

BEST B-SCHOOLS THE DO-GOODERS

NILOTPAL BARUAH



Dhimant, 32 Anuradha Parekh, 31

ISB batchmates

Now: 'The Better India' website

The Better India (www.thebetterindia.com) has just one promise, it wants to tell us about the things that do go right while also encouraging people to do the same. The website went live about three years ago, linking to positive news content elsewhere on the web. Six months after inception, TBI was sourcing original content from a pool of freelance writers. But TBI isn't any beatific gesture; it's aimed at generating revenues. Signs that it will are already there—advertisers have already come onboard seeing the site's positive content. It helps that there are about 2,000 unique visitors daily. Dhimant and Anuradha, who manage the site from Bangalore, say it broke even six months ago. —Debarshi Dasgupta

"Mainstream media has no positive news to report. We wanted to showcase stories that give people ideas to go on, do something positive themselves."