

COMMENTS FROM PROMINENT PERSONALITY ON BOOK POWER PRESS & POLITICS

(1) *"In a career spanning five decades and being witness to the Powers of Politics – Mr. Alok Mehta has had a distinguished career of being the country's one of the most independent Editor, Political Commentator & Author. His book "Power, Press, and Politics" is an insider's view of the Challenges & Success of the Indian media. I hope this book creates awareness of Ethics in the field of media and to the new generation".*

Kailash Satyarthi

Nobel Peace Laureate - 2014

(2) *"It is difficult to imagine a better moment in the history of the media for the publication of this remarkable narrative by Alok Mehta. The questions of media credibility and false news are a focus of attention worldwide, and above all in those countries where the media has traditionally played a central role in safeguarding democracy. India's media, long renowned for their courage, volubility and colour, are confronting their own particular "moment of truth". To read Alok-ji's eye-witness account of 50 years as a leading journalist and editor is almost like reading an autobiography of India's traditional press corps.*

One emerges with not only a far better informed view of the role the press have played in India's history as an independent country but also deep insights into the role they have played in the governance of the country. As Alok-ji relates: "An ideal tradition of journalism has been of not succumbing to the pressures of politicians and financial bosses." But increasingly some media seem to exist entirely to promote the aims of politics and business. To understand the nuts and bolts of editorial independence, including the role of the Editors' Guild, is to be far better equipped to fight tomorrow's battle of media values. We all owe Alok-ji a debt of gratitude for sharing with us his years of experience and his wisdom. "

Best as ever,

Mark Runacres
Former Deputy High Commissioner to India
And
India Advisor to the confederation of British Industry
London – U.K.

(3) *" This big book roars along like the Ganga in flood, collecting all sorts of memories, information and documents along the way. Near the centre of India's complicated media world for Fifty years, Alok Mehta lays out what he's learned as he worked in both Hindi and English languages and filled all-India positions that have given him a rare national perspective. Anyone with an interest in Indian media will find much to entertain, titillate and inform them. And anyone studying a specific topic will want to check*

out *Power, Press and Politics* for background detail, intriguing vignettes and illustrations of Indian media's weaknesses and strengths. "

Robin Jeffrey
Visiting Research Professor
Institute of South Asian Studies
National University of Singapore

(4) " Alok Mehta's book is a rare resource for journalists , media institutes , Universities – colleges of Journalism and Mass communications , media planners , political & social workers , Professionals in the business of Corporate communications and above all common readers to understand realities of Indian media world . Alok Mehta memoirs have honesty , pace , credibility and readability . The perspective and the nuanced maturity that Alok Mehta brings out in various aspects in his book is genuinely a 360 degree perspective. The Book is scholarly and experiential at the same time."

Annurag Batra
Founder exchange4media and Chairman and Editor in Chief BW Businessworld and an author , a TV show host , an angel investor

Background just for information

(Professor Robin Jeffrey has published, with his colleague Assa Doron, *Waste of a Nation: Garbage and Growth in India* (Harvard University Press, 2018). He and Doron also co-authored *The Great Indian Phone Book* (London: C. Hurst/New York: Harvard University Press, 2013), which was published in India by Hachette under the title of *Cell Phone Nation*. Professor Jeffrey co-edited with Ronojoy Sen and Pratima Singh, *More than Maoism: Politics, Policies and Insurgencies in South Asia* (New Delhi: Manohar, 2012), and co-edited with Ronojoy Sen, New Delhi: Oxford University Press, 2014) and *Media at Work in China and India* (New Delhi: SAGE, 2015)..

He has written about Kerala, Punjab and Indian media. A third edition of *India's Newspaper Revolution* was published in 2010, and *The Decline of Nair Dominance*, first published in 1976, remains in print. He contributes to ISAS policy papers and reports. He completed a doctorate in Indian history at Sussex University in the United Kingdom in 1973, taught for 25 years in the Politics Program at La Trobe University in Melbourne, and worked twice at the Australian National University in Canberra.)

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