



## FIRST LEADER

- This magazine is not the product of the desire to capture a share of the information market. It is the product of a desire to fill a critical information gap.
- In an increasingly integrated world economy, ever more forceful in its embrace, it is going to be extremely difficult to isolate ourselves. The foreign wind will blow hard and strong. We can deal with this storm only if we choose, and choose carefully: technologically, ecologically.
- Since learning is best done by listening to others, this newsmagazine's uppermost objective will be to bring reports from our farms, fields, forests, factories and laboratories — where the struggle for survival is at its peak and at its best.
- We intend to report all those things that a regular magazine or newspaper will report — finance, politics, markets, diplomacy, conflicts, development. But we will look at this with two eyes, the eyes of science and of environment.
- Journalism normally focusses on events, the high points of human endeavour and existence. We will try to bring to our reportage also an analysis of underlying trends and processes — the slow erosion that ultimately produces a vast, barren landscape.

— Vol 1, No 1, May 31, 1992