

**Analytical Study of the Data of the Newspapers Circulation in Uttarakhand****Dr. Jyotsna Panwar**Department of Mass Communication  
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Email- jyopnwr2000@gmail.com**Abstract**

*In Uttarakhand, the credit of starting print media goes to an English businessman and social worker John Mckinnon published 'the hills' from Mussoorie in 1842. Though in Uttarakhand journalism started as English journalism by English journalists, its contribution in the state after the independence is decreasing over time. This study examines the circulation of newspapers published from Uttarakhand. The analysis of the data of circulation of newspapers has been done on the basis of both periodicity wise and language wise. This study will compare the data for five years from 2013 to 2018. A comparative study has been done between the data of circulation of newspapers of each year separately based on periodicity wise and language wise. This research aims to focus on the status of the newspapers publication as well as the circulations in the state. Such type of studies in the field of print media journalism can be seen easily in other places but unfortunately nothing much has been done in the state regarding the status of the print media journalism at present scenario.*

**Key words:** Print Media, circulation of newspapers, publication of newspapers.

**Introduction**

According to RNI's report in 2013-14, with 1,775 publications, Uttarakhand was at the fourth place, in 2014-15 and 2015-16 with 1,846 and 1,966 publications respectively the state was at the fourth place and in 2017-18, with 1,867 publications it was at sixth place in the list of states with largest number of publications who submitted their annual report to RNI. In the years 2015-16 and 2016-17, in the list of total number of publications in Hindi, Uttarakhand could not make into the top five states. This data is just a piece of the data is going to analysed further in this study. This study also throws light on the brief history of the starting print media journalism in the state. Journalist and writer Shakti Prakash Saklani has been worked on the role of Uttarakhand in print media journalism. He has done enough work on the history of print media journalism in the state. He divided the history of journalism in Uttarakhand in Pre-independence period and Post-independence period. The pre-independence period starts when an English businessman and social worker John Mckinnon published 'the hills' from Mussoorie in 1842. These newspapers were started and edited by English journalists who were rarely concerned about local issues. The second stage was from 1900 to 1939. There seem to be many ups and downs in this stage. Purposeful journalism had started. News related to Indian independence movement and local issues had become main focus for the newspapers. At this stage, Hindi journalism had started making its space in the state. The third stage was from 1940 to 1947 when Indian independence movement was at its peak. The first stage of post-independence period starts from 1947 to 1977. At this stage, growth of local newspapers was very low. Only few newspapers published during the pre-independence period could survive after independence. Even the remaining newspapers were



also closed some time after the independence. The second stage of the post-independence period began from 1977 and is still going on after the formation of Uttarakhand as a state in the year 2000. This was the time when newspapers increasingly participated in the state formation movement and raised voice in favor of the movement, also at same time journalism was becoming commercial.

### Objective of the Study

1. To analysis language wise circulation of the dailies published from Uttarakhand.
2. To analysis language wise circulation weeklies published from Uttarakhand.
3. To analysis language wise circulation monthlies published from Uttarakhand.
4. To analysis language wise circulation quarterlies published from Uttarakhand.

### Review of Literature

1. In his book on journalism in Uttarakhand, Journalist Shakti Prakash Saklani gave detailed history of starting of print media journalism in Uttarakhand. He gave many unknown facts about the journalism in the state. He divided the history of journalism in Uttarakhand in pre-independence and Post-independence period.
2. The Registrar of Newspapers for India published an annual report in every year. This report contains all the data about the newspapers registered in RNI from all the states in India. This report published one year data about the all registered newspapers separately in periodicity wise and language wise. The RNI comes under the ministry of information and broadcasting of government of India.

### Analysis of Data

#### *Data of Claimed Circulations in Uttarakhand:*

The following circulation data of newspapers are of those publications who have submitted their annual statements to RNI under the Press and Registration of books Act, 1867. Claimed circulations are claimed circulated copies per publishing day by a publisher in his annual statement filed under the Press and Registration of books Act, 1867.

**Table 1**

Periodicity-wise Circulation of Newspapers in Uttarakhand (Based on Claimed Circulation in Annual Statement)

Other Periodicity wise category comprises Annual newspapers and tri/bi-monthlies.

Total Number		Dailies	Weeklies	Fortnightlies	Monthlies	Quarterlies	Others	Total
2013-14	No.	228	1,211	167	154	10	5	1,775
	Circulation	64,38,032	83,10,858	11,21,076	11,84,762	24,550	40,501	1,71,19,779
2014-15	No.	236	1,247	184	163	14	2	1,846
	Circulation	71,47,596	96,59,493	13,72,085	15,29,953	23,281	7,300	1,97,39,708



<b>2015-16</b>	<b>No.</b>	248	1,334	198	168	15	3	1,966
	<b>Circulation</b>	84,13,934	1,13,53,262	15,78,284	20,11,236	49,506	11,683	2,34,17,903
<b>2016-17</b>	<b>No.</b>	226	1,349	202	174	18	30	1,999
	<b>Circulation</b>	59,24,447	1,01,17,072	13,65,616	18,62,157	47,804	5,33,657	1,98,50,753
<b>2017-18</b>	<b>No.</b>	191	1287	191	155	17	26	1867
	<b>Circulation</b>	42,78,999	92,76,114	12,11,129	12,17,503	41,526	4,92,408	1,65,17,679

**Source. The Press in India, (2013-14). (14-15). (15-16). (16-17). Annual Report of The Registrar of Newspapers for India, Ministry of Information and Broadcasting, Government of India.**

As the above table 1 shows, 1,775 publications out of 3,027 publications submitted their annual reports in 2013-14. In 2014-15, 1,846 publications out of 3,179 publications submitted their reports. 1,966 publications out of 3,333 registered publications and 1,999 publications out of 3,443 registered publications submitted their annual reports respectively in 2015-16 and 2016-17. The above 1,775 publications claimed a total circulation of 1,71,19,779 copies per publishing day in 2013-14. Weekly publications were leading with 83,10,858 copies followed by dailies with 64,38,032 copies per publishing day. In 2014-15, total 1,846 publications claimed a total circulation of 1,97,39,708 copies per publishing day. Weekly publications were leading with 96,59,493 copies followed by dailies with 71,47,596 copies per publishing day. Total 1,966 publications claimed a total circulation of 2,34,17,903 copies per publishing day in 2015-16. Weekly publications were leading with 1,13,53,260 copies followed by dailies with 84,13,934 copies per publishing day. In 2016-17 total 1,999 publications claimed a total circulation of 1,98,50,753 copies per publishing day. Weekly publications were leading with 1,01,17,072 copies followed by Dailies 59,24,447 copies per publishing day. In 2017-18, out of 3,518, 1867 publications with 1,65,17,679 claimed circulation submitted their annual report. In 2017-18, publications were decreased by 132 in number and 33,33,074 in circulation.

### **Table 2**

Language-wise Circulation of Dailies in Uttarakhand (Based on Claimed Circulation in Annual Statement)

Other language category comprises Bhojpuri, Bengali, Nepali, Punjabi and Sanskrit languages.



Total Number		Hindi	English	Bilingual	Urdu	Garhwali	Others	Total
2013-14	No.	184	10	5	28	0	1	228
	Circulation	50,28,523	4,98,405	1,12,454	79,6650	0	2,000	64,38,032
2014-15	No.	185	14	6	30	0	1	236
	Circulation	55,21,035	6,02,886	1,64,386	85,7289	0	2,000	71,47,596
2015-16	No.	191	16	5	34	1	1	248
	Circulation	62,27,266	7,65,553	1,43,207	12,29150	2,000	46,758	84,13,934
2016-17	No.	172	16	5	30	2	1	226
	Circulation	45,70,762	5,56,525	1,29,750	64,2760	7,500	17,150	59,24,447
2017-18	No.	149	12	3	25	1	1	191
	Circulation	34,14,021	3,47,166	56,500	4,48,771	5,500	7,041	4278,999

**Source.** The Press in India, (2013-14). (14-15). (15-16). (16-17). Annual Report of The Registrar of Newspapers for India, Ministry of Information and Broadcasting, Government of India.

As the above table 2 shows, out of 228 dailies 184 Hindi dailies claimed a total circulation of 50,28,523, 10 English dailies claimed a circulation of 4,98,405 and 28 Urdu dailies claimed total 79,6650 copies in 2013-14. In 2014-15, out of 236 dailies, 185 Hindi dailies claimed a total circulation of 55,21,035 copies, followed by 6,02,886 copies by 14 English dailies and 30 Urdu dailies with a total circulation of 85,7289. Out of 248 dailies, total 191 Hindi dailies claimed a total circulation of 62,27,266, 16 English dailies claimed a total circulation of 7,65,553 and 34 Urdu dailies claimed 12,29150 copies in 2015-16. Out of 226 dailies, 172 Hindi dailies claimed 45,70,762 circulated copies, 16 English dailies claimed a total of 5,56,525 copies and 30 Urdu dailies claimed a total circulation of 64,2760 copies in 2016-17. In 2017-18, out of 191 dailies, 149 Hindi dailies claimed 34,14,021 copies, 12 English dailies claimed 3,47,166 circulated copies and 25 Urdu dailies claimed 4,48,771 copies.

### Table 3

Language-wise Circulation of Weeklies in Uttarakhand (Based on Claimed Circulation in Annual Statement)

Other language category comprises Bhojpuri, Bengali, Nepali, Punjabi and Sanskrit languages.



Total Number		Hindi	English	Bilingual	Urdu	Garhwali	Others	Total
2013-14	No.	1,149	17	23	18	0	4	1,211
	Circulation	76,92,146	1,43,658	2,23,732	2,12,522	0	38,800	83,10,858
2014-15	No.	1,187	16	22	18	0	4	1,247
	Circulation	90,48,259	1,39,416	2,29,417	2,02,601	0	39,800	96,59,493
2015-16	No.	1,264	19	28	18	4	1	1,334
	Circulation	1,04,72,294	2,73,499	2,87,500	2,53,467	49,500	17,000	1,13,53,260
2016-17	No.	1,270	20	29	17	4		1,349
	Circulation	94,65,518	2,05,600	2,17,100	1,89,154	30,700		1,01,17,072
2017-18	No.	1224	17	28	13	4	1	1287
	Circulation	87,25,559	1,44,900	2,13,400	1,47,355	39,700	5,200	92,76,114

**Source.** The Press in India, (2013-14). (14-15). (15-16). (16-17). Annual Report of The Registrar of Newspapers for India, Ministry of Information and Broadcasting, Government of India.

As the above table 3 shows, out of 1,211 weeklies 1,149 Hindi weeklies claimed a total circulation of 76,92,146, 17 English weeklies claimed a circulation of 1,43,658 and 18 Urdu weeklies claimed total 2,12,522 copies in 2013-14. In 2014-15, out of 1,247, 1,187 Hindi weeklies claimed a total circulation of 90,48,259 copies, followed by 1,39,416 copies by 16 English weeklies and 18 Urdu weeklies with a total circulation of 2,02,601. Out of 1,334 total 1,264 Hindi weeklies claimed a total circulation of 1,04,72,294, 19 English weeklies claimed a total circulation of 2,73,499 and 18 Urdu weeklies claimed 2,53,467 copies in 2015-16. Out of 1,349 weeklies, 1,270 Hindi weeklies claimed 94,65,518 circulated



copies, 20 English weeklies claimed a total of 2,05,600 copies and 17 Urdu weeklies claimed a total circulation of 1,89,154 copies in 2016-17. In 2017-18, out of 1287 weeklies, 1,224 Hindi weeklies claimed 87,25,559 copies, 28 Bilingual claimed 2,13,400 copies and 17 English weeklies claimed 1,44,900 circulated copies.

**Table 4**

Language-wise Circulation of Monthlies in Uttarakhand (Based on Claimed Circulation in Annual Statement)

Other language category comprises Bhojpuri, Bengali, Nepali, Sanskrit languages.

Total Number		Hindi	English	Bilingual	Urdu	Garhwal	Kumauni	Others	Total
2013-14	No.	132	7	8	2	0	0	5	154
	Circulation	10,28,019	85,993	54,494	3,665	0	0	22,591	11,84,762
2014-15	No.	137	9	10	2	0	0	5	163
	Circulation	13,33,515	78,421	70,850	3,800	0	0	43,367	15,29,953
2015-16	No.	143	10	9	2	1	0	3	168
	Circulation	16,73,924	2,49,912	66,300	3,800	5,200	0	12,100	20,11,236
2016-17	No.	142	12	14	0	1	1	4	174
	Circulation	15,08,870	2,45,412	82,100	0	5,200	5,000	15,575	18,62,157
2017-18	No.	122	18	9	0	2	0	4	155
	Circulation	10,10,911	1,21,992	61,300	0	7,300	0	16,000	12,17,503

**Source.** The Press in India, (2013-14). (14-15). (15-16). (16-17). Annual Report of The Registrar of Newspapers for India, Ministry of Information and Broadcasting, Government of India.

As above table 4 shows, out of the 154 monthlies, 132 in Hindi claimed a total circulation of 10,28,019 while 78,421 copies were claimed by 9 English monthlies in the year 2013-14. Out of 163, 137 Hindi monthlies claimed a total circulation of 13,33,515 copies, followed by 78,421 copies by 9 English monthlies in 2014-15. Out of 168, 143 Hindi monthlies claimed a total circulation of 16,73,924 followed by 2,49,912 copies by 10 English monthlies in 2015-16. Out of 174 monthlies in 2016-17, 142 publications in Hindi claimed a circulation of 15,08,870 followed by 2,45,412 copies by 12 monthlies in English. In 2017-18, 155 monthlies claimed 12,17,503 circulated copies, out of which 122 Hindi monthlies claimed total 10,10,911 copies, 18 English monthlies claimed 1,21,992 copies and 9 Bilingual monthlies claimed 61,300 copies.



**Table 5**

Language-wise Circulation of Fortnightlies in Uttarakhand (Based on Claimed Circulation in Annual Statement)

Years ↓	Lang uage →	Hindi	Eng lish	Bilingu al	Urdu	Garh wali	Others (Guajr ati, San skrit)	Total
2013- 14	No.	154	0	6	5	0	2	167
	Circu lation	10,42,50 2	0	36,175	34,699	0	7,700	11,21,076
2014- 15	No.	169	0	6	6	0	3	184
	Circu lation	12,74,08 6	0	34,200	44,499	0	19,300	13,72,085
2015- 16	No.	183	0	6	6	1	2	198
	Circu lation	14,77,90 1	0	40,300	46,500	5,300	8,283	15,78,284
2016- 17	No.	186	0	6	6	2	2	202
	Circu lation	12,70,88 3	0	40,300	39,700	5,700	9,033	13,65,616
2017- 18	No.	176	2	4	5	2	2	191
	Circu lation	11,30,86 3	500	31,500	33,700	5,700	8,866	12,11,129

**Source.** The Press in India, (2013-14). (14-15). (15-16). (16-17). Annual Report of The Registrar of Newspapers for India, Ministry of Information and Broadcasting, Government of India.

The above table 5 shows that Hindi publications of fortnightlies were leading with 10,42,502 copies per publishing day as claimed by 154 publishers in 2013-14, 12,74,086 copies by 169 publishers in 2014-15, 14,77,901 copies by 183 publishers in 2015-16 and 12,70,883 copies by 186 publishers in 2016-17. In 2017-18 it was decreased by 10 publications. 176 publications in Hindi Fortnightlies claimed 11,30,863 copies. Total Circulation of Hindi fortnightly publishers is more than total circulation of other language publications.

**Table 6**

Language-wise Circulation of Quarterlies in Uttarakhand (Based on Claimed Circulation in Annual Statement)

Total Number		Hindi	Bilingual	Others	Total
2013-14	No.	8	2	0	10
	Circulation	17,050	7,500	0	1,24,550
2014-15	No.	11	2	0	13
	Circulation	17,448	5,833	0	23,281
2015-16	No.	12	2	1	15



	<b>Circulation</b>	36,606	7,500	5,400	49,506
<b>2016-17</b>	<b>No.</b>	14	3	1	18
	<b>Circulation</b>	39,117	3,287	5,400	47,804
<b>2017-18</b>	<b>No.</b>	13	4	0	17
	<b>Circulation</b>	33,100	8,426	0	41526

**Source.** The Press in India, (2013-14). (14-15). (15-16). (16-17). Annual Report of The Registrar of Newspapers for India, Ministry of Information and Broadcasting, Government of India.

The above table 6 shows that Hindi publications of quarterlies were leading with a total claimed circulation of 17,050 by 8 publications in 2013-14, 17,448 copies by 11 quarterlies in 2014-15, 36,606 copies by 12 quarterlies in 2015-16, 39,117 copies by 14 quarterlies in 2016-17 and a total circulation of 33,100 copies by 13 Hindi language quarterlies in 2017-18.

**Table 7**

Language-wise Circulation in Other (Tri or Bi-weekly, Half Yearly and Annual) of Publications in Uttarakhand (Based on Claimed Circulation in Annual Statement)

<b>Total Number</b>		<b>Hindi</b>	<b>Other(English, Urdu)</b>	<b>Malyalam,</b>	<b>Total</b>
<b>2013-14</b>	<b>No.</b>	5			5
	<b>Circulation</b>	40,501			40,501
<b>2014-15</b>	<b>No.</b>	2			2
	<b>Circulation</b>	7,300			7,300
<b>2015-16</b>	<b>No.</b>	2	1		3
	<b>Circulation</b>	9,800	1,883		7,183
<b>2016-17</b>	<b>No.</b>	27	3		28
	<b>Circulation</b>	5,14,431	19,226		5,33,657
<b>2017-18</b>	<b>No.</b>	23	2		25
	<b>Circulation</b>	473,958	3,200		4,92,408

**Source.** The Press in India, (2013-14). (14-15). (15-16). (16-17). Annual Report of The Registrar of Newspapers for India, Ministry of Information and Broadcasting, Government of India.

As the above table 7 shows, Hindi publications were leading with a total circulation of 40,501 as claimed by 5 publications in 2013-14, 7300 copies by 2 publications in 2014-15, 9800 copies by 2 publications in 2015-16, 5,14,431 by 27 publishers in 2016-17 and a total circulation of 473,958 by 23 publishers in 2017-18.

### **Conclusion**

The analysis has shown that in every year weeklies has more circulation than any other periodicity. Increment in the circulation of newspapers can be seen in 2015 and 2016, as 2,6199,29 and 3,678,195 respectively whereas in 2017 and 2018, the decreased number in circulation of the newspapers is 1,236,190 and 840,958 respectively. Decreased numbers of the circulation of weeklies are low than the decreased circulation of dailies. In 2016 and 2017, 1,348.635 and 1,693,769 circulation of weeklies has decreased whereas it is 1,110,513 and 1,645.448 respectively of dailies. In 2015 and 2016, circulation of weeklies has increased





by 1,348,635 and 1,693,769 respectively whereas it is 709,564 and 1,266,338 respectively of dailies. Beside the fact that a reader prefers dailies for his daily need of news; in Uttarakhand readers preferred weeklies than any other format of newspapers. Study is showing that Hindi language newspapers are the most preferred than English language newspapers or other languages. In every periodicity wise categories of newspapers, Total circulation of Hindi language newspapers are 86.9% which is 82.6% more than English language newspapers and 78% more than other regional languages.

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