Brief:

Look at this and design accordingly: <https://theintercept.com/>

The mock website should have a masthead with our ConsCent brand logo

Top tier: There should be a lead story at the top of the page

The second tier should have two stories

And three stories below the second tier.

On the homepage, all stories should have a lead picture followed with the headline.

**STORY 1**

Headline: The rise of the humanoids, a new era for tech

Strapline: More and more startups are looking at building AI-enabled humanoids, but it’s too early to know the future of these machine-enabled beings

Byline: Sunny Sen

Humanoid robots are now used as research tools in several scientific areas. Researchers study the human body structure and behavior (biomechanics) to build humanoid robots. On the other side, the attempt to simulate the human body leads to a better understanding of it. Human cognition is a field of study which is focused on how humans learn from sensory information in order to acquire perceptual and motor skills. This knowledge is used to develop computational models of human behavior and it has been improving over time.

It has been suggested that very advanced robotics will facilitate the enhancement of ordinary humans. See [transhumanism](https://en.wikipedia.org/wiki/Transhumanism).

Although the initial aim of humanoid research was to build better [orthosis](https://en.wikipedia.org/wiki/Orthosis) and [prosthesis](https://en.wikipedia.org/wiki/Prosthesis) for human beings, knowledge has been transferred between both disciplines. A few examples are powered leg prosthesis for neuromuscularly impaired, ankle-foot orthosis, biological realistic leg prosthesis and forearm prosthesis.



Valkyrie,[[1]](https://en.wikipedia.org/wiki/Humanoid_robot#cite_note-1) from [NASA](https://en.wikipedia.org/wiki/NASA)

Besides the research, humanoid robots are being developed to perform human tasks like personal assistance, through which they should be able to assist the sick and elderly, and dirty or dangerous jobs. Humanoids are also suitable for some procedurally-based vocations, such as reception-desk administrators and automotive manufacturing line workers. In essence, since they can use tools and operate equipment and vehicles designed for the human form, humanoids could theoretically perform any task a human being can, so long as they have the proper [software](https://en.wikipedia.org/wiki/Software). However, the complexity of doing so is immense.

Source: WikiPedia

**STORY 2**

Headline: World’s big tech companies are hiring more women developers

Strapline: There has been a gradual increase in number of women developers in large tech companies to create gender-balanced tech teams

Byline: Divesh Naidu

Women in Technology International (WITI) is a non-governmental organisation promoting the achievements of women in technology and extending support, opportunities, and inspiration. It was founded by Carolyn Leighton in 1989as the International Network of Women in Technology. It was renamed to the WITI Professional Association in 2001 when it acted as a trade association for women in technology.

It is known for producing the Women in Technology International Hall of Fame which inducts women who have made a significant contribution to technology.

Started from an email group in 1989, by 2012 the group had grown to 2 million people and become a leading organisation for women in technology. The 2014 WITI 25-year conference Powering Up! included speakers such as Gwynne Shotwell, President and Chief Operating Officer at SpaceX. In 2017, Randstad Technologies announced a partnership with WITI to address gender underrepresented groups in the workplace and encourage girls and women to pursue technology education and careers.

Source: WikiPedia

**STORY 3**

Headline: How World War II changed the job landscape forever

Strapline: With mass migration between countries, more people looked for opportunities far away from their home countries, giving rise to a new breed of extremely hungry job seekers.

Byline: Samaksh Gupta

In Europe, before the outbreak of the war, the Allies had significant advantages in both population and economics. In 1938, the Western Allies (United Kingdom, France, Poland and the British Dominions) had a 30 percent larger population and a 30 percent higher gross domestic product than the European Axis powers (Germany and Italy); if colonies are included, the Allies had more than a 5:1 advantage in population and a nearly 2:1 advantage in GDP. In Asia at the same time, China had roughly six times the population of Japan but only an 89 percent higher GDP; this is reduced to three times the population and only a 38 percent higher GDP if Japanese colonies are included.

The United States produced about two-thirds of all the munitions used by the Allies in WWII, including warships, transports, warplanes, artillery, tanks, trucks, and ammunition. Though the Allies' economic and population advantages were largely mitigated during the initial rapid blitzkrieg attacks of Germany and Japan, they became the decisive factor by 1942, after the United States and Soviet Union joined the Allies, as the war largely settled into one of attrition. While the Allies' ability to out-produce the Axis is often attributed to the Allies having more access to natural resources, other factors, such as Germany and Japan's reluctance to employ women in the labour force, Allied strategic bombing, and Germany's late shift to a war economy contributed significantly. Additionally, neither Germany nor Japan planned to fight a protracted war, and had not equipped themselves to do so. To improve their production, Germany and Japan used millions of slave labourers; Germany used about 12 million people, mostly from Eastern Europe, while Japan used more than 18 million people in Far East Asia.

Source: WikiPedia

**STORY 4**

Headline: India means manufacturing, in the new world order

Strapline: With China on a backfoot, many developed countries are looking at India as a credible alternate as the next manufacturing destination.

Byline: Sounak Mitra

Make in India is an initiative by the Government of India to encourage companies to manufacture in [India](https://en.wikipedia.org/wiki/India) and incentivize dedicated investments into manufacturing. The policy approach was to create a conducive environment for investments, develop a modern and efficient infrastructure, and open up new sectors for foreign capital. The initiative targeted 25 economic sectors for job creation and skill enhancement, and aimed "to transform India into a global design and manufacturing hub."

"Make in India" had three stated objectives:

1. to increase the manufacturing sector's growth rate to 12-14% per annum;
2. to create 100 million additional manufacturing jobs in the economy by 2022;
3. to ensure that the manufacturing sector's contribution to GDP is increased to 25% by 2022 (later revised to 2025).

After the launch, India gave investment commitments worth ₹16.40 lakh crore (US$230 billion) and investment inquiries worth of ₹1.5 lakh crore (US$21 billion) between September 2014 to February 2016. As a result, [India](https://en.wikipedia.org/wiki/India) emerged as the top destination globally in 2015 for foreign direct investment (FDI), surpassing the United States and China, with US$60.1 billion FDI. As per the current policy, 100% Foreign Direct Investment (FDI) is permitted in all 100 sectors, except for Space industry (74%), defence industry (49%) and Media of India (26%). Japan and India had also announced a US$12 billion 'Japan-India Make-in-India Special Finance Facility" fund to push investment.

In line with the Make in India, individual states too launched their own local initiatives, such as '*Make in Odisha*,' '*Tamil Nadu Global Investors Meet*,' '*Vibrant Gujarat*,' '*Happening Haryana'* and '*Magnetic Maharashtra*.' India received US$60 billion FDI in FY 2016–17.

The World Bank's 2019 Ease of Doing Business report acknowledges India's jump of 23 positions against its rank of 100 in 2017 to be placed now at 63rd rank among 190 countries.By the end of 2017, India had risen 42 places on Ease of doing business index, 32 places World Economic Forum's Global Competitiveness Index, and 19 notches in the Logistics Performance Index, thanks to recent governmental initiatives, which include converges, synergies and enables other important Government of India schemes, such as Bharatmala, Sagarmala, Dedicated Freight Corridors, Industrial corridors, UDAN-RCS, Bharat Broadband Network, Digital India.

Source: WikiPedia

**STORY 5**

Headline: Biden blasts Trump for 'whining and complaining' about election result

Strapline: Joe Biden has blasted Donald Trump for seeking to overturn the election result, saying the outgoing president spends most of his time "whining and complaining".

Byline: Doyel Maiti

US President-elect Joe Biden has blasted Donald Trump for seeking to overturn the November 3 election result, saying the outgoing president spends most of his time "whining and complaining" rather than doing "the work" of his office.

Trump, a Republican, is yet to concede the elections and has filed several lawsuits challenging the presidential poll result that gave Biden, a Democrat the required Electoral College votes to be the 46th US President.

Trump alleges that there was a massive voter fraud. Election officials and the media have said that there is no evidence to back his claims. He has also lost dozens of lawsuits.

"The president spends more time whining and complaining than doing something about the problem. I don't know why he still wants the job. He doesn't want to do the work," Biden said on Monday at a drive-in election rally in Georgia where he sought support for two Democratic candidates.

Runoff elections in Georgia will determine which party controls the Senate.

"Do it for all of those who have given up so much. Think of all of those who have given up so much to secure that right. Do it for the country you love because I know you love this country and the future you want to build for everyone in this country. Do it for all of those around the world who aspire like us to be free and the democratic people who look to us, he said.

Source: PTI

**STORY 6**

Headline: Cheers to 'new-age' whisky, spiked with butterscotch, tea and more

Strapline: Leading brands are hoping to break the old school imagery of whisky in their bid to attract non-conventional whisky drinkers.

Byline: Trisha Mukherjee

The overtly masculine image of amber liquid sloshing gently on rocks of ice as gentlemen hold their glasses and clouds of cigar smoke swirl around is changing rapidly with whisky brands tapping into a diverse customer base and experimenting with flavours as diverse as coffee and tea.  
he said whisky spirit is getting a fun makeover with cocktail connoisseurs joining in too, either using ingredients to enhance the velvety smooth flavour of whisky or disguising it, to woo those who usually stayed with sweeter fruity cocktails.  
Shreshta Saha, who kept away from whisky for almost half a decade, now says Whiskey Sour is her drink of choice.  
"Whip up a cocktail or dilute it enough with water to make the taste of hard liquor go away," 26-year-old Shreshta told PTI.  
A sweet-n-sour concoction, a classic Whiskey Sour mellows the flavour of hard liquor with the addition of a sweetener, a dash of lemon and sometimes egg white.  
Leading brands are hoping to break the old school imagery of whisky in their bid to attract non-conventional whisky drinkers like Saha.  
Dewar's India, a blended scotch whisky brand owned by Bacardi, is aiming at making millennials aware of scotch's "versatility".  
Ernest Reid, brand ambassador for Dewar's India, said the company is expanding on the flavours present in the base spirit.  
"All expressions of Dewar's have a baseline of honey," he said, adding that apple or cinnamon would be natural extensions of a Dewar's peg.  
Going for traditional flavours like ginger, scotch and lemon is another trick that proves to be a safe bet for beginners.

Source: PTI

DATA STORIES…

**STORY 7**

Headline: Where have paid subscriptions on TV diminished?

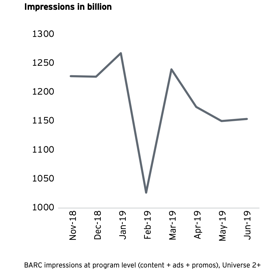
Strapline: As India gets more digital, television viewing minutes reduced by 5 per cent in 2019. Thanks to the burgeoning of OTT platforms.

Byline: Sambuddha Chakravarty

While it is still too early to accurately determine the real cause for the fall in active pay subscriptions, industry discussions indicate the following possibilities:

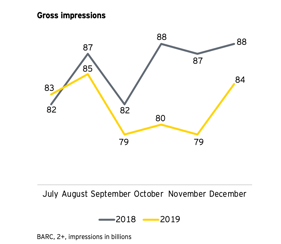
* Households with multiple television connections, which used to benefit from much lower rates for the second and third television sets, rationalized their subscriptions as the NCF was charged at full rates for their additional television sets
* Viewers – particularly English language viewers – may have been provided with the impetus to move to OTT platforms

**Television reach impacted**

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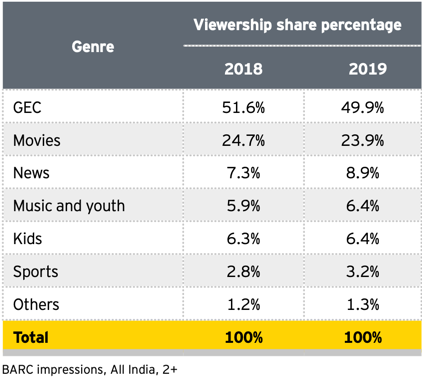
Television viewership was impacted in February 2019 during the transition period, but recovered quickly in March 2019 itself; but the recovery was at a new normal, which was around 5-6% lower than before

**Shift in TV viewing minutes: 2018-19**

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Number of minutes of viewing reduced 5% during the period July to December 2019 as against 2018 (we have used this period to negate the impact of the ICC World Cup and the general elections which took place during January to June 2019)

**Viewership share in 2018-19**



General entertainment and movie channels generated three quarters of all viewing, remaining consistent with prior years. Being an extremely news heavy year on the back of several initiatives by the central and state governments like Article 370 and the Citizenship Amendment Act, Pulwama and Balakot attacks and a general election, the news genre witnessed a growth to almost 9% of total viewership, up from 7% in 2018. Sports, too, saw an increase in viewership on the back of more premium sports properties