

Turning Readers into Storytellers

ARBIT

it happens here...

How a unique bilingual initiative by a regional newspaper created a posse of over 500 writers

राष्ट्रदूत

A Brief History

Rashtradoot is the oldest Hindi daily of Rajasthan, established in 1949. It has enjoyed a leadership position for over four decades and as a result still commands impeccable reputation in the space of journalism.

Rashtradoot became Rajasthan's first bilingual daily by introducing ARBiT – a unique English centre spread focused on bringing meaningful leisure reading to the people of Jaipur.

A Unique Initiative

Why ARBiT?

In a market cluttered with two strong regional players, a national behemoth, and an ever growing number of smaller players, how do you reinvent an old brand and make it relevant?

We wanted to create some meaningful noise in the market, and not an empty racket by talking about the next celebrity's *pyaaz ki kachori* and *gota patti* fascination.



What We Did

- We took a look around us.
 - By nature, we are hybrid people. Our spoken language is Hindi but we study in English. We read English dailies, but when we get into heated political debates, its always in Hindi. We speak our language of comfort at home, but switch to our business language at work.
 - Inherently, we are hybrid, bilingual people. So why shouldn't our newspaper be?

Hence the introduction of ARBiT – the English centre spread of a Hindi newspaper, with an aim to bring meaningful leisure reading...

HISTORY

MOVIES

wildlife

SCIENCE

ARTS

LifeTM
Style

MILITARY

CUISINE-CULTURE

SPORT-travel

he@th

Fashion

How We Did It

It wasn't enough to simply put content out there. How do we connect it to readers?

We asked ourselves the most important question –

“Who are the best storytellers?”

The answer – **our readers themselves.**

So instead of getting our stories the traditional way through journalists, we went to our readers instead.

Since its launch, ARBiT has grown from strength to strength:

- Engaging with readers in a deep and personal way
- Because we've carried their stories everyday – experienced by them, written by them, and credited to them.



Who are our storytellers?

The travel agent with a
passion for architecture

The wildlife photographer
with unique anecdotes
from Ranthambhor

The fighter pilot with
stories of flying over the
Thar desert

The doctor with a passion
for history

The retired civil servant
with a penchant for food
and cuisine

The businessman with the
largest cactus collection in
the country

The veteran with war
stories published in no
book



Bhuvnesh Suthar
Wildlife photography
enthusiast and
conservationist



Ayesha Sajjan &
Anugrah Sharma
Food Entrepreneurs &
Bloggers



Wg. Cdr. CSV Ramany,
VM(G) Retd.
The author is a retired
IAF fighter pilot

ARBIT it happens here...

Drum Beats
The 10th anniversary of the 1997 Asian financial crisis is being commemorated in various ways across the globe. In India, the Reserve Bank of India has issued a commemorative coin.

Learn Acting
A new book, 'The Art of Acting', by a renowned actor, is set to be published. It covers various aspects of acting, from technique to psychology.

Go Green
A new initiative to promote green energy and sustainable living has been launched. It aims to educate the public on the benefits of renewable energy.

CROSSWORD
A crossword puzzle featuring clues related to current events and general knowledge.

MISSION IMPOSSIBLE
The problem Soli La Chandra Singh faced was how to load the AMX-35 tanks into the 8th Co. Vasekar's truck. The mission was to transport the tanks to a specific location. The team had to overcome various challenges, including the weight of the tanks and the terrain.

Stumping the Chinese
A report on the challenges faced by Indian athletes in international competitions. It discusses the need for better training facilities and support.

POP CORN
A review of the new film 'The Untold Story' by M.S. Choudhary. The film is a biographical drama about a famous personality.

Air Vice Marshal Chandan Singh MVC, VrC, AVSM (Retd.)

ARBIT it happens here...

Not All Insomnia Is the Same
A new study reveals that there are different types of insomnia. Some people have difficulty falling asleep, while others wake up frequently during the night.

Memories of Another Era
A nostalgic look back at the 1950s and 1960s. It features photographs of popular cars, clothing, and social customs of that time.

4 Myths About E-Cigarettes
A detailed analysis of the myths surrounding electronic cigarettes. It addresses common misconceptions about their safety and health effects.

LifeStyle
A section dedicated to lifestyle tips, including health, fitness, and home decor ideas.

Dr PK Wanchoo Prof. of Surgery in Oncology FACS & MS Cancer Specialist

ARBIT it happens here...

Why Lying To Doctor?
A survey shows that many patients lie to their doctors about their medical history. The reasons range from fear of surgery to a desire for a better prognosis.

Our RJZ 2 Hillman Car
A feature on the RJZ 2 Hillman car, highlighting its design, performance, and reliability. It is presented as a classic choice for car enthusiasts.

The Unmatched Beauty
An article celebrating the beauty of roses in various colors and varieties. It includes tips on how to grow and care for roses.

MEMORIES
A collection of personal anecdotes and photographs from the past, evoking a sense of nostalgia.

Subhash Mathur Retd. IRS officer and a free lance thinker



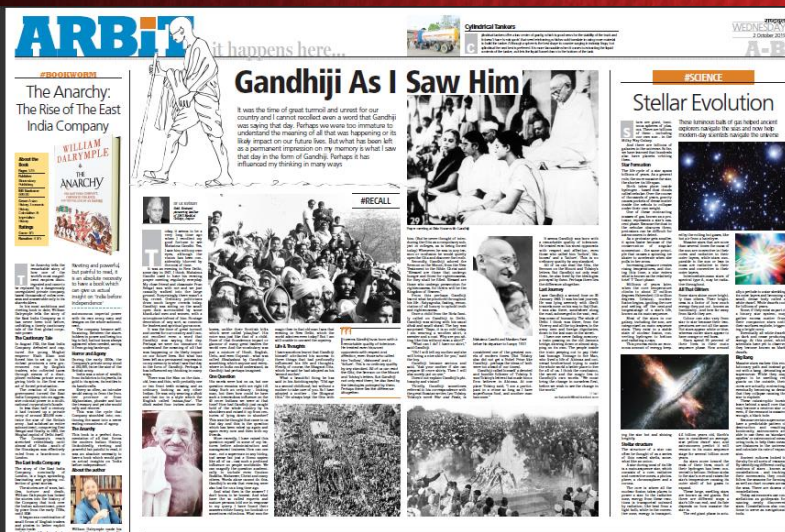
Prahalad Singh
Shekhawat
Director, Alternative
Development &
Research Centre



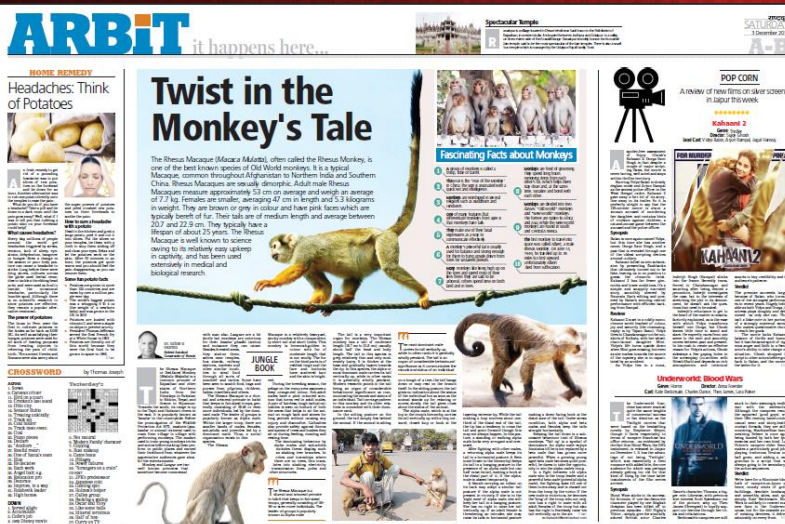
Abhimanyu
Singh Arha
Assi. Professor,
Department
of History, University of
Rajasthan, Jaipur



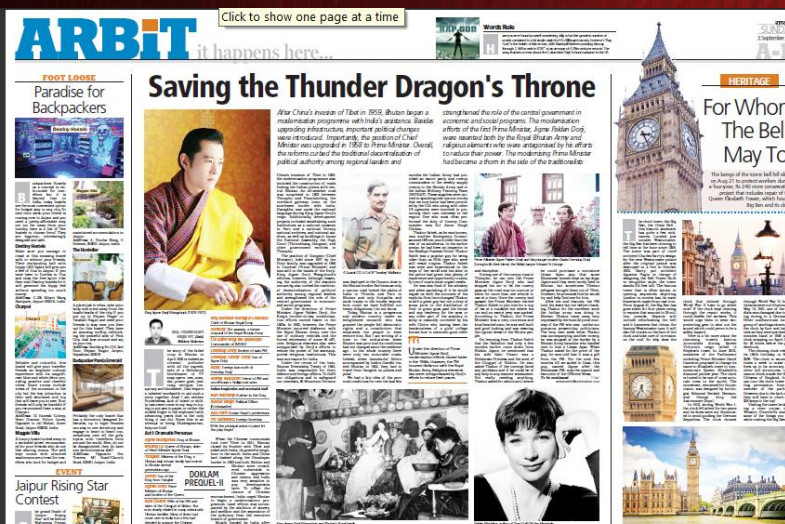
Lt Gen Baljit Singh,
AVSM, VSM
Military Historian,
Sportsman &
Environmentalist



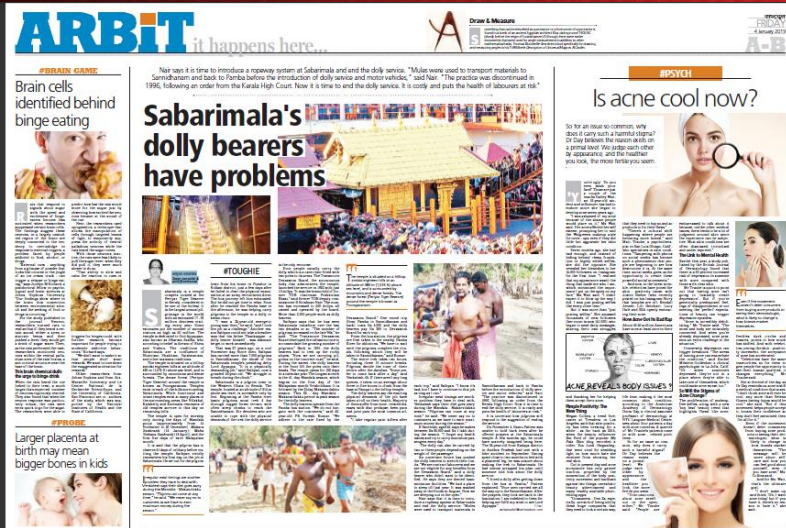
Dr LK Kothari
Retd. Eminent
pioneering teacher
of SMS Medical
College, Jaipur



Dr. Satish K
Sharma
Retired Assistant
Conservator of Forests



Maj. Chandrakant
Singh VrC (Retd)
Military Historian



Anjali Sharma
Journalist, Housewife &
wildlife enthusiast



Lt. Gen Ajai Singh,
PVSM, AVSM
Former Governor of
Assam and veteran of
1965 & 1971



Sheik Yerbouti
Unabashed
party animal



Col Rajinder Singh Kachhwaha
A Prolific Writer
on Defence and Security matters



Yadvendra Sharma
Journalist and Movie Buff



Zakir Hussain
Music lover and Photographer

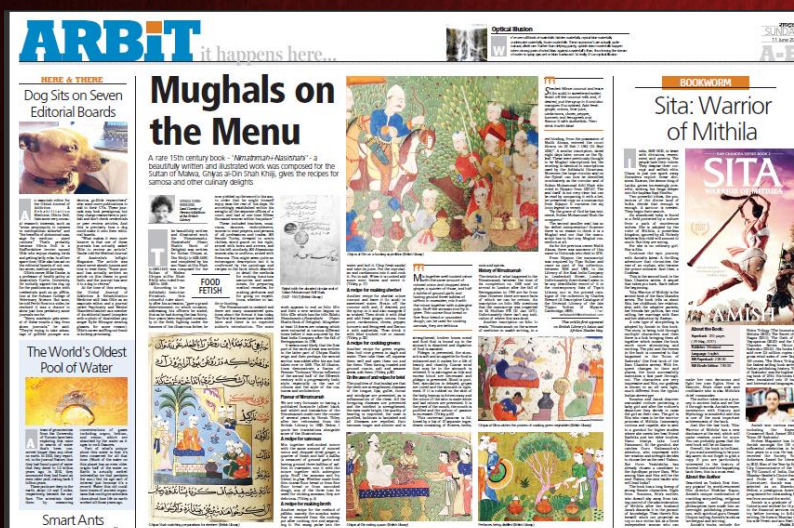
Kishan Rungta
Cricketer and Wildlifer



Randhir Singh
Freelance writer &
historian



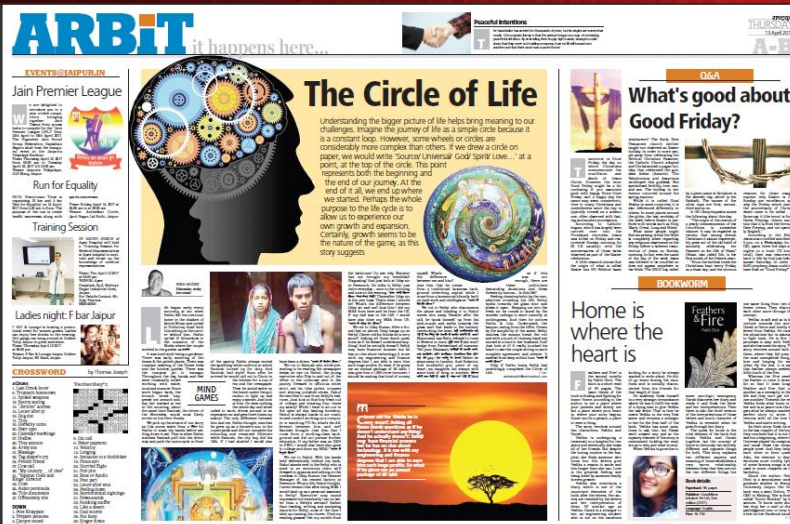
Rakshat Hooja
Open Source evangelist
and Writer



Ursula Sims-Williams
Lead Curator of
Persian collections
at the British Library



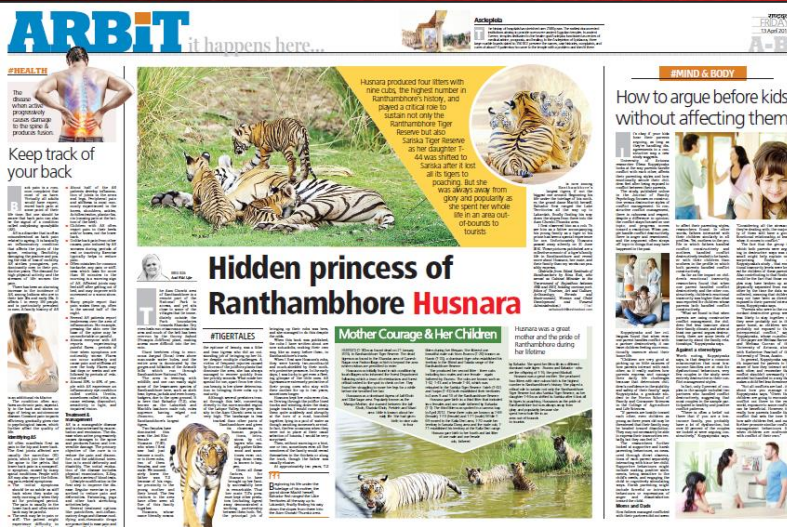
Ajay Prakash
Writer & Kite
Aficionado



Nihal Mathur
Filmmaker, writer,
bon vivant



Ronald Vivian Smith
Subaltern Historian
& Raconteur



Bina Kak
Politician and Avid Wild
Lifer



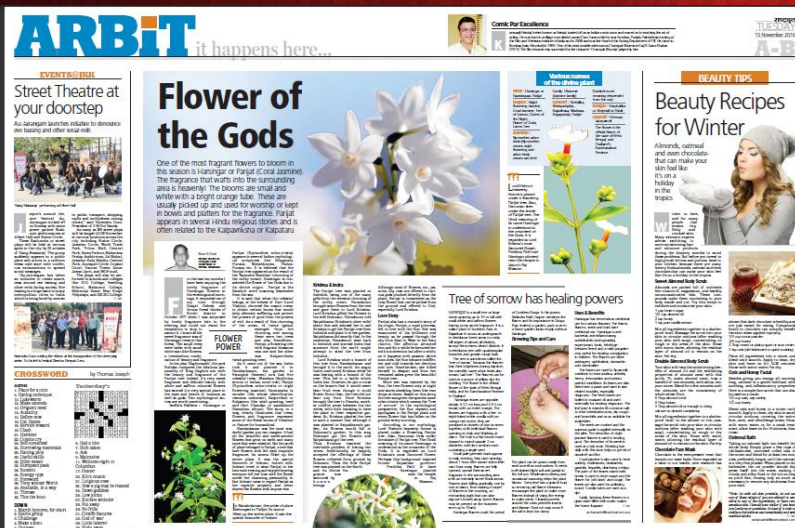
Rajendra Shekhar
Former CBI director &
former DGP of
Rajasthan



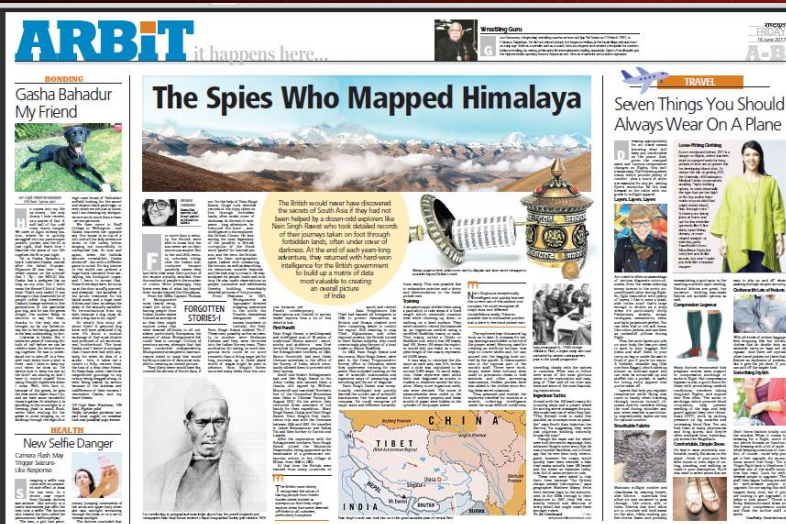
Sanchari Pal
Food Critic



Mirza Yawar Baig
Naturalist and wild
life conservationist



Ram G Soni
Former Retired as
Principal Chief
Conservator of
Forests. Rajasthan



Eleanor Cummins
Researcher and
brand specialist
focused on science

ARBIT it happens here...

TRIED & TASTED
Baked roasted veg lasagna with low fat cheese

Joi-Bier outside Bikaner is a bird watchers' paradise

Raptors' Royal Roost

Arguably the best place to see and photograph raptors in India, Joi-Bier Conservation Reserve started off as a carcass dump for dead animals of the city and began attracting vultures and other raptors. Besides the canyon, the terrain, which comprises of open grassland with shrub and some desert trees, is ideal for falcons, hawks, kites, eagles, horned and buzzards. A lot of these birds are migratory and return here every winter from places in the north, sometimes from as far as Central Asia.

India's Vulture Crisis

16 Facts About Vultures

old world Vulture Species

BIRD WATCH

CROSSWORD

Karan Singh Rathore
Birder, conservationist
and hotelier

ARBIT it happens here...

BOONBOX
The Allman Brothers Band

The Dunes Come Alive With THE SOUND OF MUSIC

Empowering the Elderly

MUSIC MAKER

SENIOR CITIZEN

CROSSWORD

Rajesh Sharma
writing
for ARBIT

ARBIT it happens here...

Sojourn in Nepal

Survive like a Hamster

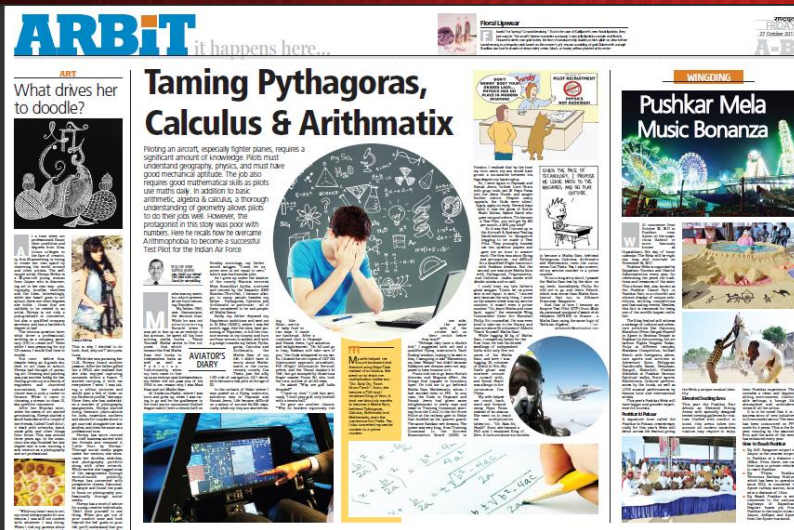
HOSTILITY

BARBERS DRUGS

PEDESTAL PUSHERS

CROSSWORD

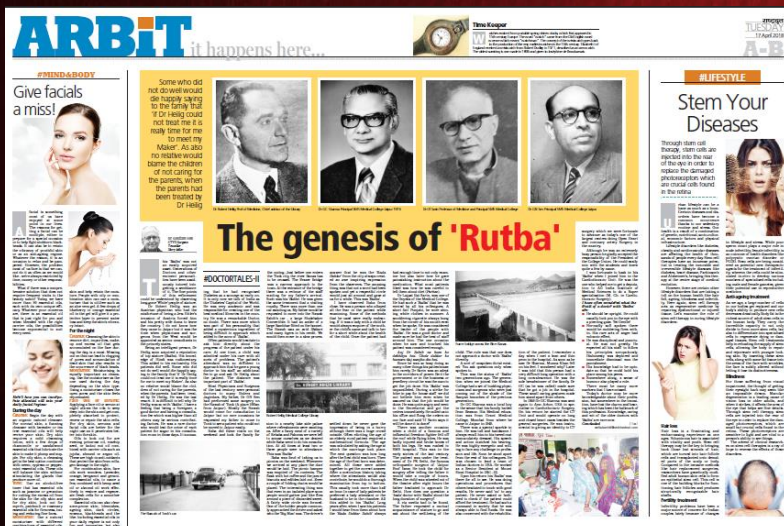
Allan Cascante
is travelling around
the world on a bicycle



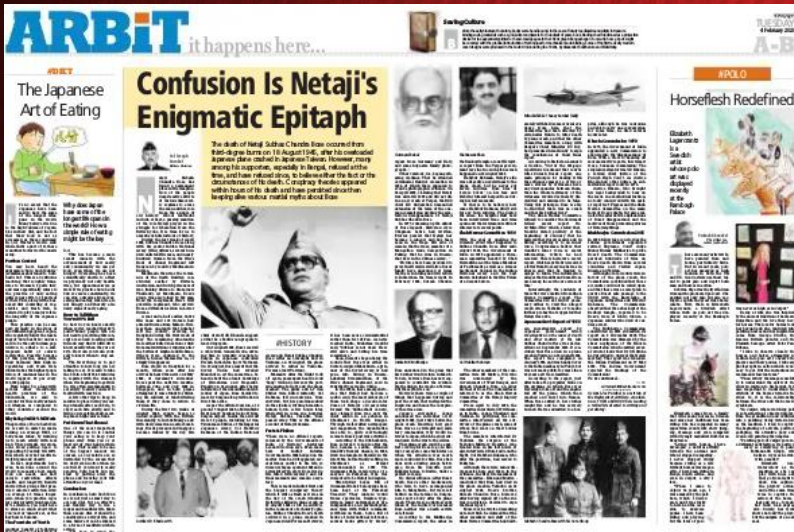
Wg Cdr Unni Kartha (Retd) aka Cyclic
Is a retired IAF pilot
with a penchant for
storytelling



Dr Divyabhanusinh Chavda
Ex India head for
WWF, A renowned
wildlife expert



Dr Goutam Sen
CTVS Surgeon
Traveler
Story teller



Col Joseph Purakel
Military Historian



Vijay Singh
Owner of Rajputana
Customs



Shriya Zamindar
Fashion Enthusiast

What it did for ARbit

The positive response and feedback that we've received from readers has been overwhelming.

ARBiT stories have been shared on social media and readers have written in and called to request for more stories by a particular author or a genre.

However, the most significant result, that speaks a thousand words in itself, is the posse of storytellers that have engaged with, and contributed to the brand over the years.

Over **five hundred** of them...

S No	Name of the writer	S No	Name of the writer
1	Tanushree Gulati	37	Rajesh Sharma
2	Randhir Singh	38	Bhavya Khullar
3	Sadhna Garg	39	Anjan Roy
4	Shikha Garg	40	Capt. Anil Gonsalves
5	Chandrakant Singh	41	Divij Sharma
6	Colonel Joseph Purakel	42	Maj Gen RS Mehta, AVSM, VSM
7	Dr Goutam Sen	43	Priyanka Kachhava
8	Zakir Hussain	44	Dr. Deep Narayan Pandey
9	Nidhi Taparia	45	Shruti Kothari
10	Rachana Singh	46	Manish Nandy
11	Chitrangda Singh	47	Mirza Yawar Baig
12	RV Smith	48	Maj Gen HS Kler, MVC, AVSM
13	Ankit Arora	49	Dr LK KothariMD, FAMS
14	Rajeshwaari Kalla	50	Shalini Pandey
15	Tusharika Singh	51	Allan Cascante
16	UK Rastogi	52	Wg Cdr C.S.V.Ramany
17	Melven Castelino	53	Capt. Raghav Raj Singh Shivrati
18	Sunayan Sharma	54	Joseph Castro
19	Richa Kumbhat	55	Karan Khurana
20	Col Arun Sarkar	56	Paul Baker
21	Moghoni Das	57	Ashok Mathur
22	Sucheta Chatterjee	58	Rachael Rettner
23	GSL Devra	59	Dr Sudhir Varma
24	Pakhi Dixit	60	Dhriti Saren
25	Abhimanyu Singh Arha	61	Rohit R Brandon
26	Asif Ullah Khan	62	Col R Hariharan, VSM
27	Arun Sarkar	63	Chittur Veer Vaidyanathan
28	Ursula Sims-Williams	64	Prakash Bhandari
29	Wg Cdr Unni Karta	65	DivyaBhanusinh
30	Eleanor Cummins	66	Rakshat Hooja
31	GP Capt Peter Woodman, VM	67	Anu Kumar
32	Vikram Joshi	68	Stuti Agarwal
33	Dr SG Kabra	69	Sukumar Sah
34	Mini Singh	70	Matt Frei
35	Narendra Singh Kharra	71	Anjali Sharma
36	M.K Mittal	72	Dr. Anita Meena

S No	Name of the writer	S No	Name of the writer
73	Col Kesari Singh Chauhan (Retd)	109	Arsalan Khan
74	Stephanie Pappas	110	Dr PK Wanchoo
75	Cari Nierenberg	111	Rajendra Shekhar
76	CRISTIÁN SAMPER	112	Ajay Singha
77	Col RC Patial, SM	113	Malini Nair
78	Rajat Hooja	114	Usha Rani Hooja
79	R.G.Soni	115	Reetika Revathy Subramanian
80	Shailja Singh	116	Salil Dutt
81	Aseem Chhabra	117	Mahesh Elkunchwar
82	Nihal Mathur	118	NeerajDoshi
83	Air Cmde K Sanjeevan	119	Col BPS Thakur
84	Subhash Mathur	120	Medha Rijal
85	Chanpreet Khurana	121	Air Cmde Prashant Dikshit, VM
86	Bina Kak	122	Leela Bordia
87	Yadavendra Sharma	123	Deepika S
88	Ajai Singh	124	Rustom Jamasji
89	Gyan Bhadra	125	Miles Tylor
90	Kishan Rungta	126	Mehar
91	Vipul Chaturvedi	127	Anvar Alikhan
92	Meenakshi Hooja	128	Blake Smith
93	Major Gaurav Arya	129	Urmi Chanda-Vaz
94	Raghunath Singh Kapoor	130	Ajay Prakash
95	Satish Sharma	131	Trisha Gupta
96	Col Rajinder Singh Kachhwaha	132	David Olusoga
97	Roger Alexander	133	Sohaila Abdulali
98	Radhika Daga	134	Daniel E. Lieberman
99	Lt Gen. Baljit Singh, AVSM, VSM	135	Don Messerschmidt
100	C V Vaidynathan	136	Harbans Mukhiya
101	Col MN Mishra	137	Jeremy Paxman
102	Dan Nosowitz	138	Namita Waikar
103	Anne Ewbank	139	Venki Ramakrishnan
104	Dr. Satish Kumar Sharma	140	Sven Beckert
105	Rajan Mehra	141	Yann Martel
106	Michelle Cuevas	142	Kapil Sibal
107	Dr. Shiv Kumar Sarin	143	Rachael Rettner
108	Rachi Bansal	144	Maj Gen Dev Patel

S No	Name of the writer	S No	Name of the writer
145	Kancha Ilaiah Shepherd	181	Paul Giles
146	Cynthia Talbot	182	Paul Anthony Jones
147	Rachel Ross	183	Munir Kadri
148	Prahalad Singh Shekhawat	184	Tom Calarco
149	Colonel Mandeep Singh	185	Nicholas Borroz
150	Satyajit N. Singh	186	Capt. (IN) Arvind Kumar
151	Yukti Sharma	187	Eric Mack
152	Anupama Roy	188	Chandralekha Mathur
153	Sudhir Varma, IAS(Retd)	189	Salahuddin Ahmad
154	Rohini Chaki	190	Jenny Bavidge
155	Swati Detha	191	DrLalit Kumar Kothari MD FAMS
156	Matthew Walker	192	Lt Col Prosenjit Barua
157	Reina Gattuso	193	Mridula Chari
158	David Brynn Hibbert	194	Prof GSL Devra
159	Dr Ram Babu Sharma	195	Dr GS Sandhu
160	Lee M. Ellis	196	Air Cmde Ashok Chhibbar, AVSM
161	Gunther Schuller	197	Wg Cdr SS Krishnamurthy
162	Mrinal Pande	198	Chintamani Shastri
163	IC Srivastava IAS (Retd)	199	Gurdial Singh Sandhu
164	Jeff Haden	200	Ramesh K Arora
165	John Stoughton	201	Aditya Chakrabortty
166	Julia Rosen	202	David Skidmore
167	Emily Baumgaertner	203	Penelope Green
168	Julia Fine	204	Sam Baker
169	Stephen Shankland	205	Shaunta Grimes
170	Ranbir Sinh	206	Lt Gen Aditya Singh(Retd)
171	Timothy Swindle	207	Leena Singh
172	Melissa Michaud Baese-Berk	208	Zameeruddin Shah
173	Frans von der Dunk	209	Kim Wagner
174	Neville Nicholls	210	Sajith Kumar
175	Rambabu Sharma	211	Namita Gokhale
176	Vinay Pardal	212	Nestor Gomez
177	Rajnish Pardal	213	Abhishek Purohit
178	Sandepan Mukul	214	Aditya Chasta
179	Harkirat Singh Sangha	215	Ashok Chibbar (AIR CMDE)
180	Dr. Shalu Agarwal	216	Lt Col Ritish Dhillon

S No	Name of the writer	S No	Name of the writer
217	Prashant Dikshit (AIR CMDE)	253	Veejay Sai
218	Lt. Gen. Ajai Singh	254	Archi Rastogi
219	Ajay Singha	255	Sanchari Pal
220	Arti Dogra	256	Aditi Patwardhan
221	Ayesha Sajjan	257	Colleen Gantzer
222	Bahadur Singh	258	Lt. Gen G K Duggal
223	Bahadur Singh Rathore	259	Swati Chandak
224	Shubham Agarwal	260	Lt. Gen Hanut Singh
225	Bhuvnesh Suthar	261	Mrinalani Venkatsharan
226	Major Chandrakant Singh	262	Bhupinder Sharma
227	Deep Narayan Pandey	263	Dr. Anita Hada Sangwan
228	Dhruv Katoch	264	Nikhil Pandit
229	Dr. Ramesh Arora	265	Ajit Sharma
230	Geetanjali Kumari	266	Dr. Nirmal Sen
231	Hitesh Adwani	267	Stephanie Pappas
232	Karan Singh Rathore	268	Raman Swamy
233	Kesri Singh	269	Shweta Agarwal
234	Krishna Kumar Agarwal	270	Richa Kumbhat
235	Liaqat Bhati	271	Suchita Chatterjee
236	Vinod Joshi	272	Shweta Gupta
237	Dr. YSP Thorat	273	Capt Peter Woodman
238	Srinand Jha	274	Chittur Veer Vaidyanathan
239	G. S. Sandhu	275	Arvind Vishwanadha
240	Abha Sharma	276	Sanjeev Jain
241	Anjali Sharma	277	Medha Rijal
242	Mathew Walker	278	Lubana Ali
243	David Brynn Hibbert	279	Man Singh
244	Anil Sharma	280	Mohit Kapoor
245	Juhi Shah	281	Nikhil Parnami
246	Uma Sharma	282	Nivedita Rathore
247	Ajay Dubey	283	Nupur Agarwal
248	Trisha Bhattacharjee	284	Onkar Singh
249	Dr. Anoop Ranjan Verma	285	P K Wanchoo
250	Dr. Lucky Jain	286	Prahalad Singh Jadeja
251	Chitra Jha	287	R. V. Smith
252	Maj Upain Rajput	288	Adv Aditi Rathore

S No	Name of the writer	S No	Name of the writer
289	Rachana Daga	325	Sumit Mukherjee
290	Raghav Raj Singh	326	Anil Bhat
291	Dr. Rajeev Bagarhatta	327	Harpal Virk
292	Rakhee Roy Talukdar	328	K Thammayya Udappa
293	Rakshat Hooja	329	Rima Hooja
294	Ruchika Tara Mathur	330	Makarand Paranjape
295	Satish K. Sharma	331	Vijay Singh
296	Sadhana Garg	332	Hugh Gantzer
297	Sandeepan Mukul	333	Vimla Chandrashekhar
298	Shailaza Singh	334	Maj Gen Dhruv C Katoh
299	Shilpi Batra	335	Air MashI Sumit Mukerji
300	Shriya Zamindar	336	Vice Admiral Shekhar Sinha
301	Sudhir Verma	337	Maj Gen.Dhruv C Katoch
302	Sumit Mitra	338	Brig Gurmeet Kanwal
303	Emily Baumgaertner	339	Maroof Raza
304	Julia Rosen	340	Lt Col Anil Bhat
305	Frans Von der Dunk	341	Dr.Hari Bansh Jha
306	Col Devinder Singh Sidhu	342	Sudip Talukdar
307	Arvind Kumar	343	Brig Anil Gupta
308	Jenny Bavidge	344	Arjun Pathak
309	Mridula Chari	345	Maj Gen Pradyot K Mallick
310	Sharmila Henry	346	Capt (IN) Anil Gonsalves
311	Supriya Nair	347	Major General Mrinal Suman
312	Shikha Sen	348	Team Salute
313	Shekhar Sen	349	Gp Capt TP Srivastava
314	Dr. Shiv Kumar	350	Col TP Raman
315	Khushwant Singh	351	LT Gen Narinjan Singh Cheema
316	Aditya Chakarbortty	352	Aarti k Pathak
317	Ajay Atal	353	Aditi Pathak
318	Colleen Gantzer	354	Quazi Sajjad Aill Zahir
319	Major Gaurav Arya	355	Gp Capt Ajey Lele
320	juhi Singh	356	ACM Arup Raha
321	Abha Sharma	357	Capt (IN) Arvind Kumar
322	Hony Capt baldev Singh	358	Lt Gen Kamal Davar
323	Mandeep Singh	359	Sumit Ganguly
324	Khushi Kumari	360	Janvi Rawat

S No	Name of the writer	S No	Name of the writer
361	Brig Narender Kumar	397	Air Marshal SC Mukul
362	Lt Gen PS Rajeshwar	398	Apoorva Goel
363	Col Sanjiv Wattal	399	Lt Gen Vijay Oberoi
364	Colonel RP Chaturvedi	400	Brigadier R Vinayak
365	Col Harjeet Singh	401	Angshuman De
366	Ashali Varma	402	Lt Gen PK Singh
367	Maj Gen Binoj Basnyat	403	Ravi Bhoothalingam
368	Air Marshal Anil Chopra	404	Maj Gen P K Chakravorty
369	Wg Cdr Vikas Kalyani	405	Dr. D. Suba Chandran
370	Nidhi Bahuguna	406	Dr Srinath Raghavan
371	Aditi Pathak	407	Ram Madhav
372	Air Mshl Sumit Mukerji	408	Ritu Sharma
373	Iqpal Chand Malhotra	409	Shankar Lal
374	Air Marshal Vinod Kumar Verme	410	Ravi Yadav
375	Zarin Jamasji	411	Krishan Sharma
376	Colonel H R Naidu Gade	412	Dr.Mahesh Kumar
377	B Shruti Rao	413	Naresh Kumar
378	Harsh V Pant	414	Dr. Ashok Sharma
379	Colonel K Thammayya Udupa	415	Amit Bhatt
380	Lt. Col. (Retd) Quazi Sajjad Ali Zahir	416	Umesh Kumar
381	Bhattacharjee	417	Saurabh Kumawat
382	Captain Anil Gonsalves	418	Dr. Vinod Yadav
383	Lt Col KJ Samuel	419	Kailash Chand Sharma
384	Dr.D Suba Chandran	420	Kapil Sharma
385	Lt Gen Sudhir Sharma	421	Rahul Meena
386	Air Vice Marshal CV Subramaniam	422	Ashok Kumar Saini
387	Gurmeet Kanwal	423	Dr.Shavani Sharma
388	Major General Harsha Kakar	424	Dr.Ramniwas Gupta
389	Anuraag Saxena	425	Kavita Devi
390	Michael Krepon	426	Adv. Ashok Saini
391	Milind R.Paranjpe	427	Chinmeya Saxana
392	Shri M Hamid Ansari	428	Dr. Vijay Mathur
393	Brig V Mahalingam	429	Maj Ranjeet Singh Rajput
394	Aditi Hingu	430	Laxmansingh Rajput
395	Air Vice Marshal P Govindarajan	431	Saubhash Verma Siblu
396	Pragati Bhardwaj	432	Ashwani Kumar

S No	Name of the writer	S No	Name of the writer
433	Dr.Narendra Kumar	469	Harish Gupta
434	Rachit Rojha	470	Ashok Mishra
435	Rohit Chaudhary	471	Abhishek Sharmar
436	Sheetanshu Mishra	472	Mjukesh Ashrawat
437	Nitin Setia	473	Rajkumar Verma
438	Rakesh Mishra	474	Jitendra Singh Solanki
439	Manjeet Singh Melap	475	Pradeep Kagat
440	Neeraj Sarswat	476	Naresh Yadav
441	Dr.Bhawna Sharma	477	Ramakant Kushwaha
442	Mej Nisant Kumar	478	Munna Singh
443	Priyanshi Rawal	479	Surendra Sharma
444	Nevideeta Sahoo	480	Dr.Sk Mathur
445	Dr. Brijmohan Goyal	481	Er. Lokendra Singh
446	Janvi Goyal	482	Indar Singh
447	Vishvendra Bhardwaj	483	Dr. Lalit Modi
448	Geetam Singh	484	Dr. Joyti Gupta
449	Dr. Neeraj Jain	485	Manoj Bansal
450	Dilip Mathur	486	Dr.Sudhir Mandal
451	Dr. Rashmi Sharma	487	Pankaj jain
452	Bharat Sharma	488	Divya Sharma
453	Mej Dharmveer Chaudhary	489	Ruchi Mittla
454	Akki Gupta	490	Nicki Roy
455	Chetan Upadhyay	491	Dr.Karishma Rathori
456	Dr.U S Mathur	492	Mej Teekam Gautam
457	Dr Krishnakant Mudgal	493	Dr.Dushyant Kumar
458	Om Kabra	494	Asrar Khan
459	Ramesh Banjara	495	Anand Kumar
460	Deepak Tiwari	496	Mej Himanshu Parashar
461	Yogesg S.Gupta	497	Punit Kumar
462	Garima Jindal	498	Raj Singhal
463	Vishnu Dhakad	499	Pooja Goyal
464	Mahaveer Chaturvedi	500	Ritu Sharma
465	Sunil Lalsot	501	Kishor Chaudhary
466	Mahipal Singh	502	Monica Jain
467	Bhanu Sharma	503	Neha Kumar
468	Priya Mathar	504	Ankti K Sharma

The Success Story

Time Spent

- In times when readers are spending less time on print medium, ARBiT is reversing the trend
- Avg. time spent with the newspaper up by **25%**

User Generated Content

- Instead of pushing content, we're **pulling content** from amateur writers
- A unique and rich posse of user generated content **unmatched** by any other publisher

Increasing Stickiness

- Developed affinity of **discerning** community towards ARBiT
- Bringing back **“appointment reading”** in the leisure space

The Conclusion

ARBiT has become **a must read** for loyalists

Over **500** amateur writers with their unique
bylines

1500 unique stories curated across genres

The success of ARBiT has created a
generation of new storytellers...

Veterans

Students

Retirees

Housewives

Historians

Sportsmen

Businessmen

**Wildlife
enthusiasts**

**Ex-
Bureaucrats**

Doctors

Bloggers

Royalty

**Conservatio
nists**

Teachers

Movie buffs

Bikers

Musicians

**Travel
addicts**

...and still counting