HISTORY OF NEWSPAPERS

Chapter 4
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And

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Darpan was a bilingual newspaper
Chapter - 4

HISTORY OF DEVELOPMENT OF KESARI AND OTHER MARATHI NEWSPAPER

AND

CHANGES IN TECHNOLOGY AND MARKETING OF NEWSPAPER

1) History

The first Marathi fortnightly newspaper 'Darpan' was started by Balshastri Jambhekar on 6th January 1832. On 27th April 1832 'Darpan' became weekly, which was having 8 pages and the size was 19"x11.5" and 3 months' subscription was Rs.6. The said paper was bilingual that is in English and Marathi, which helped scholars to get knowledge in both languages. The main objective was welfare of common man and to educate people with western knowledge and to create public opinion for development of society and region. But it was closed on 26 June 1840. Before 'Darpan' was published on 9th July 1828 there was a note in Bombay Gazette*.

*regarding publication notice of a newspaper 'Mumbapur Vartman' But there is no other information of this newspaper (Reference - History of Marathi newspaper - R. K. Lele)
Few periodicals in Marathi
First few Marathi newspapers
Few Marathi Periodicals
'Bahishkrut Bharat' - Dr. Babasaheb Ambedkar's letter
'Darpan' - First Marathi newspaper
India's first Newspapers 'Calcutta General Advertiser' or the 'HICKY'S' BENGAL GAZETTE
After 'Darpan' various newspapers like 'Mumbai Akhbar' (1840), 'Prabhakar', 'Gyandarshan' were published. **Even in those days, there was competition on competitive pricing per copy** 'Vartman Dipika' brought their price down to Rs. 5 per year. Where Prabhakar was sold at Rs.12 per year.

First Marathi daily 'Dyanprakash' was started on 12 Feb. 1849, which lasted long for next 100 years. Dyanprakash first time spoke about the freedom of press and contained few new things like Temperature, Market rates, Govt. notifications, Panchang, Features, Wanted, News, Discussions, Crime news, Court news, State news & International news. In short Dyanprakash was the format of modern Journalism.

On 2nd Jan 1881, 'Mahratta' in English and on 4th Jan 1881 'Kesari' were founded. Kesari & Mahratta were founded as a mean to educate people against the slavery of British Rule. Lokmanya Tilak used them as a weapon to fight against British imperialism.

In short all the Marathi newspapers started during second half of nineteenth century and had specific views to educate the masses and newspaper was a business proposition. It was a vocation with specific objective which was to educate people with certain political, social or economical views.

After the study of history of Marathi newspapers, It can be divided in three major parts they are:

i) **Views Paper** : Marathi newspapers were founded by great men like Jambhekar, Tilak, Chiplunkar, Agarkar, Namjoshi, Dr. Ambedkar and others as a mean to educate the people against the slavery of imperialism, social and economic crises. They used the newspapers as a weapon to fight the established systems and educate the masses
Pioneer Editors - Krishnashastri Chiplunkar and R. B. G. H. Deshmukh
First Issue of 'The Mahratta'
for freedom i.e. political, social and economical freedom for betterment of common people.

ii) News Paper: After Independence newspapers slowly converted themselves from viewspaper to newspaper. Their objectives were transferred to equality, Democracy, development and betterment of mankind. Newspapers became fourth pillar of Democracy.

iii) Newspaper as business proposition: In order to grab the power of fourth estate and as a weapon of mass media, various industrialists and political leaders started newspapers as a business proposition. As a business proposition and with heavy investment the main objective of newspaper shifted to profits. Today newspapers have become consumer's product to meet the market demand and satisfy the customers.

Newspaper, in the past were viewspapers after Independence became newspapers to serve the needs of customer.

2) Brief History of Kesari & Mahratta Trust

KESARI : National Wealth -

130 Years of Great Pride (1881-2011)

'Kesari' newspaper started by Lokmanya Tilak, will be completing a hundred and thirty years of its journey on the 4th of January 2011. This is indeed phenomenal in the history of vernacular journalism in India as it is the one and only newspaper in vernacular languages that is being published by a Trust for the last 130 years. This journey of 'Kesari', difficult and committed as it has been, needs a special mention in the history of Indian journalism. This is not merely an account of the work done by a Marathi newspaper. It is a historical record of
First Issue of Kesari
130 years, of the political, economic, social and cultural revival of the whole nation. Lokmanya's 'Kesari' has been a witness to not less than three centuries of history. 'Kesari' has pursued this course with the aim of 'Swaraj' (Self-government) in the pre-independence period and 'Suraj' (good-governance) in the post-independence period. There is no aspect of the people's life in Maharashtra that has not been influenced by 'Kesari' in its own way. It has made a strong impact in the field of politics, social issues, literature, philosophy, sports, science, entertainment, education, agriculture, industry and so on.

'Kesari's work has not been restricted to the limits of Maharashtra alone. In Lokmanya Tilak's freedom movement, it was a weapon, used for bringing about awakening among the masses. The 'Mahratta', the 'Kesari's elder sibling, conveyed in English the ideas and thoughts of Lokmanya and other writers to the far corners of the nation. Thus, 'Kesari' remained on the forefront in the great mass movement raised against the British. 'Kesari', in fact, became a symbol of the freedom movement. For some time 'Kesari' was published in Hindi and Gujarathi as well. It came to be viewed as the newspaper with a fighting spirit, the newspaper that raised its voice against injustice, facing dauntlessly the calamities brought on due to the wrath of the imperialists and still voicing its opinions boldly and independently. This tough and dedicated work generated love and pride for the Kesari in the minds of the people. Even after independence, 'Kesari' has made remarkable contribution to many mass movement and also to the work of building Modern India. All this has accorded unique glory to this journey of 130 years.
'Sahyadri' - Children's Magazine
3) Image and Objectives of 'KESARI'

The author of 'Nibandhamala', Vishnushastri Chiplunkar, Lokmanya Bal Gangadhar Tilak and Gopal Ganesh Agarkar along with Mahadeo Ballal Namjoshi, Vaman S. Apte and Ganesh K. Garde, started the newspaper - 'The Mahratta' on Sunday, January 2, 1881 in English and the 'Kesari' on January 4, 1881 in Marathi with specific objectives in mind.

These Objectives have been stated in the first issue of the 'Kesari'.

"---------- opening a press and starting a newspaper became a business. It is generally observed that these two valuable instruments have fallen in the hands of those who have not received adequate education."

"---------- a newspaper is useful in two ways. Firstly, if the newspapers carry out their duty impartially and dauntlessly, government officials are filled with awe. The purpose that is served, in the night, by lighting the street lamps or by the continuous patrolling of the police, is the purpose that is served by the incessant penmanship of journalists."

Pursuant to these objectives the 'Kesari' has been discharging its duty as a patrolman for the last 130 years.

For the initial six years, Lokmanya Tilak was the editor of the 'Mahratta' while Gopal Ganesh Agarkar was the editor of the 'Kesari'. Lokmanya Tilak took charge as the editor of the 'Kesari' on 25th October 1887. The articles of both Tilak and Agarkar got published in both the newspapers. Ideological differences between the two can also be seen in them. However, since 14th September 1891, Tilak became the legal owner of both the newspapers and 'Kesari' acquired...
The first periodical Magazine in Marathi
its independent identity. 'Kesari' became one with the personality of Lokmanya Tilak. To quote Sahitya Samrat N. C. Kelkar, "It is impossible to consider the 'Kesari' exclusive of Lokmanya Tilak and Tilak apart from the 'Kesari'.

Lokmanya Tilak made use of 'Kesari' for bringing about political consciousness among the masses for the purpose of the freedom struggle, for giving a new direction to their thinking and for boosting the different agitations and programmes initiated by him. The four-point programme of 'Swaraj, Swadeshi, Boycott and National Education' that Tilak offered to the Congress and to the whole nation, was strongly upheld by 'Kesari'. This very same four-point programme continued to be the policy-principle of the 'Kesari' even after achieving independence.

'Swa' in 'Swaraj' means our own people. Thus, by 'Swaraj' Tilak expected the rule of the people, that is, democracy. 'Swadeshi' meant the growth of indigenous industry, agriculture and commerce by which the money generated in the country would remain in the country and would be utilized for our own country. 'Boycott' was meant to be a mass movement which signified boycotting everything that was contrary to the interests of the country. Lastly, 'National education' was the education that would arouse patriotism among students and would also provide them training in business, commerce and research that would lead to the progress of the country. By education, Tilak expected modern education imparted along with the education of ancient Indian knowledge and Culture.

'Kesari' has pursued this four-point programme for the last 130 years. During this course it has written forthrightly on politics, democracy, agriculture, industry, commerce, social issues such as inequality in
Kesari's avowed journey of 130 years
all its forms, the education system and so on. This is the basic objec-
tive of 'Kesari', visualized by Lokmanya Tilak originally.

4) Cases on KESARI a Difficult War Fare

As a result of its fearless and impartial writings Kesari had to face
many court cases. Kesari suffered the rage of the British Rulers in the
pre-independence days and also of the power intoxicated rulers after
independence. Many times Kesari had to furnish sureties and the edi-
tors had to suffer imprisonment. Kesari inherited the spirit of sacri-
fice for the interest of the nation.

Lokmanya Tilak and Kesari were prosecuted many times, however
two amongst them are of great importance on a charge of seditions
first in 1897 and the second in 1908. The British bureaucrats were
really angered by the articles which criticised the repression let loose
in Pune and many other towns of Maharashtra during the 1897
Plague epidemic. The 'Suspension of Land Revenue' campaign start-
ed by Kesari also incurred the wrath, of the British rulers. The mur-
der of Rand at Ganeshkhind in Pune ultimately unhinged the mind of
the Government and they at last launched prosecution against
Lokmanya. This is the first prosecution of sedition. This resulted in
18 months rigorous imprisonment for Lokmanya.

The second prosecution on the charge of sedition was in the year
1908. This has got a background of the partition of Bengal Region
mooted by the then Governor General 'Lord Curzon'. Following the
bomb blast at Muzaffarpur, an engine of repression was let loose in
Bengal. Nobody could hear except arrests, conspiracy and murders
there.
In this very critical situation Lokmanya Tilak reviewed the development concerning Bengal in four famous articles in Kesari captioned as -

1) 'Misfortune of the Nation'
2) 'Double warning'
3) 'What the bomb blast really means'
4) 'These Remedies Not Durable'

Sedition charge of second prosecution was based on the first and fourth article as above. Naturally, as expected Lokmanya was convicted and sentenced to six years imprisonment. He was, then sent to Mandalay prison in Myanmar (Burma).

Difficulties like these, however, could not discourage the spirit of Lokmanya and his Kesari. On the contrary in such a delicate situation he said, "Even if the sky collapses on me, I shall stand firmly there-on. " With this vigour Kesari was continued.

After conviction by Jury in the second sedition charge, Lokmanya in his roaring voice, challenged the jurymen as "Inspite of the verdict of Jury, I maintain, I am innocent. There are higher powers that rule the destiny of things and it may be the will of Providence that the cause I represent is to prosper more by my sufferings' than my remaining free."

5) KESARI'S March With The Time - New Experiments

During the Lokmanya's life-time 'Kesari' had been a weekly that was published every Tuesday. Late N. C. Kelkar made it a bi-weekly since 3rd August 1929, and it was published every Tuesday and Friday.
From 2nd January 1951 it became a tri-weekly that would get published every Tuesday, Friday and Sunday. This was an attempt to keep pace with the changing time.

Late N. C. Kelkar had said in the special issue published on the occasion of the Diamond Jubilee of 'Kesari', 'Readers' psychology at Lokmanya Tilak's time changed during my time and their psychology even at my time has not remained the same today. It will go on changing in the future as well. The editors of the 'Kesari', therefore, will have to keep on experimenting, which, I am sure, they will.'"

Late N. C. Kelkar had not thought of making 'Kesari' a daily. However, he was fully aware that 'Kesari's editors would require to take into consideration the readers' changing inclination and keep experimenting which is an on going process.

6) 'KESARI' Becomes a Daily

Transformation of 'Kesari' from a bi-weekly to a tri-weekly and later to a daily, during the editorship of Shri. Jayantrao Tilak was a leap taken along the same line of thinking. While getting transformed into a daily, on 8th October 1962, on the auspicious day of Dasahara, the tri-weekly 'Kesari' had said, "It is (also) true that this is a good occasion to embark upon new challenges for those - be they persons or institutions - who continuously aspire to visualize new horizons of gallantry during the course of their life. Today 'Kesari' has advanced further in its course of publishing. In a sense this is the progress of characters or letters (akshare). The letters that created, in very adverse circumstances, self-realisation among Indians, explained to them 'Swaraj', their birthright and enabled them to oppose injustice;
the words that fought ceaselessly with the foreign rule, are approach-

ing people in a new form appropriate for the modern times.

Today everybody is curious to know what is happening around. In the
near future people are going to welcome the latest news even twice
or thrice during the day. Time and tide wait for no man. It is a natu-
ral law, ruthless though it is that the one who stops is perished. That
is the reason why we do not require voluminous growth of an ant-hill.
We would be delighted in watching the everchanging fresh look of
'Kesari'. The 'Kesari's motto of "speaking fearlessly and forthrightly"
was strictly followed even for daily 'Kesari'.

After giving a new look to the Sunday edition, the 'Kesari' had said,
"Change is the law of nature and it is presumably towards intel lectu-
al development and progress. Man has to change according to times.
Otherwise development will stunt the growth.

The main function of newspapers is to increase knowledge of the
masses. In order to achieve this they must keep on developing. If
human life is compared to the rose flower, it can be said that the
flower will be called complete only when all its petals blossom. In
order that the flower of the human life blossoms newspapers manure
of knowledge". (14th May 1967).

Changing in accordance with time has become 'Kesari's permanent
feature. The credit for bringing in variety into a daily - by introduc-
ing special supplements on Thursdays and Sundays, the monthly spe-
cial publication for children, the 'Chhawa' and the special daily sup-
plements on Agriculture, Science, Investment, Women's issues,
Education, Youth, Sports, Entertainment - goes to 'Kesari' only. The
'Kesari' was quick in picking up technological changes also. 'Kesari'

(44)
has been one of the pioneers in adopting the latest techniques such as photo-composing, off-set, Coloured printing, DTP etc. Taking into consideration the need arising out of a number of TV channels it has also introduced the digital edition of the 'Kesari Bulletin' for half an hour on the Cable TV.

Change without impairing the basic aim and objective has been the secret of 'Kesari's remarkable journey of 130 years.

7) Thought Provoking Movement

The 'Kesari' is not just a newspaper. It is a thought provoking movement. The fly-wheel in a factory sets in motion smaller wheels in the factory. Similarly, Kesari has been a fly-wheel set in motion by Lokmanya Tilak and other institutions like Shuddha Panchang Samiti, Raigad Memorial, Vakrutchvottjak Sabha, Anath Hindu Mahilashram, Vasant Vyakhyamala, Mahratta Chamber of Commerce, The Bank of Maharashtra, Maharashtra Mandal, Brihan Maharashtra Parishad, Tilak Smarak Mandir, Shri Shivaji Mandir, Poona Judo Association, The Rose Society, Tilak Hall, Vedshastrottejak Sabha, Tilak Purse Fund, Tilak Punyatithee Mandal, Tilak Maharashtra Vidyapeeth, Jungle Lovers Association, Veer Sawarkar Smarak, Lt. Col. Deodhar Trust, Mahila Punerwasan Kendra, Pune Aitihasik Vastu Smritee etc. have grown and are prospering with the help of Kesari.

Kesari illustrates the classical description of the 'Multi-headed, multi-eyed and multi-legged Purusha'.

Kesari is like a huge banyan tree. It grew flowers in the form of 'Swarajya', but its fruits in the form of 'Surajya' are yet to be tasted. Many institutions and movements germinated under the shelter of
this banyan tree, grew and prospered. Their sweet fruits have enabled
the upliftment of the Bharatiya community life.

8) Reconstruction of Indian Life

Lokmanya Tilak launched Kesari for securing independence for the
country. His wish was fulfilled, though not during his life-time. The
type of democracy which Lokmanya Tilak envisaged for the country,
came into being with the setting up of the National Parliament. In the
manifesto of his Democratic Swarajya Party, Lokmanya Tilak had
emphasised the linguistic reconstitution of the provinces, minimum
wages for land labourers and nationalisation of the railways and basic
industries. All these objectives have been achieved. The total strike in
Bombay following the arrest of Lokmanya Tilak, was the beginning
of the labour movement in the country. Kesari has pleaded the case
of the workers whenever it was justified. Swadeshi was one of the
four-points of the programme advocated by Lokmanya. Emphasis on
this principle gave an impetus to industrialization of the country.
Kesari congratulated Mundhwa Paper Mills when it manufactured
the first indigenous paper in Pune. The said article was printed on the
newly manufactured indigenous paper itself. The first Cotton Mill in
Pune emerged in the year 1893 when Kesari welcomed it through an
Article headed by 'Punyateel Pahilee Chimani'.

Kesari is always at the fore front and is always active in the field of
sports. Kesari Karandak FootBall Trophy, Judo Association, Shivaji
Mandir Health Club are prominent in this achievement.

The necessary capital required for industrialization of Maharashtra
was collected by the Co-operating Movement advocated through
Kesari and under the guidance of L. B. Bhopatkar, Dhananjayrao
Gadgil and D. V. Gokhale. The Co-operative Movement reached every nook and corner of Maharashtra and it has the lions share in the improvement of Rural Area. The present sugar factories in Maharashtra and their rich surroundings are the outcome of philosophy of co-operation preached by Dhananjayrao Gadgil. The services rendered by Tatyasaheb Kelkar to the field of literature have made an impact on the alternative devote meditation. Similarly the study of Karmayog in the Gita pleaded by Karandikar-Kelker has kept Maharashtra alive and alert. The last struggle for freedom of motherland was fought by the Goa Liberation Aid Committee organized by Jayantrao Tilak. Similarly the heritage of progressive and intellectual voracity debate was pushed on in Maharashtra by Kelkar, Dhananjayrao Gadgil on behalf of Kesari.

Boycott, one of the four pillars advocated by Lokmanya was ultimately transformed into Satyagraha and people used it as a weapon for counteracting injustice. The downtrodden nations, and those in slavery were awakened, winds of freedom blew in Africa. Bangladesh was rescued from the clutches of Pakistan's imperialism because of the Mantra 'Swaraj is my birthright and I shall have it' sponsored by Lokmanya Tilak. Because of the thought-provoking base of national education provided by Lokmanya Tilak, education was spread, not only schools, colleges and Universities were established but now even the thought of complete Indianization of education is foremost. For many years Kesari was demanding separate University for Maharashtra. As a result, it was successful; and the Pune University and the Tilak Maharashtra Vidyapeeth were established.
Kesari has always fought against injustice - may it be in the Political field, social field, Government or educational fields. Kesari countered injustice according to its might and has helped in the rejuvenation and upliftment of Maharashtra. Many difficulties came across, enemies attacked, misunderstandings were spread, but Kesari was the winner because of holiness.

9) KESARI : National Heritage

Even after independence Kesari continued its mission from 'Surajya' to 'Swarajya' impartially. Kesari has become hundred and thirty years old, following the four pillars preached by Lokmanya Tilak. The political, social and economic history of last hundred and thirty years has been rightly collected in the pages of Kesari. Kesari might be the only Newspaper of which all the hundred and thirty issues have been carefully preserved. If it is found necessary to take stock of the history at every event, there is no other alternative to Kesari. With a view to preserving this valuable treasure the work of composing it on Compact Disc has been undertaken. Needless to say that it is an expensive task. However, from the democratic point of view it is necessary to keep this dedicated Newspaper alive.

In the present age of cut-throat competition in the business world the work of Kesari, run by Trustee Institution has continued with the love and affection of the people. It is a valuable treasure given by Lokmanya Tilak.

If it is to be told in the words of Lokmanya Tilak it can be said, "Kesari belongs to people. Neither have I brought it nor I am going to take it away. All patriots who are indeed anxious for the interest of the country, should keep it going."
Lokmanya Tilak created Tilak Type with the help of 'Monotype' English taking Marathi compound letters into consideration
In 1916, Lokmanya Tilak got the first Rotary Machine from England for 'Kesari'
अकाली सहायणण

तेजस्वी तुम्हील फॉन्ट 'पीढीची नाली'

मराठी पत्रकात दुसऱ्या दिवशी नालीची नोकरी करताना तुम्हील फॉन्ट 'पीढीची नाली' वापरून अनेकांशात साहित्य लिहता असता. तुम्हील फॉन्टच्या मदतीने तुम्हील लेखनांची नसरत असणार आहे. तुम्हील फॉन्टचे उपयोग तुम्हील साहित्याची सुरूवात करताना उपयोग करा. तुम्हील फॉन्टच्या मदतीने तुम्हील लेखनांची सुसंगती बनते. तुम्हील फॉन्टच्या मदतीने तुम्हील साहित्याची सुसंगती बनते.
10) Brief History of Technology -

For the Last 179 years Marathi newspaper along with other newspapers went through technological change which affected newspaper production and production cost of a newspaper.

Printing Technology started with blocks, type and ink. Similarly Marathi newspapers were printed with lead type and sheet feed machines which required skilled labour on large scale. In due time block printing for photographs with chemical itching was introduced. It was time taking hectic work.

Marathi language or devnagri script have joint alphabets. They restricted printing in devnagri script.

Lokmanya Bal Gangadhar Tilak prepared his own font and asked monotype to prepare punches accordingly. This type is known as 'Tilak Type'.

In later stages mechanical compose came into existence by MonoType and LinoType which helped the newspapers to cut down labour cost.

Similarly Rotary printing came into existence for high speed printing.

At the end of twentieth century Web Offset technology was introduced with photo compose. This technology helped newspapers for qualitative printing.

The photo compose Technology was replaced by D.T.P., Color Offset Printing, Scanning. Kesari which did pioneering in new experiments prepared Devnagri font for DTP. I must mention here that my father-Dr. Deepak J. Tilak was the force behind it. This helped newspapers to curtail labour cost, improve quality printing.
11) **Information Technology** -

Information Technology brought major changes in newspaper Industry. Information Technology made the world go faster and closer. Information and communication became easier. Digitization, Scanning, Internet, Mobile Communication helped the newspapers to collect faster and latest news as well as it created various challenges before newspapers. Importance of bare news became less important and news between the line got importance.

Globalization created challenges before Marathi and other language newspapers. The importance of English language and source of information flow through English created future readership challenges before marathi newspapers.

1) Change in readership

2) Changes in Layouts

3) Colorful, Pictorial news features

4) Informative, easy communication analytic as well as entertaining news contents

5) New distribution or Marketing Policies

6) Flexible marketing and editorial strategies to cope with social, cultural and economic changes.

7) To create new readership avenues.

In short new technology and information technology have helped newspapers to improve quality as well as fast communication. However, globalized technology has created numerous challenges before newspaper and specifically Marathi or other language newspapers.
12) Recent Past -

After 1980 technological changes and computerization brought down 'the production costs for newspapers. Big newspaper companies started various editions to grab market share.

1) **Sakal-Pune** Started printing Mumbai, Kolhapur, Nasik, Aurangabad, Nagpur and Solapur.

2) **Lokmat-Nagpur** started editions from Akola, Aurangabad, Mumbai, Nasik,Solapur, Sangli & Nasik.

3) **Kesari-Pune** started its editions from Solapur, Sangli, Ahmednagar & Chipun.

4) **Tarun Bharat-Belgaum** started its editions from Sindhudurga, Ratnagiri, Goa, Kolhapur and Sangli.

5) **Loksatta-Mumbai** started its printing from Pune.

6) **Pudhari-Kolhapur** started its publication from Pune, Mumbai.

7) **Maharashtra Times** has just launched its edition from Pune.

At the same time small and medium size Marathi newspapers for survival and competition with big newspaper, developed their printing technology. They also developed professional management techniques and successfully retained their number one position in the market. e.g. Sanchar from Solapur, Akya - Satara, Gavkari - Nasik, Pudhari - Kolhapur, Sagar - Chipun, Deshdoot - Akola.

This helped readers to subscribe better and qualitative product which helped marathi newspaper industry to get new subscribers and avenues for marketing.
13) History of the newspapers

In the post independence period states were created according to languages spoken in the country. Therefore local language of each state was given priority. Automatically newspapers in regional language were in great demand in local market. Hindi being the major language & English being the universal language, number of newspapers in both these languages got advantage for more circulation in the country.

Within Maharashtra with the population of Marathi language and though literacy ratio have not increased substantially, Marathi newspaper have expanded in Mumbai, Pune & Nagpur. The percentage of the sale of Marathi newspapers in these 3 cities is almost 60% of the total sale of Marathi newspapers.

Marathi journalism has made remarkable change in quantity of the newspaper. It is no more a political journalism. Though politicians & political news is a priority, many subjects such as cinema, national & international sports, business, education have a detail description, reviews in today's newspapers.

Changes have been made contentwise according to the target audience. Contents related to all classes in the society, all members of the family are included in the marathi newspapers. When readers get sufficient material which holds their interest then do not have much complaints over the editorial articles. Production of a newspaper is no more restricted to a regional cause or some mission, it is focused for upliftment of the masses. Due to the development of printing technology, marketing, manpower etc. required newspaper industry for larger investments. Therefore businessmen, politicians, to capture the
fourth estate have invested in the newspaper industry. The need of a newspaper is no more for a national cause or for independence or for social welfare. In earlier days, sacrifice and social cause was the only investment, and it was not a profit making business either. But cost implications of Revenue and Expenditure or Viability are not taken into accounting & auditing in the short-run. However in the long run it cannot be neglected.

14) Trends in Marathi Newspapers Contents -

Though Darpan was the first marathi newspaper, Dyanprakash (1849) was the first marathi daily newspaper. The format they had adopted was - news & information but things like temperature, Market rates, Govt. notifications, panchang, features, wanted, court news crime news were included. It was the the customer related format.

Kesari, Mahratha, Kal, Sudharak, Mukanayak were started as views paper. In those days we could find two pages editorial discussing principles, politics and various conflicts. Editor view was important and varied information from foreign country, social and technological changes were reported in the newspaper.

Period of first century in history of marathi journalism was the period of revolution in political, social, economic, cultural and technological crystallization. British brought all divided parts and region under one roof. Because of British education system and communication system the flow of information initiated discussions about various conflicts.

Even the theory of Carle Marks was reported first time in India by
First issue of 'Nibandhmala' Magazine
Lokmanya B. G. Tilak. Economic calculation concept of wealth, effects of imports and exports, technological research were discussed. And marathi newspapers did their duty to make the common man aware of these changes in the west and within the country. Lokmanya Tilak used Kesari as weapon to educate and mould common man for Swaraj in all respect. Few editorials like Punyatil Pahili Chimni, Hey Amche Guru Navet, Sugar Industry and subjects about democracy, labour movement, cultural bounds, economics, education upliftment of backward class, freedom of women, religion are the some of the subjects.

As information flow was limited to print media every newspaper in marathi or in any other language tried to print International news. Various news agencies like Rauter came into existence. In India UNI and PTI news agencies were established. This helped newspapers to communicate International, National and State news in short time and cost.

For the first time my grandfather Shri Jayantrao Tilak introduced concept of sunday supplement in marathi journalism. My grandmother Indutai Tilak introduced magazine for children. Whereas my father Dr. Deepak J. Tilak introduced supplements on various subjects in marathi journalism.

All the marathi newspaper prepared a format for supplements which can satisfy all the members of family. This was the step towards customerization. Dr. N. B. Parulekar who was educated abroad started 'Daily Sakal' and introduced various customer oriented contents to attract middle class. That was starting point for transformation from views paper to newspaper.
The present format of MaCdonalised newspaper is based on the above history.

Introduction of television media and satellite channels International, national news became less important.

During this period few evening newspapers were introduced to bridge the 24 hrs time gap. Labours and servicemen, readers were focused. Lack of distribution organization restricted the effort of evening newspapers.

In order to sustain readership newspapers concentrated on state, regional and local news. Contents shaped to local flavors and views on local conflicts. Surfacing of channels, language barrier and prime-time became difficult for television channels to cater and concentrate on all cities, towns and villages. Newspaper industry took advantage of these restrictions with help of multiple editions and reached interiors with local news.

Free flow of information technology will take few more years to reach common uneducated man. No one can predict future technology. Competition of local television channels and cable network have got limitations because of TataSky.

Newspaper industry will have to be flexible in the future.