

## CHAPTER – IV

### HISTORY OF PRESS IN RAEBARELI

#### 4.1 HISTORY OF PRESS IN RAEBARELI

A number of Newspapers and periodicals are published in Hindi, English, and Urdu from Uttar Pradesh. In 1865, The Pioneer was founded in Allahabad by George Allen. *Dainik Jagran*, *Amar Ujala*, *Dainik Bhaskar* are some known Newspapers have a wide circulation. Major English language Newspapers published in Uttar Pradesh is *The Telegraph*, *The Times of India*, *Hindustan Times*, *The Hindu*, *The Statesman*, *The Indian Express*, and *Asian Age*. Vernacular Newspapers published from Uttar Pradesh are in variety of languages Hindi and Urdu has wide readership.

The in-depth study of history of press in Raebareli twists this research to interesting. Raebareli is one of the most backward parliamentary constituencies of Uttar Pradesh. Its historical emergence, geographical position, poor connectivity to major cities, lacking natural resources, degraded soil make this parliamentary constituency abandoned and cut off with the main stream of development. Parliamentary constituency was also dependent on its neighboring cities for its educational needs. The poor awareness towards education, less income, dependency on agri-business dragged this to its worst situation.

Since the print media take an expansion, the schemes of development by the political representatives was rarely reach the rural masses. After the growth and reach of press, the process of dissemination of news became much easier. New press setup led to the publication of bulletins, Newspapers, books and magazines in different parts of the district. The visionary purpose was to serve the people by reporting and interpreting what is happening in the constituency and what their political representatives are doing for the development.

## **4.2 NEWSPAPERS IN RAEBARELI**

### **4.2.1 DAINIK JAGRAN**

Dainik Jagran is a well known Hindi daily Newspaper in India. According to the Audit Bureau of Circulations (India) and the Indian Readership Survey 2013 (IRS 2013), Dainik Jagran is the most read and circulated Newspaper in India with an Average Issue Readership (AIR) of 15.526 million. Dainik Jagran has now been the most read daily Newspaper for the 26th consecutive time. It has also been declared by the World Association of Newspapers (WAN) as one of the most read Newspapers in the world. It was also named as the most credible Newspaper source in India in a survey commissioned by BBC-Reuters. The Newspaper is owned by Jagran Prakashan Limited, a publishing house listed on the Bombay Stock Exchange and the National Stock Exchange of India. Jagran Prakashan Limited also acquired Mid Day in 2010 and Nai Duniya in 2012. The genesis for Dainik Jagran was in the year 1942 and first edition was launched from Jhansi. In 1947, a second edition made its appearance in Kanpur. In a succession of planned expansions, Rewa and Bhopal editions were added in 1953 and 1956. Gorakhpur was added in 1975, followed by Varanasi, Allahabad, Meerut, Agra and Bareilly in the 1980s, and finally Delhi in 1990. After this Dainik Jagran ventured out into other states like Uttarakhand, Haryana, Bihar, Jharkhand, Punjab, Jammu, Himachal Pradesh and West Bengal.

### **4.2.2 AMAR UJALA**

Amar Ujala was launched on the 18th of April 1948 from Agra, as a 4 page Newspaper with a circulation of 2576 copies with an objective of promoting social awakening and introducing a feeling of responsibility among the citizens of a recently independent India. In keeping with these objectives that the publishers had set for themselves, the kind of news published was basically revolving around political and social issues and crime. Amar Ujala has grown

dramatically and has evolved with the changing times. The Newspaper is known for some ground breaking journalism.

Amar Ujala is India's fourth largest Hindi-language daily Newspaper with 19 editions in seven states and one union territory covering 167 districts. It has a readership of over 30 million and a circulation of around 2.2 million copies. Amar Ujala was founded in Agra on 18 April 1948 as a four-page Newspaper that sold 2576 copies. By 1968 it had a circulation of 20,000 and by the turn of the century had become one of the top 10 daily Newspapers in India, having spread its coverage beyond western Uttar Pradesh to encompass the entire state and its neighbors. Currently, Amar Ujala publishes 16 to 18-page issue daily and also supplements focusing on matters such as careers, lifestyle, entertainment and women. Amar Ujala was established on 18<sup>th</sup> April, Amar Ujala in the past 20 years has made a progress of selling 2 lakh copies in Uttar Pradesh. In 1999 Amar Ujala entered in Haryana. Amar Ujala introduced professionalism in journalism in Haryana. Starting with 61423 copies, Amar Ujala after 12 years is now standing on 48261 copies. As per the report of IRS 2010 Amar Ujala has a readership of 275000 in the area.

#### **4.2.3 RASTRIYA SAHARA**

Rastriya Sahara is owned by Sahara India group an Indian conglomerate headquartered in Lucknow. The Newspaper has seven editions of Hindi Daily Newspaper Rastriya Sahara published from Delhi, Lucknow, Patna, Dehradun, Kanpur, Gorakhpur and Varanasi. The Sahara group also publishes and sells one magazine in English, nine editions of Urdu Daily Newspaper Roznama Rastriya Sahara and one International Urdu Weekly, Aalmi Sahara. The Newspaper has a supplement every day which are Hastakshep, Gen-X, Adhi Dunia, Paisa Vasool, Umang, Movie Masala and Career.

### 4.3 SOCIAL BACKGROUND OF THE RESPONDENTS

The present section is being analyzed to study the social background of the respondents in terms of the following variables: sex ratio, age group, religion, mother tongue, language known, course of the study, medium of instruction at higher secondary and undergraduate level, fathers' and mothers' education level and occupation, size of family, family structure, native place, length of residence in Raebareli types and numbers of domestic animal possess, source of drinking water, fuel used for cooking, bank, post office saving accounts and household consumption patterns. The study is conducted with the residents in Raebareli from 250 male and 250 female respondents to get response varied culture, caste, creed, class, religion, language and state.

#### SEX RATIO

Gender is an important variable in a given Indian social situation which is variably affected by any social or economic phenomenon and globalization is not an exception to it. Hence the variable gender was investigated for this study. Sex Ratio is important variable in sociological analysis. On the basis of the sex ratio respondents has been classified into two categories as shown in the table no.4.1 below:

#### Distribution of the respondents according to the Sex.

Sl.	Sex	Frequency	Percentage
01	Male	250	50
02	Female	250	50
<b>Total</b>		<b>500</b>	<b>100</b>

**Table 4.1**

The study has given equal emphasis in the distribution of the gender. Therefore the data from the above table reveals that there are 50 percent male and 50 percent female respondents.

## **AGE GROUP**

Age of the respondents is one of the most important characteristics in understanding their views about the particular problems; by and large age indicates level of maturity of individuals in that sense age becomes more important to examine the response. On the basis of the age group of the respondents they are classified into two categories and category wise distribution is shown in the table no. 4.2 for respondents.

### **Distribution of the respondents with their Age Group.**

<b>Sl. No.</b>	<b>Age Group</b>	<b>Frequency</b>	<b>Percentage</b>
01	21 – 30	151	30.2
02	31 – 40	129	25.8
03	41 – 50	134	26.8
04	51 & above	86	17.2
<b>Total</b>		<b>500</b>	<b>100</b>

**Table 4.2**

The data shows that 30.2% of the respondents belong to the category of 21-30 age Groups, 25.8% belong to category of 31-40 age group, 41-50 category of age group represents 26.8% while only 17.2% of respondents belongs to 51 and above category of age group.

## **MARITAL STATUS**

Marital Status of the respondents is categorized on the basis of two categories married and unmarried. Distribution of the respondents on the basis of Marital Status is shown in table no. 4.3

### **Distribution of the respondents according to their Marital status.**

<b>Sl. No.</b>	<b>Marital Status</b>	<b>Frequency</b>	<b>Percentage</b>
01	Married	416	83.2
02	Unmarried	84	16.8
<b>Total</b>		<b>500</b>	<b>100</b>

**Table 4.3**

The data shows that 83.2% percent of the respondents are married and a less number of respondent representing 16.8% amount are unmarried.

### **RELIGIOUS GROUP**

On the basis of the religion professed by the respondents they are classified into 4 categories. Category wise distribution of the respondents is shown in table no. 4.4

#### **Distribution of the respondents according to their religions.**

<b>Sl. No.</b>	<b>Religion</b>	<b>Frequency</b>	<b>Percentage</b>
01	Hinduism	434	86.8
02	Islam	49	9.8
03	Christianity	4	0.8
04	Other	13	2.6
Total		500	100

**Table 4.4**

It is observed from the above table that the majority (86.8%) of the respondents profess Hinduism, followed by 9.8% profess Islam, 0.8% profess Christianity and 2.6% profess other religions like Sikhism and Jainism.

### **CASTE CATEGORY**

The caste category of the respondents is one of the most important characteristics in understanding their socio-economic status and problems faced by them. On the basis of the caste of the respondents they are classified into four categories and category wise distribution is shown in the table no. 4.5.

#### **Distribution of the respondents according to their caste categories.**

<b>No.</b>	<b>Caste Category</b>	<b>Frequency</b>	<b>Percentage</b>
01	SC	96	19.2
02	ST	0	0
03	OBC	103	20.6
04	General	301	60.2
Total		500	100

**Table 4.5**

The above table shows that more than half (60.2%) of the respondents belongs to the General Category, followed by 20.6%, Other Backward Class, 19.2% Schedule Castes category however no representation found from Scheduled Tribe category of caste.

### **MOTHER TONGUE**

Mother Tongue plays an important role in communication and constitutes the core unit of culture of the society. On the basis of the respondent's mother tongue they are classified into five categories as shown in the Table no.4.6.

#### **Distribution of the respondents on the basis of the Mother Tongue.**

<b>Sl. No.</b>	<b>Mother Tongue</b>	<b>Frequency</b>	<b>Percentage</b>
01	Hindi	347	69.4
02	Urdu	38	7.6
03	Awadhi	98	19.6
04	English	0	0
05	Others	17	3.4
Total		500	100

**Table 4.6**

The above table reveals that majority (69.4%) of the respondents speak Hindi as their mother tongue, followed by 19.6% Awadhi, Hindi mix of local dialects, Urdu with 7.6%, other languages 3.4% however zero percent of respondents speak in English as their mother tongue.

### **EDUCATIONAL QUALIFICATION**

According to educational qualification the respondents are classified into seven categories as shown in table no. 4.7 below.

### **Distribution of the respondents educational Qualification.**

Sl. No.	Educational Qualification	Frequency	Percentage
01	Primary School	137	27.4
02	High School	113	22.6
03	Higher Secondary	98	19.6
04	Graduate	61	12.2
05	Post Graduate	26	5.2
06	Technical	44	8.8
07	Professional	21	4.2
Total		500	100

**Table 4.7**

From the above table it have been revealed that majority of the respondents are educated up to Primary School level with 27.4% followed by 22.6% up to High School, Higher Secondary with 19.6%, then up to Graduation with 12.6% , Post Graduate with 5.2%, with Technical Education 8.8% followed by 4.2% respondents having Professional education.

### **OCCUPATION OF THE RESPONDENTS**

The occupation and source of income counts and has significance in determining the status of respondent. This is also considered to be an important variable in analyzing the social background. According to their occupation the respondents are classified into seven categories. Distribution of category wise occupation is shown in Table no.4.8 below:

### **Distribution of the respondents with their Father's Occupation**

Sl. No.	Occupation	Frequency	Percentage
01	Farmer	209	41.8
02	Agriculture Laborer	105	21
03	Small Scale Retailer	51	10.2
04	Shopkeeper/reseller	42	8.4
05	Business Class	33	6.6
06	Govt. & Pvt. Employee	31	6.2
07	Retired Person	29	5.8
Total		500	100

**Table 4.8**



From the above table 4.8 it is clear that 41.8% of the respondents are farmers, followed by 21.0% Agriculture Laborer, 10.2% Small Scale Retailer, 8.4% Shopkeeper/reseller, 6.6% Business Class, employee in government and private sector with 6.2% and 5.8% of respondent represents retired person group category of respondent.

### **FAMILY STRUCTURE**

Family is the primary institution of any society where the parents, children, uncle, aunts, grandparents stay together and the socialisation process of the younger generations take place generation after generation. Family is a form of cultural institutions to reinforce values to the young and provide guidelines in terms of norms and value (*D.V.R. Murthy and G.Anita*). Distribution of the respondents on the basis of family structure can be divided into two categories as shown in table no. 4.9.

#### **Distribution of the respondents according to their Family Structure.**

<b>Sl.No.</b>	<b>Family Structure</b>	<b>Frequency</b>	<b>Percentage</b>
01	Joint	302	60.4
02	Nuclear	198	39.6
Total		500	100

**Table 4.9**

It is clear from the above table that majority of the families are living with joint family with 60.4% whereas 39.6% are in the Nuclear family structure.

### **SIZE OF THE FAMILY**

The size of the family is considered as an important variable in basic sociological analysis. Based on the sizes of the respondents' families, they are classified into three categories as shown in table no. 4.10.

**Distribution of the respondents according to their size of the Family.**

Sl.No.	Size of the Family	Frequency	Percentage
01	1-5 members Small family	177	35.4
02	6-10 members Medium family	215	43
03	Above 10 members Large family	108	21.6
Total		500	100

**Table 4.10**

From the above table it is clear that 35.4% of the families are small in size with 1-5 members followed by medium family of 6-10 members with 43.0% and large family of more than 10 members with 21.6%.

**AREA OF RESIDENCE**

Having own house in the Urban or Rural area is also an important factor in determining the social status of a respondent. Residing area of respondents is divided in to two broad categories as shown in the table no. 4.11 below.

**Distribution of the respondents based on their Residence.**

Sl.No	Ownership pattern of house	Frequency	Percentage
01	Rural	452	90.4
02	Urban	48	9.6
Total		500	100

**Table 4.11**

It is clear from the above table that among the respondents having house in Raebareli the locality of their houses represents that 90.4% are residing in rural area however a poor number of 9.6% are living in the urban area.

**HOUSE OWNERSHIP STATUS**

Based on the number of respondents having own house are classified into three categories as shown in table no. 4.12 below.

**Distribution of the respondents based on the Ownership pattern of the house.**

Sl.No	Ownership pattern of house	Frequency	Percentage
01	Own House	365	73
02	Rented house	95	19
03	Official house	40	8
Total		500	100

**Table 4.12**

It is clear from the above table that among the respondents having house in Raebareli, 73.0% of the respondents have their own houses, followed by 19.0% with rented house and 8.0.0% respondents have official accommodation.

**FUEL FOR COOKING**

On the basis of the type of fuel used for cooking food and other purposes, the respondents are classified into five categories as shown in table 4.13.

**Distribution of the respondents on the basis of the fuel for cooking food.**

Sl.No.	Fuel for cooking	Frequency	Percentage
01	Kachcha Culha	217	43.4
02	Kerosene Stove	83	16.6
03	LPG	61	12.2
04	Kachcha Culha + Kerosene Stove	49	9.8
05	Kachcha Culha + LPG	56	11.2
06	Kachcha Culha + Biogas/solar cooker	34	6.8
Total		500	100

**Table 4.13**

From the above table 4.13 it is clear that majority with 43.4% of the respondents use Kachcha Culha, followed by using Kosene stove with 16.6%, LPG 12.2%, with 9.8% in Kachcha Culha and Kerosene Stove both, 11.2% Kachcha Culha and LPG gas both and rest of the 6.8% respondents are using Kachcha Culha and other modes of cooking fuel like Bio-Gas or Solar Cooker.

## **BANK SAVING ACCOUNT**

In order to assess the banking and transaction habits of the respondents, they were asked whether they have Bank accounts and from their responses it has been found that only 15.0% of the respondents do not have bank account. While the remaining percent have account as shown in table no. 4.14.

### **Distribution of the respondents on the basis of their bank accounts.**

Sl.No.	Response	Frequency	Percentage
01	No account	75	15
02	Nationalized Banks	375	75
03	Private Bank	50	10
Total		500	100

**Table 4.14**

From the above table it is clear that 15.0% of the respondents do not have bank account, 75.0% has Bank Account with nationalized banks and only 10.0% having account in Private Banks.

## **POST OFFICE ACCOUNT**

In order to examine the saving habits of the respondents with the post office, they were asked whether they have saving accounts at the post office and their responses show that majority of the respondents do not have accounts with the post office as shown in table no. 4.15 below.

### **Distribution of the respondents on the basis of having Post Office Account.**

Sl.No.	Post Office Account	Frequency	Percentage
01	Yes	108	21.6
02	No	392	78.4
Total		500	100

**Table 4.15**

From the table it is clear that a majority of 78.4% of the respondents do not have post office account whereas 21.6% have post office account.

## NGO ACTIVITIES

In order to examine the structures social welfare activities and associations of the respondents with the NGOs, they were asked whether they have any such participation with organizations, the responses were observed as shown in table no. 4.16 given below:

### **Distribution of the respondents on the basis of having Post Office Account.**

Sl. No.	Respondents having Post Office	Frequency	Percentage
01	Running NGO	90	18
02	Member with NGO	160	32
03	Member SHGs	190	38
04	Running Cultural group	60	12
Total		500	100

**Table 4.16**

From the table above it is clear that 18.0% of the respondents are involved in NGO activities and running them however 32.0% of the respondents are member with such NGOs and participating in their activities. Considering the activities of Self Help Group (SHG) it was observed that in Raebareli district role of increased tremendously and 38.0% of the respondents are engaged with any of SHG of their own choice however 12.0% of the respondents are participating actively with Cultural groups.

## AWARENESS OF GOVERNMENT AGENCIES

In order to examine the level of awareness of the respondents with the various government agencies working for social welfare, they were asked whether they have any such information, the responses were observed as shown in table no. 4.17 given below:

**Respondent's reply on the awareness to the Government Agencies/schemes.**

<b>Sl. No.</b>	<b>Respondents having Post Office</b>	<b>Responses</b>	<b>Percentage</b>
01	Women Welfare Empowerment	322	64.4
02	Health and Family Welfare	402	80.4
03	Welfare of Scheduled Castes	256	51.5
04	Old age/Kisan Pension scheme	265	51.2
05	MGNERGA	478	95.6
06	Scholarship to Students	192	38.4

**Table 4.17**

Regarding awareness of any government agencies dealing with women welfare and empowerment, majority of 64.4% of the respondents are aware of any such government scheme. 80.4% responded affirmative for Health and Family Welfare, 51.5% responded to have awareness of Government schemes of welfare of Scheduled Caste. About old age/kisan pension scheme 51.2% responded confirmed that they are known to such government programs and a huge 95.6% of responded about MGNERGA followed by 38.4% respondent have such awareness of Scholarship schemes of government to students.