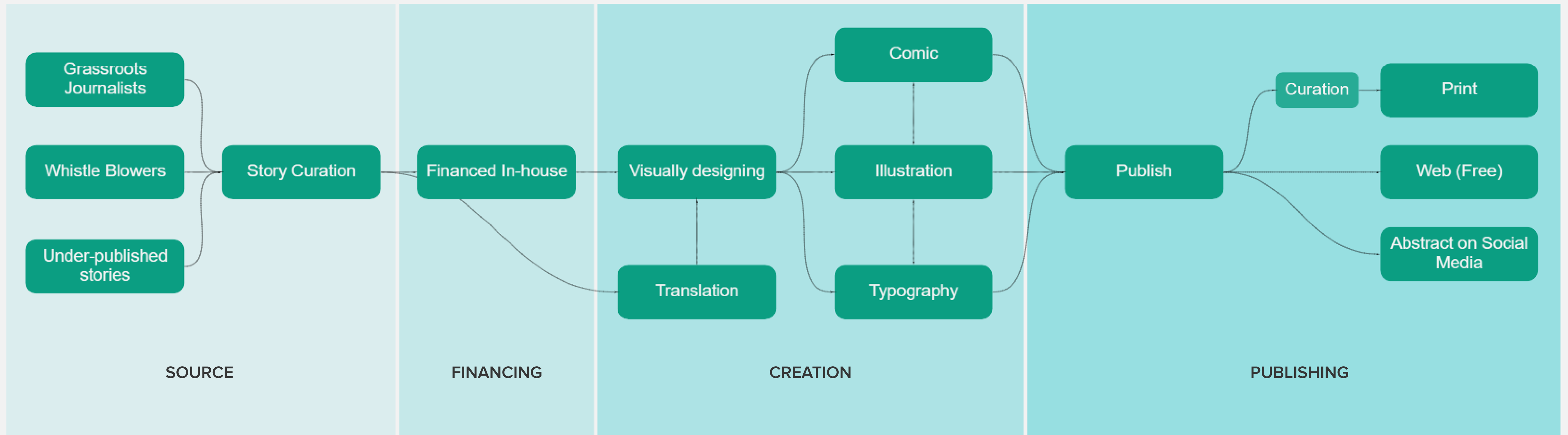
Artists

Grassroots Journalists

# CONTENT CREATION PROCESS

*Concept Detailing*

## Timeless Stories



## Types of Content

*Concept Detailing*

Cover Stories

Timeless Stories

Meanwhile News

# PLATFORM AND CONTENT

*Concept Detailing*

## Meanwhile News

Collaborative

Improve Reach

Grassroots Journalists

Social Media (Always Free)

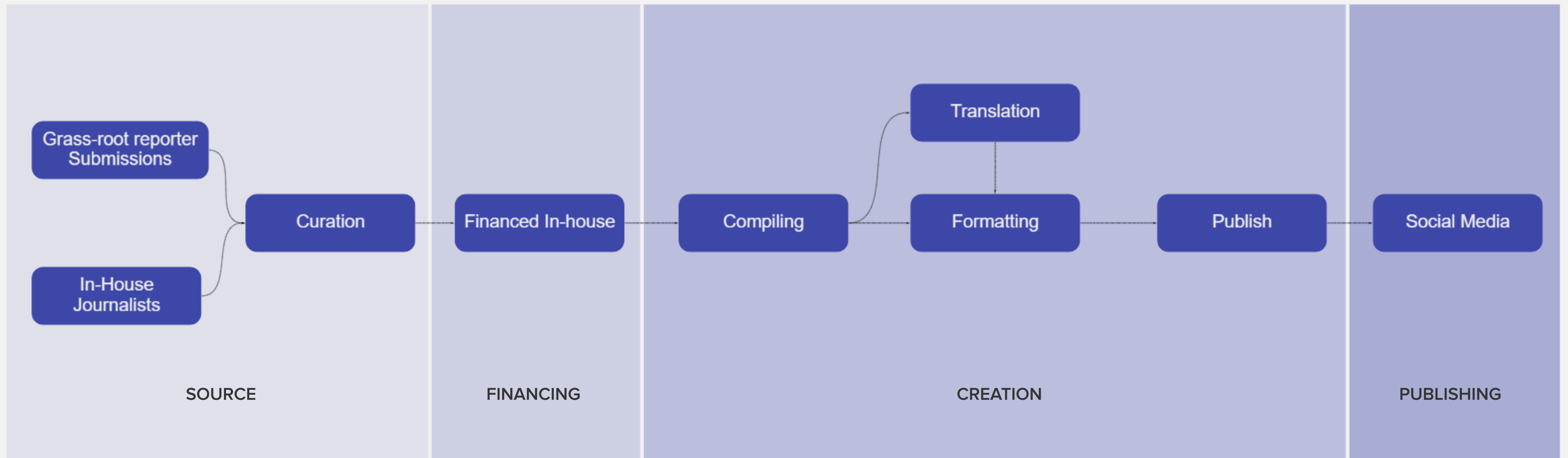
Story Abstracts n Memes

Fast Timeline

# CONTENT CREATION PROCESS

*Concept Detailing*

## Meanwhile News



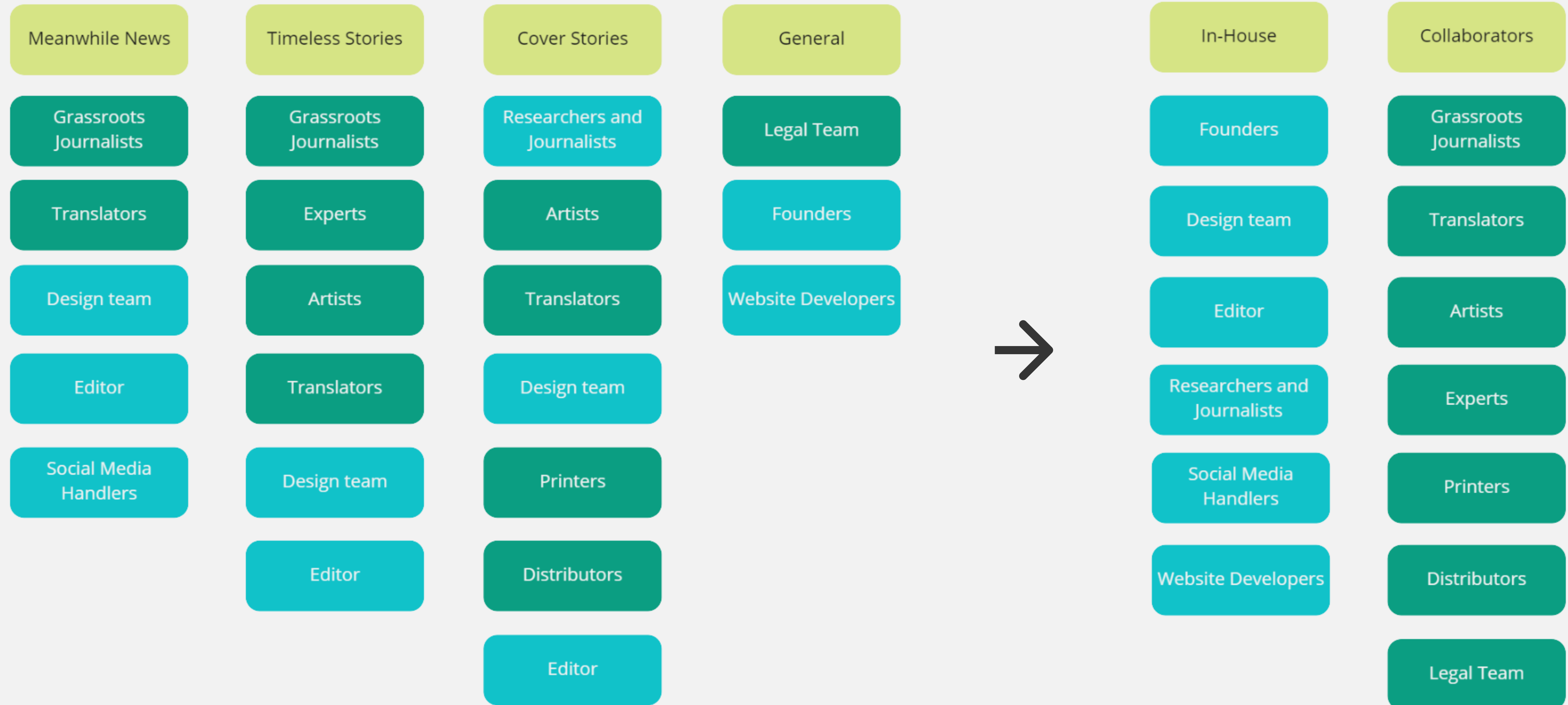


# *Business Plan*



# COLLABORATORS AND EMPLOYEES

*Business Plan*





# CROWDFUNDING

*Business Plan*

## Features

Stories Pitched for funding

Users receive printed magazine next month

Minimum Donation

Tiered Funding system

## Tiers

**Dost** (1000 INR)

**Hero** (2500 INR)

**Bhau** (10,000 INR)

**Acchan** (25,000 INR)

**Dev Manus** (50,000 INR)

## References

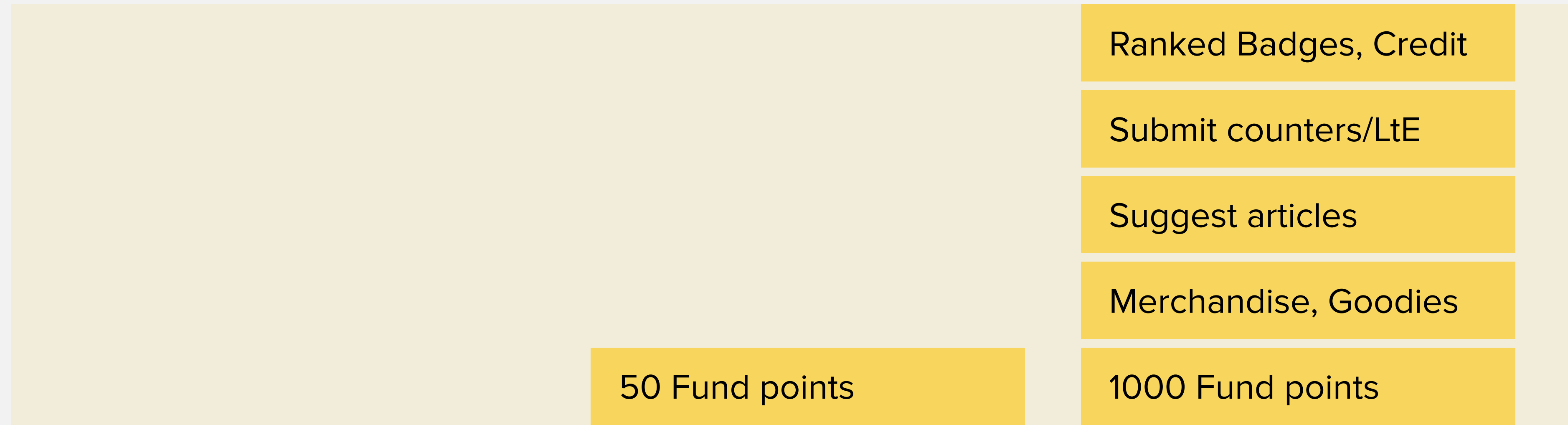
NL Sena (Newslaundry)

Patreon

Kickstarter

# FINANCIAL MODEL

*Business Plan*



**PERKS**



**ACCESS**

**PUBLIC**

**TRIAL**

**SUBSCRIPTION**



# *User Scenarios*



# OUR USERS

## *User Scenarios*

Raj Bipathi



Detached Consumer

Praifu Sen



Shallow Consumer

Malish Bunmaske



Conscious Consumer











# OUR USERS

## *User Scenarios*

Raj Bipathi



Detached Consumer

Praifu Sen



Shallow Consumer

Malish Bunmaske



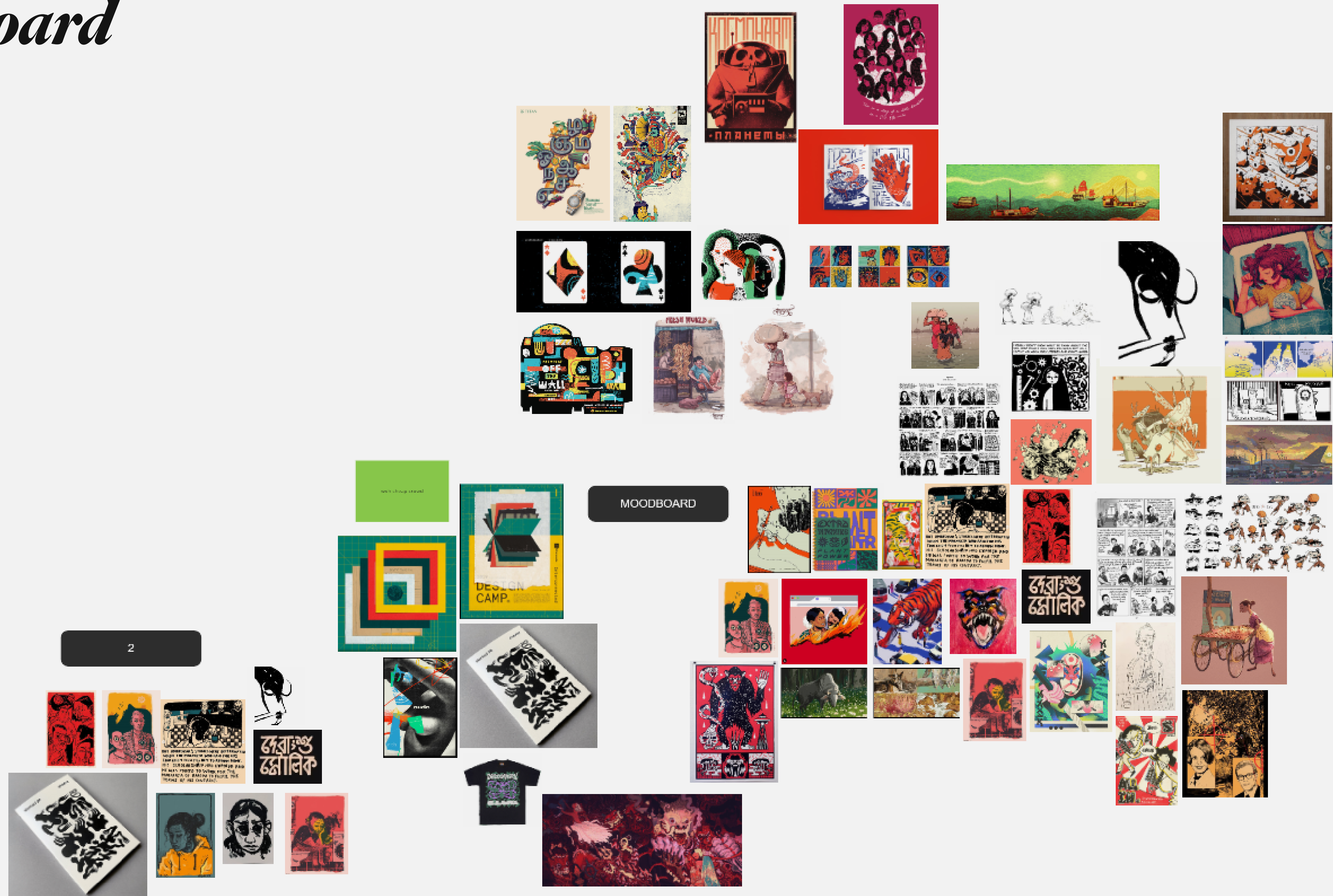
Conscious Consumer



*Prototype Progress*



# Moodboard



# Branding

The Portrait  
The India Portrait  
The Portrait

Alliance  
**Alliance**

**Alliance** The Curly Chronicles  
Alliance The Curly Chronicles  
**Alliance** *The Curly Chronicles*

Grassroot Gazette  
Grassroot Gazette  
Grassroot Gazette

The Picture Book  
The Picture Book  
**The Picture Book**  
*The Picture Book*  
The Picture Book

kundu kronicles  
**kundu kronicles**  
*kundu kronicles*





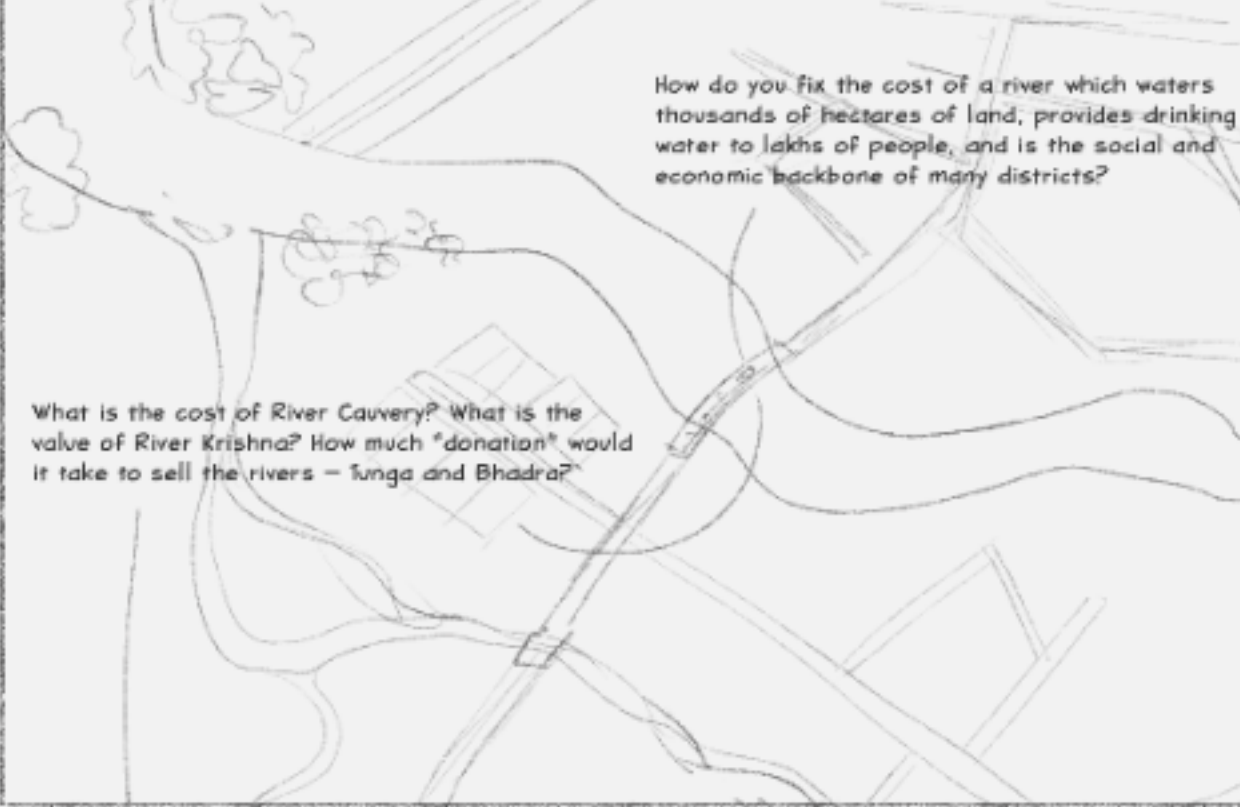


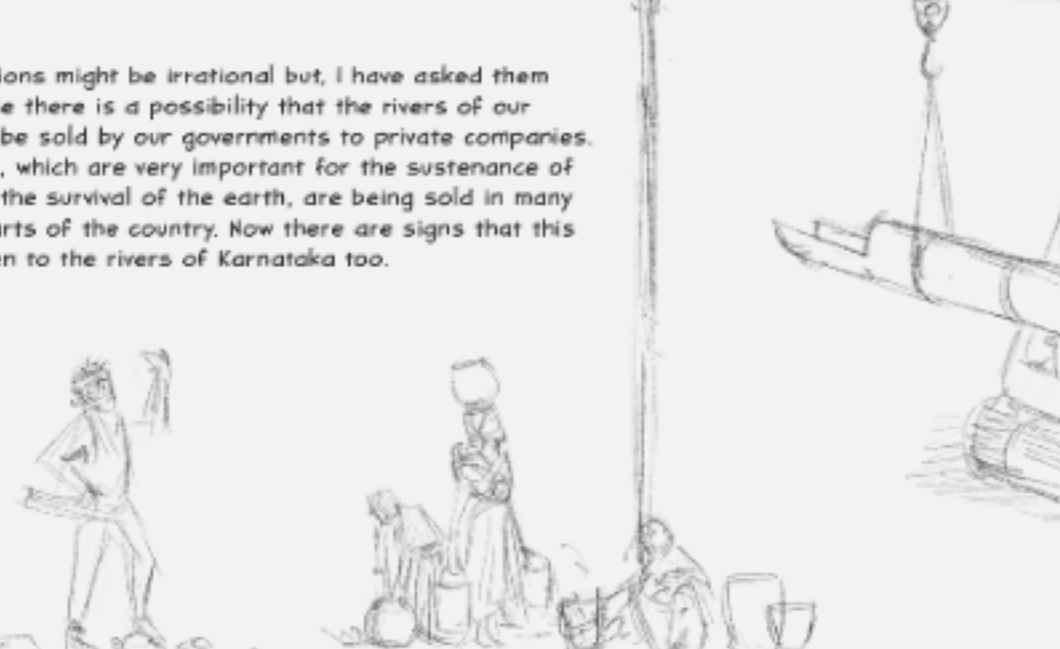
# Content

WHAT IS THE MAXIMUM RETAIL PRICE OF A RIVER?

How do you fix the cost of a river which waters thousands of hectares of land, provides drinking water to lakhs of people, and is the social and economic backbone of many districts?

What is the cost of River Cauvery? What is the value of River Krishna? How much "donation" would it take to sell the rivers - Tungta and Bhadra?

These questions might be irrational but, I have asked them here because there is a possibility that the rivers of our country will be sold by our governments to private companies. These rivers, which are very important for the sustenance of people and the survival of the earth, are being sold in many different parts of the country. Now there are signs that this might happen to the rivers of Karnataka too.

A latest example of this is that of the River Nira. This river, which is one of the most important rivers of Maharashtra and flows over a length of 208 kms, is the life of four districts in this region. It is being sold to a private company by the Minister of Water Resources - Ramaraje Naik Nimbalkar. The government is ready to sell the river, the dam and channels constructed for this river to private players for just 1000 crore rupees. Four private companies have already come forward to buy this river.

Why would a representative government turn a deaf ear to its people and sell the river to a private company?

The answer is simple: privatisation of our country's water resources is one of the core economic policies of the central government. One of the primary conditions necessary for obtaining loans from organisations like World Bank, International Monetary Fund (IMF), and the Asian Development Bank (ADB) is the privatisation of rivers.

Our natural resources have been sold to private companies in the name of the three "magical" words - GLOBALISATION, LIBERALISATION, AND PRIVATISATION.

Apart from generating a paltry sum of money for the nation's treasury, it has given birth to many mine owners. The private players are being commissioned several public utility services from electricity generation to roads. On one side thousands of acres of agricultural land are being converted into Special Economic Zones (SEZs), and on other side permissions are being granted to develop private cities. Similarly, water is being transferred to the holds of private companies. Thus, step by step the entire country is being sold away along with all its resources.







The demand for water has been increasing worldwide. It is now double the rate of the population growth of the world.



The global market of water resources has witnessed the transactions of around 500 billion dollars whereas, in India the size of the market of water is 2 billion dollars. Fortune magazine has described water as "the Oil of the 21st Century" for the very same reason. Thus, private companies have come forward to take control of this huge market. And, now our glorious government is prepared to put up our country's wealth and resources for sale to these companies.

One of the first instances in our country wherein a river was sold was by the Chhattisgarh government.

A 23 km long stretch of a river called Shivnath was leased to a company named RADIUS Water for 22 years. The Chattisgarh Industrial Development Corporation, which had earlier expressed that they do not have the economic capability to manage the project that is going to be established by Radius Water, ended up giving them loans at a low interest rate. The transactions were so absurd that the inhabitants near the river were denied drinking water. Also, the government had to pay for the water that was left unused by the local factories as per the agreement.

This agreement with Radius Water was finally cancelled after a big movement against this program.

However, in two years, the state government had to pay a fine of 13 Crore Rupees to Radius Water from its treasury for breaking the agreement. This is exactly how politicians fiddle with people's money for their selfish goals.






# আলোচনা

(Ālōcanā) *Discussion-bo*