

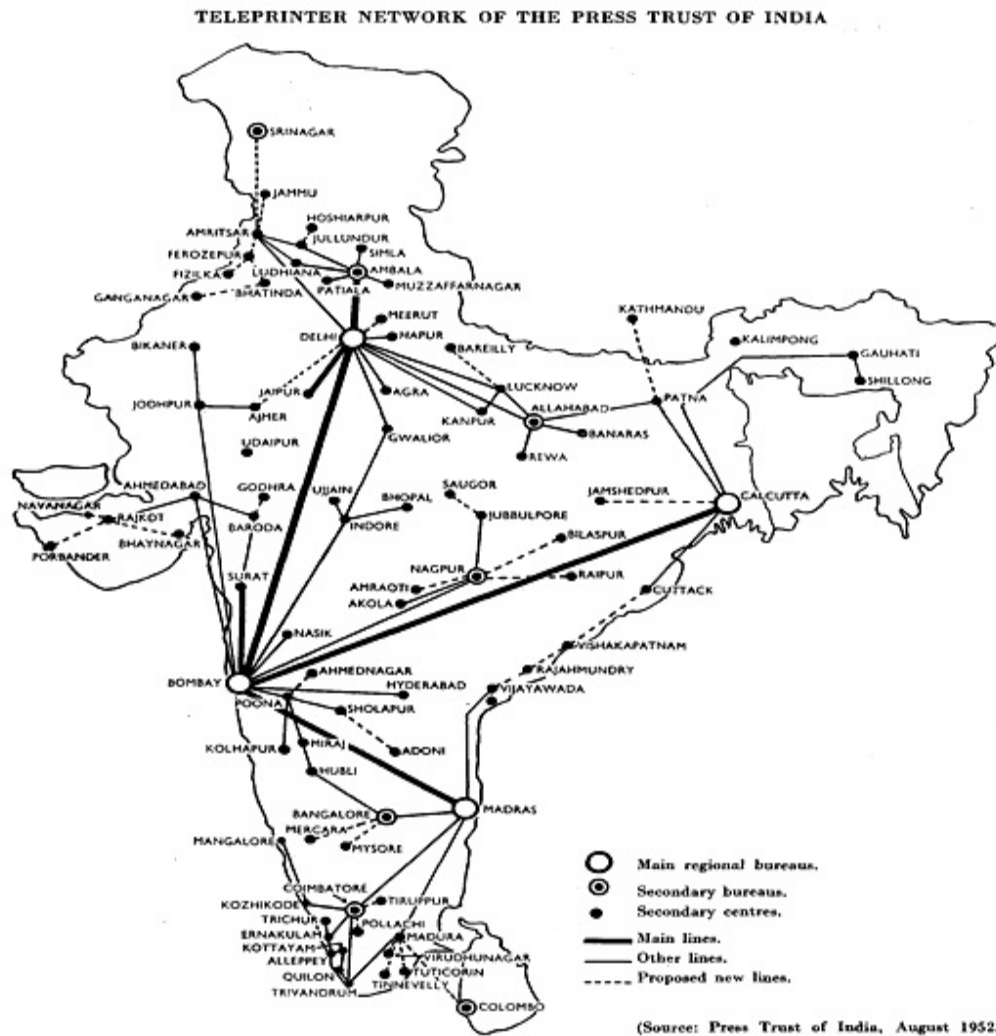
CHAPTER 4

PRESS TRUST OF

INDIA: AN OVERVIEW

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Press Trust of India (PTI) was set up on 27 August 1947, as a non-profit sharing cooperative of newspapers, with a mandate to provide economical, efficient and unbiased news service to all its subscribers without discrimination. PTI took over the Associated Press of India (a news agency set up in 1908) and the 'Indian operations' of the Reuters news agency. It began functioning from 1 February 1949.



Today, PTI's news service in English language crosses about 1,00,000 words per day. A network of 136 bureaux in the country and 11 bureaux and about 30 stringers abroad, and arrangements with several trans part of its modernization programme, news operations were computerized in 1984. To help deliver news reports faster PTI

has now gone for high speed electronic printers in place of 50-band electro-mechanical teleprinters. With a view to extending services directly to the subscriber and also to overcome various snags of the point-to-point transmission, PTI is now increasingly taking recourse to the satellite mode of dissemination through INSAT satellite. The facility is already available in 14 cities and receiver sets are proposed to be located in another 12 cities shortly. The accent of PTI's modernization is on adaptation of latest technology to suit the needs of PTI and its subscribers. To help in the task of modernization, on its website [http. /www.ptinews.com](http://www.ptinews.com). Clients also have the option of taking any of PTI's services through Internet.

PTI news is also available through World Space radio broadcast reception. The Photo service is delivered by satellite as well as accessed through dial-up. The agency is now engaged in archiving its photos. It employs more than 400 journalists and 500 stringers to cover almost every district and small town in India. Collectively, they put out more than 2,000 stories and 200 photographs a day. PTI correspondents are also based in leading capitals and important business and administrative centres around the world. It also has exchange arrangements with several foreign news agencies to magnify its global news footprint. Currently, PTI commands 90 per cent of news agency market share in India.

PTI has created a separate R and D wing. In collaboration with Madhya Pradesh State Electronics Development Corporation, it has set up a production facility in Bhopal called National Information Technologies Ltd. It caters to PTI's needs of high speed multi-lingual electronic printers, equipment for satellite operations and controllers for its News Scan and Com Scan services. The process of diversification has seen PTI bringing out Economic Service, Corporate Trends and Science Service as fortnightly mailers and weekly features in English and Hindi. A News Scan for display of news on video monitors was started in 1982. A Com Scan service of commercial news on video terminals has been in operation since late 1987. PTI has integrated the major Indian stock exchanges in a simultaneous display of inter-market share prices on electronic boards. India Perspectives a monthly in English, French and Spanish languages brought out by PTI's publication wing for Ministry of External Affairs has been received well among readers abroad.

This process of diversification has also seen the creation of Bhasha, a news service in Hindi started in April 1986 and PTI-Photo, the country's first wire photo service which began in October 1987. In early 1986, PTI also set up a television facility PTI-TV which has been producing news clips, documentaries and video films for Doordarshan and other clients. PTI has plans to launch a news service in Marathi on the lines of Bhasha. Also on the anvil is a 'Newsbank' facility through which PTI hopes to provide newspapers other ready-to-use background material and current data on a variety of subjects. PTI is a leading participant in the Pool of News Agencies of the Non-aligned countries and the Organisation of Asia Pacific News Agencies (OANA). From March 1985 till July 1988, PTI was the president of OANA. It is a major redistribution centre in the news exchange arrangements of both the Non-Aligned News Agencies Pool and OANA.

4.1 ADMINISTRATIVE & MANAGERIAL COMPOSITION OF PTI

Press Trust of India is the largest news agency in India. It is headquartered in New Delhi, PTI is run by a Board of Directors with the Chairmanship going by rotation at the Annual General Meeting. The day-to-day administration and management of PTI is headed by the Chief Executive Officer (who is also the Editor-in-Chief).

The Board of Directors

Mr Hormusji N Cama	Chairman (The Bombay Samachar)
Mr Riyad Mathew	Vice Chairman (Malayala Manorama)
Mr Vineet Jain Bennett	Coleman & Co. Ltd.
Mr Mahendra Mohan Gupta	Jagran Prakashan Ltd.
Mr Aveek Kumar Sarkar	ABP Pvt. Ltd.
Mr Viveck Goenka	The Express Group
Mr Vijay Kumar Chopra	The Hind Samachar Ltd.
Mr M P Veerendra Kumar	The Mathrubhumi Printing & Publishing Co. Ltd.

Mr N Ravi	The Hindu
Mr Sanjoy Narayan	HT Media Ltd.
Mr K N Shanth Kumar	The Printers (Mysore) Pvt. Ltd.
Mr R Lakshmipathy	Dinamalar
Mr Jimmy F. Pochkhanawalla	Independent Director
Mr Shyam Saran	Independent Director
Prof. Deepak Nayyar	Independent Director
Justice R.C. Lahoti	Independent Director

The Senior Management Team

Mr M K Razdan	Editor-in-Chief & CEO
Mr V S Chandrasekar	Executive Editor
Mr G Sudhakar Nair	Dy. Executive Editor
Mr Mohini Ranjan Mishra	Dy. General Manager (Administration)
Mr V Mohan Narayan	Editor
Mr Subhash C Malhotra	Senior Editor – Photo
Mr Amitabha Roychowdhury	Coordinating Editor
Mr Anil K Joseph	Editor
Mr Ajay Kaul	Editor
Mr Sumir Kaul	Editor
Ms Priyanka Tikoo	Editor
Ms Padma Alva	Chief Administrative Officer
Mr Subodh Gupta	General Manager (Finance)
Mr Tridib Bordoloi	Chief Engineer

Source PTI website (20/08/2016)

4.2 PTI SERVICES

At the beginning of 2005, PTI subscribers include 450 newspapers in India and scores abroad. All major TV/radio channels in India and several abroad, including BBC in London, receive the PTI service. With a staff of over 1,300, including 400 journalists, PTI has over 80 bureaus across India and foreign correspondents in all major cities of the world including Bangkok, Beijing, Dhaka, Jerusalem, Johannesburg, Islamabad, Kathmandu, Kuala Lumpur, London, Moscow, New York, Washington DC and Sydney. In addition, about 400 stringers contribute to the news file. It has arrangements with the Associated Press (AP) and Agence France-Presse (AFP) for distribution of their news in India, and with the Associated Press for its photo service and international commercial information. PTI exchanges news with nearly 100 news agencies of the world as part of bilateral and multilateral arrangements, including Non-Aligned News Agencies Pool and the Organisation of Asia-Pacific News Agencies PTI Services:

4.2.1 Non-Media Subscribers

The following non-media subscribers are stated below

4.2.1.1 Reuter Monitor

The next big revenue-earning project was right within the agency's primary function of information dissemination. Introduction of the Reuter Monitor service in 1981 marked a qualitative change in the availability to the country's banks, trading corporations and large economic enterprises of every description, of relevant information from all parts of the world. It brings to clients, with the speed of satellite communication, data on money rates, commodities and securities, oil and shipping. Being an interactive system, it also enables clients, if they wish, to contribute their own information for instant dissemination worldwide. Subscribers to the Monitor service now constitute the single largest source of PTI's revenue, followed by the Press.

4.2.1.2 News-Scan

Another service which takes information, unmediated, to the user is PTI News-Scan. It brings Indian and world news in an easy-to-read, capsule form on a video display

unit that can be placed on the desk-top in office rooms or in the concourses of hotels, airports and the like.

4.2.1.3 Stock-Scan:

Trials began in May 1987 of a new service, Stock-scan Large electronic boards, each 12 ft. by 6 ft., display tabulated prices of important shares even as they are being traded in the stock exchanges at Bombay and New Delhi. Similar boards are being installed at the stock exchanges in Ahmedabad, Calcutta and Madras interlinked in an electronic network with Bombay and New Delhi for the instant display of updated local and inter-market prices of about 400 important shares. The boards, each of nearly 27,000 leds (light-emitting diodes) will also display price-sensitive information such as imposition of margins, book closures and dividend announcements. Official prices of important shares, as they are being traded, and price-related information are entered into the stock-scan network through computer terminals installed on the trading floors. The computer-based network, designed and installed by PTI then takes over. It tabulates the prices and switches the information through the network for display in the five exchanges as required by each exchange. Other stock exchanges are likely to join the stock-scan network in due course. The instant display of updated share prices and other data and news will help reduce the disparities in quotations in the various stock exchanges through increased arbitrage dealings among the exchanges.

This will in turn provide a fillip to investment. The stock-scan network is a forerunner of the national market scheme to be developed in the country. This scheme will be on the lines of the national market scheme in the U.S.A. which came into operation under a Congressional mandate. Under the scheme, a buyer in one market can buy at the cheapest price prevailing in any other market and a seller in one market can sell at the best price ruling in any other market.

4.2.1.4 Comscan

In the offing is another service which will provide, on the lines of Stock-scan, financial, bullion and commodity information, and related news, on video screens. The information will be retrievable at the subscribers' convenience, unlike the commercial and sports news now fed by PTI into the teletext service of Doordarshan.

The teletext service operates on a loop with constantly updated information on a variety of subjects from which the desired data can be commanded for display on the TV screen.

4.2.2 Media Services

The following media services of PTI are stated below

4.2.2.1 Computerisation

It has become possible, with computerisation, to effect the transmission of information to subscribers at a faster pace than ever before. PTI has established high-speed data circuits (See Facsimile 17) linking several major centres in the country. PTI's news operations at the central desk in New Delhi and the regional centres at Bombay, Calcutta and Madras have been computerised. However, the high-speed potential can be fully realised at the receiving end, in newspaper offices, only when electronic teleprinters are installed. The production of such teleprinters is one of the immediate objectives of National Information Technologies Ltd., a joint venture of PTI and the Electronics Development Corporation established by the Madhya Pradesh government. PTI's research and development wing maintains close liaison with NITEL, which was launched at Bhopal in May 1986, and passes on to it technologies adapted to PTI needs, such as Infotron, for fabrication of the equipment. Contrary to early fears, automation has not resulted in shrinkage of employment. On the contrary there are now more job opportunities, with higher emoluments for upgraded skills.

4.2.2.2 PTI-TV

The television wing of PTI was launched in February 1986. In addition to producing newsclips for insertion in Doordarshan's news bulletins, it has been contributing educative programmes which explore current issues.

4.2.2.3 Photo Service

A wire photo service, on the lines of the experimental effort during the Asian Games of 1982, is being organised on a regular basis. It will use terrestrial links till the Satellite News and Facsimile Dissemination Project goes into operation. The photo service will provide both national and international coverage. News photographs will

be transmitted from the metropolitan cities while photo receivers will be installed in these centres to begin with and subsequently in various State capitals.

4.2.2.4 Data India

A reference weekly, provides a digest on the happenings in India, in a user-friendly alphabetical listing. Economic Service A fortnightly journal providing analytical reports on the state of the Indian economy and trends in the corporate world.

4.2.2.5 PT I Mag

A weekly package of 11 special stories on topics ranging from arts to business to science. Available through the wire service as well as through.

4.2.2.6 Science Service

Reports on the developments in the fields of science and technology with particular reference to India in a fortnightly journal.

4.2.2.7 PTI Graphics

A weekly mailer package of 14 graphics. Covers all major developments On special occasions like the budget, graphics are distributed by satellite.

4.2.2.8 NITEL

A Joint venture with MPSEDC for manufacture of communication – related equipment.

4.2.2.9 Asia Pulse

An online data bank on economic developments and business opportunities in Asian countries. Formed by PTI and four other Asian media organisations, Asia Pulse International is registered as a company in Singapore.

4.2.2.10 Satellite Project

It is proposed to utilise the INSAT-1B satellite to send both news and facsimiles for direct reception by subscribers with the help of a portable dish antenna in any part of the country. This will obviate the delays that now occur in retransmission when there are breakdowns in land lines. What is more, the satellite project will enable PTI to

provide a fast facsimile news service in the script of those Indian languages for which keyboards have not yet been developed.

4.2.2.11 Serving the Indian Language Press

PTI has from the beginning offered its service to Indian language newspapers at concessional rates. This was mainly for the reason that they had to undertake translation of the agency's reports. Another factor, which is happily becoming a thing of the past, was the weaker financial position of Indian language newspapers arising from neglect by the advertising agencies when the market for consumer goods was limited, and from a lower rate for the same advertising space compared to English newspapers.

The First Press Commission noted that when PTI introduced a surcharge based on the circulation level of subscribing newspapers, with effect from 1 April 1951, Indian language papers had to pay the surcharge at only half the rate in respect of each of the three categories of service: 'A', 'B' or 'C'. From 1 January 1987 there are only two categories of service, 'A' and '13'. The subscription rate per month per copy works out to 14 paise for the 'A' class service for an Indian language newspaper as against 26 paise for English news-papers, the respective rates for the 'B' class service being 9 paise and 18 paise.

4.2.2.12 English News Service

Available in two forms. The 'core' service covers major developments in diverse fields in a compact form. A more comprehensive segmented service allows papers to pick additional inputs from segments of their choice: national, regional, economic, commercial, international, and sports. Core service puts out about 40,000 words and the full-segmented service up to 100,000 words per day.

4.2.2.13 PTI Hindi Service: BHASHA

A landmark in PTI's history was the launching of the Hindi service BHASHA on 18 April 19M. The experience of Hindustan Samachar since 1948 and of Samachar Bharati since 1966 had shown that a teleprinter agency dealing exclusively in Hindi is not a viable proposition. The revenue base, being confined to Hindi-speaking regions and to cosmopolitan cities, was too narrow to support news gathering Operations all

over India and the payment to an international news agency for foreign news. Of the two English language agencies already possessing the necessary infrastructure, UNI was the first to start a Hindi service, under the name of UNIVARTA, on 1 May 1982. When BHASHA was launched four years later, some wondered whether it was a needless duplication.

The doubt has been set at rest by the good response of the leading Hindi dailies in the country. Many of them subscribe to both the Hindi services. Just as almost all the leading dailies in English and in Indian languages other than Hindi subscribe to both PTI and UNI. Competition between news agencies in any language, does not mean duplication of effort but an enlargement of endeavours resulting in an enriched fare of news. BHASHA has its staff posted, apart from Delhi, in Punjab, Haryana, Rajasthan, Uttar Pradesh, Bihar and Madhya Pradesh. There is also a small staff in Bombay. More than 30 per cent of the coverage is originally in Hindi, translation being confined to foreign news items and copy coming from non-Hindi speaking areas. Headed by Dr. V.P. Vaidik as Editor and Sharad Dwivedi as News Editor. BHASHA puts out on an average about 35,000 words every day, consisting of news reports from its own correspondents, stories based on what PTI and its associate foreign news agencies provide, and commercial news. Special attention is paid to the use of language and syntax appropriate to newspapers. Subscribers are also informed from time to time of the spelling and pronunciation of foreign names. The tele-printer network of Bhasha is depicted in Facsimile 18. BHASHA marks a beginning. It should not be long before PTI is able to undertake services in other Indian languages one after the other, specially when the facility of facsimile transmission via satellite becomes available.

4.2.214 Telecommunication Tariff

It is important that the government's policy with regard to the internal telecommunication tariff should help rather than frustrate the efforts of PTI or other news agencies to promote the development of the Indian language Press. The steep increase in the charges for lease of teleprinter lines in the 1987-88 Budget is a case of taking away with one hand what the government has been giving with the other to small and Indian language newspapers in the form of various concessions. The Second Press Commission recommended the establishment of a Newspaper

Development Commission among whose functions would be: "To promote the development of Indian language news agencies and to oversee the financial health of news agencies in respect of their domestic operations. To provide development assistance to the Press, especially to small and medium newspapers, through such means as the provision of subsidised teleprinter services on a non-discriminatory basis; To assist the emergence and growth of daily newspapers in remote and interior areas by subsidising the extension of the news agencies' teleprinter links; and To assist in obtaining for newspapers and news agencies reasonable tariffs for internal and external communication." These objectives should not be lost sight of even though the Government has not accepted the proposal for the establishment of a Newspaper Development Commissio

4.2.2.15 Feature Articles

The advent of radio with news bulletins round the clock, and then of television with its vividness and immediacy, posed a challenge to the Press. News-papers, and the news agencies serving them, have turned increasingly to analysis and interpretation and to what is called soft news. PTI's feature service performs this function of supplementing, and illuminating the background of, hard news. Issued in English and Hindi every week, and oftener as occasion requires, the feature articles cover a wide gamut of themes and are secured from writers who are not only experts in their field but can express themselves lucidly.

4.2.2.16 Areas of Specialisation

The science wing of PTI, comprising four persons in Delhi and one each at Lucknow, Hyderabad and Bombay, brings out a fortnightly Science Service as a printed bulletin besides processing news items on developments in science and technology. The bulletin, annual subscription to which is according to the category of subscribers, has been coming out since October 1981. With contributions by the staff, freelance writers and scientists, it carries national and international science briefs, articles and the Filth notes.

The science wing is headed by Dr. K.S. Jayaraman. In addition to the long-established Economic Service, another fortnightly service entitled Corporate Trends has been launched from September 1986. While the Economic Service deals with policy issues

concerning different sectors of the economy at macro level, Corporate Trends takes up issues concerning specific industries, products and services. It seeks to provide the corporate decision maker with reports on business trends before they become pervasive. Corporate Trends also monitors the stock market. PTI's Economic Division, Sports is another area of specialisation. Following the experience of providing special coverage of Asiad 1982 for Asian news agencies, a sports desk was set up in September 1985. It consists of ten persons, supplemented as necessary by others on special occasions.

4.2.2.17 Indices of Growth

Over the forty years since the take-over of operations from API, PTI's growth has been impressive by any yardstick. The number of teleprinter-linked offices has gone up from 37 to 132 (see Facsimile 19) . Leased tele-printer lines have gone up from a total length of about 17,01K) kilometres to 70,000 kilometres. The full-time staff strength is now more than 1,400, including some 350 journalists. (Facsimile 20). There are in addition nearly 300 part-time correspondents (Facsimile 21). PTI has a representative. Staffer or stringer, to cover virtually every district in the country. Facsimile 22 depicts the country-wide reach, two-way, of PTI's news gathering and news dissemination. PTI puts out about 100,000 words a day. Roughly 63 per cent of the news items originate from within the country and the balance from outside. The foreign items are contributed by PTI's own correspondents and the foreign news agencies associated with PTI. The annual turnover has risen from a level of Rs. 3.5 million in 1949 to Rs. 106 million during 1986. (See Facsimile 23). The gap between revenue and expenditure no longer represents a loss in absolute terms. The high figures of expenditure include the acquisition of assets which in turn enable working funds to be borrowed to the extent necessary for expanding, diversifying and improving PTI's services.

Table – 4.1 PTI Bureaus in India and Abroad

Mumbai
General Bureau
Legal / Crime Bureau
Economic Bureau
Editorial
Sports Bureau
Photo
Accounts
Engineering
Kolkata
Reporting
Editorial Desk
Photo
Engineering
Trans / Comm. / Accts.
Chennai
Reporting
Editorial / Photo / Engineering
Transmission / Accounts
Other Bureaus in India
Agartala / Tripura
Ahmedabad / Gujrat
Aizawl / Mizoram
Allahabad / UP
Bengaluru / Karnataka
Bhopal / MP
Bhuvaneshar / Orrisa
Chandigarh / Punjab

Dehradun / Uttaranchal
Gangtok / Sikkim
Guwahati / Assam
Hyderabad / Telangana
Andhra Pradesh
Imphal / Manipur
Indore / MP
Itanagar / Arunachal Pradesh
Jabalpur / MP
Jaipur / Rajasthan
Jalandhar / Punjab
Jammu / J&K
Jamshedpur / Jharkhand
Kanpur / UP
Kochi / Kerala
Kohima / Nagaland
Kozhikode (Calicut) / Kerala
Lucknow / UP
Madurai / Tamil Nadu
Mangaluru / Karnataka
Nagpur / Maharashtra
Panaji / Goa
Patna / Bihar
Pune / Maharashtra
Raipur / Chhatisgarh
Rajkot / Gujrat
Ranchi / Jharkhand
Shillong / Meghalaya
Srinagar / J & K
Surat / Gujrat
Thiruvananthapuram / Kerala

PTI Bureaus in Abroad
USA
UK
Pakistan
China
Sri Lanka
Nepal
Thailand
Bangladesh
Israel
Australia
UAE
South Africa
Egypt
Singapore
Bhutan
Geneva

Source : PTI Directory, PTI Press Annual Publication(2015)New Delhi.

4.3 THE SALIENT FEATURES OF PTI'S CONSTITUTION AS AMENDED

The name 'Trust of India' for the new agency emerged during discussion at a meeting of the press agency Sub-Committee held at Madras on the 5th and 6th of February 1946. The company was incorporated under this name at Madras on 27 August 1947, within two weeks of Independence Day (See Facsimile 13). The salient features of PTI's Constitution as amended are:

- i) There is no distribution of profits to shareholders. Any profits are applied entirely to expanding the range and improving the quality of PTI's services to its media and non-media subscribers.
- ii) Membership is restricted to owners of newspapers published in India and subscribing to one or more of the agency's services.

- iii) To ensure the integrity, independence and freedom from bias of PTI's news service, it is provided that no person can hold more than 1,000 shares of the company, and no member is entitled to more than five votes in all. Finally, In order to guard and promote the wider public interest,
- iv) There is provision for the appointment of up to four Directors unconnected with the newspaper business. (see Facsimile 19),(Facsimile 21)(See Facsimile 23) ,P T I Story Origin And Growth

4.4 PTI AND REUTERS AGREEMENTS

The agreement envisaged making PTI a partner in the Reuters and transferring the ownership of the Reuter subsidiary in India the Associated Press of India (API) to the PTI. The PTI would be a completely autonomous body and Reuters would have no part or place in its control. The PTI, as a partner in Reuters along with British. Australian and New Zealand associated presses would have a voice in the conduct of business by Reuters. The partnership agreement was for four years and any partner could end the partnership at the close of the period by giving one year's notice. The authorized capital of Reuters was two million pounds all in one pound shares. Of these only 90,006 shares had been issued and 12,500 new shares were issued to the PTI at pounds four and 10 shares in all, 56,250 pounds. Representation in the control of and management of Reuters was primarily based on the proportion of shares held. Roughly for every 12,500 shares, each partner was allowed a Director and a Trustee.

Thus giving the PTI one seat on the Board of Directors. Apart from the share capital, the PTI would have to bear its portion of the operating costs of the organizations The API as a going Concern would be transferred to the PTI at a value agreed to by the auditors of both parties The PTI would function as a national news agency in India and would be responsible for providing Indian news to Reuters. Transmitting news outside India at Reuters cost. Reuters might send correspondents to India on special occasions in consultation with the PTI and while in India these would be under the PTI.

The PTI would set up an independent Indian desk in London and its representative there would be responsible for the contents of the world news service sent to India by Reuters. He would advise the Reuters' Managing Editor on this and on the use of the incoming Indian news and be under the discipline of Reuters. The Indian desk would take over from Reuters, the dispatching of news services to Ceylon (Sri Lanka), Burma, Pakistan, Malaya (Malaysia) and certain Far Eastern countries. The PTI director on Reuters Board would be responsible for the contents of the service to these countries. The area from Cairo in the west to a point eastwards to be fixed in consultation with the Australian Associated Press would be called the Indian Zone and subject to the general control of the Reuters' Board. (Later it was fixed as being Singapore). The primary responsibility of collecting news and supervising the work of correspondents in the zone would vest in the PTI. A number of correspondents in the zone would be known as the PTI - Reuter men and all news collected by them credited to PTI - Reuter. Reuters would introduce Indian journalists at the executive level into their world news organisation. A PTI man would be appointed in New York and another one in Washington. The PTI would have the exclusive use of Reuters news in India for the press and the radio. The PTI could sell its own news anywhere outside India and would consult Reuters if it intended to sell the service to a competing world news agency. The PTI-Reuter agreement was hailed in India and abroad as a major step forward in the history of the Indian press. Prime Minister Nehru described the agreement as "another step in our liberation." Sardar Patel, the Deputy Prime Minister sent his good wishes. This agreement was a personal triumph for Mr. K. Srinivasan, the Editor of The Hindu and the leader of the Indian delegation during the negotiations. However, the real test was to make the agreement work. The agreement had not been a unanimous one and the critics were ready to pounce on it at the first sign of its cracking up.

Apart from finance, which in itself was a problem there were other problems. The bitterness in the relations between India and Pakistan in - wake of the partition was reflected in the attitude of the Pakistani press to PTI. There were also some British and other constituents of Reuters who 'did not trust PTI to provide an unbiased coverage of the events in the Indian zone which included Pakistan. The Pakistan Newspaper Editors' Conference accused PTI of bias in its coverage of Pakistan events and demanded Reuters to take action. Reuters flatly denied the charge and stood by its

Indian partner. This did not satisfy the Pakistani press and Reuters thought it best to appoint a British correspondent in Karachi. Naturally the elements in the PTI were highly critical of this action and accused Reuters of letting down a partner. Further disagreement arose when Reuters appointed a British correspondent of its own at New Delhi. Mr. Devadas Gandhi, PTI Director on the Reuters Board, resented this very much and thought this to be an affront to the PTI. He was willing to have Reuters send its correspondents to Delhi for short periods to cover special events, but the appointment of a regular Reuters correspondent in Delhi was, according to him, not in the spirit of the 1948 agreement. But Reuters put a different interpretation to this by saying that the PTI had not been given exclusive right to send news from India and the Indian zone.

The General Manager of Reuters, Mr. C. J. Chancellor, and the General Manager of PTI, Mr. A. S. Bharatan, did not see eye to eye on these issues. At a meeting held in Bombay on June 10, 1950 the question of basing a Reuters correspondent in New Delhi was raised and later at another meeting in Bombay on October 16, Mr. R. Goenka charged Reuters with failing to operate the zonal arrangement in the true spirit of the PTI-Reuters agreement.

While these differences were rearing up, the question of the future relationship between PTI and Reuters was also claiming attention. The PTI, Reuters agreement was to end on January 31, 1953 unless extended by mutual agreement. At least a year's notice was necessary for ending it and therefore both the PTI and Reuters had to decide whether to give notice, the last date for it being January 31, 1952.

The British shareholders of Reuters decided to give formal notice to end the PTI-Reuters agreement. On the Indian side, a formal notice to end the agreement was also given by the PTI on December 1951. These were both supposed to be formalities, even as both the parties were making arrangements for negotiations to continue the agreement. At this point, unfortunately the government stepped in albeit indirectly. On August 13, 1952, Dr. B. V. Keskar, the Information and Broadcasting Minister wrote a letter to Mr. Srinivasan, the architect of the Reuters-PTI agreement : The Government expects the PTI to stand more and more on its own legs, not subservient to other international agencies but equal to them and not also forming a subsidiary part of any international cartel. From this point of view, we find the proposed new

agreement to be very unsatisfactory and not auguring well for the future of PTI as a growing national agency. "If we find that PTI has entered into any agreement which derogates from the position that we expect it to have and becomes subservient to any foreign and/or international network, we might have to think seriously how far we can continue to give the PTI the facilities and co-operation that we have been extending to it up till now though Srinivasan wrote to Dr. Keskar that the PTI was not entering into a new agreement but reiterating the terms of an old one before extending it, the damage had already been done.

This was not all. Prime Minister Nehru wrote to Mr. Srinivasan : " I am reluctant as Prime Minister to interfere in the partnership arrangements between the PTI and Reuters. That is the primary responsibility of the members of the PTI. But naturally, I am greatly interested in this matter because of its wider implications. I should like national news agencies to develop in India and I would like to judge every proposal from that point of view".

The basic difference between the PTI and Reuters, the Prime Minister thought, really reflected the differences in the foreign policies of the two countries. The agreement seemed to suggest' that Reuters did not like PTI to give publicity to the Indian view in international affairs, especially in Asian countries and also wanted to increase control over PTI. This aspect of the question had not been considered when the original agreement had been drawn, since India's foreign policy had not been developed then. He went on to explain. Indian policies in the Middle East and South East Asia, the Indian area allotted to PTI, caused apprehension to Reuters who attempted to "neutralize or lessen our activities in this area ". They had even sent a correspondent to India and there hi been tendentious propaganda by a Reuters man in Pakistan. Mr. Nehru did not see much advantage in PTI being able to control news going outside from India. " I am little more interested in the news that goes to and comes out of places like Cairo, Baghdad, Teheran, Rangoon. Singe pore, and Djakarta. "He also thought that there was bound to be an increasing conflict in policies between India and many other countries and Reuters and would be faced with difficulties.

A three year agreement was too long a Period to get tied up I am interested in two matters the repaid development of a national news agency and the proper interpretation of our foreign policy in India and as far as possible elsewhere. The

question therefore is as to whether the agreement with Reuters will further these two ends or perhaps hinder them. But it is natural to think that Reuters are not anxious to see that a national and independent news agency develops in India and would like PTI to be kept in a subordinate position to themselves. Though Srinivasan defended the agreement, the damage to the entire issue had already been done. He explained in a letter to Mr. Nehru that the partnership uttered the PTI a definite voice in the direction and control of Reuters and that it had a place in the international coverage of news which would prove of value when India decided to set up her own agency. There was an Indian desk at Reuters office in London which was the distributing center for world news. This desk was selecting, rewriting and influenced Reuters' editorial policies so that, as far as possible, a balanced picture of world developments was given to Indian readers.

He emphasized that the desk was at complete liberty to choose, reject and alter the presentation of news. He also explained the creation of the Indian Zone and basing of PTI correspondents in Cairo, Baghdad, Teheran, Colombo, Rangoon, Singapore and Djakarta sending news to London as to Bombay. He agreed that the zonal arrangement had not come up to India's expectation but the arrangement had to be kept working to make it improve. Referring to the Prime Minister's mention of the collapse of the British policy in the Middle East, Mr. Srinivasan went on to explain this might be the opportunity for the PTI. For example, successive Reuter correspondents had been expelled from Teheran, with the result that the PTI man had been covering for six months for the Reuters world pool. On news coverage of Pakistan in 1950, he said it was a testing period of the partnership, but even after that the PTI still retained control over the news desk of the PTI-Reuter correspondent in Karachi and had an Indian correspondent in Dacca who sent news to London on behalf of Reuters also.

He also explained that for all practical purposes, the PTI staff was controlling news from Baghdad to Tokyo as the same wireless beam served the whole area. With all this stout defense of the agreement and the plea for its extension, Mr. Srinivasan tried hard to point out the advantages of the partnership, but it failed and one by one the other directors backed out and the agreement was not extended. Srinivasan resigned from the board and a new board negotiated and signed a new agreement with Reuters for bulk purchase of news on bilateral basis on January 19, 1953. With that ended the

famous partnership that Reuters claimed was instrumental to some extent in India joining the Commonwealth.

What Went Wrong? As an experiment in partnership, the PTI-Reuter agreement was a landmark in the history of news, agencies but partnership can only take place and work successfully among equals and the PTI (just a newborn baby) was certainly no equal of Reuters. What were the general policies of the British Government towards independent India? It should be remembered that the Labour victory in first post-war elections was a surprise, after Winston Churchill had steered the nation to victory during the World War II. Inexplicable as it did appear the voters did want a change, but that did not mean that the conservative elements among the people and the government at the policy making level were no longer there.

They were very much there and in fact, opposed the Reuter-PTI agreement. The conservative elements in Britain especially the bureaucracy, was definitely against India and when Pakistan raised its voice against India and when Pakistan raised its voice against the PTI coverage of that country, these elements had a field day. Side by side with this, those elements in India which were against the agreement from the very beginning, also felt that the agreement in effect dictated Indian Government's policy on communications. The agreement implied that the PIT would in effect be parlor partner without any independence as indeed it would be since it had only one director on the Reuters Board. Though, on paper, independence was promised in the operation, selection and transmission of news, in practice Indian journalists at the London headquarters of Reuters had to fall in line with the Reuters style and slant in presenting news, Mr Srinivasan with all the best intentions in the world was sincere as he believed that the partnership would help both sides. The posting of a Reuters correspondent in New Delhi, though the agreement clearly mentioned that such a correspondent could come on special occasions only, naturally caused a heart burning and in an independent country was considered an affront to the newly acquired status of the nation.

The colonial hangover of the past would seem, to the Indian side have reared its head in the Reuter's unilaterally putting their man on a permanent basis in the country. Added to, this was the question of the Indian zone. Though the agreement mentioned this, when the question was raised, Reuters put a completely different Interpretation

on this. Meanwhile, the political factors were also changing, in that the Kashmir war and the issue being raised at the UN. was putting practical difficulties in reporting it. Though even by Reuters' accounts objectivity as far as possible was maintained it did put the PTI to a great stress and strain knowing that the country and Pakistan were in conflict.

Again India's new found status as an emerging Asian nation and a kind of pioneer in the group of ex-Colonies and Mr. Nehru's personal preference for foreign policy projections created an atmosphere, where the PTI's or Reuters' presentation of news on controversial issues such as colonialism or the emergence of the U.S. or the cold war might be suspect. As did happen in the late fifties, India's foreign policy did clash with that of Britain which now was supporting U.S. policies, and the signing of the Mutual Security pact between the U.S. and Pakistan in 1954 which ironically was offered to India by the late John Foster Dulles, then Secretary of State in the Eisenhower Administration and rejected by India. Under such circumstances, it would have been very difficult for Reuters to maintain credibility in South Asia with India or PTI controlling the news of the Asian desk that allegedly compromised Pakistan. In parenthesis, it might be added, that the problem of conflict between two members always creates suspicion about objectivity in reporting. The non-aligned news pool faces this problem. Mr. D. R. Mankekar, the Chairman of the non-aligned pool when asked about reporting news of a conflict between two member nations, said in New York in May 1979 that then agency would simply ignore the issue. But in the process the credibility of a news agency is affected to some extent. The generally accepted practice (it might be called a policy) of the American press to keep its distance from the government has paid rich dividends in the past. As can be seen from the foregoing experience of the PTI. Even an indirect hint, let alone action had its effect in making the directors of the PTI who were just a while ago in favour of extending the agreement with the Reuters change their stand much to the disgust of Mr. Srinivasan. What caused it? The answer lies in a letter written by Mr. C.R. Srinivasan on September 24, 1952 to Prime Minister Nehru. Mr. Srinivasan was one of the members of the board in favour of extending the agreement. "The very clever use of your views by a few interested persons sabotages the partnership proposals. The partnership proposals were rejected not so much on merits as because the government was not in favour of it". The letter took the Prime Minister by surprise who said that "it is

certainly not right to say, if they have said so. that the Government wanted them to decide that way I am sorry that anything should have happened which should lead you and Mr. K. Srinivasan to resign from the PTI Board ". Added to that the implied threat to the PTI in Dr. Keskar's letter to him that " we might have to think seriously how far we can continue to give the PTI facilities and co-operation "

The Government's co-operation certainly meant a lot and as for help it was vital but it was indeed governmental interference. If this had happened in a country with a more stronger press, the action would have been more intense and vocal. Yet, in this case, the press capitulated under this subtle form of pressure. However, though Srinivasan believed in the value of the partnership, he did not realize that there were pressures working in Britain also to sabotage the agreement and both sides worked well to annihilate it. This also brings out a vital question on a policy issue of whether the government should try directly or even indirectly to influence such a matter which in a democratic set up with a free press is vital to the well-being of the country. Because the Indian press capitulated at that time, 22 years later, it had to capitulate again when another Prime Minister introduced press censorship in the name of national security.

(1. V. K. Narasimhan, in " Kasturi Srinivasan ", 1969 ,2. Ibid, page 109 ,3. Ibid, 109, 4. Ibid, 110 ,5. Ibid, 116)

4.5 AGREEMENT ON PTI'S PARTNERSHIP IN REUTERS (1948)

The signatories on behalf of the Indian and Eastern Newspaper Society undertake that they will procure that the Press Trust of India Limited, a company formed under the auspices of the Indian and Eastern Newspaper Society, shall enter into an agreement with Reuters Limited as shown below therefore, in the following clauses the two parties are referred to as Reuters and the Press Trust:

4.6 PREAMBLE

Both parties to the present Heads of Agreement declare that they are news agencies serving no other purpose than the dissemination of truthful unbiased news, that they are free from any government or tendentious control and that the news which they supply to each other or sell to third parties in their corporate capacity shall be

compiled and selected solely on its objective news value. They have entered into this agreement in full accord and understanding as to the basic principles of integrity of news as emphasised in the Reuter Trust Agreement and in the Memorandum of Association of the Press Trust.

They have decided that it is right that the internal news agency of India, hitherto owned and managed by Reuters, be transferred to the ownership and control of the newspapers of India acting together through the Press Trust. Moreover, they have agreed that it is in the best interest of the Press of India and of the United Kingdom and of Australia and New Zealand that the Press Trust should share in the ownership of Reuters and in close association with the other owners take an active part in organising and directing the collection and distribution of world news in the international field. The Press Trust, in entering the ownership of Reuters, will assume the same responsibility as the other owners for the Reuter world service and the maintenance of the principles of the Reuter Trust.

It has been agreed as follows:

1. The Press Trust will take 12,500 shares in Reuters at £4 10s. 0d a share.
2. The Press Trust will become a party to the Reuter Trust Agreement.
3. The Press Trust will appoint one Trustee of Reuters and one Director of Reuters. The Press Trust will have an alternate Director. The Press Trust Director will rank equally with other Directors and take his turn as Chairman at Board Meetings.
4. The Press Trust will set up an independent organisation in London. It will appoint a senior journalist who will be called the Press Trust Chief Representative. He will keep in touch with the Editorial Department of the Reuter World News Service and for that purpose Reuters will ensure him access and opportunity to play an effective part in the Reuter organisation as a whole.
5. The Press Trust will be responsible for collecting and despatching the Reuter news service from India. The service will be complete, competitive, fast and objective. Transmission costs outside India will be

on Reuters' account. Reuters may send correspondents from headquarters to India on special occasions in consultation and in co-operation with the Press Trust. These correspondents while in India will in matters of discipline be responsible to the Press Trust. News supplied by the Press Trust from India for the world news pool shall generally be incorporated therein fully but, where condensation is necessary, correctly in substance. It will be one of the responsibilities of the Press Trust Chief Representative to watch the incoming news from India and advise the Managing Editor on the use made of it in the World Service.

6. The Press Trust Chief Representative will be responsible to the Press Trust for the news sent to India from Reuters or any other source. Under his charge an Indian Desk will be established in Reuters' London Office to which a number of Press Trust men will be appointed. The Indian Desk will handle the news to India and function as instructed by the Press Trust through its Chief Representative in London. But all the staff working on the Indian Desk will, in matters of discipline, be responsible to Reuters' Managing Editor. At the suggestion of Reuters the Press Trust agrees that the Indian Desk as described above will also be responsible for dispatching news services to countries at present served by the Reuter Eastern Desk which will cease to exist as soon as the Indian Desk is established. At present the Eastern Desk services in addition to India, Ceylon, Burma, Pakistan, Malaya and in part a number of Far Eastern countries. The news requirements of the Press Trust will be the guiding factor in compiling the basic service on the Indian Desk, but the news requirements of the Countries outside India served by in Indian Desk will, as notified by Reuters' Managing Editor, be borne n mind by the staff on the Desk. The special responsibility of the Press Trust Director for the content of the service so provided will be recognised by the other members of the Board.
7. India's special news interest in area neighboring countries will receive practical recognition in the expansion of the news service in an to be described as the Indian zone. The news collecting zone will be an area extending westwards to Cairo and eastwards in consultation with the

Australian Associated Press. A number of correspondents nominated by the Press Trust will be added to the Reuter organisation in the Indian zone as and when considered necessary or desirable jointly by Reuters and the Press Trust and four men will be appointed as soon as possible.

All correspondents in the zone will be PTI-Reuter men. The messages filed by them will be known as Reuter-PTI messages in the Indian zone. Subject to the general control of the combined Board, the primary responsibility for the collection of news and supervision of the work of correspondents in the zone shall vest in the Press Trust. Instructions to the correspondents in the zone will ordinarily be issued by and through the Press Trust. Where speed is necessary instructions will be sent direct from Reuters headquarters, copies of which will be communicated simultaneously to the Press Trust. PTI-Reuter men will file direct to India for the Press Trust, transmission costs on Press Trust account, and they will file direct to London (or Reuters, transmission costs on Reuters' account).

8. Reuters will, in co-operation with the Press Trust, introduce Indian journalists at the executive level into the Reuter world news organisation as and when practicable; and as a beginning, Reuters will appoint a Press Trust man in Washington and another in New York. the latter to specialise in United Nations coverage.
9. The Press Trust will attribute to Reuters news taken from Reuters and it will issue this news in India as PTI-Reuter.
10. The Articles of Association of Reuters will be altered so as to give the Press Trust the rights stated in 3 above; the Assessment and the right of the Press Trust to the use of the Reuter service will be as defined in Articles 5 and 6. This means that the Press Trust will have the exclusive right to the Reuter service for publication and broadcasting (without prejudice to the existing contract between Reuters and the British Broadcasting Corporation) in India.

11. The procedure for changing the annual assessments is described in Article 6 of the Reuter Articles of Association.
12. On the date when the Press Trust takes up its shares in Reuters (the transfer date) there will be transferred to the Press Trust as a going concern the combined Reuter and Associated Press of India organisation in India and the Press Trust will pay to Reuters the value of the net assets of the Combined Organisation as shown by a Balance Sheet to be drawn up by the Auditors of Reuters in London and agreed by the Auditors of the Press Trust in India as at the transfer date. Such payment by the Press Trust to Reuters will be made when the Balance Sheet is certified by the two Auditors as agreed.

For the purpose of the Balance Sheet:

- a) No value shall be attributed to goodwill,
- b) The teleprinter and radio equipment in India shall be written down to book value at Reuters' established rate of depreciation,
- c) The freehold hold property shall be transferred at the value shown in the current Reuter Balance Sheet,
- d) Current stocks which aloe shown in the current Rest, no valuation in the Reuter and API Balance Sheets (including paper stationery, teleprinter spare parts. office furniture and fixtures, air-conditioning plant, typewriters, duplicating machines, motor vehicles and bicycles and other equipment) shall be valued by an independent value acceptable both to Reuters and the Press Trust,
- e) The Auditors shall make allowance for irrecoverable debts,
- f) There shall he included in the liabilities estimated liability for income tax on profits, earned to the transfer date. The Press Trust will take over all the debts, including prepaid expenses and deposits, owing to the Combined Organisation as at the date of transfer and will hold Reuters indemnified against them.

13. The Press Trust will take over all the API and Reuter staff in India and assume responsibility for carrying out all obligations and undertakings towards the staff including the existing and accruing Provident Fund rights and all ancillary obligations.
14. The existing Reuter Commercial Services in India, foreign and domestic, will be transferred to the Press Trust. The Press Trust will send to London the Indian Commercial Service required for the Reuter World Commercial Service pool without charge except for transmission costs from India to London which will be on Reuters' account.
15. The Reuter Trust Agreement and Articles of Association will be altered so that the Press Trust and the present shareholders in Reuters will each have the right to dissolve the partnership at the end of four years by giving twelve months' previous notice.
16. This Agreement comes into force on the day when the Press Trust takes up its shares in Reuters.

Signed for and on behalf of the Indian and Eastern Newspaper Society:

K. Srinivasan
C.R.Srinivasan

Witness: S. NARAYANAN

Signed for and on behalf of Reuters Limited:

Layton
W.A.Hawkins
C.J.Chancellor

Witness: WALTON A. COLE London, June 18, 1948.

(Raghwan, GNS, (1981), The Press in India a New History, Gyan Publication House, New Delhi.)

4.7 ANNEX TO THE HEADS OF AGREEMENT

1. Reuters will pay the travelling expenses of the Press Trust Director twice yearly between India and London (see clause 3 of the Heads of Agree).

2. The Press Trust may sell its own news anywhere outside India. but it will only sell to a world news agency competing with Reuters after consulting the combined Reuter Board (see clause 5).
3. The service prepared by the Indian Desk will be transmitted by a transmitter leased from the General Post Office known as the Indian Beam. This transmitter will be operated as a continuous open circuit except for the maintenance periods required by the Post Office. The actual cost of the Indian Beam, which will carry the Commercial Service as well as the News Service, will be shared between Reuters and the Press Trust in the ratio of 5:12 respectively. The services at present transmitted from the Eastern Desk will continue to be transmitted on the Indian Beam (see clause 6).
4. The Press Trust assessment on the basis agreed by the Reuter Board until the end of 1949 will be at the rate of £43,333 6s. 8d. per annum, the assessments of the Reuter Stockholders being as follows:

Press Association	£130,000	0	0
Newspaper Proprietors Association	£130,000	0	0
Australian Associated Press	£43,333	6	8
New Zealand Press Association	£8,666	13	4

see clause 11)

5. Recognising the special problems of the Press Trust during its early years, Reuters will make a development rebate to the Press Trust so as to reduce the assessment to the following net amounts:

1st year	£30,333	6	8
2nd year	£30,333	6	8
3rd year	£30,333	6	8

Thereafter the Press Trust will pay its full assessment in accordance with Article 6 in the Reuter Articles of Association, unless otherwise agreed by the combined Reuter Board.

6. In the first year of the partnership Reuters will also pay to the Press Trust a special rebate of £5,000 if the Press Trust considers it unnecessary during the

first year to provide more than two men for the Indian zone and more than one man for the United States (see clauses 7 and 8).

7. Reuters will pay all costs incurred in the operation of the Indian Desk up to a ceiling of £10,000 a year. The Reuter Accounts Department will pay the salaries of the men working on the Indian Desk whether seconded by Reuters or sent from India by the Press Trust and the details of this expenditure will be agreed with the Press Trust acting through its Director on the Reuter Board. Repatriation, travelling and other expenses of the men appointed by the Press Trust will be a Press Trust responsibility and will not be included in the £10,000 ceiling (see clause 14).
8. The Press Trust will have the option to pay either the whole or a part of the sum due to Reuters under clause 12 by five equal annual instalments with interest at 3% per annum on the outstanding balance, the first of which will be paid on the transfer of the assets. In the event of the Press Trust giving notice of termination of the partnership at the end of the third year the full balance will be paid in the fourth year.
9. The Reuter and Associated Press of India Provident Fund Accounts, with securities and cash to the full total of these Accounts, will be transferred under a Trust Deed to the Press Trust.
10. All payments under this agreement will be in sterling in London.

Signed for and on behalf of the Indian and Eastern Newspaper Society:

K.SRINIVASAN
C.R. SRINIVASAN

Witness: S. NARAYANAN

Signed for and on behalf of Reuters Limited:

Layton
W.A.Hawekins
C.J.Chancellor

Witness: WALTON A. COLE London, June 18, 1948.

(Raghwan, GNS, (1981), The Press in India a New History, Gyan Publication House, New Delhi.)

4.8 END OF PARTNERSHIP BETWEEN PTI AND REUTERS

The Indian government which had encouraged the partnership proposal in 1948 was now distinctly unenthusiastic about its continuance. The Tories had returned to power in Britain in 1951, and the traditional imperial outlook of Reuters once again coincided with that of the government, to mutual advantage. There was, *pari passu*, an increasing divergence in the perception of the leading sections of political life and of the Press in India and in Britain. whether with regard to the process of decolonisation in Asia and Africa. or the Cold War On 13 August 1952. Dr. B V. Keskar, then Minister for Information & Broadcasting. Said in a letter to Kasturi Srinivasan: "The Government expects the PTI to stand more and more on its own legs, not subservient to other international agencies but equal to them, and not also forming a subsidiary part of any international cartel. From this point of view.

We find the proposed new agreement to be very unsatisfactory and not auguring well for the future of PTI as a growing national agency. If we find that PTI has entered into any agreement which derogates from the position that we expect it to have. and becomes subservient to any foreign national or international network, we might then have to think seriously how far we can continue to give PTI the facilities and co-operation that we have been extending to it upto now." Four days later, Kasturi Srinivasan had a letter from Jawaharlal Nehru: "I am reluctant, as Prime Minister. to interfere in partnership arrangements between PTI and Reuters. That is the primary responsibility of the members of the PTI. But, naturally, I am greatly interested in this matter because of its wider implications. I should like national news agencies to develop in India and I would like to judge every proposal from that point of view." The Prime Minister had his doubts about the 'restatement of principles': "Either they were stated before. or something is being added on to them or interpreted differently. I get the impression that this attempt at a restatement of principles is meant to lessen the significance of the original agreement in regard to some matters and to leave loopholes for different interpretations." Jawaharlal Nehru also asked why it needed to be affirmed that "the whole is greater than the part". This could "mean that PTI would have to function as a very junior and ineffective partner in the business." He thought there was likely to be an increasing conflict in policies between India and many other countries. and Reuters and PTI would be faced with difficulties: "In the context of the agreement and the 'principles'. the surrender is likely to be on the part of the PTI."

The Prime Minister said in conclusion: "There is something to be said for certain advantages to be gained from association in the early stages. But how far those advantages outweigh the possible disadvantages, is a matter to be considered carefully. I hope I am not ungenerous. But it is natural to think that Reuters are not anxious to see that a national and independent news agency develops in India, and would like PTI to be kept in a position subordinate to themselves. I have given you such thoughts as come to me after giving some consideration to this matter with the data before me. Ultimately, of course, every agreement and partnership depends upon the strength of the people behind it and the firmness they show in sticking to their principles and positions"

In his reply of 1 September 1952 to Prime Minister Nehru, Kasturi Srinivasan clarified that it was "not a partnership of Reuters with PTI but of the PTI in Reuters : whereas we own a seventh of the shares of the Reuter, Reuters have no shareholding in the PTI. Reuters have no voice in the working of PTI ."

(The extracts from the letters both of Dr B.V. Keskar and Prime Minister Nehru are taken from V. K. Narasimhan, op. cit. pp. 109 – 11)

4.9 PTI AND NEWS POOL

The notion of information imbalance and cultural domination is apparent. The leaders fighting for political independence were conscious and concerned about this even before the third world countries actually broke the shackles of foreign rule. This would be amply clear from the observation made by Mahatma Gandhi : "I do not want my house to be walled in on all sides and my windows to be stuffed. I want the cultures of all lands to be blown about my house as freely as possible but I refuse to be blown off my feet by any".

Realising fully the implications of foreign news agency operations even before India became free, Sardar Vallabhbhai Patel, the iron man of India who was holding charge of Information and Broadcasting Department in the interim Indian Government, rejected the proposal of Associated Press of America to start its operation in India. He stated that India had enough bitter experience of the working of one foreign news agency in the country and that was enough. Not only that, Sardar Patel had urged upon proprietors of Indian newspapers to start their own news agencies so as to end

the foreign domination in this vital area of news supply. As a result soon after Independence the first national news agency, the Press Trust of India, was launched by the proprietors of newspapers which went into operation in 1949. Pandit Jawaharlal Nehru, the first Prime Minister of India, and one of the architects of the Non-Alignment Movement, in his message to the 1951 Asian Journalists Conference held at Tokyo expressed the hope that one day we might be reading Asian news as reported by Asian journalists who would have far better understanding 'of Asian problems and Asian aspirations.

Under his leadership the Indian Government decided in 1956 that no foreign news agency would be allowed to operate independently in India. They would route their copy through an Indian new agency. India has been an active exponent of NAM, NWICO and the News Pool. The Press Trust of India, the premier news agency in the country, joined the Pool of News Agencies of non-aligned countries ever since its inception in 1976. it is one of the seven redistribution centres in this global news exchange arrangement. The PTI has established a special desk for News. Pool operations. .(Suprna,1984)

Suprna,K.S.(1984).PTI : News Pool Operation. Seminar on News Pool Performance organized by PTI, IIMC and Unesco.