“There is no chance for the welfare of the world, unless the condition of women is improved. It is not possible for a bird to fly on one wing.”

Swami Vivekananda
Chapter IV
NEWSPAPERS UNDER STUDY

The following four newspapers were analysed during the study period of one year –

4.1 Hindustan Times

It was founded in 1924 as an Akali paper and was initially financed by Akalis and the Maharaja of Nabha. Due to financial loses Akalis sold it to Madan Mohan Malaviya. Later on it was jointly owned by Madan Mohan Malaviya, Lala Lajpat Rai, Raja Narendra Nath and M.R. Jayakar.

K. M. Panikkar was its first Editor with Devdas Gandhi (son of Mahatma Gandhi) also on the editor's panel. The opening ceremony was performed by Mahatma Gandhi on September 15, 1924. The first issue was published from Naya Bazar, Delhi (now Swami Sharda Nand Marg). It contained writings and articles from C. F. Andrews, St. Nihal Singh, Maulana Mohammad Ali, C. R. Reddy (Dr. Cattamanchi Ramalinga Reddy), T. L. Vaswani, Ruchi Ram Sahni, Bernard Haton, Harinder Nath Chattopadhyaya, Dr Saifuddin Kichlu and Rubi Waston etc. It has its roots in the independence movement of the first half of the twentieth century. It was edited at times by many important people in India, including Devdas Gandhi (the son of Mahatma Gandhi) and Khushwant Singh.
In 1927, G. D. Birla became the director and formed a company. Slowly he completely took over the paper.\textsuperscript{4} Hindustan Times is the flagship publication of HT Media Limited. It is a part of K. K. Birla group and managed by granddaughter of G.D.Birla, Shobhana Bhartia. She joined HT in 1986. When she joined, she was the first woman chief executive of a national newspaper. The group owns 69\% stake in HT media. ‘The two mantras adopted were: 1.Change with continuity and 2.Content is king. The trademark of Hindustan Times Limited is ‘leadership through quality and innovation’.’\textsuperscript{5}

Over seven decades the organisation has been a major force in the print media. The Hindustan Times Ltd. plans to consolidate itself as a vibrant and modern media powerhouse through strategic partnerships, ever-increasing scope of operations and a consumer focused approach. Hindustan Times has a wide reach in northern India with simultaneous edition from New Delhi, Mumbai, Lucknow, Patna, Ranchi and Kolkata. It is printed from Bhopal and Chandigarh too.\textsuperscript{6}

Indian Readership Survey (IRS) 2008 revealed that HT has a readership of (6.6 million) raking them as the second most widely read English Newspaper after The Times of India. Other sister publications of Hindustan Times are Mint (English business daily), Hindustan (Hindi Daily), Nandan (monthly children's magazine) and Kadambani (monthly literary magazine). The media group also owns a radio channel Fever and organises an annual Luxury Conference.\textsuperscript{7}
The format of Hindustan Times is broadsheet and it has its headquarters in New Delhi. Hindustan Times from Chandigarh focuses mainly on news and happening of Punjab and surrounding states of Haryana and Himachal Pradesh. Thursday editions of The Hindustan Times have a page devoted to women in which news/views related to health, achievements, are published. The Hindustan Times has following supplements in a week-

1. HT Power jobs- The supplement carries information on careers and jobs. It is published on Tuesday.
2. HT Horizon- The supplement is related to career and is published on Wednesday.
3. HT Estates- The supplement contains real estates and property related features.
4. Sunday Magazine- It covers features, comic strips etc.

4.2 The Times of India

The first edition of The Times of India was known as The Bombay Times and Journal of Commerce. It came into being on November 3, 1838, during the British Raj. The paper was published twice a week on every Wednesday and Saturday. The newspaper was originally owned and controlled by a Britisher.\(^8\)

The newspaper covered news from Europe, South and North America and the subcontinent. It was distributed both in India and Europe. In 1850 the newspaper started its daily edition and in 1861 it was renamed as The Times of India. The
last British editor Ivor S. Jehu left editorship in 1950. The Times of India holds the credit of being the first Indian newspaper to subscribe to the Reuters news service.

After independence, the industrialist Ram Kishan Dalmiya was the owner of the newspaper and later on it was taken over by Sahu Shanti Prasad Jain of the Sahu Jain group from Binjore of Uttar Pradesh. Frank Moraes was the first Indian editor after India got freedom.

The Times of India is published by the media group Bennett, Coleman & Co. Ltd. This company, along with its other group companies, known as The Times Group, also publishes The Economic Times, Mumbai Mirror, the Navbharat Times (a Hindi-language daily broadsheet), the Maharashtra Times (a Marathi-language daily broadsheet).

The Times is self declared as a liberal newspaper, and is sometimes described as irreverent. The present management of The Times Group has been instrumental in changing the outlook of Indian journalism. In India, as is elsewhere in the world, the Editor of a newspaper has traditionally been considered as the most notable position in a newspaper set up. The Times of India, however, changed this in the early 1990s, in keeping with the management policy of treating the newspaper as just another brand in the market. The main newspaper and its many sub-editions are now run by individuals often referred to as 'faceless editors'. The paper has diluted the authority of the editor to a great extent, with managers and marketing staff involved in selling advertisement space, occupying the top slot in the
practical order of hierarchy. The Times Group is the largest media services conglomerate in India. It is headed by brothers Samir and Vineet Jain. It has 11 publishing centers and 15 printing centers.\textsuperscript{13}

In 2008, the newspaper reported that (with a circulation of over 3.14 million) it was certified by the Audit Bureau of Circulations as the world's largest selling English broadsheet newspaper, placing as the 8th largest selling newspaper in any language in the world. According to Indian Readership Survey (IRS) 2008 the TOI is the most widely read English newspaper in India, readership of 13.3 million, which ranks TOI as the top English newspaper in India by readership.\textsuperscript{14}

The format of The Times of India is broadsheet. The supplements of The Times of India includes-

1. Education Times- It focuses on student community.
2. Times Ascent- It carries job advertisements.
3. Times Classified- It includes buying, selling of items
4. Times Matrimonial- It carries match advertisements of marrigable boys and girls. It is published on Sunday.
5. Sunday Magazine- It carries various features, games, horoscope, etc.

\textbf{4.3 The Tribune}

The Tribune started its publication in Lahore on February 2, 1881. It was a weekly newspaper of 8 inches by 18 inches with 12 pages. There were only 3 columns on each page and each
copy was priced at four aanas. It was started by a philanthropist Sardar Dyal Singh Majithia. Sitala Kanta Chatterjee was the first editor of The Tribune.

The partition in 1947 forced The Tribune to move out from Lahore. There was no publication for 40 days. It resumed its publishing on Sep 25, 1947 from Simla with two pages edition. On May 12, 1948, The Trustees of The Tribune again moved its offices to Ambala Cantonment. After 21 years at Ambala, the office finally shifted to its present location at Chandigarh on June 25, 1969.

The Tribune celebrated its centenary on Feb 2, 1981. The then President of India, Mr Neelam Sanjiva Reddy presided over the function and appreciated The Tribune’s independent policy, objective reporting and fair comment. ‘Mr Reddy said, “he was glad that The Tribune had consistently maintained high standards and traditions in the field of journalism and avoided every kind of sensationalism which gave only short-term gains, if at all. He described The Tribune as a paper of standing and repute.’

The Tribune Trust is run by five renowned persons as trustees. The Tribune has two sister publications – Dainik Tribune (in Hindi) and Punjabi Tribune (in Punjabi). All these three Tribune newspapers are published under The Tribune Trust. At present Mr. H. K. Dua is the Editor-in-chief of The Tribune Group.

The Tribune, the largest selling daily in North India, publishes news and views without any bias or prejudice of any
kind. Restraint and moderation, rather than confronting language and partisanship, are the hallmarks of the paper. It is an independent newspaper in the real sense of the term.  

_The Tribune_ is being published from five places – Chandigarh, New Delhi, Jalandhar, Dehradun and Bathinda. The daily edition of Chandigarh carries the main paper and Chandigarh Tribune. Chandigarh Tribune covers exclusive news and happenings of Chandigarh and surrounding places. The Tribune includes following supplements-

1. Jobs and Careers – It advertises jobs and vacancies. It is published every Wednesday.
2. Lifestyle – It covers fashion and bollywood. It is published every Friday, Saturday and Sunday.
4. Sunday Spectrum – It covers interesting features, comic strips etc.

4.4 _The Indian Express_  

_The Indian Express_ was started by Veradharajulu in 1931 at Chennai. He was an Ayurvedic doctor. But after his death the group split into two – the southern edition took the name _The New Indian Express_ and northern editions retained old _Indian Express_ name, with the prefix ‘The’. In 1935, Ramanath Goenka took over the control.
The running of *The Indian Express* was, for him, not a matter of profit and loss but a vehicle of national empowerment. The persecutions he suffered in the process have since become a part of journalistic folklore. In the process, he scripted a new chapter in the history of India. That of Journalism of Courage. It is this pioneering, intrepid spirit that drives the Group even today.\textsuperscript{23}

*The Indian Express* is owned by Indian Express group which also owns *Financial Express*, *Screen* (weekly), *Jansatta* (Hindi daily), and *Loksatta* (Marathi daily). *The Indian Express* group has its headquarters in Mumbai.

When the Press was muzzled and gagged and democracy kept in prison in 1975 during the Emergency, The Express was one of the few papers to stand up and speak out against the anti-democracy moves of the government, it was the loudest voice and the strictest critic to bring the guilty to account, at the highest levels of power wielding authority, and enable the return of freedom to the people of India.\textsuperscript{24}

Presently, Mr. Vivek Goenka is the Chairman and Managing Director of Indian Express Group. The format of *The Indian Express* is Berliner. The *Indian Express* claims to have 35 national editions, published from 21 centers and 7 language dailies reaching 19 million people. Mr. Shekhar Gupta is the present Editor-in-chief of the newspaper.

The supplements of *The Indian Express* includes –

1. Express Money – It talks about shares and it is published on every Monday.
2. Express Careers – It publishes job advertisements.
3. Express Estates – It talks about buying and selling of properties.
4. Classifieds – It is published every Saturday and gives all sorts of advertisements.
5. Eye the Sunday Express – It publishes interesting features.
REFERENCES

9. Ibid.
10. Ibid.
11. Ibid.

14. Ibid.


17. Ibid

18. Ibid.


21. Ibid.


23. Ibid.

24. Ibid.