

FOREWORD

Warren Buffet rightly says, "The smarter the journalists are, the better off society is."

What are the elements of great journalism? Is it hearing the said and listening to the unsaid? Is it great writing and great story telling? Is it about the great responsibility? Is it in the impact? Or is it in the sharp questioning that preceded the story? Is it in getting it first or in getting it right? Perhaps, great journalism is all this and more.

In 1998, the PoleStar Award was instituted to nurture, celebrate and salute excellence in IT Journalism, which was still in its nascent stage. The PoleStar Foundation foresaw that IT journalism will evolve owing to the unprecedented growth prospects for the IT industry. There was a huge demand for knowledge dissemination and taking the IT revolution to a broader segment.

As years passed, the award became popular and with the inputs from the media fraternity, a new category for Business journalism was launched in 2002.

We have come a long way since the inception of the award, and the PoleStar Award is a coveted prize in its field. On the Tenth Anniversary of the PoleStar Awards, we release this compendium of award-winning articles. The compilation is a document of the evolution of business and IT in the past ten years as well as a record of effective and brilliant journalism that has reflected change and catalyzed talent in India. In the articles, we see insight backed up with enormous amount of research. We see the journalist's passion, reflected in her/his intensity of attention to detail and their quest to learn and communicate.

I would like to take this opportunity to thank the Polestar Advisory Committee and the Jury members of the last 10 years for their valuable guidance and support to the PoleStar Foundation. Special appreciation and thanks to the team of Shailesh, Vidya, Neeti, Malarchudar, Purushothaman, Chandrababu, Sathish Kumar, Nikhila and Vinitha who enthusiastically put this compendium together.

I am sure you will find this compilation an interesting read.

Arun Jain

Chairman

The PoleStar Foundation