CHAPTER - V
CONCLUSION

The history of journalism in Haryana is very old. There were newspaper also before independence. But most of these were of local level. The daily publications were less in number. In the name of national newspapers which were mainly popular in Haryana were Dainik Tribune, Punjab Kesari, Hindi Samachar, Uttam Hindu and Veer Partap. These newspaper included news of Haryana but none of them was centered on Haryana.

In 1999 a newspaper of U.P., keeping in view the interest of readers of Haryana published an edition namely ‘Amar Ujala’ in which district-wise news were incorporated. But till then none of the newspaper was printed in Haryana. Most of the newspapers came from Jalandhar, Chandigarh, Delhi or Noida. The year 2000 was proved a milestone in the field of journalism, when Dainik Bhaskar was introduced in M.P. and Rajasthan.

A large media survey was conducted and more than 3 lakh copies were booked. At the first time, every district finds their own newspaper in the shape of Kurukshetra Bhaskar, Karnal Bhaskar etc. not only this, the Bhaskar set up their press in Panipat and Hisar which have become now printing centers of many newspapers. The state level desk editing work is done at these cities. After Dainik Bhaskar, Hari bhoomi set up their press in Rohtak, Punjab Kesari in Ambala and Panipat and Dainik Jagran in Panipat & Hisar.
These newspapers centered on the circulation of their newspapers due to which the large number of rural community accepted their readership. Now-a-days Haryana is setting new goals in the field of journalism. Due to coming of big newspaper houses, the readers are finding more options in newspapers and the readers choice have became more important for the newspaper organization to follow. All the newspapers organization to follow. All Hindi and English newspapers are selling equally. Audit Bureau of circulation (A.B.C) clearly shows that circulation of newspapers in Haryana has increased. Due to these environmetal changes the newspaper management has made some changes in their working process. These changes have been made keeping in view the time and competition. In these changes the status of newspapers, their selectivity language, feature page, magazines, fixing of advertisement place, adjustment of sale price etc, have become important. In addition to this the newspapers are seen interested in bringing out branding programmes and events.

LOCAL PULLOUT

The reader, first reads the local pullout and then the national edition. The newspapers are becoming conversant to increase circulation and readership and this is the fundamental rule to attract the readers towards their product in the shape of local pullout by which the circulation and readership is increasing. So, it can be said definitely that local pullout plays an important role in decreasing or increasing the circulation of newspaper.
When the increased circulation is there, the advertisements are there. Only Dainik Jagran and Punjab Kesari adopted this strategy of circulation increase but even then the circulation of Dainik Bhaskar remained constant. This concludes that both these newspapers incited new readers to read the newspapers which were educated and well settled but were not in the habit of reading newspaper. These newspapers have also known that still there are reader in the market to whom the newspaper can be made available for reading. The need was to search them. Therefore they introduced local pullouts and made readers. The main theme was that the local pullout was such an element which could increase circulation. If presumed, it was the need of time and market research.

Those newspaper who could understand this method, speedily enjoyed the increase in their circulation, such as Dainik Bhaskar, Dainik Jagran and Punjab Kesari and those who did not change the strategy and remain functioning in old style became looser in circulation increase such as Dainik Tribune, Amar Ujala etc.

**MAGAZINES AND FEATURE PAGES**

The selection of news in newspaper and magazines is done keeping in view the interest of the readers. The management takes care as to which group of readers is to be attracted. Keeping in view this ideology in the present time, some newspapers and magazines are available in the market on the subjects of *Business*, Economics, Sports, Carrier, Employment, Politics, Cine world and other reader groups.
single subject magazines are also available such as *Chemistry Today, Computer Today* in the market. These magazines are selected by the readers at their own need such as business group, reads business based papers, likewise youngsters read employment based newspapers. Different newspapers and magazines are sold for different news aspects. For example for ladies group - Griha Shobha, Sarita etc; for children - Champak, Nandan etc; for youth group - Josh etc; for business and trade – Business Times etc; for Cinema lovers - Screen magazines are made available in the market. Computer, IT, civil services, banking, automobile, Engineering, Ayurved, medicines are also made available to read for the readers and same type of newspapers are presented for the groups of readers. Every day the feature pages are being printed in the newspapers of importance. The feature page printed daily is based on different theme/subject such as religion, culture, education, architecture etc. In addition coloured supplements are given on selected days. These supplements are prepared according to the interest of the readers on different subjects such as for youths, children and women there are separate materials of interest. Now the news is not so important but the reader is.

**CONCLUSIONS**

1.1 The newspaper included in the research Dainik Bhaskar, Dainik Jagran, Punjab Kesari, Dainik Tribune, Hari bhoomi, Amar Ujala from Haryana region in the last five years circulation of which remained almost stable with some minor increase and decrease. No longer change
has been seen.

1.2 The circulation numbers of all the six newspapers has its own reader group. The research clarifies that on the introduction of newspapers, the circulation number has not affected the sale of other at a large scale. At the time of introduction of Dainik Jagran with local pull out in 2003 the circulation number of Bhaskar was 46000 but the Dainik Jagran started with 1,56000 copies, showing no effect on Bhaskar. In the first phase of 2004 the circulation number of Dainik Bhaskar was 1,48000 copies. This means the Dainik Jagran created new readers groups. This situation remains constant at the re-launching of Punjab Kesari.

1.3 In this period of five years, Dainik Bhaskar sold 248994 copies in the first phase of 2004 which was on lower side and in second phase of 2005 it sold 293264 copies which were on higher side. To say it remained between 2.5 lakh to 3.0 lakh in comparison to other newspapers. Dainik Bhaskar remained on top in circulation in the five years in comparison to other papers of the state.

1.4 Under research, the circulation of Dainik Tribune remained less. In this period the minimum circulation of Dainik Tribune was noticed 17764 in 2006 and maximum circulation 28368 copies in 2004.

1.5 There are different reader groups for the newspaper with local pull outs at state level. No competition has also been noticed in these newspapers. Both kinds of newspapers have shown a difference of circulation in lakh.
1.6 Local pullouts newspapers have their own circulation band and none of these affect each other. The circulation of Dainik Bhaskar remained 2.5 to 3 lakh, Dainik Jagran 2 lakh to 2.5 lakh and Punjab Kesari 1.25 lakh to 1.75 lakh.

1.7 In the period of research, the newspapers without local pullouts the circulation remained Dainik Tribune 18 to 23 thousands, Hari Bhoomi 60 to 80 thousands and Amar Ujala between 45 to 60 thousands.

2. GROWTH RATE

It is difficult to estimate rate of growth under the period under report in respect of daily newspapers. The certification of circulation number is done after a gap of every six months by the ABC. It was observed in the research that the circulation number decreased and increased in the counting of every six month. It is not stable. The matter is not one sided. Therefore, it is difficult to know the increase rate but during five years of research there can be a supposition of rate of increase.

During the research period the increase in circulation in respect of Dainik Bhaskar remained 4.8% meaning the Dainik Bhaskar gained increase of 0.96% per year. The Dainik Bhaskar earned an increase of 29%. Meaning thereby 5.8% per year. The comparison in respect of Punjab Kesari is 23% meaning average of 4.6% per annum.

Amar Ujala gained decrease of 21% meaning thereby average – 4.2%. The Tribune gained decrease of 35% meaning average -7.6% per annum. Hari Bhoomi under the period of
research gained increase of 31% meaning average 4.4 % per annum.

To conclude the maximum increase rate of Dainik Jagran remained at 5.6 % per annum whereas maximum circulation decrease was seen for Dainik Tribune approximately - 7.6%.

3. MANY FACTORS AFFECT THE CIRCULATION

(I) SURVEY

Survey means door-to-door market. This type of survey is conducted to prepare customers before the launch of a product in the market. All producers conduct surveys to enter and remain in the market, time & again. Under the survey customers are visited at their residence/offices and they are introduced with the product. They are, in this process, made mentally prepared for the product. Dainik Bhaskar management on the basis of popular marketing survey and on the report of ABC in 2001 reached at circulation number of 2.71 lakh copies.

Taking a step forward Dainik Jagran continued its survey and according to ABC report, before survey the Dainik Jagran circulation reached from 16000 to 70000 in the districts of Kaithal, Kurukshetra, Ambala, Yamuna Nagar, Karnal, Panipat and Sonepat. A survey was also conducted in Gurgaon and Faridabad and with circulation of 50000 copies it is almost ahead there also. The circulation in the first phase of 2004 was 185723 copies. In this way, the facts reveal that the conduct of surveys helps more in increasing circulation number.
(II) SCHEMES

The newspapers to maintain there share in the market or to maintain circulation number stable or increased launch prize coupons and schemes. During the period of research it was found that the results of these schemes were exciting even after competition the newspapers could maintain their circulation in the market and on different occasion they earned increase in the number of circulation.

(III) PULLOUTS

During the research it has been revealed that now the people are showing interest in the local events. The figures and their analysis explain that the local pull outs newspapers have made an increase in the circulation number a lot in comparison to non-pull out newspapers. The newspapers working with this concept like Dainik Bhaskar, Dainik Jagran and Punjab Kesari increased circulation 2 lakh, 2.13 lakh, 1.5 lakh respectively and on the other hand, non-pullout newspaper like Hari Bhoomi and Dainik Tribune decreased. Their circulation 75000, 55000 and 23000. So, it is clear that newspapers with pullouts are increasing their circulation and publishing a lot. On the other hand, non-pullout newspapers have been looser in the circulation process.

(IV) PRICE

To sell a product in the market, the price is a big factor. This rule also applies with the newspaper. The effect of price increased or decreased was not possible to analyze in the research because all the newspapers had made a slight increase in the price. During five years the increase made
was noticed only 50 paise per copy and it was made only once. So it is clear that price is one of the important factors in increase or decrease the circulation of newspaper. Therefore, the newspaper management tries to develop income resources and care is taken on expenditures, so that sale price of newspaper may be stable. This is why the sale price of all the newspapers is the same and equal. The newspapers which did not compete and have upside sale prices and limited readers, loose circulation in Haryana.

(V) PUBLICATION CENTERS

In the year 2000 Dainik Bhaskar has chosen Panipat and Hisar as their publication places in Haryana. Panipat and Hisar became district headquarters with printing centers. Dainik Jagran and Punjab Kesari also started publication. In addition to this, Punjab Kesari and Hari Bhoomi selected Ambala and Rohtak as their publication place respectively. During the period of research in five years, the newspapers published from Haryana gained increase in circulation in comparison to Noida and Chandigarh based newspapers which gained decrease a lot. The newspapers being printed in various cities of Haryana have increased circulation and it is growing more and more.

(VI) MAGAZINES AND FEATURE PAGES

The newspapers now, are not the medium of news but are also the medium of entertainment, information, useful knowledge and news. This responsibility is owned by the magazines and feature pages coming with the newspapers. The Dainik Bhaskar, Dainik Jagran, Punjab Kesari provide in
the week-end days magazines for women, children and youths separately. They are prepared keeping in view the interest of these groups and to maintain their interest so that the circulation can be maintained. The Dainik Tribune and Amar Ujala also provide on the week-end their magazines and their circulation is less. Hari Bhoomi provides *Balbhoomi* and *Saheli* magazines and not any pullout so their circulation comes a bit less. It is also clear that to maintain circulation the Dainik Bhaskar is providing on all days of the week feature pages, Dainik Jagran on six days and Punjab Kesari on five days.

**SUGGESTIONS**

1. In the conclusion of research, survey was considered an important factor. So, the newspaper managements should take care of this. This is much important for Amar Ujala, Dainik Tribune and Hari Bhoomi because they can increase their circulation by conducting surveys.

2. The research also provides that with circulation of local pullouts with newspaper can help increase in circulation in comparison to the newspaper which is not publishing pullouts. This may be taken care of.

3. The research provides conclusions that the schemes and proposals provided by newspapers effect sale a many more. So it is suggested that on different occasion to maintain circulation increase and stability they should launch schemes and proposals so that reader’s interest may be maintained and circulation can be stabilized.
4. The sale price also affects the circulation. This factor has been noticed in the research. During the period of research all the newspapers have maintained sale price equal to each other. So the management should be careful in respect of price fixation. As the price factor is a sensible factor for a product. Therefore the newspaper management should fix the sale price keeping in view the market necessity readers and competition strategy.

5. There can be a point of suggestion for the newspapers management as to where there is a publishing place out of Haryana they should establish their presses in Haryana. In this way they will be able to increase the circulation of the newspapers because our research has analyzed this point. The newspapers like The Tribune and Amar Ujala which have their place of publication outside Haryana are loosing in circulation number side-by-side new information and events are not being supplied to the readers. Whereas newspapers are being published from Panipat, Hisar, Rohtak viz Dainik Bhaskar, Dainik Jagran and Hari bhoomi have their circulation in increasing side and providing fresh information and events to their readers successfully. So it is suggested that the newspaper coming from outside Haryana should establish at least one printing press each in Haryana so that they can succeed in increasing circulation in Haryana.

6. The another suggestion by which the newspaper can increase their circulation is, to get published attractive
feature pages and magazines and distribute these to among the readers. Because during research this factor has also emerged as important to include the element of magazines and feature pages for the circulation increase.

7. The management of newspapers can be suggested for the continuation of readership to organize branding programmes and other events so that the readers may remain attractive and effective for the newspaper. The branding programs and events leave an effect on the minds of readers.

8. Under the conclusions of research it has been found that the newspapers have their publication band. None of the circulation number is cutting the other’s circulation band. So it can be assumed that each newspaper has its own readership. Therefore, it is suggested that each newspaper should make efforts to maintain their readership.

9. After the research it has been noticed that whenever any newspaper is launched or re-launched that has not affected the circulation of other newspaper. This means that every newspaper has made its new readers. So it is suggested that still there are so many customers which can be included as the readers. There are so many possibilities in the market.

10. From the results of research it can be suggested to the newspaper management to get feed back about their product. Such as how the readers are feeling about the
newspaper, what is most favourite for them, what is not of interest?, what changes they want. These feed backs can be collected at district level headquarters by appointing officers and surveyors from the readers. By doing so the newspaper will be in a position to make changes according to the interests of their readers and will also be able to provide a better newspaper for reading of the customers. In this way, the newspapers will possible find increase in circulation?

In the last a suggestion has come out for the newspaper management that to get increase in circulation number of their newspaper, they should search out new readers and try to engage them in reading newspapers who still do not read newspaper. Because it is easy job for the newspaper to get overall new readers instead of fetching readers from other newspaper groups.