ABSTRACT

The present research study, “Study of factors affecting the circulation of newspapers in Haryana.” was carried out with a view to analyzing the factors affecting the circulation of newspaper. The present study carried out that how the circulation increased so high? From where the new reader came up? What were the reasons that newspaper coming from outside Haryana (Dainik Jagran, Dainik Bhaskar and Amar Ujala) could establish and become able to find readers.

Secondly, what is the increasing rate in last five years in Haryana is respect of these newspapers. The need was felt to know, how the circulation of these newspapers increased what factors influenced increase and what is that theory on the basis of which this reflection was seen in the newspapers of Haryana.

For this reason the present research, “Study of factors affecting the circulation of newspapers in Haryana.” was chosen. The conclusion and suggestions of this research will help various publishers. The conclusion will point such things by which the newspapers will ensure their marketing qualities. This research will help further researches and researchers.

In the light of this theoretical framework, the study, “Study of factors affecting the circulation of newspapers in Haryana.” attempts to achieve the following objectives

In fact, our objectives are to find the facts and reasons for the increase and development in circulation number of
newspapers in Haryana. The main objectives of the research are as follows.

1. To study the origin and development journey of established newspapers in Haryana.

2. To calculate the circulation number progression of the major newspapers in Haryana.

3. To find out the minimum and maximum circulation of major newspapers in Haryana

4. Comparative study of growth rate of circulation of major newspapers in Haryana.

5. To find out such main factors, which can be considered as reasons of increase in circulation of newspapers in Haryana?

For the purposes of achieving the objectives mentioned above, the study used the statistical and observation method. In this method, first of all we collect the related numerical facts or data and then stream-line and organize those figures or editing the organized figures, their classification and tabulation or earmarking. After these analyzing those facts reach a fixed conclusion.

Having undertake a analysis of the Data (Audit Bureau of Circulation), tables and graphs of the research work, we may know consolidate our findings to achieve the objectives of our study and an explication of the theoretical implications of our research if any.

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.

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 pullout 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.

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.

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.

5. There are different reader groups for the newspaper with local pullouts at state level. No competition has also been
noticed in these newspapers. Both kinds of newspapers have shown a difference of circulation in lakh.

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.

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

8. 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.

9. 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

10. 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%.

1.SURVEY
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.

2. SCHEMES

The research during period 2004-08 points out that the major commercial media group never stopped the schemes even for a day. Dainik Bhaskar and Dainik Jagran newspaper attracted readers by offering schemes which were in crores of rupees. In year 2003, Dainik Jagran offered “Jagran Aya, Upkar Laya” and “Khelo Jagran Tambola” schemes. Before the start of these schemes, the circulation was 1,561,18 which increased 1,857,23. In 2004 due to these schemes which registered an increase of 30000 copies. The result exhibits clear affects of schemes. In 2004, a special scheme was introduced for Haryana – “Haryana Jagran Dhamaka”. This scheme also showed positive response and an increase the circulation by 28000 copies.

Likewise, Dainik Bhaskar started new scheme – “Jeeto Panch Crore” and “Har Mahiney Malamal”. These schemes also yielded results and during first six months of 2004, the circulation
of newspaper is 2,48,994 and increased by 2,4098. Like Dainik Jagran, Dainik Bhaskar also started scheme of “Jeeto Haryana” in Haryana but failed to attract rather it decreased the circulation by 10000 copies, i.e. the circulation stepped down from 2,73,092 to 2,64,202 copies (in second phase of 2004). To fill up the gap, Dainik Bhaskar adopted new schemes of cash prizes and started “Kiske Honge Sapane Sakar”. The first six months of year 2005, schemes showed remarkable results and increased circulation by 11% i.e. the number increased from 2,64,202 to 2,93,264. In second phase this scheme could not find favour and circulation declined by 28000 copies and the circulation came to 2,65556. In the year 2006, Dainik Bhaskar re-started scheme “Jito Panch Crore” which did not deliver desired results. It could increase only 4000 copies. Neither the “Ek Kilo Sona - Ek Kilo Chnadi” scheme nor “Dainik Bhaskar Apake Dwar” scheme proved beneficial. Despite these developments, Dainik Bhaskar did not notice considerable decline in circulation during these two years. Notwithstanding tough competition the management of newspaper maintained constant circulation. The circulation figure in the beginning of 2008 slightly drifted 2,69417 to 2,54987. The schemes “Offer Dhamaal”, “Banyia Malamal” somehow stopped the trend of decline in circulation number. The paper registered increase by 7000 in the second phase of 2008.

Likewise Dainik Jagran, with a view to increase in circulation, started scheme “Scratch and Win” on the pattern of Dainik Bhaskar. This showed encouraging results and increased the circulation by 9%. With the increase of 20140 copies, the number reached to 2,34177 in the first phase of 2005. After this, Dainik Jagran introduced new scheme of “Holi Main Bhar Lo Jholi” and “Utsav Uphaar Yojna” which resulted in the decrease of
circulation. In the second phase of 2005 the circulation drifted by 1.63% and circulation reached to 2,30,348. Dainik Jagran made no attempt to start any new scheme, after these results. The newspaper registered circulation number of 2,21319 in the year 2007. The “Monsoon Dhamaka” scheme started in 2007 which plugged the sliding trends and the circulation increased by 20000 in the last phase of the year of 2007. However, no considerable affects were seen.

3. PULLOUTS

During the research it has been revealed that the local pullouts newspapers have made an increase in the circulation number a lot in comparison to non-pullout 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 Bhomi 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 progress. The leading six newspapers of Haryana may be distributed in two categories, keeping in view the average of variation in circulation. In the first category, come those papers which publish local district-wise edition with their national edition consisting of 4 and 10-12 pages respectively. In the category are – Dainik Jagran, Dainik Bhaskar and Punjab Kesari. In second category, there are newspapers which do not publish local edition maintain their national identity. These are – Amar Ujala, Dainik Tribune and Hari Bhoomi. The local pullout concept was new in Haryana and liked by public. The statistics of circulation clearly
indicates that all these three newspapers are fighting neck-to-neck in circulation competition for become number one. The main reason behind the scene is the schemes of gifts, planning etc adopted by these papers. Besides all these factors, some newspapers re-started their edition afresh with new concept. For example, when Dainik Jagran was launched on 26 July-2003 from Panipat, Punjab Kesari started new era by starting publication from June 2006 from Panipat. Dainik Jagran and Punjab Kesari launched their editions from Hisar in 2000 and 2007 respectively through local-pull-out in Haryana. Before this Punjab Kesari being published from Ambala (1991) started again in 2006 with “pullout-edition”. To keep a watch on the circulation, this newspaper management appointed observers who will take necessary steps to increase the circulation numbers.

On the other side, the newspapers not having local pullout are struggling for their existence. For example Dainik Tribune which is very old is being published on conventions. The Tribune Trust failed to improve its circulation and even did not try to make any fruitful plan to increase its circulation. Dainik Tribune did not take notice of the changing trends in society and the taste of readers. During 2004-08, Dainik Tribune made no breakthrough in increasing its circulation and its circulation decreased from 28000 to 18000. Dainik Jagran and Dainik Bhaskar maintained their circulation number intact during these five years. The study shows that the circulation of Dainik Tribune is separate and they have taste for it only. Amar Ujala started in Haryana after intensive survey with great ethics of journalism. But its circulation faded from 61423 in 2004 to 48261 in 2008. Amar Ujala could not stand in competition in Haryana despite making best efforts. Hari Bhoomi also met the same fate due to non publication pull-out
edition and limited reasons. The other facts of failure of this newspaper were due to non coverage of national and international news. By comparison between these two newspapers, Hari Bhoomi showed encouraging results in its circulation of 82990 copies in 2008 from 67911 copies in 2004. In brief, non start of “local pull-out” edition, lead to decline of newspaper.

4. PRICE

To sell a product in the market, the price is a big factor. This rule also applies with the 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.

5. PUBLICATION CENTERS

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.

6. 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.