

**IMPORTANCE OF CONVERGENCE OF PRINT
AND DIGITAL MEDIA FOR FUTURE
DEVELOPMENT OF MARATHI NEWSPAPERS
(2012 – 2017)**

A Thesis

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BY

Pushkar Prabhakar Kulkarni

PRN: 25615008362

UNDER THE GUIDANCE OF

Dr Geetali Tilak

Dean, Board of Modern Sciences and Professional Skills Studies

Tilak Maharashtra Vidyapeeth, Gultekadi, Pune 411037

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CERTIFICATE OF THE SUPERVISOR

It is certified that work entitled “Importance of Convergence of print and digital media for future development of Marathi newspapers (2012-17)” is an original research work done by Pushkar Prabhakar Kulkarni.

Under my supervision for the degree of Doctor of Philosophy in Mass Media to be awarded by Tilak Maharashtra Vidyapeeth, Pune. To best of my knowledge this thesis

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I have signed the above undertaking regarding carefully and knowing all the aspects therein.

Signature:

Address : Flat No 503, Building C 3, Prayeja city co op housing society, S NO. 71,
Vadgaon Budruk, Sihagad Road, Pune 411068.

Phone No: 9011018100

email: pushkar.kulkarni07@gmail.com

Date: 28th July, 2019

Place: Pune

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Chapter -1

Introduction

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Introduction

Newspaper is a habit. It does not matter whether it is print edition or web edition. Every day we await for a newspapers early in the morning if it's in the form of print. But in case of web edition a reader can have its access 24 x 7. But in India it's still habit of the readers to read newspaper with a cup of tea in the morning or even at evening time. Print newspaper has glorious history and this industry has been increasing rapidly. Newspaper comes under a broad concept of Media. It is said that Media is a fourth pillar of Democracy. The role of newspaper is very important as we trust on it. News published in a newspaper are mostly trusted by the readers. And hence, Media has to perform most responsible role in democracy. Media can be classified in three segments. First one is print media. Second one is Electronic Media and third one is Online Media. All three are having its own importance and characteristics.

Print Media

Print Media has a long history. Acta Diurna' was the first newspaper published in Rome, around 59 BC in the regime of Juliet Sizer. This newsletter was primarily for Government announcements. In 1605, the first printed weekly newspaper published in Antwerp was called **Relation**. The 'Relation' is recognized by the World Association of Newspapers, as well as many authors, as the world's first newspaper. The German 'Relation' was published in Strasbourg, which had the status of an imperial free city in the Holy Roman Empire of the German nation. This newspaper was in German language. The first English newspaper is **Berrow's Worcester Journal**. It's claims to be "the oldest surviving newspaper in the World although 'The World Association of Newspapers' placed it seventh on its list of "Oldest Newspapers Still In Circulation. This newspaper was published from Worcester, United Kingdom. The overall rise of print media was first in European countries.

Rise of Print Media in India –

Bengal Gazette was an English newspaper published from Kolkata. (Then Calcutta). It was the first newspaper in India, started on 29th January, 1780. Founder of this newspaper was **'Gems Augut Hikky'**. On 20th September 1878, **The Hindu**, an English language daily was published for the first time as a weekly newspaper. By 1889, The Hindu had begun publishing as an evening daily. **'The Times of India'** was founded on November 3, 1838, it was not yet The Times of India: it was called 'The Bombay Times and Journal of Commerce' and was published every Saturday and Wednesday. It was launched as a semi-weekly edition by R.N.D. Velkar, a reformist leader. It became a daily in 1850, and was renamed 'The Times of India after a merger with other papers'. According to Audit Bureau of Circulation (ABC period Jan – June 2104), Times of India is the largest selling English language daily Newspaper in India.

Regional Language Newspapers in India –

In India there are many languages. Each state has its own language. Print Media has also emerged in every important regional language. Bombay Samachar is the oldest running Gujarati language newspaper was founded in the year 1822. In Marathi language the first newspaper was founded in the year 1832. **'Darpan'** was the name of the newspaper and its founder was Mr Balshastri Jambhekar. He started 'Darpan' on 6th January, 1832 from Rajapur Taluka, Ratnagiri district. Like this in each major language daily newspapers were founded and published. Before Independence of India many newspapers were started keeping objective of 'Freedom' in mind. In Marathi language the fine most example is **'Kesari'** founded by Mr Bal Gangadhar Tilak.

Before publishing any newspaper the name of the newspaper has to be registered under 'Press and Registration Act 1867 and get it approved with the Registrar of Newspapers. Every registered newspaper can get its circulation certified with Audit Bureau of Circulation (ABC) which is an autonomous body.

Audit Bureau of Circulations (ABC) -

ABC founded in 1948 is a not for profit, voluntary organisation consisting of Publishers, Advertisers and Advertising Agencies. It has done pioneering work in developing audit procedures to verify the circulation data published by those newspapers and periodicals which have earned the right to display its emblem.

ABC has bifurcated top regional languages as follows.

1. Assamee
2. Bengali
3. Gujarati
4. Kannada
5. Malayalam
6. Marathi
7. Oriya
8. Punjabi
9. Tamil
10. Telugu
11. Urdu

Above are Excluding Hindi and English languages. Hindi being National Language and English being universal language. There are other languages also in which daily newspapers are being published. But the circulation is very negligible. For example – Kashmiri / Bhojpuri etc.

Marathi Language Newspapers -

The tradition of Marathi journalism has begun in 1832 with the starting of 'Darpan'. Daily Sakal was founded on 1st January, 1932 by Dr Nanasaheb Parulekar at Pune. Daily Lokmat was founded 15th January, 1971 by Mr Javaharlal Darda at Nagpur. At present there are several Marathi newspapers exist in Maharashtra. According to ABC total number of Marathi publications which have already registered with it are 14. Top among them are Lokmat, Sakal, Pudhari, Punyana Nagari, Loksatta etc.

Electronic Media in India

Electronic media is in the form of Audio and Visual. In India Prasar Bharati is pioneer and initiated Doordarshan channel. In India Doordarshan started in the year 1972. Initially black and white TV sets were available in the market. Viewers were to install antenna at the roof and could see the telecast. Latter on in the year 1982 broadcast were in multicolour. TV set were modified accordingly. Then in decade of 1990 – 2000 when our economy adopted globalization then private channel operators entered in Indian market. Then we saw big competition for Prasar Bharati. Viewers were showing more interest in viewing other channels and the craze of Doordarshan was reduced substantially. Daily soap and news channels were gaining more viewers. At this time it was also discussed that increasing viewership of electronic media will have a severe threat for print media. But latter on we also observed that this threat was only assumption and it was not a reality. Print media was continuously increasing in rapid speed and circulation of news papers have also been increase substantially even in the two decades viz 1990 – 2000 and 2000 – 2010.

Online (Internet or Web) Edition

WWW Stands for "World Wide Web." It is important to know that this is not a synonym for the Internet. The World Wide Web, or just "the Web," as ordinary people call it, is a subset of the Internet. The Web consists of pages that can be accessed using a Web browser. Publication which is run on internet is called online or web edition. Digitalization is emerged in the decade of 1990 – 2000. Web newspaper edition means news in digital form. Wikipedia says that an early example of an "**online only**" newspaper or magazine is "News Report", an online newspaper created by Bruce Parrello in 1974. It was on the Plato System at the University of Illinois. Beginning in 1987, the Brazilian newspaper Jornaldodia ran on the state owned Embratel Network moving to the internet in the 1990s. By the late 1990s, hundreds of U.S. newspapers were publishing online versions, but did not yet offer much interactivity. One example is Britain's Weekend City Press Review, which provided a weekly news summary online beginning in 1995. In India English, Hindi and regional language newspapers have started its web editions in the decade of 1990 – 2000. But the rapid growth is seen after year 2000. Lokmat Marathi news paper's web edition

was started in the year 1998. Sakal, Maharashtra Times, Loksatta, Divya Marathi, Pudhari are few Marathi language newspapers who had also started their web edition in the decade of 2000 – 2010. Digitalization is increasing rapidly. Readers are now opting and prefer to read web editions. Increase in usage of smart phones and having internet connectivity on the handset has become easy to have access to all to read web editions of newspaper 24 x 7 through editions mobile App. Reader if having internet access on its mobile can install edition's mobile app on his / her handset and can read web edition at any time. Also the news, photos or videos can be shared to others through different internet communication modes. The important feature of web edition is that news can be updated 24 x 7. Also changes in the news can also be done at any time. It leads to improve the quality of the news on one hand and also ensure zero error on the other hand.

Over print, electronic and web media have its own features, characteristics and advantages. Question arise here that weather convergence of print, electronic and web media is possible or not. If we look at the overall scenario of print, electronic and web media, we find the electronic media is having some different characteristics and features. It's mostly an audio visual format. But if we consider print and web media then we find some similar characteristics in both. This is text and photos. Video is additional feature which web media possess. Print can't have videos. Hence, convergence of print and web might be possible. Again the work style print and web is different. It's related with time and working hours factor.

In any type of media the major source of revenue is advertisement. In case of print the circulation numbers decides the rate of space which is sale in the form of advertisements. In electronic media over all TRP attracts advertisers to book different time slots on channels. In case of web media advertisers prefer and select web publication whose page views, sessions, real time users are more. Now a days web media importance has been increased tremendous. Number of web readership is increasing rapidly. Hence, advertisement media planners are now diverting funds for media web portals also.

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Background

Being in print media since last 24 years I have worked in different departments viz circulation, circulation marketing, advertisements and Editorial corporate planning, administration and coordination for product development. I have worked for two Marathi publications which are leading in Maharashtra. The Managing Director of Sakal Papers Pvt Ltd Mr Abhijit Pawar in his annual CTC speech (June 2015) has opined that Print would no longer survive in future. Digital is the future of media. Lokmat's JMD Mr Rishi Darda in his speech at Nashik on the occasion of internal award ceremony function on 1st May, 2016 had opined that Digital media would get more importance as it's attracts global readership. Secondly print has its geographical restrictions, will exist in future but might face problems. Since last three years I have also observed emerging trends in web editions of publications. As generation is being digitally literate, I have also observed that people are now becoming digital savvy. Different mobile apps which support or facilitates ease in lifestyle. Basic utilities and services are available online. Media was also not behind in upgrading itself technically. Along with its internet editions, mobile apps were also developed for reader's service. It's being a systematic transformation from print to digital. Not necessary that print reader would stop reading print copy to which he or she is subscribed for. But reader could get instant news service through web edition or mobile app.

Journalism and the core journalist quality should not affect his or her work even if a journalist shifts his work from print to online or even electronic media. The style of working and the operating system is altogether different of each media but the basic requirement is hardcore journalist qualities. Also one can and should able to work for print as well as web edition at a time if a media house is having both print and web edition. But this requires change of mindset. As prints journalist's mind set is typically set and work starts by afternoon every day. But the web works for 24 x 7 and it requires most attentive journalism skills. The questions arise in my mind:

1. Is this possible that print journalist or editorial person can work for web edition too?
2. Is convergence between possible between print and online?
3. Is convergence between print and digital (online) important for future development of media?

I started interacting editorial persons of different Marathi language publications. I came across with a report of The New York Times: Convergence of conventional media and new technology. This report was related with convergence of print and electronic media. Overall convergence and its importance became interesting subject in my mind. Then I started thinking of convergence of print and online and why it is important. I started reading different books and websites of print media and tried to gather knowledge about it from different angles.

With several observations in my mind, lots of assumptions also listed out in my mind. This was the point from where interest in my mind about convergence of print and online was geared up. My thesis on this topic is all about convergence of these two important media streams and its overall importance for the future development of Marathi language newspapers.

Important concepts in Digital which relate with online edition:

As we have observed in last chapter that today's generation is mobile savvy. Rather in accurate term we can say generation is online generation. Most of the time during day goes on internet and different searches on internet. Checking official and personal emails, chatting on Whats App, Searching required content on web browser, viewing You Tune and other channels, operating on different Apps, engaging on different platform of social media viz Face Book, Twitter, LinkedIn, Instagram etc. Directly or indirectly person invests times on internet.

The mechanism works behind internet. For example if we want to search anything on internet then firstly we open web browser say Google. Then we type the related words in search tool bar. Then Google displays different options or links which may or may not be useful to searcher. If required link is seen on search options then user clicks on it and get desired content on screen in another window. This search is also for news related content. For example, a regular commuter in Mumbai Local train would like to know further in details if there is mega block by railway authority or Rail Roko agitation happens and local trains are not running. Any related news items links can be seen if we search it on web browser.

Every online newspaper try to cover the news on real time basis. Google is the most preferred browser platform through which user searches required content. The related search whether to appear on top or bottom on Google recommended search results are depends upon the meta tags and keywords used in the article. The Search Engine Optimization works behind all this mechanism. There are many important concepts in digital. For online newspaper following three concepts are very important.

1. Search Engine Optimization and its usage in digital
2. Social Media and its usage in digital
3. Google analytics and its tools

Also few reports published by Google Inc on internet usage and consumption pattern throw the focus on the study topic.

Search Engine Optimization (SEO)

Now a days a concept of search engine optimization is expanding in supersonic speed and gaining much importance in digital field. Web media has also recognized the importance of search engine optimization and SEO is a part of daily practice.



Search Engine Optimization is a marketing discipline focused on increasing visibility in organic (non-paid) search engine results. SEO encompasses both the technical and creative elements required to improve rankings, increase awareness and drive traffic in search engines. Making your site in a structured way that search engine understands is the important aspect of SEO.

I too went through the site and have observed the following important points through which we can learn more about SEO.

How search engine operates : Search engines have two major functions: crawling and building an index, and providing search users with a ranked list of the websites they've determined are the most relevant. Actually search engines are **answer machines**. A user when wants to search something then he types desired text or keywords on search bar and then various optional results are come as a result.. Firstly the results are relevant to the expectations of the user. Second, the raking of result is according to the popularity of the websites serving the information. Hence, it is both popularity and search result.

How to interact with Search Engine: While a user or we can say a visitor types a desired query in a search box and then it lands on your site then whether user is satisfied? This question is important and SEO tries to answer it. The search engines' important and primary responsibility is to serve relevant results to their active users. So important question which we need to ask ourselves is that what your target customers are looking for on your site?. Empathy for your target group would be the most important aspect to building an online marketing strategy around Search Engine Optimization. Once you grasp what your target market is looking for, you can more effectively reach and keep those users.

Why search engine marketing is necessary: To become website easy for users as well as search engine robots to understand it is the important aspect of Search Engine Optimization. Human being can see and search the web page sophisticatedly but the search engine can't. SEO can make engine to figure out what exactly is the need of user and at the same time useful to the user.

The basics of search engine friendly design and development: Search engines are limited in how they crawl the web and interpret content. A webpage doesn't always look the same to you and me as it looks to a search engine. This section focuses on specific technical aspects of building (or modifying) web pages so they are structured for both search engines and human visitors alike. Web site programmers, information architects, and designers need to study this aspect in detail so that required changes in the web site can be done according to the suggestions. Most important for the process of SEO is 'Keywords'. The information retrieval techniques (including Google) is based on keywords. When a user types different Keywords for searching the desired page or site then Search Engine tracks these Keywords and sort billions of web pages which have already existed in its data base. Then engine retrieve the data and present on screen. User then can see all the results which are fetched and then click on desired links. Now the importance of SEO comes here. If we want our page to have a change of ranking in the search results then desired keywords should be a part of crawlable content of our document. The title of the page should be accurate. For example, Indian Hockey team wins the match against Australia in the Champions Trophy Hockey tournament then Keywords should be Hockey, India, Australia, Champions Trophy Hockey etc. Generally interested user types the above mentioned keywords

and then could find the desired result. If the article has above Keywords then our page could be ranked topped in SEO.

Meta tags is also important in SEO. These tags were assumed to be a proxy for information about a website's content or matter. Few meta tags which are listed below along with its description of the use.

Meta Robots tags are to control search engine crawler activity on a pre page level. Several ways are there to use Meta Robots to control how search engines treat a page: **The meta description tag** exists as a short description of a page's content. Search engines do not use the keywords or phrases in this tag for rankings, but meta descriptions are the primary source for the snippet of text displayed beneath a listing in the results.

Keyword research: This is very important aspect in SEO. It all begins with words typed into a search box. Keyword research is one of the most important, valuable, and high return activities in the search marketing field. Ranking for the right keywords can make or break your website. By researching your market's keyword demand, you can not only learn which terms and phrases to target with SEO, but also learn more about your customers as a whole. It's not always about getting visitors to your site, but about getting the right kind of visitors. The usefulness of this intelligence cannot be overstated; with keyword research you can predict shifts in demand, respond to changing market conditions, and produce the products, services, and content that web searchers are actively seeking. In the history of marketing, there has never been such a low barrier to entry in understanding the motivations of consumers in virtually any niche.

How usability, user experience and content affect search engine rankings: Best possible results is the constant strive of SEO. When we use the word 'best' then it is subjective. The engine is having good ideas of their users and their expectations and accordingly retrieve the pages or websites which ultimately satisfy the user or searcher. The timing, source, anchor text, and number of links to the new site are all factored into its potential performance (i.e., ranking) for relevant queries at the engines. For matching the researcher's goal or objective of search, high quality

content, usage of various examples, inclusion of various images, creativity and multimedia content are very much important. Result is always positive. Reader will be engage with the site for long time or forever.

Growing popularity and links: For search engines that crawl the vast metropolis of the web, links are the streets between pages. Using sophisticated link analysis, the engines can discover how pages are related to each other and in what ways.

Search engine tools and services: SEOs tend to use a lot of tools. Some of the most useful are provided by the search engines themselves. Search engines want webmasters to create sites and content in accessible ways, so they provide a variety of tools, analytics and guidance. These free resources provide data points and unique opportunities for exchanging information with the engines. Search engines have only recently started providing better tools to help webmasters improve their search results. This is a big step forward in SEO and the webmaster/search engine relationship. That said, the engines can only go so far to help webmasters. It is true today, and will likely be true in the future, that the ultimate responsibility for SEO lies with marketers and webmasters. It is for this reason that learning SEO for you is so important.

Measuring and tracking success of SEO: It is said that if something could be measured then the same can be improved. SEO professionals track the data about referrals, ranking, links and many more to analyze their search strategy. This could create a road map to success. ⁽¹⁾

Above is some important aspect of SEO.

Instead of going through much theoretical, to know more about SEO practicality I met Mrs Pratidnya Gaikwad, Manager - social media at India.com. She said that Search Engine Optimization is very important for any website. Google ranking is mostly depends on the appropriate Keywords, Meta Tags, Heading given to the news content. Reader generally search the content through words which come instantly in mind. Most words are commonly in usage and reader while searching the content use it frequently. For example if a reader is interested to know about Narendra Modi's speech at red fort on 15th August then he put 'Narendra Modi', Red Fort, 15th August

words for search news. Then Google search all the news items which appeared on different websites and then rank it accordingly on the search results. While doing this Google search engine searches the Headings, Meta Tags, usage of similar words in the content which have been put in search bar and originality of the content and then exhibits the results.

Summary:

1. Search Engine Optimization is very important aspect for every website. If website needs to be recognized by the search engine then user need to study it thoroughly and then content need to be treated accordingly.
2. Keywords, Tags, Meta Tags and usage of similar words frequently in the body text are important for website ranking purpose.
3. SEO experts are now available and their expertise should be utilized for media websites.

Reference ::

1. <https://moz.com/beginners-guide-to-seo>
A beginner to this subject or concept need to go through above website as it gives basic information about SEO

Social Media –

Now a days no one can ignore the importance of social media. Most of the content is now being generated from and posted on social media. Media houses has also realized the importance of social media. Most of the trending content is being promoted through social media in the form of text, image and video. Promotion is done mostly through Face Book, Twitter and Instagram. Even live streaming of an event or an interview is also done through Face Book. Promotion through social media helps site to increase its readership and mostly it acts as keeping readers engage with the site.

Varinder Taprial and Priya Kanwar in their book ‘understanding social media’ said that social media was emerged after internet started. People started interacting and communicating with each other. Over the time the technology was matured and advanced. Hence, people got variety of platforms for interacting with each other. Due to social media people got opportunity to express themselves in the society and could share their opinions and share thoughts. This cause a social change. This book has revealed about social media and its transformation over the time.

According to the Merriam-Webster dictionary online, Social media is defined as “forms of electronic communication (as web sites for social networking and micro blogging) through which user create online communities to share information, ideas, personal messages, and other content (as videos). According to Wikinvest, “Social media describes websites that allow user to share content, media, etc. Common examples are the popular social networking sites like Friendster, Face book, MySpace etc. Social media also includes You Tube, Photobucket, Flickr, and other sites aimed at photo and video sharing. News aggregation and online reference sources, examples of which are Digg and Wikipedia, are also counted in the social media bucket. Micro blogging sites such as twitter can also be included as social media.”

Different social networking sites were started in the late 1998. Classmet.com was popular in USA as it was a way to become virtual reunion for the people. Friendster started in year 2002. A year later Face Book, LinkedIn, MySpace were introduced. Google plus was also one of the social networking sites. Later in 2008 Twitter started. It was a real time short communication way in social media. To twit and to follow a

twit and also to re tweet was made available by Twitter.com. You Tube a Google initiative made a addition to users to watch videos also to upload videos on it. As the speed of internet grew the social engagements by people on different social media platforms were also increased. The future of social media is glossy. Users on social media sites have been increased substantially and will be increased in fast speed. Smart phone users across the world consume more time on data and content consumption and sharing it the same. Per user engagement in minutes has also been increased. Google reports which are presented next to this have revealed that how internet users and usage time has been increased and how peoples are now more engaged with different platforms introduced by Google Inc.

Following are different icons of social media sites:



Above are 63 different platforms of social media which are used by people to remain socially engage.

Media houses realized the importance of social media and important content is being spread or viral on different social media platforms to reach out more and more readers or audience. This is the benefit media house get from social media. Individuals also get different benefits when they use or remain engage on social media. One of the important benefit is that person remain socially engaged which is the need of an individual as per Maslow's theory of need of hierarchy. Apart from media houses and individuals, business houses also get the advantage of social media. Promotion of brands, special offers, discount schemes are been promoted on social media by business houses.

Social media management is now become a separate department in many media or business houses. Social media experts who know how to manage social media activities are getting good job opportunities in this field now.

What's app is the latest tool invented which is highly accepted by the people of world for better, real time and easy way of communicating with each other and within a specified groups.

To summarize social media is an important tool and media houses have recognized its importance too.

Reference:

Understanding of Social Media

Ravindar Taprial and Priya Kanvar

Google Analytics

Google analytics is very important tool for each and every website. For media websites its importance just can't be neglected. Following link is a link through which I have studied various important aspects of Google analytics.

<https://moz.com/blog/absolute-beginners-guide-to-google-analytics>

Why every website owners needs Google analytics?

If you have a blog, if you have a static website, if you have a media website, even though for personal or business use then you need Google Analytics. Here are few of the many questions about your website that you can answer using Google analytics.

1. How many people visit my website?
2. Where do my visitors live?
3. Do I need a mobile-friendly website?
4. What websites send traffic to my website?
5. What marketing tactics drive the most traffic to my website?
6. Which pages on my website are the most popular?
7. How many visitors have I converted into leads or customers?
8. Where did my converting visitors come from and go on my website?
9. How can I improve my website's speed?
10. What blog content do my visitors like the most?

There are many, many additional questions that Google analytics can answer, but these are the ones that are most important for the most website owners. How let's look at how you can get Google analytics on your website.

How to install Google Analytics

You need a Google analytics account. If you have a primary Google account that you use for other services like Gmail, Google drive, Google Calendar, Google+, or YouTube then you should set up your Google analytics using that Google account. Or you will need to create a new one.

Important tip: don't let you're anyone (your web designer, web developer, web host, SEO person etc.) create your website's Google analytics account under their own Google account so they can 'manage' it for you. If you and this person part ways, they will take your Google analytics data with them and you will have to start all over.

Set up your account and property

Once you have a Google account, you can go to Google analytics and click the sign into Google analytics button. You will then be greeted with the three steps you must take to set up Google analytics.

After you click the sign up button, you will fill out information for your website.

Google analytics offers hierarchies to organize your account. You can have up to 100 Google analytics accounts under one Google account. You have up to 50 website properties under one Google analytics account. You can have up to 25 views under one website property.

Here are few scenarios

1. Scenario 1: You only need one Google analytics if you have one website. It account with one website property.
2. Scenario 2: If you are having two websites, one for your business and one for your personal use, you perhaps want to create two accounts. One for 'XYZ business' and one 'personal'. Then you will set up your business website under the XYZ business account and your personal website under your personal account.
3. Scenario 3: If you have several businesses, (less than 50), and each of them has one website, you might want to put them all under a business account. Then have personal account for your personal website.
4. Scenario 4: If you have several businesses and each of them has dozens of websites, for a total of more than 50 websites, you might want to put each business under its own account, such as XYZ business account, ABC business account, and so on.

To set up your Google analytics account there is no right or wrong ways. It's just a matter of how you want to organize your site. You can always change the name of your accounts or properties down the road. Need to note that you can't move a property (website) from one Google analytics account to another. You would have to set up a new property under the new account and lose the historical data you collected from the original property.

To summarize, Google analytics is confidential property of website owners or company. Person who looks after it is he / she to whom authority is delegated to view and study and research the results of Google analytics to formulate future strategies.

Hence, in digital Search Engine Optimization, Social Media and Google Analytics are three important concepts which every website owner should know thoroughly. There are many private operators also who handle social media. Also few companies who are in the business of counting readers scores of websites.



Chapter - 2

Review of Literature



2.0 Background to the topic and review of Literature

Print and Digital media and convergence between print and digital are three different topics. Both print and digital media are vast in itself. Convergence between print and digital is altogether different topic. Mr Karan Darda, Executive Director, Lokmat Media Pvt Ltd said that Lokmat has already recognized the importance of hyper local content and has planned to increase its print base to 200 editions in next three years. Company has also geared up in digital front and already started lokmat.com and cnxmasti.lokmat.com, a news and entertainment websites respectively. Company is planning to start automobile and sports website in near future. He specifically said that Marathi reader should have access to global content. Lokmat media has also recognized the importance of convergence. Mr. Karan Darda specifically said in his interview to exchange4media.com that company has focused in convergence. He said that Lokmat is trying to connect with people at the taluka (sub-district) level. Training is being given to those who have essentially been print reporters at the taluka level to pick up a story and send it for the digital medium. There's a lot of difference when you write for print versus when it is written for digital; the narrative is different, the pictures we use are different and most importantly, everything has to be done in real time. For that, Lokmat has put in a lot of effort, spent time and resources. Starting from having a bandwidth where the story can immediately be pushed out at 12 at night, to making sure that there is someone at the other end to immediately edit the copy, someone who can look at it from the content purview and check if it fits the editorial policy of the organization and then post it. All this has to work seamlessly. It takes a lot of effort. Therefore, as you can see, we have made our website hyper local as well.⁽¹⁾

Above is a fine most example of a regional language media house who recognized the importance of hyper local content as well as digital media. A qualitative study of 'Present Trends of Newspapers in India, Dr Arvind Kumar Singh said that, in the evolutions of new media technologies are becoming very popular among new generation. The circulation of a newspaper is constantly decreasing in many developed countries. Indian newspapers were also realizing the threats from these new

media technologies. 24 hours news channel is also a threat to print media. Readers are shifting to internet media from print media. This is also a threat to print media.⁽²⁾

Mr Sanjay Kumar and V.V.S. Sarma said that reading time of print has been reducing and also print revenue is being eaten by digital (internet). As per IRS data daily time spent of reading of print fell from 32 minutes in the year 2000 to 28 minutes in the year 2012 even though number of readers grew from 232 million to 351 million.⁽³⁾

Indian Media and Entertainment Industry Report, 2017 published by KPMG India-FICCI explains that despite the threat of digital media looming large, and with traditional players still struggling to find a way to integrate digital to the traditional business model, in 2016, the Indian print industry grew at 7.0%. This growth was driven by regional language newspapers. In the year 2011 newspapers revenue was Rs 196.7 billion and it grew by 8.1% in next 5 years till 2016 total revenue was Rs 289.9 billion. Out of it regional language newspapers revenue was Rs 41.8 billion in the year 2011 and it went up to Rs 67.3 billion in the year 2016. Hence, observed 10.1% growth.

As per the Registrar of Newspapers of India (RNI), there were approximately 16,136 registered newspaper dailies as of 31 March 2016; however, none has a national circulation. There are over 16,000 newspapers and about 94,000 periodicals listed with RNI, an increase of nearly 5,400 publications in Financial Year (FY) 2016. Further analysis of RNI data for FY 2016 shows that Hindi newspapers continue to dominate the circulation pie with 51% share while share of other regional language newspapers increased to 38% and English newspapers continued to decline, its share was pegged at mere 11%. English and Hindi together account for more than 62% share of the newspaper media market and the balance 38% is shared among the other regional language newspapers — Urdu, Marathi, Gujarati, Telugu, Odiya, Malayalam, Tamil, Kannada, Punjabi and others, in that particular order. However, if we include Hindi in the other regional language newspapers, the share increases to staggering 89%. In 2016, the average cover prices for English newspaper saw a minimal increase in the range of 2 to 5%, for Hindi newspapers the increase was in the range of 10 to 12% and for other regional language newspapers was 14 to 18% depending on the market..⁽⁴⁾

On digital revenue front Suchi Bansal says that although TV will remain a critical medium, its regional advertising share will decline, as ad spending in Australia and China shift to digital. The share of digital media in the advertising market in Asia-Pacific is projected to overtake that of television by 2017 and increase to 44.2% by 2020, up from 30.7% in 2015. The Media Partners Asia report forecasts that over the next five years, the fastest growing markets in Asia-Pacific will be India at 10.7%, China at 8.4% and Indonesia at 8.2%. ⁽⁵⁾

Print contributes a significant portion to the total advertising revenue, accounting for almost 41.2 per cent, whereas TV contributes 38.2 per cent, and digital contributes 11 per cent of the total revenue. Outdoor, Radio and Cinema make up the balance 10 per cent. **India's digital advertisement market is expected to grow at a compound annual growth rate (CAGR) of 33.5 per cent to cross the Rs 25,500 crore mark by 2020.** The Internet's share in total advertising revenue is anticipated to grow twofold from eight per cent in 2013 to 16 per cent in 2018. Online advertising, which was estimated at Rs 2,900 crore in 2013, could jump threefold to Rs 10,000 crore in five years, increasing at a compound annual rate of 28 per cent. ⁽⁶⁾

Observations:

1. Importance of digital media is increasing day by day.
2. Convergence between print and digital is key factor and regional media houses are recognizing its importance.
3. Hindi language newspapers sale has been increased during last few years.
4. Print revenue has been increased. But simultaneously digital revenue has also spurt and specifically in India it is growing rapidly. Hence, wide scope is seen for regional language media house to focus on digital front.

References:

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2.1 Emergence of Internet newspapers:

Spread of internet newspapers during last two decades has created large impact on society. As U.S. is pioneers in software development emergence of online / internet newspapers were also found in U.S. Xigen Li in his book **Internet Newspapers – The making of the main stream medium** has mentioned about the Internet newspapers in three parts. The extracts are as follows.

Part I : Information delivery and access of internet newspapers. This part includes study on :

1. The evolution on online newspapers. And content analysis during year 1997 – 2003.
2. Usage of graphics and communication model for internet newspapers.
3. Application of network theory to use of external links on news web sites.
4. Web page design
5. Functional alternatives in obtaining news online.
6. The web news story and cognitive flexibility.

Part II : Emerging medium in an interactive process. This part includes study on :

1. Effects of growing internet newspapers on circulation of U.S. print newspapers.
2. Factors influencing interactivity on internet newspapers. A content analysis of 106 U.S. newspapers websites.
3. Cross media partnership and its effect on technological convergence of online news content.
4. The market relation between online and print newspapers. Re examine of the same.

Part III – Internet newspapers and the public. This part includes study of :

1. Utilities of online and offline news.
2. The contribution of net news to cyber democracy.
3. Internet newspapers' public forum and user involvement

4. A comparison of the lead stories in Print and Online newspapers.

The information in the book was useful in my study. Following is the important extract of the book which is most relevant to the topic study.

Internet newspapers in U.S. started to publish as early as 1992. But these were not in the format as we see them on the World Wide Web today. Content of internet newspaper was text based and was delivered through BBS or online services such as Prodigy and America Online. On 12th September, 1994, Netscape released the beta version of its Navigator, a graphic Web browser. Newspapers formally established their presence on the World Wide Web soon after that. There were approximately 60 North American newspapers with sites on the Internet or with dial-up services by the end of 1994. However, there were fewer than 10 internet newspapers accessible through World Wide Web. Following are three pioneers' names of internet newspapers which have started their internet services through dial up services–

1. Raleigh News and Observer – started in September, 1994.
2. San Francisco Examiner/chronicle – started in November, 1994.
3. San Jose Mercury News – started in December, 1994.

In early 1996 there were approximately 500 North American newspapers established sites on the Internet or through dial-up services but only half of them, 248 daily newspapers published in World Wide Web by September, 1997. Then onwards internet editions could reach in the mass. There were 1,290 newspapers online in March 1998. This number reached to 2,059 in September, 1998. In 2001 there were more than 3,400 newspapers online in June, 2001.

Due to more newspapers on internet the content on internet newspapers was also changed extensively. By then internet newspapers were became main stream of the society. According to the Newspapers Association of America in 2002 newspapers websites were rated number one source of local news and information online, beating out other local media sites and national brand such as Yahoo. During next few years till 2002 more than 4,000 U.S newspapers were created on the Internet. Initially the content on internet editions was related with news medium. This growth of internet newspapers offers great opportunities to examine existing media theory, explore

relationships between the old and the new media and explain the predict what the new medium brings to media industry as well as the whole society. Few questions which were unanswered after emergence of internet newspapers were as follows:

1. Are internet newspapers are as powerful as print newspapers?
2. What organizational and institutional factors played the most important role in shaping Internet newspapers?
3. How did user experience with the Internet newspapers affects their gratification with the medium?
4. Do readers perceive more control in accessing information from Internet newspapers than they do from print news papers?

Author tried to attempts to fill the void in exploring the emerging medium, newspapers on the Internet. Also objective was to explore the theoretical and practical issues associated with the Internet newspapers and the process in which they grew in the mainstream medium. Entire topic has been broadly divided in three parts. First part is Information delivery and access of Internet Newspapers. Second part is Emerging medium in an interactive process and third part is Internet newspapers and the public ⁽¹⁾.

Greer and Mensing had explored the internet newspapers from their earlier age to the present. Both have tracked U.S internet newspapers from 1997, the year the new medium picked up speed in its growth. The longitudinal approach of their study provides a most comprehensive picture of how the internet newspapers grew from something hardly noticeable to a most conspicuous mainstream of medium.

Star Tribune was the first web based newspaper started in April, 1994. Then electronic telegraph was started in late 1994. The New York Times had started its web edition in early 1996. In the first decade of publication of web based newspapers the Journalists, web designers, computer programmers have experimented with a variety of formats and types of contents. Displaying weathers, tourists, civic information and even telephone numbers of editors were few types of contents which were being used initially. But recent web newspapers are observing variety of content in the form of multimedia. Text, Photographs and Videos and various interactive elements. In U.S. the readership for online newspapers were 5% of total population of U.S. in 1995. It went up to 35% in the year 2002. Coverage of Iraq war gave plenty

of opportunity to online news to compete with broadcast news for the attention of the readers. Multimedia content started picking up in the form of Videos. By then online media has become a source of revenue generation to media houses. As initially online newspapers were only restricted to reproduction of print newspaper but latter on it has established its own feature and became real time news providers to the readers.⁽²⁾

While emphasizing on the effect of growing internet newspapers on circulation of U.S print newspapers Zhanwei Cao and Xigen Li said that the readership of internet newspapers had been growing considerably since 1995. The growth of the internet newspapers yielded a slightly negative impact on print newspapers' circulation. But about half of the newspapers publishers and online editors did not regard the internet newspapers as a major factor that reduced readership of print newspapers. The findings of the study suggested that the theory of relative constancy need further testing in a view of the increasing readership of the internet newspapers.⁽³⁾

Regarding convergence of print and online DuPlessis and Zigen Li said its basically convergence of print and internet edition was in technology aspect. Through 100 newspapers analysis in the United States, the study found that cross media partnership is basically related to technology convergence on internet newspapers.⁽⁴⁾

Chyi and Lasorsa had conducted a study in Austin and Texas. This study was regarding relationship between the internet and print newspapers. Special focus of study was on public's response to local, regional and national newspapers' print and online editions. The findings offers discerning observations. Print readership was strongest among readers of that same newspaper's online edition. The substantial overlap of online and print readerships for the local daily suggests the potential of the complementary product relations. Readers had preferred print format even among internet users when compared with the online edition, being other things equal. Print editions were showing higher penetration compared to online edition. The study also found out that one reader reads print as well as online. The print reader used to read its online edition and online reader used to read its print edition. The study in New York and Hong Kong revealed the same results.

Internet newspapers have its impact on public. Most of the content / news / articles published in internet edition do concerns public life. Lin and Salwen had examined whether the use of offline newspaper and online news sources involve the same or

different perceived utilities for acquiring the news. Online news sources are perceived as providing information skimming utility more efficiently than offline newspapers. The findings add to the understanding of online news in fulfilling the needs of audiences compared to offline newspapers.

Mensing and Greer had studied the difference in news content of the print and internet newspapers from a different perspective. They compared the lead stories of the two versions in the three largest national general news papers in the United States. Results showed that the lead story in the print version matched the lead story in the online version less than half the time. The findings are consistent with Li's study and have important implications for media's agenda setting function.

Observations:

1. Internet newspapers which in the form of World Wide Website started emerging in U.S. in the year 1994.
2. Internet newspapers were gaining reader's attention and internet newspapers readership has been increased 700 times within a span of 5 years of 1998 – 2003.
3. Initially Internet newspapers although created impact on readers but print newspapers circulation did not drastically reduced as Internet newspapers' readers were reading print newspapers and vice versa.
4. Initially internet newspapers were copy of print and content was not so different from print. But later on content was different and Iraq war was the happening which attracted internet readers through breaking news. This was the time when importance of real time news existed.
5. Convergence of print and online newspapers were basically of technology oriented.
6. Internet newspapers were gaining impact on readers in the form of multimedia content / news and articles.

Reference :

Internet Newspapers – The making of the main stream medium

Publisher – Lawrence Erlbaum Associates, 10 Industrial avenue, Mahwah, New Jersey USA

Writer- Xigen Li

Published in 2006

2.2 Importance of Newspapers:

Prof Dr Sudhakar Pawar has said that, Newspaper is need of daily life. A modern man can't leave without newspaper. Newspaper is fourth pillar of the democracy. Neapolian Bonapart had said that four aggressive newspapers can nullify hundreds of swords. English person Barkan had quoted that newspaper is a strong 4th pillar after Lords Spriritual, Lords temporal and Commons. Then after Macolene in the year 1828 has mention a words 'Fourth Pillar' in his self written article "**Constitutional History**". Then onwards since 19th century the word 'Fourth Pillar' has become term word for newspapers. Considering the importance and strength of newspapers Mr Thomas Jefferson, third president of United States of America had quoted, "if I have to choose either Government body or Newspaper organization, then my preference would be Newspaper organization". He also quoted that Government can't run without a control mechanism and Newspaper is a better control mechanism.

In a movement of India freedom newspapers performed a role of keeping freedom fighters were united and at the same time it could able to build a pressure on British governance. Lokmanya Tikak run "**Kesari**", Mahatma Gandhi was editing '**Harijan**' and Pt Javaharlal Neharu was editing '**National Herald**' newspaper before Independence of India. Maulana Azad was editor of '**Alhila**'. Many freedom fighter were either editor of newspapers or columnist. Hence, newspapers performed an important role for Indian independence.

United Kingdom's Prime Minister Dizarayali has said that, King has created house of Lords and citizens of UK has created House of Commons. But newspapers have independent identity. Exit of USA president Mr Nikson was due to Watergate issue and this issue was broke by a newspaper called Washington Post. Before that US newspapers has published the Pentagon Papers which were forced government to change its policy on Vietnam.

The first Marathi language newspaper "Darpan" had been launched on 6th January, 1832. One of the objectives of launching this newspaper was to acquire foreign wisdom and knowledge by Indians. Spreading knowledge rather than news was also another objective of "Darpan". Few articles like Steam Engine, Geography were written in newspaper proved it.

After independence in India the objectives of newspapers were changed. Now then it was news rather than united citizens for freedom. News in different forms and style were emerged. Editorial policies were formed. Investigative journalism started. Different campaigns in newspapers started. Control on Government was also one of the important objectives of newspapers.

Reference :

Patrakaritechi Mulatatve : Pages – 1 to 8

2.3 Pagination of Newspapers:

Pagination of newspapers is meant here by page flow of newspapers. Generally we find the pagination in editorial flow as follows:

Front page : All important news and photographs related with International, National, State, region or even local news.

Inside pages flow like local / city news then regional then state then Editorial then nation and international and finally followed by business and sports.

Prof Dr Sudhakar Pawar has mentioned in his book about the pagination flow of Marathi language newspaper Maharashtra Times, Mumbai edition for the year 1984 as follows:

Front page : Lead news, three double column news, one news in bracket, cartoon box and one advertisement.

Second page : Entertainment related advertisements and classified advertisements.

Third Page : Doordarshan, Today's Panchang, Today's Drama and Cinema play, Mumbai Radio programs

Fourth page: Edit page on which main Edit article, article on current topics, readers letter to editor etc

Fifth page: Regional news, business and finance related news.

Sixth page: National and International news.

Seventh page: Film review, new films, cultural news etc

Eighth page: Sports news and photos, remaining carry forward news.

So newspapers basic role is to give happenings, hard stories, planned stories, to entertain and review of anything, to release advertisements and to give editors opinion.

Now a days also we observed that same pagination is being followed by most of the news papers with content variation. Mostly the pagination flow is depends upon the total number of average pages a newspaper is having on daily basis. Accordingly the

actual flow is decided. But over all Local, regional, state national, international, finance and money, sports and editorial are the common pages which we observed in any newspaper published in any language.

Reference :

Patrakaritechi Mulatatve : page no 13 and 14

2.4 Criticism on newspapers:

It's very much true that news papers has its own identity and opinion but it has to face lots of criticism by critics. Renowned expert Frezer Bond has pointed out 5 major points of critics on newspapers.

1. Newspapers do not reveal full facts.
2. Information is not full and sometimes it leads towards propaganda
3. Newspapers content is about immerge building of a particular personality.
4. Newspapers highlights negative aspects more and positive aspects less.
5. Freedom of journalism is a typical tone of newspapers but its actual behavior is suppressed or controlled by another identity.

In a publication - **Editing the day's news** it has been mentioned that Unreliability, superficiality, sensesions, obstructing justice, wrong publicity and intentionally lying are few criticisms faced by newspapers.

Now a days we observed the same and typical criticism pattern which is thrown towards print media from the different segments of the society.

Reference :

Patrakaritechi Mulatave : page 20

2.5 Code of conduct for Newspapers:

After severe criticism on newspapers, publisher and editorial board started introduction of code of conduct. Newspapers are related with social and society. It has also a responsibility of educating, empowering, entertaining society as well as a business of social reviewer. And hence, newspapers should have its own code of conduct. Associated press managing editors association in USA has expressed following symptoms which show a good and qualitative newspaper.

1. Accuracy in content and news
2. Honesty in expressing opinion in news and editorial content in any sensitive issues.
3. Being a responsible towards society and to publish news and content which is valuable and useful to the readers.
4. Leadership quality in eradicating all bad elements in the society and establish good elements.

In India the first newspapers commission was formed in the year 1966. In its first meeting it was decided to formulate code of ethics to keep the quality level high of the newspapers. But unfortunately it was not formulated. In the year 1975 All India Small Medium Newspapers Association has prepared a list of code of conduct for newspapers. But the editors guild of India has strongly opposed it saying that being a responsible element, newspapers should not be controlled by code of conduct. Renowned Editor Mr Arun Shourrie in his article 'A Code for the Press' written in India Today in the issue date of 30th September, 1983 has mentioned total 21 code of conducts. Important five are as follows:

1. India needs a free society and for that purpose newspapers and a journalist should fight for it.
2. Newspapers should perform a role of transformation. This should reflect actual transformation in the society.
3. Newspapers should act for socially barred, poor and mass in the society.
4. Newspapers should try to improve the social quality.

5. Newspapers should express it's corrigendum if commits a mistake and found prove it.

Although there is a list of code of conduct which is created by several experts in the past, individual media management does not necessarily follow it. Internal rule book or code of conduct is generally prepared on which editorial management tries to work on.

For digital media or online editions there is no such code of conduct exists.

Reference :

Patrakaritechi Mulatatve pages - 34 ,35,38,40,41.).

2.6 Journalism in India –

History, Growth and Development:

According to B.N. Ahuja, broadly speaking journalism came in to existence when the first newspaper was printed. The basic idea is circulation of news through newspaper. Actual communication revolution took place since 1960 in USA , Japan and many countries of Europe where in workers are more numerous than such occupational categories such as farmers, industrial workers or service workers. Technical revolution takes place in newspaper's printing since last 40 years in USA, Japan and in European nations. In India also we find now due to technical upgradation printing of newspapers the quality of printing has been improved tremendously. Pagination can be done at any location and facsimile transmission of newspapers pages makes printing at any location. Even though newspaper is facing competition from T.V (Channels) it has a wide scope ahead.

The first printing press had been installed by East India Company in Mumbai in 1674. Another press was installed in Chennai (the then Madras) in 1772. The official printing press was established in Kolkata (the then Calcutta) in 1779. The first attempt to start a newspaper was made by Mr William Bolts in Kolkata in the year 1776. Mr bolts had been terminated from the company and of being involved code of company discipline. Latter on for 12 years no one attempted for any newspaper. But after 12 years James Augusts Hicky entered in to journalism because of his high connections in the East India Company. The India Gazette had given undertaking as demanded by the East India Company and the first official publication came out and that was "The Calcutta Gazette". The Bengal journal offered to publish all government advertisements free of charge.

In the year 1785 the first newspaper in Chennai was came in to existence named as "The Madras Courier" founded by Richard Johnson a government printer. In the year 1795, first newspaper from Mumbai (the then Bombay) started and its name was The Bombay Herald. The courier was another publication established after one year in Mumbai. Raja Rammohan Roy started Persian newspaper "Mirat ul-Akhbar "in 1822.

Initial Marathi Journalism –

Bal shashtri Jambhekar edited the first Anglo-Marathi paper the Bombay Durpun started in 1832. It was firstly published at fortnightly and latter on weekly. The mission was to educate and enlightening the public. This continued for 8 years and the publication was converted into the United Service Gazette and Literary Chronicle. Latter on Jambhekar published a Marathi language monthly “The Dig Durshan in May 1840. The monthly publication contained a summary on intelligence, short essays and articles on history, geography, science and philosophy. The first all Marathi paper, The Mumbai Akhabar was started by Suryaji Krishnanji on July3, 1840. But that was existed for few months. In February, 1849 the “Dhyan Prakash of Pune (the then Poona) came in to existence and that was edited by Krishnaji Trimbak Ranade. That paper played a leading role in the dissemination of news and views. Three other papers were started its publication “The Vartaman Deepika (weekly) edited by V.B. Gokhale. Second one was “Vicharlahari” (fortnightly) edited by Krishna Shashtri Chipalunkar. Third one was “The Dyan Sindhu”edited by Vireshwar Sadusuth Chhatre in 1842 but existed for only three years. Mahadev Govind Ranade started bilingual “Indu Prakash”in 1862 for which he handled its English side and Marathi side was edited by J.S. Gadgil.

Bal Gangadhar Tilak a renowned freedom fighter started Kesari from Pune. Mahadev Govind Ranade, Gopal Krishna Gokhale were with Bal Gangadhar Tilak have contributed to Marathi journalism a lot before independence.

Reference:

Journalism in India – History – Growth – Development

(Page – 64, 66, 67, 69, 72, 73, 127, 128, 164)

2.7 Future of Journalism in India:

Nalini Rajan said in her book 21st century journalism in India that India has been witnessing a growth in its newspaper markets both in large cities and in towns and in both in English and in vernacular language newspapers. India is developing country. Citizens are expecting a progress and improvements in local quality of life, good education opportunities, good education, transportation and good health. All these developments are expected without hampering the environmental and ecological degradation. Journalism is suppose to report regularly on all this to society. Hence, the responsibility on newspapers is more in future. Journalists in India should believe that their work's original purpose is inherently pro-development in spirit. Reporting in depth and informatively on public matters has, prima facie, necessary for citizens to be truly self-governing, then journalists 'obligation to continually inform the citizenry is an inherently pro-development one in a developing country. Media must strive to be comprehensive and proportionate in their coverage of society. India has been witnessing a press freedom since its independence. But many publishers are having their commercial interests in publishing the news. The ivory tower approach to English language news is depriving the citizens of stories about their local affairs and this again is a proportion problem. This does not help our evolution to better local self-governance.

Reference:

21st Century Journalism in India - Page No 247, 248, 249, 250

2.8 Citizen Journalism:

The media world witnessed a new phase in the aftermath of the 7th July, 2005. The incidence was a bomb blast in London. Soon after the explosions, media houses in United Kingdom sent their journalists to the various locations where bomb blasts occurred. The real picture was brought to the light not by television or radio journalists but by the eye witnessed citizens who actually saw the blasts and their after tragedy scenario. Soon after the blasts the British Broadcasting Company, Sky News, ITN and other major media houses started receiving pictures, videos and text messages from citizens who actually happened to be on the spot of the tragedy. People used mobile phone cameras and video phones to take the photos which were quickly uploaded to the web. Within six hours BBC received more than 1000 photos and 20 videos, 4000 text messages and 20,000 emails. According to Richard Sambrook, the head of BBC's Global news operations, 'our audiences had become involved in telling this story as they never had before'. Next day BBC's flagship television news program started with a package edited entirely from videos sent in by the eyewitnesses.

Second incidence was Asian tsunami in December 2004. Video footages shot by the tourists and locals in Thailand, Indonesia, Sri Lanka dominated television coverage in the region. More than 20,000 tsunami photos were posted on www.flicker.com. The growth of the World Wide Web in the 1990s opened up new avenues for citizen journalists. The famous and oft-quoted example of participatory journalism was the South Korean Website, **ohmynews.com** launched in the year 2000, with its slogan *Every Citizen is a reporter*'. It has more than 50 reporters and editor, but their work is supplemented by the contributions of approximately 41,000 registered citizen reporters. They post about 200 articles a day and the facts are checked before it is posted on the web edition. The another innovation was by **italknews.com** in San Francisco in USA. The aim of the founder was to create an interactive community, where people can read breaking news, discuss it, and post their own articles. This website tries to distinguish between blogging and citizen journalism. Italknews.com wanted to use citizen journalism to preserve the accountability and factual accuracy of journalism.

There are many advantages of citizen journalism. But it also raises issues like editorial balance, authenticity and fact checking. With modern gadgets any citizen would

become a journalist without having journalistic training. One of the proponents of citizen journalism, Dan Gillmor, said that the growth of grass root journalism has been accompanied by serious ethical problems, including dubious veracity and outright deception. Any incorrect portrayal of a situation or an event or about an individual could possibly lead to libel or defamation against a citizen journalist and the media organization. In 2005 the Los Angeles Times announced the creation of a 'wikitorial' evoking the approach of a popular **wikipedia.com** online encyclopedia, which is written and refined endlessly volunteers contributors.

Will citizen reporters replace regular journalist? This question is valid. Bertrand Pecquerie, the director of the World Editor's Forum, told a conference on citizen journalism in Doha, Qatar, in 2006 that citizen journalists and bloggers are not credible or reliable and the phenomenon will therefore disappear. 'Citizen Journalists will be part of journalism, but just a small part'.

Mr Deepak Kumar has specifically mentioned about citizen journalism landmark movements. Among them Indian Ocean Tsunami which happened on 26th December, 2004, London 7/7 Tube bombings happened on 7th July, 2005 and Mumbai attacks which occurred in between 26th and 29th November, 2008. All these publicly happened mishaps were reported by ordinary citizens to the media houses through text, photographs and videos. Mr Deepak Kumar has also highlighted changing nature of journalism, citizen journalism as social movement, in his book.

References:

1. 21st Century Journalism in India - pages – 265, 266, 267, 268, 269
2. Citizen and community journalism – pages 9, 10

2.9 Online Journalism :

Sunil Saxena said Citizen journalism is another important area where media houses throw their attention. The ordinary citizen can become a journalist by providing content in the form of text, audio and video. The internet today provides a facility for an ordinary citizen to contribute media which they feel like a news. Few American media house started experimenting this idea. They created separate section on its media websites on which citizens would contribute about news development. They started publishing selected articles on this segment. Indian media houses also initiated Citizen Journalism concept from the year 2010 onwards.

Online Journalism in India: 2000 to 2005 and onwards..

Sunil Saxena said, Online journalism in India has been dominated by traditional media which not only generate news but also shapes this news online perspective. The Indian media sites that are in the forefront of digital / internet editions revolution are timesofindia.com, hindustantimes.com, indianexpress.com and newindiapress.com. Press Trust of India and United News of India have also set up websites, though they seem to be wary of putting all their stories on the net. Sunil Saxena also said (reference : chapter no 24 of book *21st century journalism in India*) that online journalism in its initial time was mostly dependent on its print editions and more than 75% content of online edition was from print. The dependence was due to absence of exclusive web reporting team, The print media were yet to appoint web reporters to cover real time news. A non news web site rediff.com flashed a photographs of Veerappan when he was killed in encounter at 9 pm. Newspapers took next day rather entire day time to procure photograph of Veerrappan. Rather media was dependent on PTI and UNI for details. Latter on web media was taking shape and the focus was mostly on People, Crime, sports, entertainment, fashion content. Political news was still dominating space in newspaper. Readers were also taking interests in reading regional and district level online contents. For example **kannadaprabha.com** readers wanted to read more and more news of Belgum, Shimonga, Hubali, Davangere or Hampi areas which are small towns in Karnataka state. The same observed in case of **dinamani.com**. Readers wanted to read more news of Sale, Erode, Tirupur and Tirunelveli. Online edition could give lot more content more about the print circulation geographical boundaries. There is a great hunger of photographs

too for website readers. On any particular day for example launch of Rajanikant movie would certainly go to rise of website traffic on not only Tamil readers but also other regional language readers also. Entertainment related photographs attracts more readers on site. Half nude women photos, sex appealing photo galleries generally attracts more readers on site. Sunil Saxena also highlighted while mentioning the importance of photo galleries on site that the ratio of site visitors to page downloads for news site is 3 to 4 pages while 10 to 11 pages are opened of site which covers photo features.

Another reality is that most of media websites do not charge any subscription amount for the readers. They are free of cost. But there was one examples also where web sites has charged a subscription fee to the readers. This website was **newspapertoday.com** set up by the Living Media Group. But latter on media group had to close down its site as readers were reluctant for any subscription to be paid. Hence, media houses are run their sites without any subscription to the readers.

News agencies like PTI has started asking to pay print media houses if they consume its content for their web editions. Such notices were served in the second half of the year 2005. UNI had done the same earlier in the year 2000. News agencies had understood the importance of emerging the web media and hence were also now concentrating on non media dotcoms too.

One area where the Indian news sites have moved ahead is technology. The days of static HTML based sites, where six to seven stories were crammed on a single page are over, Even the age of ASP (active server pages) is over. The sites today, like the rest of the world, have either moved or are in the process of moving to the more dynamic and versatile XML page. The speed of the site have also gone up. Most the media houses are now using multiple servers with high processing powers to serve the pages. Earlier these servers were based in US but now Indian sites have started hosting content on servers based in India. Earlier media were paying huge amount in dollars but now they are paying in rupees. Another development in media house is seen that they recruit their own software staff which develop and modifies the CMS (Content Management System). It ensures greater flexibility in the site management.

E-paper is another innovation. The Times of India was the first to host an e-paper. It was followed by the Hindustan Times, Deccan Chronicle, Vijay Times and Vijay

Karnataka. E-paper is a soft version of print newspapers which appears on web site in PDF form. It is the exact replica of print newspaper. Also it has all the interactive features that an internet edition can provide. E-paper extends the reach of the advertisement. E-paper can be read sitting anywhere in the world. Print media has opportunity to increase its advertisement tariff as print ad reach is more through e-paper.

Blogging is another area on which many media houses are now concentrating. Times of India is one of the important sites among all that have started its own blogging sections. Intellectuals and those who have writing skills can blog their articles on blog site. Blog sites attract a large readership. Rediff.com and sify.com have taken a lead, in spite of both are not from media house, started blog section on their site being a useful interactive interface.

Interestingly non news content that made the mobile forays of sites profitable. Every major telecom operator has tied up with the content providers to provide breaking news. Another part of multimedia content is audio visual. There was a phase where ANI, a television agency, provided audio-visual clips of major news events. These multimedia files were embedded within the text or at the bottom of the news texts. Sify.com had set up sifymax, a broadband offering and trying to promote both news and entertainment videos. India times too has hosted several entertainment video and audio files.

Mr Arvind Kumar said that online journalism has created opportunities to media houses to compete with electronic media in breaking news category. As web editions run on fast internet it can easily compete with electronic media. He also specifically said that some newspapers have already attempted to integrate the internet into every aspect of their operations that is field reporters writing stories for both online and print editions. This does mean the convergence efforts have already begun in western countries. Few important aspects viz Digital audio and podcasting, video shooting for news and feature stories, tips for shooting better video for online editions are highlighted in the book written by Mr Arvind Kumar.

References:

1. Web Journalism 2.0
Page 275, 276, 277, 278, 289, 280, 282
2. The Indian Media Business
Vanita Kohli – Khandekar
Print – pages 1 to 67
Digital – pages 299 to 348
3. Internet Journalism
Pages no 7, 8

2.10 Importance of topic

Convergence of print and online and its importance related to Marathi language newspapers is the topic of research. As in introduction section it is highlighted and assumed that print has limitations to grow and emerging high importance to digital it is necessary to study the following aspects related to the topic.

1. Marathi language newspapers net paid sales during last five years (2012 – 2017)
2. News Editorial work flow
3. Google and media reports related to the topic
4. Marathi language media websites and work flow
5. Social media and its usage in digital
6. Search Engine Optimization and its usage
7. Google analytics and its tools
8. Citizen journalism and how it is being utilized in Marathi language media
9. Industry experts views and opinions on convergence
10. Readers interaction and their opinion and expectations pertaining to print and online edition

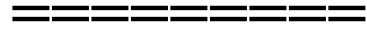
Due to supersonic speed growth in awareness and usage of social media tools distance among all has been reduced and communication becomes faster day by day. Face Book, Twitter, Instagram, Whats App, You Tube are few examples in social media which have already captured the time slots of human beings in its day schedule. Without these tools perhaps human beings would feel become paralyzed. Important news of happenings can't hide and flash within a span of few seconds. If we relate it with print media then we can say that print media news is too old as everybody has already been acquainted with the happenings at real time. Would it reduce the importance of newspaper? Really important to be taken in to consideration. Although there are few advantages viz local news coverage and advertisements news paper perhaps would have lost its importance now a days. But in this technical era, present becomes past very fast. Concepts become outdated within short period of time. We

know the examples of type writers, pagers, ordinary mobile phones etc. Typewriters are now outdated when electronic typewriters invented. Electronic typewriters have become outdated when computer invented. Pager loses its identity when mobile phone invented. Nokiya was a brand which having major market in India have lost the market when smart phone invented. We have many examples to quote that innovations have outdated many concepts. Emergence of internet and its increasing usage has given a wide scope to social media and it is applicable to web journalism also. Print media and Online (web) media being in same journalism frame has different identity all together. Both are based on concept of journalism and content. Hence, convergence may be possible between print and digital. This study highlights its importance.

Following image shows how digital has gained importance over the years.



Now days we often see that individuals are engaged in their smart phones.



Chapter - 3

Research Methodology



3.0 Research Methodology:

Research Methodology is very important aspect and tool in any project. A research design is the road map that to be decided to follow during research journey to find out research questions as validly, objectively, accurately and economically as possible. It is a procedural and operational plan that details how different methods and procedures to be applied during the research process. According to Kerlinger – A research design is a plan, structure and strategy of investigation so conceived as to obtain answers to research questions or problems. The plan is the complete scheme or program of the research. It includes an outline of what the investigator will do from writing the hypothesis and their operationsl implications to the final analysis of data.

Selection of research Design –

There are two commonly used research designs.

1. Quantitative
2. Qualitative

Mass media, journalism, Content are mostly related with quality aspect and not in quantity. Hence, selected topic comes under Qualitative research.

Different research methods in qualitative research –

Following are important study designs in qualitative research: But few can be used in quantitative topics also.

1. **Case study:** In this design the case selected by a researcher becomes the basis of a through, holistic and in-depth exploration of the aspect that need to find out about. In this approach a particular instance or a few carefully selected cases are studied intensively. In this method a random sample is not attempted.
2. **Oral History:** It is more a method of data collection. The approach is to study of perceptions, experiences and accounts of an event or gathering historical

knowledge as viewed by individuals. Oral history is process of obtaining, recording, presenting and interpreting historical or current information.

3. **Focus groups / group interviews:** Focus groups are a form of strategy in qualitative research in which attitudes, opinions or perceptions towards a issue, product, service or programme are explored through a free and open discussion between members of the group and a researcher. Records of discussions become the basis of analysis for findings and conclusions.
4. **Participant observation:** In this strategy a data is collected from close interactions with a member of a group. Researcher involves in the activities of the group and observes the activities keenly and collects relevant data and finally arrive on a conclusions.
5. **Holistic research:** It is more philosophy that a study designs. The design is based upon the philosophy that as a multiplicity of factors interact in our lives; we cannot understand a phenomenon from just one or two perspectives.
6. **Community discussion forums:** Community discussion forums are designed to find the opinions, attitudes and / or ideas of a community with regards to community issues and problems.
7. **Relative journal log:** Basically, this design entails keeping a reflective journal log of your thoughts as a researcher whenever you notice anything. Talk to someone, participate in an activity or observe something that helps your understand or add to whatever your are trying to find out about.
8. **Descriptive Research Design:** Ample sources are available to elaborate the topic for research study. Researcher need to describe the topic in details after research. It is a qualitative description.

9. **Exploratory design:** If relevant literature is not available for research for selected topic then this research method is used. If topic is related with future then mostly secondary data is not available.

Applied Research Design method:

Qualitative method has been applied for this thesis as the techniques under this method were useful and applicable for the study. Focus Group, Descriptive and Exploratory research techniques have been used for this study under qualitative method. The topic has been elaborated from different angles and efforts were made to analyze the importance of Print and Digital convergence for Marathi newspapers for their future development.

Quantitative method applied only to study the net paid circulation of Marathi newspapers for the year 2012 – 2017.

Reference:

Research Methodology
A step-by-step guide for beginners
Ranjit Kumar

3.1 Data Collection:

1. Direct Source – Observation / Interview / First-hand information available of self-experience. Judgemental and expert sampling methods has been used for interview. Questionnaire was prepared for reader's survey for interactions.
2. Experts feedback: Print and online editorial staff's feedback was taken regarding the topic. Along with it technical, social media and Search Engine Optimization's experts views and opinion were taken which were related to the research topic.
3. Indirect Source – Reports on print and digital progress, Websites of different Marathi online editions, other websites related with topic and media reports. For example for net paid sales figures for Marathi and English newspapers, the authentic data source is website of Audit Bureau of Circulation. This data has been gathered to analyse trends for Marathi as well as English language newspapers in Maharashtra.

3.2 Limitations of the study:

Journalism is a global concept. Print and digital editions are also a global concepts. Convergence of print and digital is applicable to all media houses. Hence, wide scope is available for the study. But it is not possible to study each and every language newspapers and digital editions. Hence, being a native of Maharashtra state, Marathi language media is considered for this study. As a concept is global, area is also unlimited and global study is not possible, hence, three cities viz Mumbai, Pune and Kolhapur were selected for the study of reader's survey and interaction with Editorial staff.. Reasons behind selection these three cities –

1. Mumbai being business capital and capital city of Marathi language state.
2. Pune being considered as cultural city as well as educational and software hub.
3. Kolhapur being considered a developing and upcountry area of Marathi speaking population.

Convergence is possible broadly in three segments in media

1. Editorial (content) convergence
2. Technical convergence (Content Management System)
3. Revenue convergence (Advertisement Sales)

Revenue (advertisement) sales is under management section. So this study can be done altogether differently. Content comes under Editorial and technical convergence not directly related with editorial but few important concepts are related with editorial staff hence, it comes under mass communication.

Statement of Hypothesis

3.3 Background –

We have observed that since last few years' web media is growing in tremendous speed. Spread of Internet facility in India results in growth in numbers of internet users. Simultaneously increase in sale of smart phones also results high data consumption per smart phone user. Due to emergence of internet era we have observed that time spend on reading print newspaper has come down and time spend on internet consumption has gone up. We also observed that entertainment is important segment on which time spend on internet is more. For example viewing You Tube and other video sites on smart phones. Industry experts are saying that emergence of web media would result in decline in print editions. On the other hand print media says that there is still scope for it in future. The web media and its readership is different from print readership. Overall there are different thoughts for print as well as web editions and about its future. Considering if convergence of print and web (digital) is very important, weather it is possible or not is a real question.

Convergence means two or more things are come to gather to form a new whole. It is applied mostly in every field for generating new things which are planned but could not be possible without merging together. Convergence is also possible for print and digital media for better output and future development. Content is a common aspect for both print and digital. As digital media is getting more importance now a days its possible that required content output can be acquired from print sources also. Rather its important that best convergence strategy of print and digital is need of hour for overall media industry for its future development. Both print and digital even though looks different but the common thing in both is '**content**'. Utilization of print resources for digital and vice versa will definitely useful for both the platforms. Hence, convergence strategy is very important.

3.4 Importance of Future Development –

Development is a very broad concept. As a word ‘development’ has a broad meaning and need continuous process, we can’t say that development is achieved 100% and now the process of development should be stopped. When it is said like this then downward trend of the product will start from that moment only. Newspaper is also a product and hence, this development process is also applicable to it. Content is the soul of newspaper. Layout, font, ink, newsprint can be assumed as body part of newspaper. Development of soul and body would be considered as overall development. Changes in the product of media industry which can suffice the needs and expectations of the readers and adding more and more readers to the product with continuous engagement would comprise the real scope for development of newspaper. Along with it analysing the existing trends in the market and creating right content strategy is also important. Contents can be delivered in different forms that is print, online etc. Along with this the expansion and diversification on the base product is also important in development strategy. Hence, product development process is very important and need to be recognized by the media management.

Convergence of print and digital (online) edition also comes under development process. This development consists two separate verticals functions in same media house or company but working for each other for development of both the verticals. Perhaps for media houses this would be the most important part of future development.

3.5 Statement of Hypothesis:

Review of literature and study related with the topic leads to some concrete observations. These observations were important to arrive on following assumptions

.

1. Digital (online) editions are threat for print newspapers.
2. Regional language newspapers will lose their market share in future due to increase in same language digital (online) edition readership.
3. Decrease in student's admission rate in Marathi medium schools will have negative impact on readership of Marathi language print newspapers.
4. Marathi print editorial staff is not aware about the concepts viz SEO, Social Media and GA (Google Analytics) which are important in digital / online media.
5. Convergence of print and digital would play key role for future development of Marathi language media.

3.6 Objectives of the study:

1. To find out the trends of switching over of readership from print to digital and readers behaviour pattern related with print and web editions
2. To find out the net paid sales of Marathi newspaper circulation during the five years period 2012 to 2017.
3. To find out report showing trends of primary education admission rate in Marathi and English medium schools.
4. To find out Marathi print editorial staff knowledge about digital / online edition.
5. To find out the importance of print and digital convergence (content) for future development pertaining to Marathi language newspapers.

3.7 Research

Background:

Considering the depth of the research topic few insights about print and digital media need to be understood. As the topic is related with convergence of print and digital it is also necessary to research and analyze few related important topics and aspects. Here are few listed as below.

1. How print newspapers circulation is determined? Who is the authority to determine it?
2. What were the trends of Marathi print newspapers during five years – 2012 to 2017.
3. How editorial flow its work in print media? What is news flow system in print? Editorial mindset.
4. Which are prominent Marathi language news websites which belongs to top circulating Marathi language newspapers? What are the convergence efforts between print and digital initiated by these websites?
5. Google reports related with the topics.
6. What is Google analytics and how it is useful for digital media?
7. Citizen journalism and the usage of concept by print and online edition.
8. Search Engine Optimization concept and its importance for digital editions.
9. Social media and its relation with digital media.
10. Content management system for digital media.
11. Information on Marathi language medium school children muster / admissions during the year 2012 to 2017.

Research work on above would give ample information related to the study topic and assumptions can be tested accordingly. Hence, all above subjects mentioned are most important and relevant to the thesis topic.

3.7.1 Marathi Print Publications and ABC

Print media and Audit Bureau of Circulations (ABC) have tie and nought relationship. ABC is autonomous body which certify the net paid circulations of all languages dailies which are registered members with it. Any media house just can't ignore itself from registering its editions with ABC. All the authentic data of net paid circulations are available on its site www.abcindia.org with user id and password. Member publications have to undergo an audit every six months. There are two audits in a year. First one is January to June and second one is July to December. Auditor visit publication centres of media house and publication has to undergo an audit. Then auditor certify the net paid circulation (copies) of publication and the same is reflected on ABC website. Audit Bureau of Circulations (ABC) is one of the several organisations of the same name operating in different parts of world. ABC founded in 1948 is a not-for-profit, voluntary organisation consisting of publishers, advertisers and advertising agencies as members. It does pioneering work in developing audit procedures to certify the circulation figures of publications which are members of ABC.

ABC as it is called and understood by all, is a founder member of the International Federation of Audit Bureaux of Certification. The main function of ABC is to evolve, lay down a standard and uniform audit procedure by which a member publisher shall compute its Qualifying copies. The circulation figure so arrived at is checked and verified by a firm of chartered accountants which are empanelled by the Bureau. The Bureau issues ABC certificates every six months to those publisher members whose circulation figures confirm to the rules and regulations as set out by the Bureau.

Circulation figures that are checked and certified by an independent body are an important tool and critical to the advertising business community. More information is available on its authorized website - www.auditbureau.org.

ABC's membership today includes 562 Dailies, 107 Weeklies and 50 magazines plus 125 Advertising Agencies, 45 Advertisers & 22 New Agencies and Associations connected with print media and advertising. It covers most of the major towns in India.

An Advertiser would like to know the facts and figures before investing his money in advertising. An Advertiser ought to know how many people buy a publication and in which area. The ABC gives all these vital statistics every six months. The ABC figures are not the outcome of opinions, claims or guesswork, but they are the result of rigid, in-depth and impartial audits of paid circulation of member publications by independent firms of Chartered Accountants working in accordance with the rules / procedures prescribed by the Bureau.

Audited certified figures are utilized by media planners, government bodies for releasing advertisements. Also member publication can decide the rate of its advertisement which justify the circulation figures. Government also decided its advertisements rates according to ABC certifies circulation figures.

As per ABC certified data for the audit period January – June 2016 total Marathi language members dailies net paid circulation was 38,65,164 copies which is 6% of total net paid circulation copies of all languages dailies.

Following Marathi publications are members of Audit Bureau of Circulations.

1. Agrowan
2. Apale Nave Shahr
3. Daily Sakal
4. Deshonnati
5. Dhavate Navanagar
6. Gomantak
7. Lokmat
8. Loksatta
9. Mumbai Chaufer
10. Pudhari
11. Punyanagari
12. Sanchar
13. Sandhyakal
14. Tarun Bharat

All the above newspapers are published in the state of Maharashtra, Karnatak and Goa. There are other newspapers also who are not a member of ABC but having circulation numbers. The list is as follows:

1. Maharashtra Times
2. Prabhaat
3. Kesari
4. Samana
5. Sandhyanand
6. Prahar

Being not a member of ABC, such publication generally take readership figures which are officially announced by Indian Readership Survey (IRS). This agency counts the readership and not circulation.

Hence, ABC is very important aspect for any print media. It is a tool where in a print publication can establish itself in a stronger way in the market. As high as net paid circulation better opportunity to have more and more advertisement sales revenue. Per copy yield is largely depends on its circulation numbers. One interesting aspect should be considered in print media business. And that is : more the sale ; more the cost of production. But in the same sequence: more the sale ; more the per square cm revenue from advertisement. The same space yields more revenue corresponding with the net paid circulation sales rise. ABC plays important role here.

3.7.2 Marathi newspaper's Net Paid Sales trend since 2012 to 2017:

In chapter it has been mentioned the importance of ABC. A detail study of selected Marathi newspaper net paid sales is done to analyze whether during last 5 years sale has been dropped or increased. For this purpose three cities have been considered. Mumbai, Pune and Kolhapur. A detail tables are attached which shows the net paid circulations of following Marathi language dailies published in these three cities.

1. Lokmat
2. Sakal
3. Pudhari
4. Punya Nagari
5. Loksatta

Audit bureau of circulation carries audit for counting net paid copies. This audit is done every six months and the period of two audits in a year are January – June and July December.

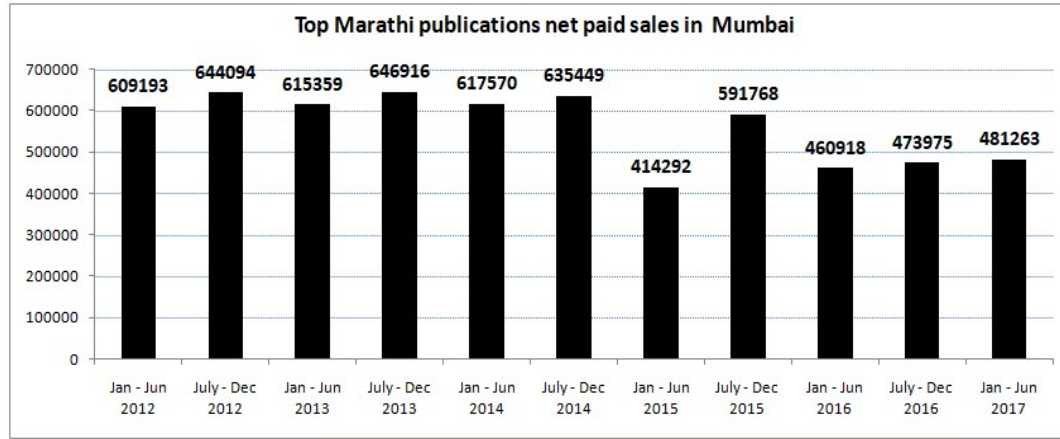
Following are the charts of net paid circulation in Mumbai, Pune and Kolhapur. Top 5 Marathi language newspapers have been considered for ABC net paid circulations.

Mumbai -

Net paid circulation sales figures as per ABC - Editions: Mumbai											
Period	Jan - Jun 2012	July - Dec 2012	Jan - Jun 2013	July - Dec 2013	Jan - Jun 2014	July - Dec 2014	Jan - Jun 2015	July - Dec 2015	Jan - Jun 2016	July - Dec 2016	Jan - Jun 2017
Lokmat	132857	154528	137068	143869	127952	126201	Late Recd	109719	Late Recd	Not Submitted	Not Submitted
Sakal	97205	111970	107593	119175	121594	133610	121001	126447	110202	112020	118764
Pudhari	91145	83381	77971	77700	76270	77810	76279	74466	72258	73942	71427
Punya Nagari	85769	81193	78738	78937	74667	72847	Late Recd	63603	61542	62479	58942
Loksatta	202217	213022	213989	227235	217087	224981	217012	217533	216916	225534	232130
Total	609193	644094	615359	646916	617570	635449	414292	591768	460918	473975	481263

Mumbai Summary -

Net paid circulation figures of top Marathi language dailies of Mumbai (Source: ABC)											
Period	Jan - Jun 2012	July - Dec 2012	Jan - Jun 2013	July - Dec 2013	Jan - Jun 2014	July - Dec 2014	Jan - Jun 2015	July - Dec 2015	Jan - Jun 2016	July - Dec 2016	Jan - Jun 2017
Total	609193	644094	615359	646916	617570	635449	414292	591768	460918	473975	481263

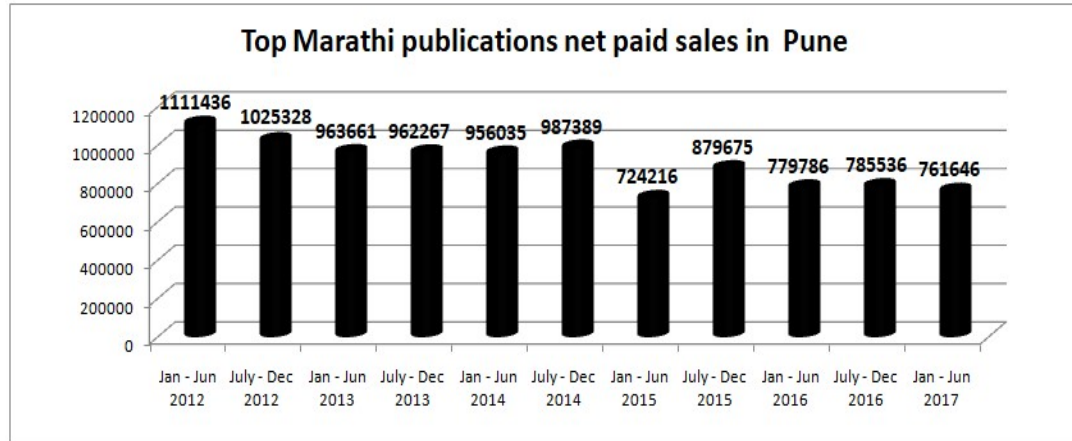


Pune –

Net paid circulation figures as per ABC - Editions: Pune											
Period	Jan - Jun 2012	July - Dec 2012	Jan - Jun 2013	July - Dec 2013	Jan - Jun 2014	July - Dec 2014	Jan - Jun 2015	July - Dec 2015	Jan - Jun 2016	July - Dec 2016	Jan - Jun 2017
Lokmat	256369	210623	182300	150154	147925	177367	Late Recd	71354	Late Recd	Not Submitted	Not Submitted
Sakal	580493	537666	514079	534659	537280	542424	509506	543097	537560	540345	538113
Pudhari	212264	208543	201001	200082	189731	181367	176467	173138	158976	159310	151406
Punya Nagari	35912	40308	35173	39986	41905	45962	Late Recd	49739	39832	42229	31935
Loksatta	26398	28188	31108	37386	39194	40269	38243	42347	43418	43652	40192
Total	1111436	1025328	963661	962267	956035	987389	724216	879675	779786	785536	761646

Pune Summary -

Net paid circulation figures of top Marathi language dailies of Pune (Source: ABC)											
Period	Jan - Jun 2012	July - Dec 2012	Jan - Jun 2013	July - Dec 2013	Jan - Jun 2014	July - Dec 2014	Jan - Jun 2015	July - Dec 2015	Jan - Jun 2016	July - Dec 2016	Jan - Jun 2017
Total	1111436	1025328	963661	962267	956035	987389	724216	879675	779786	785536	761646

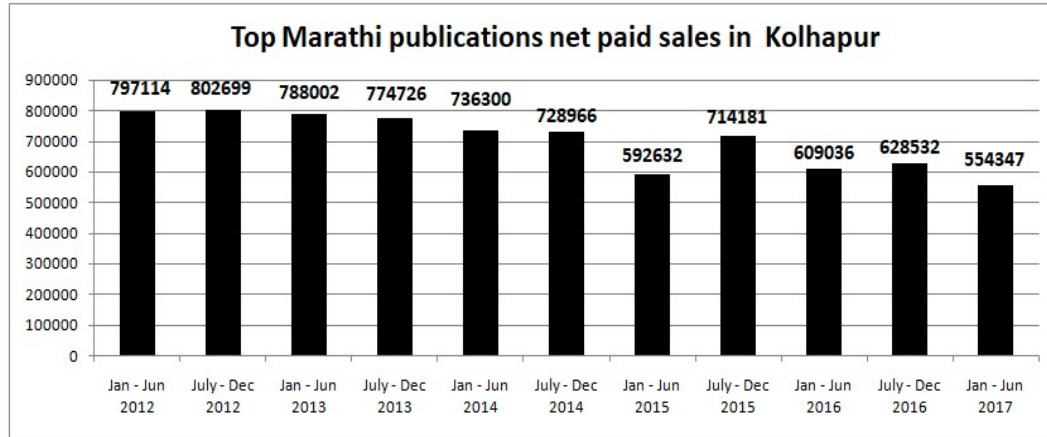


Kolhapur –

Net paid sales circulation figures as per ABC - Editions: Kolhapur											
Period	Jan - Jun 2012	July - Dec 2012	Jan - Jun 2013	July - Dec 2013	Jan - Jun 2014	July - Dec 2014	Jan - Jun 2015	July - Dec 2015	Jan - Jun 2016	July - Dec 2016	Jan - Jun 2017
Lokmat	122398	131337	115631	117832	100157	95787	Late Recd	85568	Late Recd	Not Submitted	Not Submitted
Sakal	228811	236809	227625	211038	207768	194540	200042	218258	213203	249884	208885
Pudhari	394836	379674	393151	393219	373374	385596	389530	377127	361592	344377	318958
Punya Nagari	48974	52627	49118	50011	51953	49974	Late Recd	30117	30384	30998	23281
Loksatta	2095	2252	2477	2626	3048	3069	3060	3111	3857	3273	3223
Total	797114	802699	788002	774726	736300	728966	592632	714181	609036	628532	554347

Kolhapur Summary -

Net paid circulation figures of top Marathi language dailies of Kolhapur (Source: ABC)											
Period	Jan - Jun 2012	July - Dec 2012	Jan - Jun 2013	July - Dec 2013	Jan - Jun 2014	July - Dec 2014	Jan - Jun 2015	July - Dec 2015	Jan - Jun 2016	July - Dec 2016	Jan - Jun 2017
Total	797114	802699	788002	774726	736300	728966	592632	714181	609036	628532	554347



Findings:

1. Mumbai print market has seen a drop of 1,27,930 copies in five years. This comes to 21%.
2. Pune print market has seen a drop of 3,49,790 copies in five years. This comes to 31.47%.
3. Kolhapur print market has seen drop of 2,42,767 copies in five years. This comes to 30.45%
4. Mumbai, Pune and Kolhapur all three print markets have seen drop in print net paid circulation.
5. Its important findings that, year on year the net paid sales copies have been decreasing.
6. It is also found that the net paid sales copies are increased marginally in the audit period of July – December compared with January – June.
7. No additional newspaper has been launched in the five years period. This means this drop is genuine.
8. Further with reference to the detail chart of net paid sales copies of individual publications of Mumbai, Pune and Kolhapur, it has been found that Lokmat has

not been filing for ABC certificate for last three audit period. It is due to subscription scheme which the publication has launched in all three markets and the copies sold under subscription scheme were not entitled for net paid sales of ABC. Even though the net paid sales have been found decreasing in its trend.

9. Hence, the important finding is that Marathi news papers sales has been declined during last five years.

Reference :

www.auditbureau.org – Audit Bureau of Circulat

3.7.3 News and Editorial Work Flow in Print Media

Editorial department of print media provides necessary news content for the product.

How exactly editorial department does function? What are the key positions and their role in the department? How the content is flown from its generation point to final on newsprint / product? I met following senior positions of two leading Marathi newspapers of Maharashtra.

1. Mr Dinkar Raikar, Group Editor, Lokmat Media Pvt Ltd
2. Mr Shriram Pawar – Chief Editor, Sakal Media Pvt Ltd

Both the above persons heading Editorial department and perform a senior role. While interacting with them in much detail about the Editorial work flow in print media, following important information has been generated. As few points were common in their interaction, I have put it together in the text as below. Also I met several people on different positions and interacted with them about work flow.

News or content is soul of any newspaper. Readers prefer to read any newspaper because it provides news content. Another reason is also to read advertisements which are printed in the newspaper. But reading advertisement has secondary importance. Here, we are focusing on news content. Reader gets knowledge of happenings from local to global when they read newspaper. News or content of the newspaper is in various forms and readers also like to read content in different forms.

News content can be broadly bifurcated in two segments.

1. Text news
2. Photographs

Both the forms are having variety sub forms which are having its own importance in content. Now let's go in more deeper in both the segments.

Text News :

Text is in the form of words which we actually read in the newspaper. This text is in news format. News are broadly classified in five segments.

- A. **Local news** – News which gives us details about the happening at city level is local news. The area can be a ward in the city, zone of the city or entire city and suburbs. District part is also considered as local content. For example – Pune city consists of Peth area, suburbs area and entire Pune district area.
- B. **Regional News** – Region is considered a cluster of districts. For example – In Maharashtra state Konkan, Marathwada, Khandesh, Vidharbh are different regions. Konkan includes Raigad district. Marathwada region includes Beed, Osmanabad, Latur, Hingoli, Parbhani, Nanded, Jalana districts. So the entire cluster of the districts means region. News belongs to that districts can be considered as regional news.
- C. **State Level News** – In India there are many states. Maharashtra is one of the states. But here state level news means the importance or value of particular news is for entire state. News if its value is to attract the attention of the readers whether he / she resides at any location in the state can be considered as state level news.
- D. **National Level News** – News has got its own importance and entire nation would like to read it is national level news.
- E. **International Level News** – News if its value has got its own importance and entire world would like to read it can be classified as International level news.

Editorial department understand the depth and importance of the news. Accordingly selected news are pasted on that particular pages. Generally the content flow of the newspaper is as follows.

- a. Local
- b. Regional
- c. State
- d. National
- e. International
- f. Business
- g. Sports

Photographs:

Without photographs any newspaper can't complete its full form. Photographs play very important role in newspaper. Generally it is said that a perfect photograph does not need any photo lines. It itself is a news and after viewing it reader can just analyse what exactly is the news. Of course it's a skill of photographer and perfect angle given to it. A good photographer has a sense of a perfect angle and time sense of clicking of photograph. Photograph is generally classified in two segments.

- a. **Newsy photographs** – Any hard happening or incidences or press conferences and photographs related to it are newsy photographs. For example – Chief Minister of Maharashtra is having press conference and photographs are related with that press conference is called newsy photographs. Another example can be sport event. An action photograph of a sport event is newsy photograph.
- b. **Off beat photographs** – Photographs which are not related to any particular happening or event but capture different moods of the seasons, celebrations, society etc are off beat photographs. For example – photograph showing rain fall or a morning walkers photographs in winter season or Deepavali celebrations mood photos etc.

News Beats : Reporters are allotted different beats to cover news. Mr Malhar Arankalle, Editor, Sakal – Pune has said about the beat concept. Following are major beats for which reporters are appointed and assigned responsibilities to cover the same. Depending upon the scope and importance of the beat it is decided that whether to allot a single or multiple beat to a reporter. Then its reporter's responsibility to generate the news of the beats which he / she has been allotted. Also separate responsibility is assigned at Local and state / national level reporting. Following are important beats.

1. **Political** – Local, State and National level political happenings and its related news. It includes, members and departments of Municipal corporation, Zilla Parishad, Panchayat Samitee, State Assembly, State Legislative council, Lok Sabha and Rajya Sabha. All political parties are also included in this beat. Political events and press conferences are covered in this beat. Multi reporters are

assigned this beats responsibility at Local level, state level and national level. All elections are also covered in the same beat.

2. **Social** – This beat includes social department of local, state and national administrations. Social welfare, women and child welfare and its related activities are included in this beat.
3. **Legal** – Local courts, High courts and its benches and Supreme court, Labour laws, Provident fund are major departments which are covered in the Legal beat.
4. **Transport and Infrastructure**– This is major beat. At local level Municipal transports, District RTOs, Transport unions, Auto and Taxi and its unions are covered in transport beat. At state level Transport ministry is covered. At national level PWD, Highways, Railways, Water transport and civil aviation ministry are covered.
5. **Crime** – This is very important beat. Readers take interest in reading crime news. Police department, Cyber crime cell, CID and intelligent bureau are covered in this beat. Mostly news are taken from FIR registered in police stations. These FIR are related with different crimes viz Robbery, accidents, theft, cyber crimes, rape cases, murders etc.
6. **Cultural** – This beat cover all cultural programs arranged in city.
7. **Education**- This beat includes primary, secondary, Higher secondary, University and all other professional courses. It also covers education departments in municipal administration, state assembly and National parliament. Exams and its related content is also important in this beat.
8. **General** – This beat includes catering with general news, dealing with press notes which come at office on daily basis, any other specific work assigned by the editor or city bureau chief etc.

Reporter has to file a news. News is any incidence or happening which has a readership value or any other information which citizen would like to know and read. Beat wise reporter is assigned daily responsibilities of attending press conferences or events to cover the news. City head or a bureau chief is having controls over reporters. Along with the assigned work a reporter has to plan his / her own activities to file interesting news / stories. A quality of good reporters lies with his out of the box thinking and planning

different stories. Writing style is also important so that the news is easy to understand and explain 5 W and 1 H. (When / Why / Where / What / Which and How). Shri Vijay Kuvalekar, ex chief editor of Sakal and Lokmat said quality news should show 5 W and 1 H in its intro or second para. Reader should understand the crux of the news from its first two para then reader can decide whether to read more or not depending on the time and interest in it.

News flow and system:

There is a system of news flow in every media house. While interaction with Mr Madhav Gokhale, News Editor of Sakal Media he said that Smart flow system is being utilized for editorial news flow. Mr Sanjeev Sabade, Editor central desk, Lokmat Media said that News Wrap system is being utilized for editorial work flow. Following are the steps of news flow system :

1. Reporter files a story in his / her log in editorial news flow system.
2. Story then gets forwarded to sub editor on editorial desk.
3. Sub Editor then read the story and edit it according to editorial norms
4. Then story goes to bureau chief for approval.
5. Bureau chief (may be news editor on desk) approves it.
6. Then story goes to proof reader for proof checking.
7. Proof reader checks it and flow it for pagination
8. Sub editor or chief editor on desk pull it on page.
9. Story then put on the page and finally get edited as per the space available.

Above is the news flow system in print media house. Mr Sanjeev Sabade, News Coordinator – Central Desk, Lokmat Media, said that in the entire flow the news which flow from reporter to final page get altered, either expand or reduced, value addition, incorporation of text etc which adds the quality of the news. Also the authenticity and trustworthiness of the news is very important to safeguard the image of the brand.

References:

1. Mr Dinkar Raikar, Group Editor, Lokmat Media Pvt Ltd
2. Mr Shriram Pawar, Chief Editor, Sakal Media Ltd
3. Mr Sanjeev Sabade, News Coordinator, Central Desk, Lokmat Media Pvt Ltd
4. Mr Vijay Kuvalekar, Ex Chief Editor, Sakal Media Ltd
5. Mr Madhav Gokhake – News Editor, Sakal Media Ltd

3.7.4 Content Management System in Online Media:

Content Management System, in short form CMS, is a technical backbone of any online edition. Multimedia articles viz text news, photographs and videos are firstly filled in cms and then need to submit to post the actual news. Then reader can see the news on its website or mobile App. Mr Dinesh Oak, Head IT – Sakal Media Ltd said that sound technical support for any online edition is a must factor. Without it even if contents are good and if site is technically not sound then it finally affects viewership. Mr Mohammed Zulfiki, Head Software, Lokmat Digital said that server used for cms should be of required capacity. Else reader find its difficult to read the news smoothly. Both Mr Dinesh Oak and Mr Mohammed Zulfiki have explained how cms works and how editorial person on desk should use it.

CMS has following fields. Below the brief about fields actual image of news output of different websites are shown to highlight the importance of the field.

1. **Title of the news** – Heading of the news is to be entered here. Ideally heading should be minimum of 6 words and maximum of 10 words.



Above image shows the heading (title) of the news in bold text. Total word count is 10.

2. **English Title** – English translation of heading is necessary to be filled up. Because url is prepared after using words used or entered in English title. And hence, English title should be accurate in translation and grammar. Once the url prepared it cannot be changed.

Web Title: sridevi-death-dubai-cardiac-arrest-amitabh-bachchan-tweet-khuda-gawah
Get Latest **Marathi News & Live Marathi News Headlines** from Politics, Sports, Entertainment, Business and local news from all cities of Maharashtra.

Above image shows the translated version of Marathi heading (title) to English language. Search engine (Google) picks up English words and fetch the desired search results on the screen to the users.

3. **Summary** – Summary is extract of the news in approximately 25 to 30 words. Reader generally read it and decide whether to read the news in full length or not. Hence, after title, summary of the news is more important.

आग लागल्याने शेतकऱ्याचा गोठा जळाला; खेड तालुक्यातील घटना, २ लाखांचे नुकसान
अचानक लागलेल्या आगीमध्ये शेतकऱ्याचा गोठा पूर्णपणे जळून खाक झाला. खेड तालुक्यातील कोहिडे येथील रौधळवाडी येथे रविवारी संध्याकाळी सहाच्या सुमारास घडलेल्या घटनेत यांचे २ लाख हजार रुपयांचे नुकसान झाले.
By लोकमत न्यूज नेटवर्क | Follow | Published: February 26, 2018 04:17 PM | Updated: February 26, 2018 04:17 PM

Above image shows the two lines which are below the heading (title) are summary of that news.

4. **Body** – Main stuff of the news is body of the news. It contents text news plus image related to the news. Every digital news should be along with relevant image. Without image one cannot publish the news. Ideally min body of the news covers entire news in detail. No word limit is there but generally it is observed

3

दरम्यान, काही दिवसांपूर्वी केंद्रीय मंत्री अनंतकुमार हेगडे यांनी कर्नाटकात आयोजित एका कार्यक्रमात संविधान बदलण्याची गरज असल्याचे म्हटले होते. वेळोवेळी संविधान बदलले पाहिजे आणि आम्ही हे करण्यासाठीच आलो आहोत.. जे लोक धर्मनिरपेक्ष आणि प्रगतीशील असल्याचा दावा करत आहेत. ते आपले आई-वडिलांची ओळख ठेवत नाहीत. या विधानानंतर त्यांच्या वक्तव्यानंतर मोठा वाद निर्माण झाला होता. हेगडेंनी याप्रकरणी संसदेत माफीही मागितली होती. त्यानंतर दलितांविषयी केलेल्या वक्तव्याप्रकरणीही हेगडे अडचणीत आले होते. त्यांच्या या वक्तव्याचा निषेध करण्यासाठी काही दलित संघटनांनी राज्यात आंदोलनही केले होते. मला दलितांविषयी काहीही म्हणायचे नव्हते. माझे वक्तव्य बुद्धिजिवांना संबोधून होते. काँग्रेस जाणूनबुजून माझी छबी बिघडवत आहे, असा आरोप हेगडे यांनी केला होता. कर्नाटकात याचवर्षी एप्रिल-मे महिन्यात विधानसभा निवडणुका होणार आहेत. त्यामुळे काँग्रेस आणि भाजपकडून सरकारचा धोडापडोडा होऊ लागला आहे. त्यामुळे सरकारने याबाबत काहीही ठराव घ्यावेत, असाही आरोप काँग्रेसने केला आहे.

5. Highlights – Few important points of the news are called highlights. Reader would be able to know the important crux of the news after reading highlights. Generally 2 or 3 important points of the news are selected and treated as highlight of that news. These highlights are above or within a part of the main body of the news. Below image shows two highlights points.



ताज्या महाराष्ट्र मुंबई बातम्या शहरं मनोरंजन व्हिडीओ फोटोप्लिक लाइफ स्ट

ठळक मुद्दे

- मा. म. देशमुख यांचा 'शिवपुत्र छत्रपती शंभूराजे पुरस्कार' देऊन सन्मान
- सुनिता पाटील या धाडसी महिलेस स्मशानसेवेबद्दल 'महाराणी ताराराणी पुरस्कार'

पुणे : शिक्षणाने जातीव्यवस्था नष्ट करता येते. त्यामुळे बहुजनांनी शिक्षणाचे महत्त्व ओळखले पाहिजे. उत्सव जल्लोषात करण्यापेक्षा वैचारिक प्रबोधन केले पाहिजे. तरुणांनी महापुरुषांचे विचार स्वीकारून विचारनिष्ठ झाले पाहिजे. असंघटित समाज हा बळी जाणारा समाज आहे. त्यांना संघटीत केले पाहिजे, असे प्रतिपादन प्रा. मा. म. देशमुख यांनी केले.

आम्ही शिवरायांचे वारकरी, आम्हाला काय कोणाची भीती, समाजाच्या

6. **Video / Social Media Embedding** – Many news are attached with relevant video or social media page image viz Face Book, Twitter etc. This adds to the value of the news. Videos embedded are generally posted on You Tube also.

अमिताभ बच्चन यांचं 'ते' ट्विट अन् लगेचच आलेली श्रीदेवींच्या निधनाची बातमी...
दुर्दैवी योगायोग

श्रीदेवी यांच्या अकाली निधनामुळे बॉलिवूड आणि चाहत्यांमध्ये शोककळा पसरली आहे.

By ऑनलाइन लोकमत | Follow  | Published: February 25, 2018 07:55 AM | Updated: February 25, 2018 07:59 AM





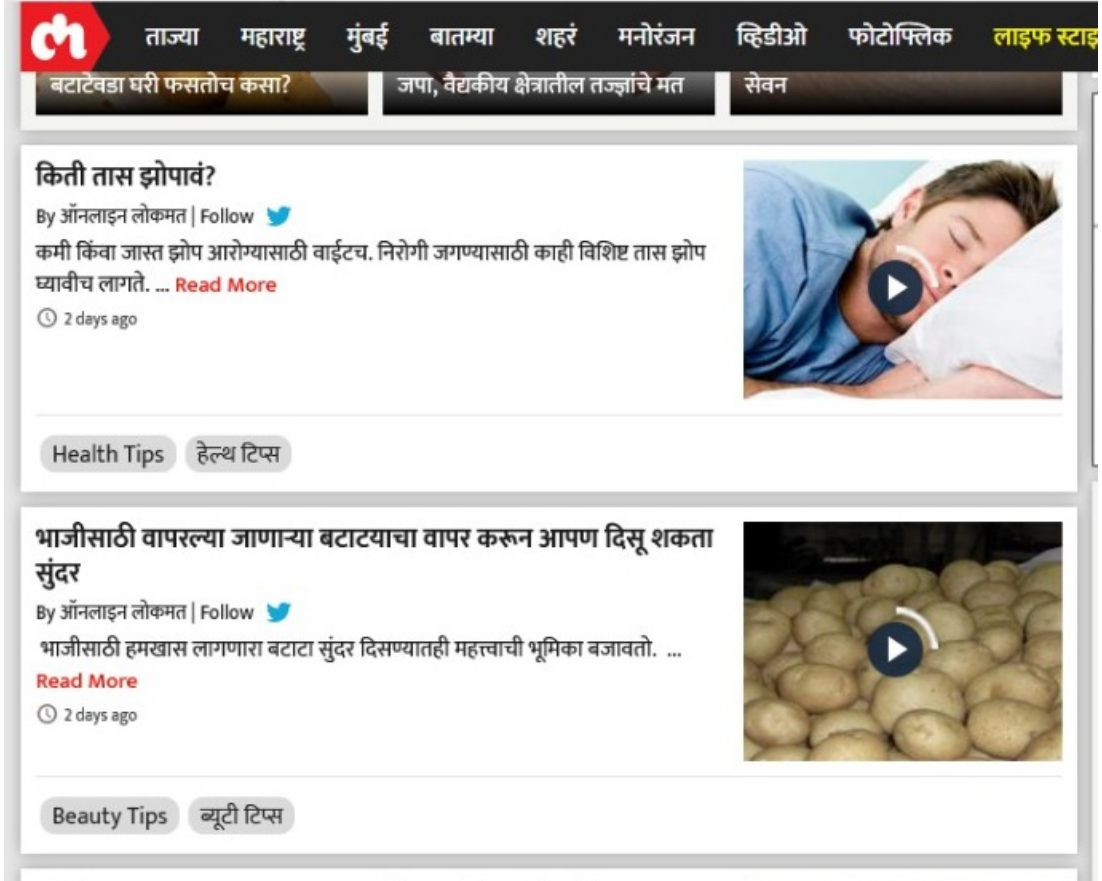


A⁺ A⁻



Above image shows the twitter handles are embedded in the body text of the news.

7. **Selection of Category of Article** – As we have already seen that there are multi segments of online edition. The segment in which the news article is to be posted is marked here. For example – City news section, National News section, International News section, Sports news section, Crime news section or other section which is relevant to that news.
8. **Image and Thumbnail Image** – Relevant image is much for any news. This image is either provided by photographer or taken from Google images. The size of the image is to be set as per requirement of cms technicalities Generally image of 800 x 600 size is required. The editor on desk needs to select another image which goes as thumbnail. This thumbnail image appears in a small box which reader could see on mobile app of the edition.



Photographs used in the above images are thumbnails of the news.

9. **Tags** – Relevant tags are allotted to the news. Tags are compulsory. Generally a directory of different tags are built within a cms. Related tags are useful for search of the news on web browser or in search option of online edition. According to tags relevant topic page is created within the cms. That topic page lists out all relevant news related to that subject. For example, on the day of union finance budget a tag is prepared as Union Finance Budget 2017. Then all budget related news are listed out on a related topic page. Reader while reading any budget related news can search all other budget related news on that topic page. This enhances reader engagement.

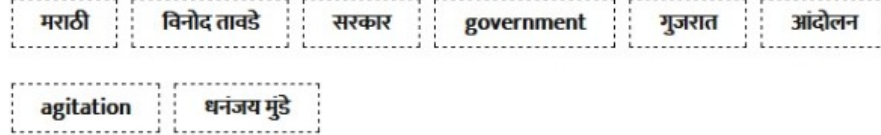
तावडे बनले संकट मोचक

राज्यपालांचे भाषण सुरू असताना मराठी अनुवाद करण सांगणारे नेहमीचे प्रदीप भिडे नसल्याने मंत्री विनोद तावडे यांनी मराठी वाचन केले.

Web Title: Marathi news Maharashtra news governor Vidyasagar Rao speech

[Get the latest Marathi news, breaking news on your mobile. Top Marathi News mobile app.](#)

टॅग्स



Above image shows different tags used for the news.

10. Meta Keywords – Key words means words related to that news. We can take the same example of Union finance budget. Income tax slabs, GST slabs, Railway Fare, Defense, Agriculture and Infrastructure etc. are few key words. Related key words which suits to the news need to be entered in the keyword box in the cms. Key words are useful for searching the news on web browser and on online edition site.

11. Related Articles – There is provision in cms that related news or article which has already been published earlier can be linked to the present news. This link is generally given to the name or sentences in the main body of the news. For example Narendra Modi. This is name on which related previous news can be linked. Once it linked then the text color of that particular word or sentence changes. Reader can easily click on the at word or sentence and go directly to related news of topic page.


Baba Adhav
Shivjayanti
Pune
बाबा आढाव
शिवजयंती
पुणे

संबंधित बातम्या



पिंपरी चिंचवडमध्ये 'एक गाव, एक शिवजयंती'; श्री काळभैरवनाथ उत्सव समितीचा पुढाकार
⌚ 14 minutes ago



तुकाराम मुंढे यांच्या बदलीनंतर पीएमपीएमएल वाहक-चालकांची प्रवाशांवर अरेरावी
⌚ 2 hours ago



'व्हिटॅमिन डी' च्या डोससाठी पुण्यातील सिंहगडावर दूरदर्शन कर्मचाऱ्याची नग्न आंधोळ
⌚ 2 hours ago



देशात रोजगाराची परिस्थिती भयानक : नरसय्या आडम : पुण्यात 'साहित्य संस्कृती संमेलन'
⌚ 2 hours ago

Above image shows related news for its main news.

12. Featured option – We have seen that few (generally 5) top stories are fixed in a box which appears on top of the screen. If any news which is highly important and if would remain in trend for a day can be featured and hence be placed on top for a longer time during the day. Like it selected important news can be featured. Desk in charge has to select all such top stories and then marked as featured.



Above image shows the news which are important are placed on.

13. **Update in news** – Any later on update is possible in any news. After necessary updates the news goes and appear with updated time and date.

Observations:

1. Content Management System (CMS) is a backend software system through which news are pushed to editions website.
2. CMS is important for Search Engine Optimization function.
3. Editorial desk person knows the technical aspects of CMS and accordingly he operates the news and then submit it for publish the same.
4. CMS handles text, photographs as well as video which is multimedia content.

References:

1. Mr Dinesh Oak – Head IT, Sakal Media Ltd
2. Mr Mohammed Zulfiki – Software Head, www.lokmat.com
3. www.maharashtratimes.com
4. www.esakal.com
5. www.lokmat.com
6. www.loksatta.com

3.7.5 Media websites of Marathi language and Convergence efforts:

Many media houses which belongs to Marathi language newspapers have started its web editions to grab digital readership. As we have already seen in Google reports which projects a huge increase in internet users in India and which reflects regional language readership hike in much speedily than English language. This gives a vast scope to all major speak regional languages web editions to grab the market. Hence, Marathi language speakers are not the exceptions to it. While to know more web editions and particularly Marathi language, following editions have been studied.

1. www.lokmat.com
2. www.maharashtratimes.com
3. www.loksatta.com
4. www.pudhari.com
5. www.esakal.com

All above are major red Marathi language print dailies and having its web editions. While comparing the content aspect of print and web editions although a reader is same his / her liking about print and web readership is different. While discussing with Mr Hemant Jain, Executive VP and business head of www.lokmat.com, he highlighted the following difference between print and web readership.

1. Web readership is mostly linked with latest trending topics on social media while print has a focus on hard happenings stories and articles.
2. Web readership reflects a unique feature of personal content usage and every reader would like to read such a content which appeals for personal usage. For example – Gadgets, lifestyle, automobiles, sex relation related information etc. Print has a limitation and can't publish all which web edition can.
3. Web has no space constraint while print has it. In available space print editorial has to manage the stories.
4. Due to technical support, related stories, past stories can be searched out in web edition. While print edition can't do so. Hence, reader can get more and thorough knowledge of a subject.

5. Web content can be shared on social media easily through a link. While print edition has a limitation and only image can be shared.

Above are few differences between print and web edition.

Convergence:

A meaning of convergence is a combination of two different things to form a new thing. Mr Rishi Darda, Joint Managing Director of Lokmat Media Pvt Ltd said that Lokmat has successfully implementing convergence efforts since last one year. If media house owns a two different products viz print and web edition then it is necessary to have convergence between print and web editions. It does mean that print editorial staff should contribute for its web edition and web edition should contribute for print edition. Although a content user is one person as stated above the habit of usage of content out of print and web is different. But there is a large quantum of content stuff which goes parallel similar in both, for print as well as web edition. For example, hard happening news of local, state, national and international level. Political, crime, social important stories. Web edition provided latest updates and details story is followed then after. Different updates are possible in web edition. While print has a overall summery and if required quotes and statistical value addition is done in the news. Mr Rishi Darda added that in Lokmat media house print editorial staff provides content to its web edition in spite of a separate desk is created for its web edition. All local important stories and hard happenings are sent to web edition by print editorial colleagues. Where as online desk editorial colleagues do concentrate on providing latest trends stories and content stuff which is required for web readers. Interaction between print and online is becoming strengthen day by day and it helps better convergence. Promotion of web edition is being done properly through print editions. Viz. Unique story published on web is promoted through front page pointer, videos are promoted through news published in print edition, exclusive and unique efforts if done by web edition then it gets promoted through print edition etc. Important task in convergence process is the editorial mind set of print and web staff. Print editions starts its working after noon time and its peak hours are in between 6 and 10 pm. Where are web editorial works for 24 x 7. Convergence process has this biggest challenge and this

process let the print editorial colleagues to accept the mind set which is required for web edition. Also its important to learn few basic technical know how which is important for providing web content stuff.

Different web edition of Marathi language print medias:

A) www.lokmat.com –

Lokmat.com is web edition of Lokmat media pvt ltd. While having interaction with Mr Yogesh Mehandale, News Editor – lokmat.com said that the edition has been started in the year 1998. Hence, it has completed 19 years now. In the early years management has not given much focus on the edition and hence, could not become popular. But during last four years and especially during last one year management has put the edition on its priority list and more attentive focus is being given on it. Manpower strength has been increased in editorial as well as technical departments. New App has been developed. Efforts are being concentrated on quality content. Presently web edition and mobile App are two products which have been offered to the readers. Following images shows the content aspect of the edition.



Above is home page of www.lokmat.com. On this home page there are total 5 top news. On the right hand side there is a vertical column of 'live news'. Latest happening in short are mentioned in this column and it is updated every time when a new flash is put up.

आंतरराष्ट्रीय >



सलमान खानमुळे वाढतेय पाकिस्तानातील गुहेगारी

उत्तर कोरियाने सोडले प्रक्षेपणास !

'तुमच्या देशात चालते व्हा,' म्हणत भारतीयावर गोळीबार

पावसासाठी दोन मुलांचे लावले जाते लग्न

गुहेलाच बनविले घर

ही आहे जगातील सर्वात श्रीमंत गाय

उत्तर कोरियाच्या राजदूताला अखेर हाकलले

आणखी >>

- ठाणे महापौरपदी शिवसेनेच्या मीनाक्षी शिंदे
- UP Election : मोदींच्या भावाला वाराणसीत कोणी ओळखेना
- अटारी बॉर्डरवर सर्वात उंच राष्ट्रध्वज, पाकिस्तानचा हेरगिरीचा कांगावा
- सलमान खानमुळे वाढतेय पाकिस्तानातील गुहेगारी
- नखळीसाठी मुलीची डॉट्सअॅपवरून केली निवड
- जडेजाचा 'षटकार', कांगारूंकडे 87 धावांची आघाडी
- करिअर वाचवण्यासाठी विवेक ओबेरॉयने धरला 'बाहुबली'चा हात
- 30 वर्षांनंतर आयएसस विराट सेवेतून निवृत्त
- लग्नासाठी सुट्टी मिळाली नाही, गोळी झाडून संपवलं आयुष्य
- ठाणे महापौरपदाच्या निवडणुकीतूनही भाजपाची माघार

क्रीडा >



जडेजाचा 'षटकार', कांगारूंकडे 87 धावांची आघाडी

डेव्हिस कप टेनिस: निवड समितीच्या बैठकीत लिंड्से पेसबाबत होणार चर्चा

डेव्हिस वर्ल्डला बाद करत अधिने केला रेकॉर्ड

भारतीय फुलदात्री क्रमामध्ये काहीच चुकीचं नाही : पुजारा

VIDEO: स्मिथला बॉल टाकल्यावर इशारेने दिली अशी रिएक्शन,

विराटलाही आवरलं नाही हसू

ऑस्ट्रेलियाला आघाडी

कोंडी फोडण्याच्या अहवालांचा पुन्हा कागदी खेळ

आणखी >>

Poll

युपीमध्ये एकही मुस्लिम उमेदवार न देणं भाजपाला महागात पडेल, हे मुख्यार अबास नक्की यांचं मत पडतं का?

हो ☐ नाही ☐ तटस्थ ☐

निकाल

हो 34.95%

नाही 61.88%

तटस्थ 3.16%

तिरपा कटाक्ष

This image shows International and sports news. On right hand side there is Poll section. Every day one question is asked to readers and reader supposes to participate by clicking on any one answer option.

शहर > मुंबई

मुंबई | पुणे | नागपूर | औरंगाबाद

लग्रासाठी सुट्टी मिळाली नाही, गोळी झाडून संपवले आयुष्य
म.रे.कोलमडली, भायखळा-चिंचपोकळीदरम्यान रेल्वे रुळांला तडे
'वर्षा' बंगल्यावरही उपलोकायुक्त नेमा - उद्धव ठाकरे
'लोकमत सूर ज्योत्स्ना राष्ट्रीय संगीत पुरस्कार' स्पर्धेची घोषणा
वाहन कर चुकवण्यात मुंबईकर आघाडीवर
विरोधक आक्रमक, मुख्यमंत्री निशिंता

आणखी >>

30 वर्षांनंतर आयएसस विराट सेवेतून निवृत्त

दुःखाची जागा निरंतर सुखानं घेण्यासाठी वाचा अध्यात्म

CLICK HERE

राष्ट्रीय >

नरबळीसाठी मुलीची व्हॉट्सअपवरून केली निवड

UP Election : मोदींच्या भावाला वाराणसीत कोणी ओळखेना

अटारी बॉर्डरवर सर्वात उंच राष्ट्रध्वज, पाकिस्तानचा हेरगिरीचा कांगावा

UAEला खाद्य पुरवठा करण्यासाठी भारत करणार विशेष शेतांची निर्मिती

आणखी >>

ताज्या लोकप्रिय चर्चेतल्या जरा हटके

- करिअर वाचवण्यासाठी विवेक ओबेरॉयने घरला 'बाहुबली'चा हात
- 30 वर्षांनंतर आयएसस विराट सेवेतून निवृत्त
- सलमान खानमुळे वादग्रस्त पाकिस्तानातील मुन्नेगारी
- ठाणे महापौरपदी शिवसेनेच्या मीनाक्षी शिंदे
- नरबळीसाठी मुलीची व्हॉट्सअपवरून केली निवड

महत्वाच्या बातम्या

- ठाणे महापौरपदी शिवसेनेच्या मीनाक्षी शिंदे
- UP Election : मोदींच्या भावाला वाराणसीत कोणी ओळखेना

आंतरराष्ट्रीय >

Image shows the city section and national news section. City section includes all districts of Maharashtra. It starts with Mumbai city.

उभाण्यात आला. हा ध्वज दशांशतः सर्वात उंच ध्वज असल्याचे मानले जात

महाराष्ट्र >

30 वर्षांनंतर आयएसस विराट सेवेतून निवृत्त

ठाणे महापौरपदी शिवसेनेच्या मीनाक्षी शिंदे

लग्रासाठी सुट्टी मिळाली नाही, गोळी झाडून संपवले आयुष्य

ठाणे महापौरपदाच्या निवडणुकीतूनही भाजपाची माघार

आणखी >>

व्हिडिओ >

पाँवरबोट रेसिंगच्या अंतिम दिवशी मुंबईकरांची तुफान गदी

गॅस सिलिंडर दख्खाद्विरोधात काँग्रेसचे आंदोलन

अकोल्यात फुलांची होळी

भिवंडीमध्ये डाईंग कंपनीला भीषण आग

आणखी >>

शहर > मुंबई

मुंबई | पुणे | नागपूर | औरंगाबाद

CLICK HERE TO SAVE TAX

फोटोगॅलरी

टीम इंडियाचे शिलेदार सहाद्रीच्या कुशीत!

घरामध्ये सुख शांती नांदावी यासाठी वाचा वास्तूशास्त्राच्या टिप्स

CLICK HERE

Above image shows Maharashtra section in which state level news are appeared. Below it there is video section. Daily posted videos are visible in this section. On right hand side there is photo gallery in which a series of photo of a particular event or happening is updated every day.

digital as online readership is increasing and every print editorial should understand the importance of it. This was highlighted in the presentation. Then in the first step of convergence reporters were appealed to send news for online edition. For that purpose a special what's app group was prepared. Total 200 reporters across all editions were added in the group. In edition wise presentation all were given training how to send news and videos to online. It was convinced to reporters that making themselves available and alert all the time means increase in efficiency level and reducing the burden of composing news for print at evening time as ready news is available once it sent for online.

Step 2 – Real time flash, news and videos.

In this step real time news flash and news were initiated from reporters across group. Reporters were informed to send whatever they want to send. Online desk persons were supposed to edit the news. Simultaneously reporters were given proper guidelines day to day on their news posting and efforts were made to improve the quality of the news which suits with online content expectations. Reporters were also informed and guided to shoot video clips through their mobiles and send for online along with news. Video editor sitting on online desk then would edit the video and post on the web site. These efforts were given ample fruits and news content and stuff were increased tremendously. Chandrashekhar Kulkarni specifically said that daily 100 to 120 news flashes and 40 to 50 news were increased. These news were representation of entire Maharashtra state. 6 to 8 videos were also posted on daily basis. Over all news / content stuff increased and that led to increase in web edition's readership.

Step 3 – Specialized content for web edition:

Print editorial staff were appealed to generate specialized content for web edition. Accordingly positive and research stories were planned and created especially for web edition. Sting operations along with videos, special interviews were planned. Chandrashekhar Kulkarni said that these efforts were run systematically within the group and it further stimulates the readership.

Step 4 – What’s app bulletins:

To strengthen and increase online readership different what’s app groups were created. This was synergic efforts taken by entire group. All functional heads took special interest in this activity. Circulation, Advt sales, Events and Management people have created different groups and near about 1.50 lack readers were added in a series / chain of group. These efforts were also resulted in a vast increase in online readership.

Step 5 – Technical back up:

Mr Hemant Jain, Sr Vice President and business head, lokmat.com said that technical back up should be strong enough to sustain the increased readership. Hence, capacity of server was increased. On special occasions readership is increased tremendously. For example, on elections voting result day readership increased in multiple folds. On that day server may crash due to heavy load on it. And hence the capacity of the server should be enough to sustain the increased readers. Lokmat has taken this point seriously and took strategic efforts on it.

Step 6 – Social media promotion:

Mr Hemant Jain, Sr Vice President and business head, lokmat.com said that trending and special news were being promoted on different social media viz Face Book, Twitter etc. Such efforts enhances and sustain readership. Separate two persons were deployed on it and their duty was to suggest trending stories to online editorial desk and promoting such stories after posting the same on the site.

Step 7 – Posting of news on site at edition level:

Mr Chandrashekhar Kulkarni, Executive Editor, lokmat.com said that efforts were done to enhance the scope of editorial network though assigning responsibility at edition level to post local stories / news / photographs on web edition. For this purpose one or two print editorial persons from each edition were selected and they were given training about posting of the news on the site. The objectives behind initiating this were to increase the local news quantum and online desk to give more emphasis on trending stories / special quality content generation.

Step 8 – Innovations through technical support:

Mr Hemant Jain, Sr Vice President and business head, lokmat.com said that readership is also depending upon the technical aspect of website. If site is not user-friendly and difficult to handle then reader reluctant to stick on the site and may decide to search another site. Hence, hassle free and convenient to handle are two important aspects which should not be neglected. Lokmat.com is continuously trying to upgrade the technical aspect of the site. For this purpose software Engineers have been recruited on board. This helps management to innovate and apply new ideas which shall suits to the changing need of the online readers.

Step 9 – Common CMS for print and online:

Mr Hemant Jain, Sr Vice President and business head, lokmat.com said that present content management system (CMS) is different for online and print. Hence, story filed for online edition is not directly taken as it is for print edition in the system. Online content is in the form of Unicode and print content font is different. There is no synchronize system in which content posted online is transferred in print cms with change in font. Content need to be copies and converted in the required font with the help of Google tools. Lokmat.com is trying to set a system through which content posted and published on web cms would then diverted to print cms with the required changes in the font. If this system implemented successfully then real convergence would happen in the group.

Observations:

1. Convergence need a change of mindset.
2. Convergence need a technical support
3. Convergence need a professional approach by the management.
4. Lokmat has initiated convergence process to adopt itself with the changing needs of the readers.
5. Though print circulation goes down in future then reader may stick to web edition.

6. Print editorial staff located across different cities when contribute for online then web edition can provide news content in short time and ensure fast service for the readers.

B) www.maharashtratimes.com

Maharashtra times is Marathi language brand of The Times of India group. This group is a leading media house in India.

Website has been designed in a way as per the readers preferential reading choices. For example video and entertainment segments have been placed on the second rank below the lead news. News segment and sub segments of www.maharashtratimes.com are listed below.

Maharashtra : Mumbai, Thane, Pune, Nashik, Nagpur, Aurangabad, Kolhapur and Jalgaon cities are covered in this segment. News of these cities and regions are appeared on the site.

Desh Videsh : National and International news along with Global Maharashtra news appear in this segment.

Arth: All financial related news appear. Property and Central Finance Budget are two sub segments have been placed in this segment.

Krida: Cricket and other sports are two sub segments appeared

Editorial: Print editions edit article, other editorial articles, blogs, literature, Sunday Maharashtra Times issue, Interactions with prominent personalities and Info graphic are sub segments of editorial segment.

Cine magic: All entertainment related news stuff are posted in this segment. Cine news, Cine Review, Box office, TV and Drama are sub segments appear in this main section.

Career: Career related news are posted in this segment.

Lifestyle: Friends, Health and wealth, Recipe, College Club, and sex news are sub segments appear in this section.

InfoTech: Computer, Mobile, Cars and Bikes, Science and Technology are sub sections of Info Tech.

Horoscope: Daily Horoscope, Weekly Horoscope, Monthly Horoscope, Panchang and Adyatm are sub segments appeared.

Citizen Reporter: Multimedia content stuff (Text / Images / Videos) contributed by citizens are posted in this segment.

Other: Maharashtra Times help line, Tourism, Epaper of Maharashtra Times, Showcase, TV live, Maharashtra Times carnival are few sub segments in other section.

Photo: Photos and photo gallery are exhibited in this segment.

Video: This segment is a clutter of videos.

Poll: Question to readers is poll section. Answer options are given and participant need to select one answer and click on it.

Few images are taken and shown here to have more clarity.



Above image is a home page of www.maharashtratimes.com. Lead news appears on top. We can see on top that there are language options. Times of India group is owing total 10 different languages media websites. Hence, if for example Marathi reader know English or Gujarathi language then options are available and by clicking on it reader have access to it. On the navigation strip different news segments are seen. There are many news sub sections on each section.



Video Gallery : Video is very important section in web media. A series of videos are seen in video gallery.



Photo gallery: Photographs (images) is important aspect of web media. Mostly entertainment related photographs attract the attention of the readers.

मराठी News हिन्दी বাংলা তুসখানী ಕನ್ನಡ தமிழ் മലയാളം മലയാളം More

Log In f t s

महाराष्ट्र देश विदेश अर्थ क्रीडा संपादकीय सिनेमोजिक करिअर लाइफस्टाइल इनफोटेक भविष्य हसा लेको सिटीझन रिपोर्टर इतर

महाराष्ट्र टाइम्स
6 Mar 2017, 12:43 hrs IST

मीनाक्षी शिंदे ठाण्याच्या नव्या महापौर; मढवी उपमहापौर
6 Mar 2017, 12:04 hrs IST, Maharashtra Times

भाजप व राष्ट्रवादी काँग्रेसच्या उमेदवारांनी अर्ज मागे घेतल्यामुळे ठाण्याच्या महापौरपदी शिव...

• मुख्यमंत्र्यांच्या माधारीमुळे पक्षात...
• मुख्यमंत्र्यांच्या एकीचा नारा...

दिल्लीचं लंडन करणार: के
पेपरफुटीची लाट, बारावी म
भारत वि. ऑस्ट्रेलिया कसो
मृतदेहावर उपचार करून ड
'वर्षा' बंगल्यावरही उपलोकायुक्त नेमा: शिवसेना
भारताचा 'हा' तिरंगा लाहोरमधूनही दिसणार
फोटो: सनी लिऑनीचे हॉट 'इमोजी' पाहिलेत का?
ठाण्यातही भाजपची माघार; सेनेचा मार्ग मोकळा
'तिच्या' FB पोस्टर अमिताभ, शाहरुखचं मौन

आजचं भविष्य
आठवड्याचं भविष्य
वार्षिक भविष्य
पंचांग
माझं अध्यात्म

मेष
• वृषभ • वृश्चिक
• मिथुन • धनु
• कर्क • मकर
• सिंह • कुंभ
• कन्या • मीन
• तुळ

EXPAND
Celebrating 1.25 CRORE Customers
*As per Operator's internal sales data

LIVE- Play In Progress 2ND TEST, AUSTRALIA IN INDIA
06 Mar IND 189 & 59/1 276 AUS
IND trail by 28 runs

फोटो >

Horoscope is a interesting topic. Maharashtra Times offers daily, weekly, monthly horoscope along with adhyatm content.

Marathi News » Citizen Reporter

सिटीझन रिपोर्टर

जुना शांन चौकादायक प्रमोड मुणगेकर | मुंबई
कचरापेटीची दुरवस्था महेष नाईक | मुंबई
अरुंद रस्ता सदीप पाटील | मुंबई

गटाराचे झाकण गायब
विक्रम जाधव | मुंबई
चेंबूर येथील सुराणा सेटी हॉस्पिटलजवळील गटाराचे झाकण अनेक दिवसांपासून गायब असून त्या परिसरात प्रचंड द

स्वच्छता विभागाचे दुट...
गोवंडी देवनार गाव या रस्त्यावर शहा इंडस्ट्रिअल इस्टेटजोरी असलेल्या स्व. समाजसेवक पांडुरंग ता. केणी

रस्त्याची दुर्दशा
सुभद्रा काले | मुंबई
कांजूरमार्ग येथील हुमा मल्टिप्लेक्स सिनेमागृहजवळ असलेल्या रस्त्याची दुर्दशा झाली आहे. खड्ड

कचरा हटवावा
उत्कर्ष खोरेले | मुंबई
गोरेगाव पूर्वेला असलेल्या स्कोटर कॉलनी आणि वीर सावरकर उद्यानाजवळ रतितimes.indiatimes.com... रा पडून आहे.

यांच्यावर कारवाई कोण ...
विश्वरूप सहारे | नागपूर
झिरो माइल चौकातील हे दृष्य, वाहतुकीचे नियम मोडून पोलिसच ट्रिपल सीट जात होते, परवी नागरिकांना शिस्तीच

डीपी बॉक्स बंद करा
संजय भोजने | ठाणे
डोंबिवली मानपाडा गावाजवळ डीपी बॉक्स उघडा आहे, यामुळे येथील पादचान्यांना थोका निर्माण झाला आहे, प्रश्न

#ReleaseThePressure-An open letter to parents
Ad: Mirinda

सिटीझन रिपोर्टर ॲप
महाराष्ट्र टाइम्स सिटीझन रिपोर्टर, हे एक ॲप आहे. नागरिकांना आपले म्हणणे मांडण्याची संधी या ॲपच्या माध्यमातून उपलब्ध होत आहे. आपल्या आजूबाळा घडणाऱ्या, समाजाशी थेट संबंध असलेल्या घडामोडींची माहिती देण्याचे हे एक उत्तम व्यासपीठ आहे. ही व्यावसायिक पत्रकार नसलेल्या पण सामाजिक भान असलेल्या लोकांची घळबळ आहे. नागरिकांनी दिलेली माहिती, बातमी, फोटो, व्हिडिओ यांना प्रसिद्धी देण्याचे हे एक माध्यम आहे.

TIMESPOINTS 1

Citizen reporter is unique segment which is been observed in Maharashtra times web site. Content is generated through mobile app named as citizen reporter. Readers who takes interest in contributing civic issues to a media house and have downloaded this app on their smart phones usually sends news in the form of text, images and videos. Selected multimedia news are posted on the site by the desk.

Convergence efforts by www.maharashtratimes.com :

Mr Nilesh Bane, Editor, maharashtratimes.com said that Maharashtra times online edition started in the year 2000. The site has got real shape from the year 2009. Regarding convergence efforts by the edition, Nilesh said that print editorial desk colleagues has KRA in which the selected news prepared for print need to be posted on online edition site too. Hence, quantum of news posted on online edition is high. Also online desk posts real time stories on site too. Print reporters do not share news directly to online desk. Convergence between print and online is restricted only on print desk. On the other hand website is promoted in print in the form of promo boxes in which best read story or best viewed video of the week is promoted. Readers are appealed to install Mta App in the promo box. This leads print readers go for reading online news. Intention of this to keep print reader loyal to its online edition.

Observations:

1. There is convergence between print and online but mostly it is for promotion of website through print edition and for citizen journalism.
2. Citizen journalism concept has been utilized by the media house in both online and print. Special mobile Application has been created by the media house and any one can download it and install it and become a citizen reporter. Content created through App then used for print.
3. Print desk staff has been given responsibility of posting selected news on online edition. This results in increase in number of stories / articles for online edition.

www.loksatta.com

Loksatta is Marathi language media brand of The Indian Express Group. The Indian Express is a flagship English language brand of the group. www.loksatta.com is a Marathi language media website. Following are important segments which have been shown in the form of images.



Above image is home screen of www.loksatta.com. Lead news box and four others news are listed beside the lead news. Below it other important news are listed.

लोकसत्ता

लोकमान्य, लोकशक्ती!

लोकसत्ता डॉट कॉमवर बोधा
बोधा

f

www.loksatta.com/blogbenchers

संपादकीय

चार मिनिटांत युद्धखोरी..

रवि अमले

रेयरसन यांना ही कल्पना अतिशय आवडली. सिनेटर मॅककॉर्मिक यांनीही

४-१ की ३-२ की १-४?

संतोष कुलकर्णी

३-२ : उत्तराखंड, गोवा, मणिपूर जिकिताना उत्तर प्रदेशची सत्ता

बस्तरच्या 'घाटा'ची नवी मांडणी

लोकसत्ता टीम

आधुनिक भारतीय कलेत मीरा मुखर्जी यांच योगदान एक शिल्पकार

रोकड रोक - नाण्याची दुसरी बाजू

मंगेश लोमण

मोठे व्यवहार डिजिटल मार्गानीच व्हावे, या

मनोरंजन

अर्जुन रामपालची पत्नी आणि सुझानमध्ये 'कॅटफाइट'

लवकरच दिसणार साध्याभोळ्या 'राणा'ची खलनायकी बाजू

इंग्लंडच्या राणीच्या हस्ते डॉ. एल. सुब्रमण्यम यांचा सत्कार

फुलवा घेऊन येतेय मराठीतलं पहिलं 'ऑनलाइन डान्स प्रशिक्षण'

मंदाणाच्या रिसेप्शन पार्टीत

सरोगसीद्वारे एकल पालकत्व स्वीकारणारा करण जोहर शेवटचा सेलिब्रिटी?

टीवी रिव्यू : अतिरंजितेचाही कळसा

दिशा पटानीच्या बहिणीचा फोटो होतोय सोशल मीडियावर व्हायरल

बाबा झालेल्या करणची नेटिझन्सनी उडवली खिल्ली

..सध्या अशी दिसते राजकुमारी चंद्रकला

'दंगल' गर्ल फातिमा बनली 'दुल्हनिया'

बप्पी लहिरी, अनुराधा यांच्या लाइव्ह रेकॉर्डिंगचा व्हिडिओ पाहिलात का?

रेखाच्या भागातील कंक संजय दत्तच्या

n-news/tuzhat-jeev-rangala-actor-hardeek-joshi-to-play-a-negative-role-in-upcoming-marathi-movie-1425245/

Entertainment has been given second preference. News related with entertainment listed below home screen and important news.

लोकसत्ता

लोकमान्य, लोकशक्ती!

लोकसत्ता डॉट कॉमवर बोधा
बोधा

f

फोटो गॅलरी

आयएनएस विराट - जगातील सर्वात जुनी विमानवाहू नौका

सरोगसीच्या माध्यमातून मुलाना जन्म देणारे सेलिब्रिटी

बद्रीनाथ की दुल्हनिया चे प्रमो लॉन्च

खाईन तर...

आजचे राशीभविष्य

साप्ताहिक भविष्य

व्हिडिओ

बाबरीप्रकरणी २२ मार्चला सर्वोच्च न्यायालय देणार निकाल

२०१६ मध्ये राज्यात ३ हजार शेतकऱ्यांची आत्महत्या

रेखाच्या भागातील कुंकू संजय दत्तच्या नावाचे?

Photo gallery is below entertainment news. A cluster of photo placed in photo gallery.

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लोकसत्ता

लोकमान्य, लोकप्रणी!

लोकसत्ता डॉट कॉमवर शोधा

शोधा

f

महाराष्ट्र

सावंतवाडीत जिल्हा परिषदेच्या ४० शाळा डिजिटल

- सिंधुदुर्ग जिल्ह्याच्या विकासासाठी एकत्रित
- जिल्हा परिषद शाळांमध्ये डॉ. अब्दुल कलाम...
- शिवसेना मंत्र्यांचे राजीनामे तूर्तास बाजूला- रामदास कदम
- रेल्वेस्थानकावरून ३ वर्षांच्या मुलीचे अपहरण

आणखी वाचा

देश-विदेश

देशातील बेरोजगारीत घट

उत्तर प्रदेश, मध्य प्रदेश आघाडीवर

- अर्थमंत्र्यांच्या सल्ल्याबाबत माहिती देण्यास नकार
- अर्थमंत्र्यांच्या सल्ल्याबाबत माहिती देण्यास नकार
- सरोजिनी म्हणजे काय रे भाऊ?
- हेल्पलाईन नंबरवर पाकिस्तानकडून शिवीगाळ

आणखी वाचा

कार्टून

काव खल्लव काव!

VOOT par, har din Roadies

Full Episodes and much more! Streaming Now

Watch Now

मुंबई

आरामदायी प्रवास महागणार

ओला, उबर यांची दरनिश्चितीही 'खटआ' समितीमार्फतच

पुणे

मुक्ता टिळक नव्या महापौर, भिमाले गटनेते

Above image shows news of Maharashtra state for which separate box is prepared. Beside it, a box of national and international news is placed. This widget comes under photo gallery section. Also Mumbai and Pune city news are placed under Maharashtra and National and International news section.

लोकसत्ता

लोकमान्य, लोकप्रणी!

लोकसत्ता डॉट कॉमवर शोधा

शोधा

f

अन्य शहरे

ठाणे नवी मुंबई नागपूर नाशिक औरंगाबाद कोल्हापूर

श्री बुरुजी

ज्ञानयुगातील संधी ग्रामीण भागात आवश्यक

8 hours ago

ज्येष्ठ अणुशास्त्रज्ञ डॉ. अनिल काकोडकर यांचे प्रतिपादन

- ठाण्यात शिवसेनेचे आज शक्तिप्रदर्शन
- कडोमपाचा 'स्मार्ट' संकल्प!
- पाहुण्या पक्षांचा परतीचा 'मार्च'

आणखी वाचा

क्रीडा

सर्वोत्तम कामगिरीसाठी सायना उत्सुक

सायना हिने सांगितले

- फुटबॉल महासंघाचे सल्लागारपद गतवर्षीच सोडले-भूतिया
- सुनील 'चॅम्पियन ऑफ चॅम्पियन्स'

ट्रेंडिंग

Viral Video : कोका-कोलाची 'पूल बाँय' जाहिरात पाहिली का?

बहिण आणि समलैंगिक भावाचे बदलते नाते

- अबुधाबीत राहणारा ३३ वर्षीय भारतीय बनला कोटवधीश
- हल्ली परिकथांची सुरुवात 'मित्रो'ने होते, शशी...

- Cheaper nights on anvil: Government to declare UDAN bid results by March 15
- Want to get a hassle-free home loan? Here are 5 things to keep in mind
- Doing business gets easier, but India still among worst performers
- Live Score, India vs Australia 2nd Test, Ind-189/4: Cheteshwar Pujara and Ajinkya Rahane take India's list past 100
- Farm-to-port: PM Narendra Modi's special project to feed UAE
- Women in India earn 25% less than men: Survey
- Uttar Pradesh Assembly Elections 2017 Live updates: Rahul Gandhi dreams that one day Michelle Obama uses 'Made in Jaunpur' utensils
- Now, a Kejriwal 'juma': AAP to make Delhi look like London, but why UK capital is his benchmark?

/pcs/click?xai=AKAOjstfz3xJ8WYL_CWTGuPpnqc6711MxvixkYdCh-q33xvO17ZnFDBqI7jic...wYXNzYmFjaj2w_url=http://www.abof.com/men/clothing/t-shirts-polos?utm_source=dbm&utm_m

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लोकसत्ता डॉट कॉमवर शोधा शोधा

f

लोकायत्ता

लोकायत्ता, लोकसत्ता!

लाईफस्टाईल

हात स्वच्छ करण्याची उत्पादने मुलांसाठी घातक

शरीरावर प्रतिकूल परिणाम

- नातीगोती : रिलेशनशिप म्हणजे नातं? प्रेम?
- स्टाइल डायरी : पँट्सचे स्टायलिश अवतार
- योगामुळे उदासीनता कमी होण्यास मदत
- नया है यहा! : झेन सिनेमेंक्स...

आणखी वाचा

अर्थसत्ता

'टाटा ट्रस्टचे तुम्हीच खरे वारसदार व रक्षकही'

कर्मचार्यांना उद्देशून पत्र

- दर महिन्याच्या ५ तारखेला 'न्युज्युअल फंड दिन'
- बीएसएफद्वारे मुंबईत आशियातील सर्वात मोठे नावित्यात
- सेवा क्षेत्र पूर्वपदावर!
- लि-इको कंपनीत मोठी नोकर कपात

आणखी वाचा

\$4.7 bn stock deal to create one of Europe's biggest fund managers

inUth

- Assembly Elections News 2017
- Uttar Pradesh assembly elections 2017
- Punjab assembly elections 2017
- Interview: Lokesh Kumari of Bigg Boss 10 opens up on body shaming, Salman Khan and next big offer
- Commando 2 Box Office: Vidyut Jammwal film shows impressive growth in its first weekend
- Watch: Virat Kohli was given out. Do you agree with the decision?
- Viral post about a woman who wears a turban reveals how obsessed we are with stereotyping

संपादकीय

यजमानाच्या बहाणेने ..

8 hours ago

प्रतिस्पृष्टास हवे ते नाकारून जसे अडचणीत आणता येते तसेच हवे ते देऊनही त्यास संकटात टाकता येते.

अग्रलेख

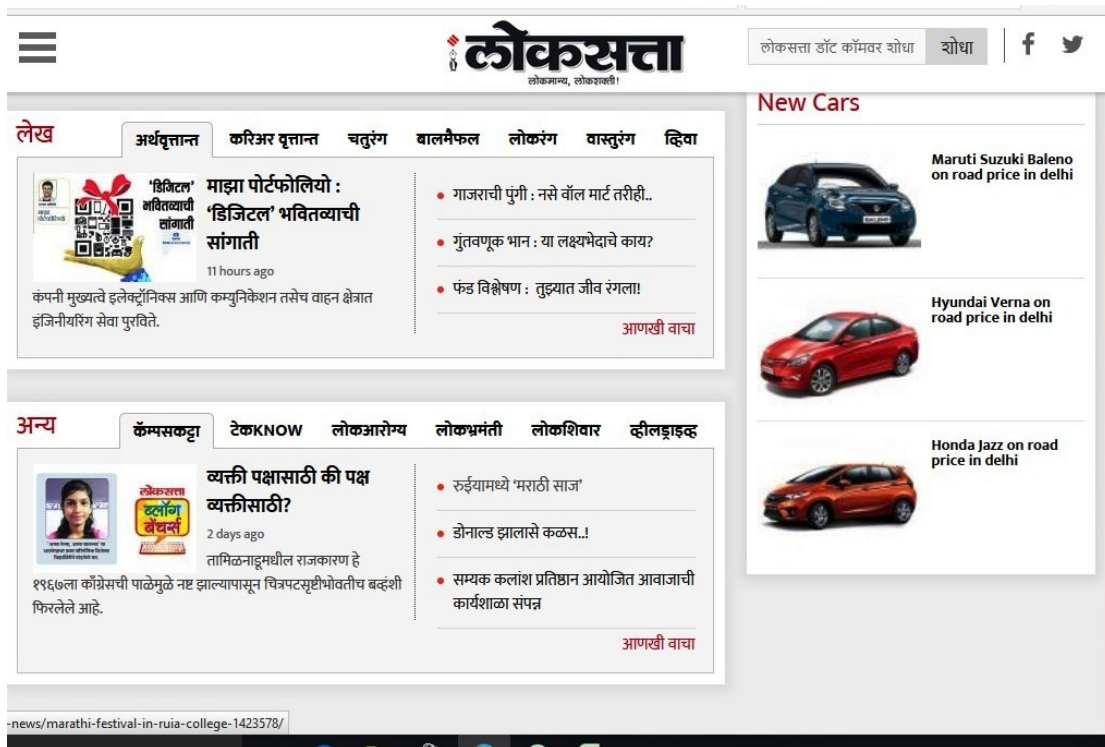
- तंत्रज्ञी
- सिन्हा आणि त्यागी
- अंकभ्रमकार

अन्वार्थ

व्यक्तिवेध

105

Daily horoscope has been placed second last position. Below that we can see special segment created for Maharashtra Vidhansbha elections.



Lastly articles and other features are placed.

Segments and its placement:

Mr Vishwas Garrrd, Editor, loksatta.com said that the segments have been placed as per readers preferences of reading tastes. As website is mainly for providing newsy content obviously preference is given to all important local, state, national and international news and hard happenings. Entertainment content readership is more and hence this section has been put on second position. Like this all the segments have been placed.

Convergence efforts by loksatta.com :

Mr Vishwas Garud said that there is no convergence between print and online editions. Team for online and print is altogether different. Online desk create contents for online edition and print editorial staff create content for print editions. On special request print

editorial staff sometimes provides content for online. But that is not on daily basis. Hence, hyper local news quantum is very less on the site.

Observations:

1. There is no convergence between print and online in loksatta media house.
2. Segments on online site have been placed as per readers reading choice and preferences. This matches with the Google reports. (Chapter 3 : 3.4 Google reports)
3. Hyper local news quantum is very less on the site as content for online has been generated by online team only.
4. Website layout found to be good and user friendly.

D. www.pudhari.com

Pudhari.com is online edition of Daily Pudhari. This media house is from Kolhapur. The print circulation is highest in Kolhapur region. The media house has started its website www.pudhari.com in the year 2014. Pudhari's readership is mostly rural based. The website has almost all segments which other Marathi language sites are having. Following are the images of online edition website.



Above is home page of pudhari.com. Lead news and latest news are listed on home page. Feature and video is also positioned on home page. Typically this feature news is home event news and related video posted on You Tube is embedded on it.

मुंबई कोल्हापूर पुणे सांगली सातारा अहमदनगर सोलापूर बेळगाव कोकण गोवा विदर्भ

इतर



ब्लॉग: देवेंद्रजी, या हागणदारीचे काय करायचे?

Apr 24 2018 12:14PM



पाळीव जनावरांच्या रक्ताला चटावलेल्या बिबट्याचा खात्मा

Apr 24 2018 9:53AM



सचिनला वाढदिवसाची अनोखी भेट

Apr 24 2018 9:37AM



प्रकल्प जाणार म्हणजे जाणार

Apr 24 2018 2:02AM



प्लॅटफॉर्मवरील भांडणातसरळ लोकलखाली ढकलले

Apr 24 2018 2:02AM



महाराष्ट्रातून मासे झाले गायब...

Apr 24 2018 9:58AM

आणखी पहा

Above image shows that all city related news are placed below home page. As Pudhari is typically known for rural news and hence, all districts are placed where its print editions are run below the home page.

व्हिडीओ गॅलरी



Video gallery is below city segments.

अर्थभान



बहार : बड्यांचे बोल; पिस्तुल्याचा हल्लाबोल



‘नाणार’ चा वरवंटा



तुझ्या गळा... माझ्या गळा

आणखी पहा

संपादकीय

माय स्पेस



ज्याचा डाव त्यालाच पेच?

अग्रलेख

Apr 24 2018 1:08AM



बीसीसीआयमध्ये पारदर्शकता
आणणारी शिफारस
नितीन कुलकर्णी

Apr 24 2018 1:08AM



पहिला चहा : श्वानांचा विजय

प्रा. दिनेश डांगे

Apr 24 2018 1:08AM



प्रासंगिक : काटकसर आणि
पुनर्वापरानेच वाचेल जलसंपत्ती
मोहन एस. मते

Apr 24 2018 1:08AM

Finance and editorial is placed at the bottom.

Observations:

1. Entertainment section has not been given importance on the site.
2. Website is designed according to print editions set up.

Convergence efforts:

Mr Raviraj Gaikwad – Deputy editor and Chief coordinator, pudhari.com, Pune said that print and online convergence has been not up to the mark. District based reporters has made a what's app group on which real time news and stories are sent. These stories are

then posted on website at Kolhapur. No technological convergence has been initiated by the media house. No proper training has been initiated by the management for print and digital convergence yet.

E. www.esakal.com:

Sakal media house starts its web edition in the year 2006. This media house is located at Pune and also in print media since 1932. Late Nanasahab Parulekar is founder editor of daily sakal. Then Pawar family took over the media house. Following are the images of its online edition.

Above is home page of esakal.com. On home page latest news are placed. These news are of local, state, national and international level hard happenings. Then below that segment of Maharashtra state, Mumbai and Pune are placed. It does mean that Mumbai and Pune

are given importance and rest all Maharashtra districts news are placed in one section of Maharashtra.

सिटिझन जर्नालिझम

आणखी वाचा

सकाळ

चला, बनू या सिटिझन जर्नालिस्ट....
प्रवाशांच्या समस्या सोडवावयात हद्दपसर येथील भेकराईनगरच्या पीएमपीएलच्या बस डेपोमध्ये प्रवाशांना प्राथमिक सोईसुविधा मिळत....

सर्व सुखिन भवन्तु...
ते आले ते राहिले आणि जिंकुन गेले. असे मी कुणा छत्तीबद्दल नाही तर दिडशे वर्षे राज्य करून गेलेल्या इंग्रजांबद्दल म्हणतेय....

चला, बनू या सिटिझन जर्नालिस्ट....
वियाबाबत मानसिकता बदलणे गरजेचे 'बेटी बचाओ, बेटी पढाओ', 'मुलगी शिकली पाहिजे,' यांसारखे अनेक अभियान राबविले जातात....

सर्वाधिक प्रतिक्रिया असलेल्या बातम्या

आणखी वाचा

सकाळ

आता, मोदी विरोधात 'लोकशाही मित्र' मैदानात
मुंबई - विविध क्षेत्रातील सम-विचारी लोकांनी मिळून भारतीय जनतेस आवाहन करणारे एक पत्रक प्रसिद्ध....

सर्वाधिक वाचलेल्या बातम्या

आणखी वाचा



आसारामला जमठेप, भर न्यायालयात रडला
जोधपूर : वादग्रस्त अध्यात्मिक गुरू आसाराम बापू याला जोधपूर सत्र न्यायालयाने दोषी ठरविल्यानंतर न्यायालयाने त्याला जमठेपेची शिक्षा....

क्रीडा

आणखी वाचा



कर्णधार म्हणून धोनीच्या टी-२० मध्ये पाच...

साईना, सिंगूकडून चिनी आनंदन पार

कोहलीची 'खेलरस', तर द्रविडची 'द्रोणाचार्य'साठी...

हैदराबादचा आणखी एक सनसनाटी विजय



Citizen journalism and sports section is placed below home page.

फोटो फीचर

आणखी वाचा



पक्षांची तृष्णातृप्ती...



वाहतूक नियमांची ऐशीतैशी....



तळे कोण राखील?




कृषी महोत्सवात रंगत....

सकाळ व्हिडिओ

आणखी वाचा



'सजू'चा टिझर रिलीज....



सचिनलाही आवरला नाही गल्ली क्रिकेटचा मोह!



झिवाला मारायची आहे बाबांना मिठी...



मोशी कचरा डेपोला लागलेली आग...

Photo galleries and Video section is on third position.

राशिभविष्य

आणखी वाचा

मेघ

27 एप्रिल 2018

अनावश्यक कामात वेळ वाया जाण्याची शक्यता आहे. गडी, नोकरचाकर, कर्मचारीवर्गाचे...

पंचांग

आणखी वाचा

वैशाख शु. 12

कोडे

आणखी वाचा

कोडी सोडवा, आपल्या शब्दसंग्रहात भर घाला

भाषेची गोडी लागते ती शब्दांशी मनसोत खेळल्यानंतर. एखाद्या वाक्यासाठी, उपमेसाठी चपखल शब्द शोधण्यासाठी धडपड अनुभवा आता ऑनलाईनही!

श्री	भा	त	ख	रा
र	दा	न	ण	ह
वा	य	दा	सा	ह
या	र	र	श्री	त
मि	सा	क	हे	ड

पोल

मागील निकाल

राज्य सरकारने रेडी रेकर्डचे दर कायम ठेवल्याने घरांच्या किमती सामान्यांच्या आवाक्यात येतील, असे वाटते का?

☐ हो
 ☐ नाही

मत द्या

मनोरंजन

आणखी वाचा

गायिका कनिका कपूर एफआयआरने अडचणीत

अभिनेता राहुल भट झळकणार चिनी चित्रपटात

विकी कौशल आहे अभूता खानविलकरच्या छान्स्या फॅन

स्वरासाठी फ्रेण्ड्स म्हणजेच फॅमिली!

Horoscope and Entertainment has been placed on fourth position.

ब्लॉग

आणखी वाचा

पूर्वेकडील जिब्राल्टरवर सोलापूरची तरुणाई

पूर्वेकडील जिब्राल्टर म्हणून ख्यात असलेल्या स्वराज्याच्या राजधानीचा रायगडाचा सोलापुरातील तरुणाईने...

मुक्तपीठ

आणखी वाचा

बुद्धिबळाचे घर

बुद्धिबळाच्या पटावरील घरांमधून ज्यादी, हत्ती, घोडे, उट चालवण्याच्या नादाने ते सारे घरच बुद्धिबळाचे नादी...

मुक्तपीठ

पैलतीर

आणखी वाचा

सशुल्क पार्किंगसाठी सार्वजनिक वाहतुकीचे जाळे...

पुण्यात सशुल्क पार्किंग सुरू होणार. निश्चितच एक सकारात्मक अशी गोष्ट. कारण सध्या वाहन घेणे यापेक्षा ते...

सत्तरंग

आणखी वाचा

धर्मग्रंथांचे डिजिटल रूप

धर्मग्रंथांचे डिजिटल रूप (कृपादान आवळे)

सध्याच्या ऑनलाइन दुनियेत अनेक पुस्तक ऑनलाइन स्वरूपात उपलब्ध होत असताना, धर्मग्रंथांचीही डिजिटल रूप बघायला मिळत आहेत. बहुतेक सगळ्याच धर्मांशी...

अर्थविश्व

आणखी वाचा

सेन्सेक्सची उच्चांकी पातळीवर झेप

अरेबियन टुन्सल मार्केटमध्ये कर्नाटकने वेधले...








MARUTI SUZUKI

BANK

मारुती सुझुकी पुन्हा सुसाट

दोन बँकांचे प्रमुख अडकले

Print supplement and finance section is below horoscope and entertainment. It's on fifth position.

संपादकीय	आणखी वाचा	साय-टेक	आणखी वाचा
लढाई भूकम्भुक्त भारतासाठी	कुठे आहेस तू जयचंद? (डिग टांग!)	'सीआरझेड' अधिनियम कागदावरच	
भारतात आजही एकीकडे कोटवधी लोक भुकेले आहेत. दुसरीकडे लाखो टन अन्नधान्य उघड्यावर साठविले जाते. हा...	(एक पत्रव्यवहार...) प्रती, मा. वनमंत्री, (संपूर्ण अधिभार), महाराष्ट्र राज्य, मुंबई विषय : जयचंद...	किनारी प्रदेशांच्या संरक्षणासाठी केलेला 'सीआरझेड' अधिनियम केवळ कागदावर असल्याचे विदारक चित्र आहे. '...	अति पाणी पिणे ठरेल घोकादायक! हैदराबाद - आता उन्हाळा सुरू झाला आहे. त्यामुळे पाण्याचे प्रमाण शरीरात घटता कामा नये. डॉक्टर, डायटेशियन सुध्दा आपल्याला उन्हाळ्यातील...
			
अंत्रो	आणखी वाचा	काही सुखद	आणखी वाचा
'डोणआई' शेतकरी गट : एकीतून प्रगतीकडे	देशी दूध, तूप, प्रक्रिया उत्पादनांना मिळवली...	सासवडची 'आरोग्यदायी' भली सकाळ '...	
पुणे जिल्ह्यात मावळ तालुक्यातील पवना धरणाच्या उत्तरेकडे सुमारे दीडशे कुटुंबाचे डोणे गाव वसले आहे. या...	कोल्हापूर जिल्ह्यातील हातकणंगले तालुक्यातील भादोले येथे सुधाकर पाटील यांची सात एकर शेती आहे. ऊस हे...	सासवड (ता.पुरंदर, जि.पुणे) : येथील अनेक तरुण व ज्येष्ठ मंडळींचे पहाटेपासून भल्या सकाळपर्यंत आरोग्यदायी...	
			

Editorial and Agriculture related segment has been placed at the end.

Convergence efforts by Sakal Media:

Mr Samrat Fadnis, editor, esakal.com, Pune said that print and digital convergence is has not been initiated in their media house. Print editorial colleagues rarely share news for online edition. All important news are been created by the online desk situated at Pune. Print content is taken for online. Citizen journalism is initiated for the online edition where in citizens contribute their stories or photographs mostly related with civic grievances.

Overall observations:

1. Systematic print and digital convergence efforts has been initiated by Lokmat Media Pvt Ltd since 2016.
2. Sakal, Pudhari, Loksatta and Maharashtra times has not initiated systematic print and digital convergence.
3. Effective use of social media has been initiated by all media houses.
4. MaharashtraTimes.com and esakal.com have initiated citizen journalism concept for their online edition. But maharashtratimes.com has converged it with their print edition.
5. All sites have given importance for local news but lokmat.com has more local coverage compared with other online editions.
6. Entertainment section is important but the position and placement for this segment has been observed on different ranks.
7. Wide scope is there for systematic convergence in Sakal, Loksatta, Maharashtra Times and Pudhari.

References:

1. www.lokmat.com – Marathi website of Lokmat Media Pvt Ltd
Mr. Chandrashekhar Kulkarni, Executive Editor– Digital, Lokmat Media Pvt Ltd
Mr Hemant Jain, Sr VP and Business Head – Digital, Lokmat Media Pvt Ltd
2. www.maharashtratimes.com – Marathi website of Times of India Group
Mr Nilesh Bane, Editor, maharashtratimes.com
3. www.loksatta.com – Marathi website of The Indian Express Group
Mr Vishwas Garud, Editor, loksatta.com
4. www.pudhari.com – Marathi website of Pudhari Publications
Mr Raviraj Gaikwad, Dy Editor and coordinator, pudhari.com, Pune
5. www.sakal.com – Marathi website of Sakal Newspapers Pvt Ltd
Mr Dinesh Oak, Head IT, Sakal Media Pvt Ltd.
Mr Samrat Fadnis, Editor, esakal.com, Pune

3.7.6 Citizen Journalism by media houses:

Citizen journalism is a concept which allow common citizens to contribute media in the form of news, images and videos. A common man can now send news to newspaper.

I met following senior persons of a daily Sakal, Lokmat and Maharashtra Times in Pune and interacted with them about citizen journalism and weather their editions have ever tried it.

1. Mr Vijay Baviskar, Editor, Lokmat Pune
2. Mr Malhar Arankalle, Editor, Sakal, Pune
3. Mr Parag Karandikar, Resident Editor, Maharashtra Times, Pune

Mr Vijay Baviskar said that Lokmat Media has introduced citizen journalism concept for its Pun edition in the year 2002. The then Edition had appealed common readers (citizens) to send the news / photographs if they find any happenings or observations newsworthy. Then editorial pool would decide whether to publish it or not according to importance and authenticity of the news or photographs. Lokmat has continued this practice from time to time with a frequent gap. In the yer 2012, 2014 and 2016 edition has implemented this concept actively. Daily half or full page was allotted in its Hello city supplement and content generated out of citizen journalism were used to place on it after editing the same. Edition has never tries to correlate it with its online edition till yet. This concept has been introduced and run by Lokmat to motivate common citizens to raise their voice against all civic issues and problems. Editorial department analyze the issues sent by the common citizens and accordingly it is placed on the page. The purpose of this initiative is to act as a mediator between common men and civic administration and try to solve the issue and grievances. As informed by Editor Mr Vijay Baviskar, this initiative brought a good results and Pune Municipal authority could get the ready information of issues and grievances. Accordingly ward officer could analyze these issues and corrective measures could be taken. Mr Vijay Baviskar said that such initiatives are frequently taken by other editions of Lokmat also.

Mr Malhar Arankalle, Editor Sakal, Pune said that Sakal being a leading Marathi daily often implemented citizen journalism activity. Since January, 2017 Sakal has launched a

special mobile APP named as '**Sakal Sanvad**' through which citizens of Pune can download it on their mobile phones and can send news or photographs directly to Sakal using APP. As it is new its getting response said by Mr Malhar Arankalle.

Mr Parag Karandikar, Resident Editor, Maharashtra Times, Pune said that Times of India group has already developed a mobile App named as '**MT Citizen**'. A citizen can download this App on his / her mobile phone and can operate it easily. A text / Images and even Videos can be sent through this app. Hence, Maharashtra Times has appealed to citizens to become any eye for their city and send civic issues which they feel are newsworthy. Mr Parag Karandikar said that a flagship edition The Times of India has also initiated citizen journalism concept for its all editions. Both for times and Maharashtra Times this App was launched since June 2016. Few soft images of clippings of newspapers of Maharashtra Times and The Times of India are shown here for reference.



CITIZEN REPORTER

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- वातम्या आणि त्याच्याशी निगडित फोटो, तसेच वाचकांनी निदर्शनास आणून दिलेल्या समस्या, वातम्या यांच्यासाठी हा उपक्रम आहे.
- त्यावर फॉरवर्ड, लांबलचक संदर्भहीन मेसेज पाठवू नयेत.
- शुभेच्छा संदेश, अश्लील मेसेज, फोटो पाठवू नयेत.



माहीम

उखडलेले फूटपाथ

सेनापती बापट मार्गावर सरस्वती मंदिर शालेजवळ हे असे उखडलेले फूटपाथ आहेत. यावरून चालताना विशेषतः वयोवृद्ध व्यक्तींना अनंत अडचणी येतात. त्यामुळे पालिकेने हे फूटपाथ कृपया तातडीने नीट करावेत. अन्यथा येथे नागरिकांना इजा होऊ शकते.

- विद्या बेळेकर



मुलुं

नाला की डम्पिंग ग्राऊंड?

पूर्वेकडील साने गुरुजीनगर येथे आयसीआयसीआय बँकेजवळचा नाला कचऱ्याच्या डम्पिंगने अक्षरशः तुंबला आहे. यामुळे नागरिकांना मलेरिया, डेंग्यू व चिकनगुनिया अशा आजारांचा सामना करावा लागतो. तरी महापालिका प्रशासनाने कृपया तत्काळ नालेसफाई करावी.

- प्रमोद सावंत

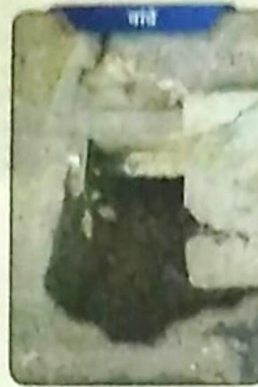


मुंबई

रेल्वेचे विद्रुपीकरण

'स्वच्छ भारत'चा नारा देणारे केंद्र सरकार त्यांच्याच अखत्यारीत येणाऱ्या रेल्वेबद्दल उदासीन का? कारण जाहिरातदार बेकायदा आपापल्या जाहिराती लावून रेल्वे विद्रुप करत आहेत. त्यांच्यावर कारवाई कोण करणार? रेल्वे ही केंद्राची जबाबदारी नाही का?

- संदीप तेंडुलकर



धोकदायक झाकण

पश्चिमेला स्काववॉकवरून खाली उतरल्यानंतर लगेचच समोर असलेल्या गटारावरचे झाकण अतिशय धोकदायक अवस्थेत आहे. त्यामुळे प्रवाशांच्या जीविताला धोका निर्माण झाला आहे. महापालिकेच्या भांडुप एव वॉर्डमधील अधिकाऱ्यांनी कृपया तात्काळ लक्ष घालून हे झाकण बसवावे. -हितेश वराडेकर

तिहरी पार्किंगमुळे वाहतूककोंडी

येथील डॉ. एस. एस. राव मार्गावरील म्हाडीक उद्यानबाहेर वाहनचालकांनी अफैदीरत्या तिहरी पार्किंग केल्यामुळे वाहतूकीची कोंडी होते. याबाबत अनेकदा तक्रार करुनही कोणतीही कारवाई केली जात नाही. वाहतूक पोलिस या समस्येकडे लक्ष देतील का?

-शिबदास शिरोडकर

गटाराचे झाकण उघडे

पूर्वेकडील खेरवाडी जंक्शन येथे खारच्या दिशेने असलेल्या सर्विसरोडवरील फूटपाथवरील गटाराचे झाकण तुटलेले आहे. त्यामुळे पादचाऱ्यांच्या जीवाला धोका निर्माण होऊ शकतो. रात्रीच्यावेळी या मार्गावरून जाणाऱ्या नागरिकांना अंदाज न आल्यास अपघात होण्याची शक्यता आहे.

-अविनाश दाबडे

प्लॅटफॉर्मची उंची वाढवा

येथील प्लॅटफॉर्म क्रमांक पाचवरील उंची वाढवण्याचे काम बरेच दिवस अर्धवट अवस्थेमध्ये टावले आहे. या प्लॅटफॉर्मवरून गोरगाव लोकल सुटते. गाडीत चढता-उतरताना कुणालाही अपघात होऊ शकतो. या प्लॅटफॉर्मवरील रस्ताही कच्चा आहे. त्यामुळे प्रवाशांची गैरसंमय होते.

-मनिषा मुळे



महाराष्ट्र माझम्स

MT CITIZEN REPORTER हे ॲप डाऊनलोड करा

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- बातम्या आणि त्याच्याशी निगडित फोटो, तसेच वाचकांनी निदर्शनास आणून दिलेल्या समस्या, बातम्या यांच्यासाठी हा उपक्रम आहे.
- त्यावर फॉरवर्ड्ड, लांबलचक संदर्भहीन मेसेज पाठवू नयेत.
- शुभेच्छा संदेश, अश्लील मेसेज, फोटो पाठवू नयेत.



रस्तादुरुस्ती करावी

ओशिवरा पुलापासून पुढे एस. व्ही. रोडला लागून असलेला सिंच कंपाऊंडच्या आत जाणारा सुरुवातीचा रस्ता खराब झालेला आहे. त्यामुळे वाहने आत नेताना खूप त्रास होतो.

-मिलिंद भुरव



अंधेरी:



भांडुप:

केबल वायर्स काढल्या

जयप्रकाश रोड येथील आंब्रे उद्यानासमोरील बसस्थानकावर केबल वायर्सच्या पसरलेल्या जाळ्याविषयी तक्रार सहा फेब्रुवारीच्या अंकात मांडण्यात आली होती. त्या तक्रारीची पालिकेकडून तातडीने दखल घेतली गेली असून त्या केबल वायर्स काढण्यात आल्या आहेत.

- लिपिकन सेवियर

तुटलेल्या खांब्यांचे अवशेष

येथील पश्चिमेकीडल शिवाज तलावजवळील रस्त्यावर विजेच्या तुटलेल्या खांब्यांचे अवशेष तसेच पडून आहेत. ते त्वरित काढण्यात यावेत.

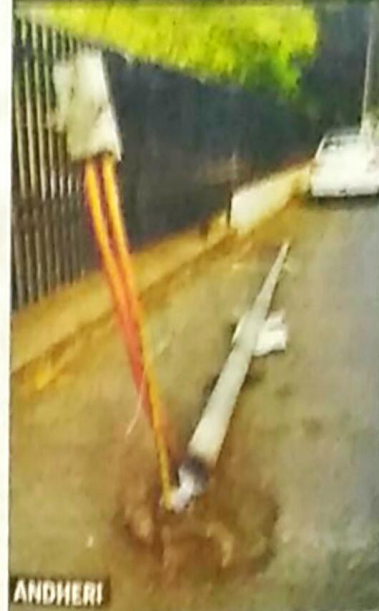
-प्रशांत पांडे

FLAG MARCH ON RAILWAY GROUND



VOTE BANKS: Ready for the (un)civic polls in Bandra (east) —Harsh Vyas

POLES APART



ANDHERI

WHOSE RESPONSIBILITY? This pole is lying broken for more than 15 days in Lokhandwala Complex near Oberoi Sky Garden in Andheri —Vandana Shetty

TOI CITIZEN REPORTER

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KANDIVLI



DRILL ILLS: These labourers are forced to use heavy duty drilling machines without any protective gear —Abhinav Mishra

VILE PARLE



RISK FACTOR: Illegal constructions near MVLU College and Chinai College pose a risk to pedestrians —Shubham Vishwakarma

PITFALLS: This place is adjacent to Azad Nagar bus stop in Andheri (west) —Prakash P

IRONY TAKES A PLUNGE

BANDRA



BANDRA TALAO WAS RECENTLY RENOVATED: We talk about Swachh Bharat but look at Bandra Talao, which now resembles a nullah. People throw garbage and there's no one stopping them —Parikshit Aural



ANDHERI

THE LONG HAUL AT WORK, TO WORK, FOR WORK



HEAVY BURDEN: More than six women were pulling a handcart carrying debris at Kanjurmarg — **Amol Ganvi**

OUTRAGEOUS CONDITION IN OUTSTATION TRAINS: Women in the ladies compartment commute in terrible conditions with overcrowding and bullying by regular travellers. Moreover, the compartments are always located at the lag end of the train. This is a daily struggle in trains like the Intercity Express and other trains on the Western line from Mumbai Central and Bandra Terminus. It's high time larger compartments are allocated to women travellers — **Dilshad Ahmed**



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POWAI



DANGER ON & BENEATH FOOT OVERBRIDGE: This is the condition of the skywalk on JVLR road near Powai lake — **Sanal Nair**

FORT



THE FIRE INSIDE: Rubbish is burnt in waste bins placed near Azad Maidan. — **Bhavik Dedhia**

CRAWFORD MARKET



HERITAGE MARKET: Garbage is thrown in and around the dustbins in Crawford Market. — **Ravindra Okhale**



ENCROACHMENT: Squatters on Dadar's Tilak bridge force public to take the road — **Anupam Dholakia**

SMEAR CAMPAIGN MAKES MONEY



KANDIVLI

MONEY MINTING ROAD FOR TRAFFIC COPS: Check the 'No Right Turn' sign leading towards Kandivli station. If you miss these smudged signs on the highway while dodging the indiscipline traffic, then a traffic policeman will trap you —**Majib Kazi**

HOLE IN THE ROAD



KALINA

DEATH TRAP: A pit dug up over a month back for water pipeline repair on CST Road, Kalina, is an invitation for disaster —**Clarence Pinto**



KALBADEVI

FIRE RISK BY SQUATTERS: Squatters on Princess Street light up a fire next to parked vehicles for cooking —**Parmanand Khilani**



MALAD

APATHY IN MALAD: No safety fence and exposed concrete pillars show an utter disregard to public safety on BR Murarka Marg in Malad (east) —**Suhail Sharik**

TOI CITIZEN REPORTER

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MATUNGA

POLLUTING BY BURNING TRASH: It's routine to find the foot overbridge at Matunga (Kurla end) enveloped with noxious fumes from trash being



MALAD

CONCRETE GUTTER WITHOUT STEEL REINFORCEMENTS: D'Monte Lane in Orlem in Malad has a guttered pavement which, over five years, has been demolished and rebuilt thrice. The current concretisation is being done without steel reinforcements

3.7.7 Enrolment of students in Marathi medium schools in Maharashtra:

Now a day's parents are keenly interested in seeking admission for their children in English medium schools or convent schools. This was one of the observations and accordingly it was assumed that decrease in student's admission rate in Marathi medium schools will have impact on reading Marathi language newspapers and online editions readership.

News reports published in daily Lokmat clearly show that admission rate in Marathi medium schools has been dropped in last ten years viz from the education year 2005 - 06 to 2016 - 17. Since last 10 years parents are keenly interested in admitting their children in English medium schools. Following table reveals the truth.

Academic Year	Total number of students in Marathi medium schools	Total number of students in English medium schools
2005 – 06	33,96,886	3,02,676
2012 – 13	26,85,183	6,80,671
2013 – 14	28,47,713	8,00,842
2014 – 15	28,18,956	7,95,631
2015 – 16	27,22,337	7,96,775

Figures mentioned in table are of primary section students studying in Marathi and English medium schools in Maharashtra.

Observations:

1. Total number of students in the academic year 2005 – 06 were 35,19,112. Out of which 91.09 % students were in Marathi medium and 8.91% students were in English medium.
2. In the year 2016 – 16 total number of students were 35,19,112. Out of which 29.26% students were in English medium schools where as 70.74% students were in Marathi medium school.

3. In last 10 years enrolment in primary English medium school has been increased by 2.63 times.
4. In last 10 years enrolment in primary Marathi medium school has been dropped by 20%.
5. It clearly shows that enrolment of students in English medium primary schools has been increased and decrease in enrolment in Marathi medium primary schools.

References:

1. News published in daily Lokmat – Pune edition dated 10th December, 2017 in Hello Pune page number 1.
2. News published in daily Lokmat – Mumbai edition dated 13th December, 2017 in Hello Mumbai on page number 1.

3.7.8 Awareness about online edition to print editorial staff

Interaction with print editorial staff was necessary to access their awareness about digital / online editions growth and its importance and also to know their mind set regarding the work style and habits.

50 print editorial staff on different positions was interacted. This staffs was working in print editorial department in Lokmat Media Pvt Ltd., Sakal Media Ltd, Maharashtra Times, Loksatta and Pudhari publications.

Below table showingl interactions done with different positions of different Marathi language newspapers.

Sr No	Position	Total interacted persons
1	Reporter	30
2	Sub Editor	10
3	Chief Sub	5
4	Editor	5

While interacting following questions were asked to print editorial staff.

1. Do you agree that the importance of online edition has been increased since last five years?
2. Have you been asked to contribute for your online edition by management?
3. Do you agree that same news has to be treated differently for print and online?
4. What time you start your daily work?
5. Do you know what is Social Media?
6. Are you officially active on social media?
7. Do you know what is Face Book live?
8. Do you know what Google analytics is?
9. Do you know what is SEO?

10. If adequate training given to you, are you willing to contribute for your online edition?

11. Are you agree that print editorial staff should mould themselves to fit for online edition?

Observations while interacting with print editorial staff:

The interaction done along with print editorial staff was very friendly and all took interest in it. While interacting with them interesting information has been received which is as follows. Question asked and answer got has been presented in table form along with observations.

Question 1: Do you agree that the importance of online edition has been increased since last five years?

Position	Yes	No	Total
Reporter	25	5	30
Sub Editor	8	2	10
Chief Sub	4	1	5
Editor	5	0	5
Total	42	8	50

Observations:

1. 84% staff was agreed and say that importance of online edition has been increased since last five years.
2. Editors 5 out of 5 are aware the growing importance of online edition.

Question 2: Have you been asked to contribute for your online edition by management?

Reporter	Lokmat	Sakal	Loksatta	MTa	Pudhari
Yes	6	4	0	0	3
No	0	2	6	6	3
Total	6	6	6	6	6

Sub Editor	Lokmat	Sakal	Loksatta	MTa	Pudhari
Yes	2	0	0	2	0
No	0	2	2	0	2
Total	2	2	2	2	2

Chief Sub	Lokmat	Sakal	Loksatta	MTa	Pudhari
Yes	1	0	0	1	1
No	0	1	1	0	1
Total	1	1	1	1	1

Editor	Lokmat	Sakal	Loksatta	MTa	Pudhari
Yes	1	1	0	1	1
No	0	0	1	0	0
Total	1	1	1	1	1

Observations:

1. Management of media houses have now taken digital on priority and hence print editorial staff have been asked to contribute for digital too.
2. Exception is Loksatta where editorial team for print and digital is different.
3. In Sakal too print editorial staff is contributing less for its online edition.

Question 3 : Do you agree that same news has to be treated differently for print and online?

Position	Yes	Don't know	Total
Reporter	5	25	30
Sub Editor	2	8	10
Chief Sub	1	4	5
Editor	2	3	5
Total	10	40	50

Observations:

1. 80% reporters, Chief sub and sub editors don't know that print news need a different treatment if need to be posted for online edition.
2. Editor while on senior position know that news needs different treatment for print and online.
3. Awareness about online journalism is poor in media houses.

4. As convergence efforts have already begun in Lokmat Media, Reporters, Subeditor, Chief Sub and Editor know that same news has to be treated differently for print and online.
5. Maharashtra Times editor knows that well.

This question was slightly difficult to answer for all. Mostly the answer was no and can't say. This does mean that print editorial staff even though read online editions don't know exactly how to treat the news differently for online edition. Actually this question was very important for this topic.

Question 4: What time you start your daily work?

Reporter: Field reporters are mostly on field. They start their work by 11 am. If necessary they come to office if meeting is scheduled. Otherwise they go to field directly. Mostly they cover their beat news. By evening 5pm to 6 pm reporters come at office and start filing stories / news. Their work end by 8 pm.

Sub Editor and Chief Sub: Staff who works on desk comes at office in between 3 and 4 pm. Their daily work starts when reporters started filing news. Or even staff on desk do contribute their own stories / news too. But the peak hours of desk are in between 6 and 10 pm.

Editor: Editors mostly come to office by 11 am. Plan their day schedule. Then either they go to home or on field for official duty if any and come to office by 4 pm again. Mostly Editor leaves office once first editions pages are release

Question 5: Do you know what is Social Media?

Position	Yes	Don't know	Total
Reporter	25	5	30
Sub Editor	9	1	10
Chief Sub	4	1	5
Editor	5	0	5
Total	43	7	50

Observation: 86% know about social media.

Question 6: Are you officially active on social media?

Position	Yes	No	Total
Reporter	14	16	30
Sub Editor	1	9	10
Chief Sub	1	4	5
Editor	4	1	5
Total	20	30	50

Observations:

1. 60% print editorial staffs is now active on social media.
2. Reporters are mostly active because they share epaper or online news links within their groups.
3. 90% desk staff is not active on social media.

Question 7: Do you know what is Face Book live?

Position	Yes	No	Total
Reporter	30	0	30
Sub Editor	9	1	10
Chief Sub	5	0	5
Editor	5	0	5
Total	49	1	50

Observation: 98% know what is Face Book live.

Question 8: Do you know what Google analytics is?

Position	Yes	No	Total
Reporter	2	28	30
Sub Editor	1	9	10
Chief Sub	0	5	5
Editor	0	5	5
Total	3	47	50

Observations: 94% editorial staff don't know what Google Analytics is exactly.

Question 9: Do you know what is SEO?

Position	Yes	No	Total
Reporter	0	30	30
Sub Editor	0	10	10
Chief Sub	0	5	5
Editor	0	5	5
Total	0	50	50

Observation: 100% print editorial staff don't know what is search engine optimization.

Question 10: If adequate training given to you, are you willing to contribute for your online edition?

Position	Yes	No	Total
Reporter	25	5	30
Sub Editor	9	1	10
Chief Sub	5	0	5
Editor	5	0	5
Total	44	6	50

Observation: Willing level is very high at all positions.

Question 11: Are you agreeing that print editorial staff should mould themselves to fit for online edition?

Position	Yes	No	Total
Reporter	26	4	30
Sub Editor	9	1	10
Chief Sub	5	0	5
Editor	5	0	5
Total	45	5	50

Observation: Tremendous scope is seen for print and online convergence.

The interaction with print editorial staff brought different insights about the knowledge of online editions to the staff through different angles. This data is useful for formulating convergence process for print and digital.

3.7.9 Use of Social Media by Marathi online editions –

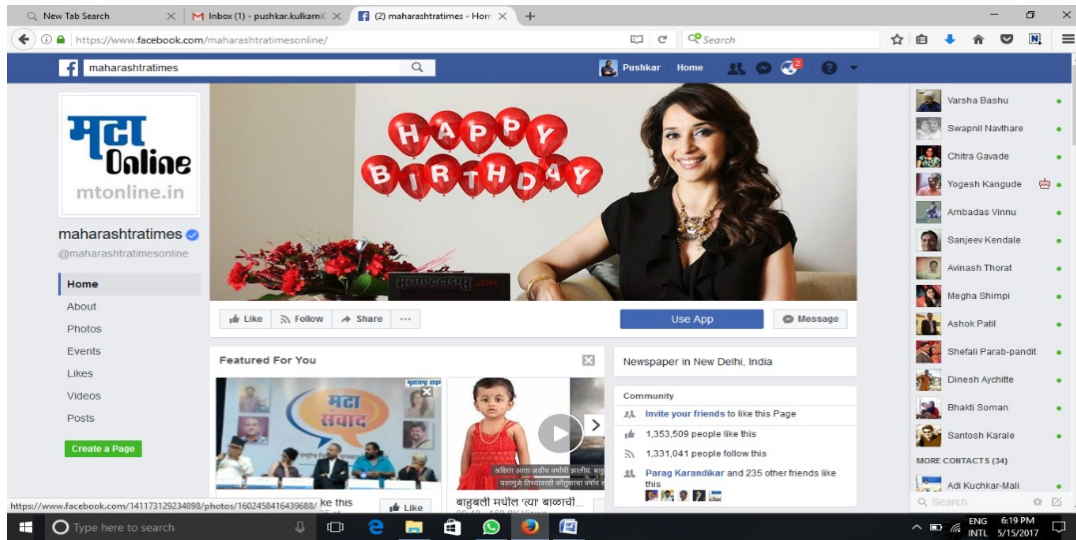
Lokmat.com, MaharashtraTimes.com, sakal.com, divyamarathi.com, loksatta.com, pudhari.com are already using social media to promote their contents. Face Book, Twitter, Instagram, You Tube and What App are being utilized as tools for promotion. It helps reader engagement and enhancement. Pratidnya Gaikwad, Manager, India.com said that web traffic is mostly active more after 9 am. It's at peak at afternoon time since working class is on internet at their work places. Hence, mostly FB and twitter posts are done in between 10 am and 5 pm. But in case of important news promotion through social media is also done even before 10 am and after 5 pm. The sole purpose of social media is to keep update readers and engage them with the site. It is important to know that how readership is increased through social media. Pratidnya said that appeal is made on site to follow web site Face Book, Twitter, You Tube and Instagram account. After regular promotional efforts number of readers who are associated with social media accounts increases day by day. Then regular website news and trending articles are promoted on social media. Once promotion is started then readers do follow it and share the news or articles to their friends on social media. Hence, it does spread in multiples. New reader once receive the post then directed towards the site once he / she clicked on the link provided in the promotional article. If new reader likes the website then either it follow social media or even goes directly on the site through web search. (Mostly Google search). In such a way readership is increased substantially through daily and regular promotions on social media. Usage of proper keywords and hash tags in the news is also important so that reader can search related other news once he / she come on the site. A mass appeal is done to follow the website and for this purpose a link is provided. Interested reader who is already using any social media tool viz Face Book, Twitter, Instagram, Whats App can open a link and follow any media website. Once any reader follows it then it gets regular alerts on social sites. Among all Whats App is also widely spread social media tool. Lokmat. Sakal and Maharashtra Times's web editions are observed actively utilizing Whata App as promotional tool.



Image of Face Book live



Lokmat FB page



Maharashtra Times FB page



Loksatta's FB page



Divya Bhaskar FB page



Sakal's FB page

Following are few images of Twitter handles by media houses:



Usage of What's App for promotion:

Now media houses have started promoting its web media through whats app. I met personally following persons in three media houses and came to know that top news are being promoted through whats app.

1. Mr. Yogesh Mehande, Assistant Editor, Lokmat Online
2. Mr. Madhav Gokhale, News Editor, Sakal Media Pvt Ltd
3. Mr. Ramesh Khokrale, Asst Editor, Maharashtra Times online edition
4. Mr Hemant Jain, Sr Vice President and Business Head, Lokmat digital.

Observation:

Lokmat media has started promoting its web edition news through different whats app groups. A morning, Afternoon and evening bulletins are being prepared on daily basis. The same are posted on whats app group which are prepared internally by the media house. The practice is being followed by the group since May, 2016. While discussing with Yogesh Mehandale, he has specifically told that through whats app promotional efforts help web edition quite a lot in gaining online readership. More than 50 whats app groups have been prepared in Media house across Maharashtra and daily three news bulletins are being posted on it. A news and its short url is mentioned in the news bulletins. Through different groups, daily bulletins reach is more than 1.10 lac readers who use smart phones across Maharashtra. When a bulletin reaches to a reader he /she clicks on the news as per interest. Then reader goes directly on the website and a new is read. Morning bulletin is posted at 9.30 am. Afternoon bulleting is by 2.30 pm. An evening bulleting is posted by 7 pm daily. All important real time news and hard happenings are shortlisted and then bulleting is prepared on online desk. Few entertainment news are also incorporated in afternoon and evening bulleting which are directly linked to www.cnxmasti.lokmat.com which is another entertainment website owned by Lokmat Media Pvt Ltd.

Sample three bulletins which have been posted on what's app group on 5th March, 2017 are taken here for research purpose.

लोकमत मॉर्निंग बुलेटिन (5 मार्च 2017)

- अमेरिकेत भारतीयांवरील हल्ले सुरूच, आता शीख तरुणावर गोळीबार

<https://goo.gl/spFnDn>

-भारत-पाकिस्तान चर्चा सध्यातरी अशक्यच

<https://goo.gl/dplBVt>

-त्रालमधील चकमकीत कॉन्स्टेबल शहीद, तीन दहशतवादी ठार

<https://goo.gl/GzQKyR>

-भाजपाची माघार

<https://goo.gl/xCE8S7>

लोकमतचे फेसबुक पेज लाईक करण्यासाठी

www.facebook.com/lokmat

-करण जोहर विवाहाआधीच बनला बाप!

<https://goo.gl/KEMh5V>

-मराठवाड्यात १७ ठिकाणी प्राप्तीकर विभागाचे छापे

<https://goo.gl/GDIJF6>

-ओला-उबरचे दर सरकार ठरवणार

<https://goo.gl/0xeVoo>

-घोटाळेमुक्त प्रशासन ही कामगिरी आमची!

<https://goo.gl/WPj9kk>

लोकमतला फॉलो करा इन्स्टाग्रामवर

<https://www.instagram.com/milokmat/>

-भारत पुन्हा 'बॅकफूट' वर

<https://goo.gl/DdKgM0>

-हरियाणा सरकारकडून आश्वासन अद्याप अपूर्ण

<https://goo.gl/xTFd7u>

-स्टार्सचे 'हे' ट्रेनर आहेत रिअल हिरो!

<https://goo.gl/AzYu54>

-कॅटरिना कैफ निघाली हॉलिवूडला...!

<https://goo.gl/GQlzS8>

अपडेट राहण्यासाठी इन्स्टॉल करा लोकमत ॲप

<https://goo.gl/Kn9Atq>

लोकमत आफ्टरनून बुलेटिन (5 मार्च 2017)

- नागपूरच्या महापौरपदी नंदा जिचकार

<https://goo.gl/XvsEj8>

-विश्वनाथ मंदिरात पूजेसाठी नमाज पढण्याच्या शैलीत बसले अखिलेश यादव

<https://goo.gl/AoUa5g>

-केरळमध्ये संघाच्या चार कार्यकर्त्यांवर हल्ला, सीपीएमचा एक कार्यकर्ता अटकेत

<https://goo.gl/yfHhdW>

-H-1B व्हीसा प्रकरणी भारताच्या प्रयत्नांना अमेरिकेचा धक्का

<https://goo.gl/iKDVUb>

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www.facebook.com/lokmat

- द होल थिंग इज दॅट के भैया, सबसे बड़ी है सत्ता..!

<https://goo.gl/ZrFVGS>

- अमेरिका उत्तर कोरियावर कारवाईच्या तयारीत

<https://goo.gl/n37f21>

-रेल्वेखाली उडी घेत प्रेमीयुगलाची आत्महत्या

<https://goo.gl/pzjWzt>

लोकमतला फॉलो करा इन्स्टाग्रामवर

<https://www.instagram.com/milokmat/>

- एअर इंडियाच्या महिला कर्मचाऱ्यांची पृथ्वी प्रदक्षिणा

<https://goo.gl/8tmFGy>

- ऑस्ट्रेलियाचा निम्मा संघ तंबूत

<https://goo.gl/gi7zB5>

- चार-पाच महिन्यांत शिफारशी लागू होतील

<https://goo.gl/gTQa1V>

कहानी पुरी फिल्मी है

- करण जोहर झाला जुळ्या मुलांचा 'कुंवारा' बाप...

<https://goo.gl/0SMAAX>

- OMG!! रेखाच्या माथी संजय दत्तचे कुंकू!!

<https://goo.gl/AovDuU>

- सोनम कपूर बरसली; मी बिकीनी घातली किंवा बुर्खा, तुमचं काय जातं?

<https://goo.gl/52pDrc>

अपडेट राहण्यासाठी इन्स्टॉल करा लोकमत ॲप

<https://goo.gl/Kn9Atq>

लोकमत इक्विनिंग बुलेटिन (5 मार्च 2017)

- योग्यवेळी शेतकऱ्यांना कर्जमाफी देणार - मुख्यमंत्री

<https://goo.gl/FuPNVI>

- राजीनामे खिशातून बाहेर काढले - रामदास कदम

<https://goo.gl/Ml7tgr>

- मुख्यमंत्र्यांनी जनतेची पारदर्शी फसवणूक केली - विखे-पाटील

<https://goo.gl/Kz723I>

- BMC Election 2017 : तरीही मी स्थायी समितीत बसणार - गीता गवळी

<https://goo.gl/C1i5KH>

- SHOCKING! रेखा आणि संजय दत्तने लपून केलं होतं लग्न?

<https://goo.gl/9aR4j6>

लोकमतचे फेसबुक पेज लाईक करण्यासाठी

www.facebook.com/lokmat

- मध्यावधीच्या भीतीमुळे...सत्तेसाठी भाजपची लाचारी- अब्दुल सत्तार

<https://goo.gl/pbIJqv>

- 'लोकमत गॅझेट एक्स्पो २०१७' प्रदर्शनास दिमाखात प्रारंभ

<https://goo.gl/mr4UMe>

- न्यायाधिकांनी सोशल मिडियापासून लांब राहावे

<https://goo.gl/B0spf9>

- या मंदिरात गेल्यावर होते परदेशात जाण्याची इच्छा पूर्ण

<https://goo.gl/b9vi1d>

- आधारकार्ड स्कॅनर अॅपमुळे एसटीची फसवणूक टळणार

<https://goo.gl/HjjG7z>

- मतपत्रिका ते मतदानयंत्रे

<https://goo.gl/HYYeGH>

- निवडणुका निष्पक्षच हव्यात

<https://goo.gl/fZ9CtW>

लोकमतला फॉलो करा इन्स्टाग्रामवर

<https://www.instagram.com/milokmat/>

- ऑस्ट्रेलियाची संयमी फलंदाजी, भारत बॅकफूटवर

<https://goo.gl/Cm0QJB>

- VIDEO: स्मिथला बॉल टाकल्यावर इशांतने दिली अशी रिएक्शन, विराटलाही आवरलं नाही हसू

<https://goo.gl/t53K9D>

- डेव्हिड वॉर्नरला बाद करत अश्विनने केला रेकॉर्ड

<https://goo.gl/iQ8gls>

- भारतीय फलंदाजी क्रमामध्ये काहीच चुकीचं नाही : पुजारा

<https://goo.gl/A8mels>

- भाईंदरचा नितिन म्हात्रे सलग तिस-यांदा ठरला 'भारत श्री'

<https://goo.gl/GSyKEr>

कहानी पूरी फिल्मी है !

- या अभिनेत्यावर गायिकेने केला लैंगिक शोषणाचा आरोप

<https://goo.gl/FQPdjg>

जन्नत फेम सोनल चौहानशी गैरवर्तन तर शमिता शेटीशी हुज्जत

<https://goo.gl/1gPB8c>

- करण जोहर विवाहाआधीच बनला बाप!

<https://goo.gl/xeFnCd>

- पद्मावती चित्रपटाचे राजस्थानात प्रदर्शन नाही

<https://goo.gl/47as1w>

अपडेट राहण्यासाठी इन्स्टॉल करा लोकमत ॲप

<https://goo.gl/Kn9Atq>

Lokmat has also initiated local what's app bulletins. Its Jalgaon, Akola and Nashik have started posting local news in lokmat.com. Accordingly to promote local content they have started promoting it through local whats app bulletins. Following are few edition wise what's app bulletin examples –

City level whats app bulletins by lokmat

अकोला ऑनलाइन लोकमत मॉर्निंग बुलेटिन (21 मार्च 2017)

अकोल्यात व्यापारी संकुलात अग्नितांडव

<http://www.lokmat.com/storypage.php?catid=19&newsid=18777613>

नऊ सिलिंडर काढले; मोठा अपघात टळला!

<http://www.lokmat.com/storypage.php?catid=19&newsid=18777932>

अभ्यासिकांच्या नावाखाली विद्यार्थ्यांची सर्रास लूट!

<http://www.lokmat.com/storypage.php?catid=19&newsid=18777933>

स्थायी समितीच्या सभापती पदासाठी भाजपमध्ये काथ्याकूट

<http://www.lokmat.com/storypage.php?catid=19&newsid=18777934>

आगीचे गोळे पडल्याने मुलगा जखमी

<http://www.lokmat.com/storypage.php?catid=19&newsid=18777913>

सीईओच्या कक्षासमोरच शिक्षकांची हाणामारी

<http://www.lokmat.com/storypage.php?catid=19&newsid=18777936>

शिक्षकांच्या समस्यांसाठी एकवटल्या संघटना

<http://www.lokmat.com/storypage.php?catid=19&newsid=18777935>

परीक्षेदरम्यान पाच कॉपीबहादुरांवर कारवाई

<http://www.lokmat.com/storypage.php?catid=19&newsid=18777927>

मालकाचा विश्वासघात करणा-या नोकरास सश्रम कारावास

<http://www.lokmat.com/storypage.php?catid=19&newsid=18777926>

आजपासून बंधा-यांची तपासणी

<http://www.lokmat.com/storypage.php?catid=19&newsid=18777919>

चार वर्षात ३२३ घरकुलांचे बांधकाम

<http://www.lokmat.com/storypage.php?catid=19&newsid=18777915>

अपघातातील दोषीस तीन महिन्यांची शिक्षा

<http://www.lokmat.com/storypage.php?catid=19&newsid=18777911>

वाशिम

वाशिम जि.प.चा अर्थसंकल्प गदारोळात मंजूर!

<http://www.lokmat.com/storypage.php?catid=322&newsid=18777942>

मालाचा दर्जा चांगला नसल्याचे घेतले जाते संमती पत्र!

<http://www.lokmat.com/storypage.php?catid=322&newsid=18777937>

जिल्हा परिषदेची विविध देयके रखडली!

<http://www.lokmat.com/storypage.php?catid=322&newsid=18777940>

रिसोड येथे प्रधानमंत्री मुद्रा कर्ज मेळावा

<http://www.lokmat.com/storypage.php?catid=322&newsid=18777943>

हाणामारीप्रकरणी पाच आरोपींना पोलीस कोठडी

<http://www.lokmat.com/storypage.php?catid=322&newsid=18777939>

बुलडाणा

बुलडाणा जिल्हा परिषद अध्यक्ष पदाचे 'सस्पेन्स' कायम!

<http://www.lokmat.com/storypage.php?catid=323&newsid=18777887>

Jalgaon:

हिंदी-चिनी व्याही व्याही! 'जोंगोव्ह' ची रुई-खानदेशाची सूनबाई!!

<http://www.lokmat.com/storypage.php?catid=1&newsid=18839638>

लोकमत खान्देश व्हॉट्स अप बुलेटीन (4 एप्रिल 2017)

शंभर वर्षाचा वसा सांगणारे चिमुकले राम मंदिर

<http://www.lokmat.com/storypage.php?catid=21&newsid=18839658>

जळगावात रामनवमीचा उत्साह [व्हीडिओ]

<http://www.lokmat.com/video.php?vid=1905>

पंजाब,काश्मीरला जळगावमधून मका रवाना

<http://www.lokmat.com/storypage.php?catid=21&newsid=18839661>

यशवंत पंचायत राज अभियानात जळगाव जि.प.तिसरी

<http://www.lokmat.com/storypage.php?catid=21&newsid=18839663>

मनपा पोटनिवडणुकीसाठी शिवसेनेतर्फे आशा कोल्हेची उमेदवारी

<http://www.lokmat.com/storypage.php?catid=21&newsid=18839646>

जळगाव जिल्ह्यात 700 पेक्षा अधिक बियर बार बंद

<http://www.lokmat.com/storypage.php?catid=21&newsid=18839651>

अक्कलपाड्याचे पाणी मुडीर्पयत पोहचले

<http://www.lokmat.com/storypage.php?catid=21&newsid=18839655>

धुळे जिल्हा.

उद्ध्वस्त कुटुंबाला मोठ्या भावाचा आधार

<http://www.lokmat.com/storypage.php?catid=21&newsid=18839654>

नंदुरबार जिल्हा

आंतरपिकातून फुलवली देशी तूर

<http://www.lokmat.com/storypage.php?catid=325&newsid=18839637>

राष्ट्रीय महामार्गावर ट्रकच्या धडकेत बालिका ठार

<http://www.lokmat.com/storypage.php?catid=325&newsid=18839664>

न्यायालयाच्या आदेशानंतर विनयभंगाचा गुन्हा दाखल

<http://www.lokmat.com/storypage.php?catid=325&newsid=18839666>

लोकमतचे फेसबुक पेज लाईक करण्यासाठी

www.facebook.com/lokmat

अपडेट राहण्यासाठी इन्स्टॉल करा लोकमत ॲप

<https://goo.gl/Kn9Atq>

स्थानिक, राष्ट्रीय आंतरराष्ट्रीय ताज्या बातम्यांसाठी लॉग ऑन करा

www.lokmat.com

Nashik –

लोकमत ऑनलाइन नाशिक, इव्हनिंग बुलेटिन

महावीर जयंती रॅलीत सामाजिक संदेशांवर भर

<http://www.lokmat.com/storypage.php?catid=14&newsid=18862970>

आयएमए राज्य शाखेकडे डॉ. लहाडे यांच्या निलंबनाचा प्रस्ताव

<http://www.lokmat.com/storypage.php?catid=14&newsid=18862934>

नाशिकचा अम्मार मियाजी ठरला 'आयर्न मॅन'

<http://www.lokmat.com/storypage.php?catid=14&newsid=18862995>

देवळाली कॅम्पला ४ लाखांच्या दागिन्यांची चोरी

<http://www.lokmat.com/storypage.php?catid=14&newsid=18862966>

सिडकोतील अल्पवयीन मुलीचे अपहरण

<http://www.lokmat.com/storypage.php?catid=14&newsid=18862948>

राष्ट्रीय व आंतरराष्ट्रीय बातम्यांसाठी लॉग ऑन करा.

www.lokmat.com

Sakal Media has started whats app promotion bulleting by July 2016 onwards. Mr Madhav Gokhale, News Editor, Sakal Papers Pvt Ltd takes this initiative and post daily bulleting on different whats app groups created by the company. Mostly epaper is promoted through whats app bulletings. Entire Maharashtra's important news which have

appeared in its print edition and are seen on epaper are shortlisted and then its link is provided in the bulletins. This bulletin is spread at mooring time one in a day. Mr Madhav Gokhale said that this activity is resulted in enhancement of epaper readership. A reader who receives a bulletin if he /she is residing abroad or can't have access of print edition then can see it on the mobile as the link directly connects to that particular news of epaper. A sample bulleting which as posted on 5th March, 2017 is as follows.

Sakal Whats app bulletin

राज्यातील महत्त्वाच्या बातम्या -

दिनांक : 5 मार्च, 2017

आजचे पंचांग -

रविवार, फाल्गुन शु. 8, चंद्रनक्षत्र रोहिणी, चंद्रराशी वृषभ, दुर्गाष्टमी, भारतीय सौर, फाल्गुन 14, शके 1938

आजचा सुविचार -

एक इच्छा काही बदलू शकत नाही, एक निर्णय काही बदलू शकतो; परंतु एक निश्चय सर्व काही बदलू शकतो.

महाराष्ट्र -

मुख्यमंत्र्यांचा डाव शिवसेनेला पेच

🔗 <https://goo.gl/GGMG7n>

मोदींनी नाकारली 'राज'की बात

🔗 <https://goo.gl/QjaZbt>

आता भाजप-शिवसेनेत रंगणार चहापानाचे नाट्य?

🔗 <https://goo.gl/pKOY2h>

मुख्यमंत्र्यांकडून मुंबईकरांचा विश्वासघात - अशोक चव्हाण

🔗 <https://goo.gl/jGFMfA>

'माझी कन्या भाग्यश्री'चा वर्षभरात एकही लाभार्थी नाही

🔗 <https://goo.gl/p4IXI7>

मुख्य सचिवांचा दणका

🔗 <https://goo.gl/ivNteM>

मुंबई -

भाजपचे पहारेकरी करणार शिवसेनेची आरपार कोंडी

🔗 <https://goo.gl/AkZeL7>

मुंबई महापालिकेसाठी आता समिती आणि उपलोकायुक्तही

🔗 <https://goo.gl/blb2cs>

उपलोकायुक्त नियुक्तीचा निर्णय स्वागतार्ह - महाडेश्वर

🔗 <https://goo.gl/KBHNgC>

'ओला-उबेर'वर सरकारचा अंकुश - दिवाकर रावते

🔗 <https://goo.gl/PhZ3fL>

गृहसंकुलांत महिलांच्या हक्कांची पायमल्ली

🔗 <https://goo.gl/RTFjxx>

मुंबई पोलिस भरतीत यंदा 'आरएफआयडी'चा वापर

🔗 <https://goo.gl/AjAcIG>

पुणे -

मित्रांच्या सहवासातून मिळाली ऊर्जा - शरद पवार

🔗 <https://goo.gl/2m6UvX>

साहेबाला पैसे द्यावे लागतात!

🔗 <https://goo.gl/0kfGWp>

नगरसेवकांची आज अजित पवारांसोबत बैठक

🔗 <https://goo.gl/OwKpyh>

कारागृहांची क्षमता वाढवा

🔗 <https://goo.gl/F61uzx>

बड्या मिळकतकर थकबाकीदारांवर नजर

🔗 <https://goo.gl/pv0jIA>

सदोष ईव्हीएमचा आरोप राष्ट्रवादीला मान्य?

🔗 <https://goo.gl/73rQeJ>

कोल्हापूर -

सागर, तुझं जाणं साऱ्यांनाच निःशब्द करून गेलं....!

🔗 <https://goo.gl/eAOPOL>

डॉ. किरवलेंच्या हत्येमुळे चळवळीची हानी - गंगाधर पानतावणे

🔗 <https://goo.gl/yMOgUf>

प्रीतम पाटीलसह आईलाही अटक

🔗 <https://goo.gl/gkELi2>

सांगली -

शेतकऱ्यांसाठी माल तारण योजना - सदाभाऊ खोत

🔗 <https://goo.gl/hXYbNB>

आंबा आला रे SSS.. मोसमाआधीच आंबा सांगलीत

🔗 <https://goo.gl/P1wCSJ>

पक्षी संवर्धन मोहिमेत 'आयएमए' चा सहभाग

🔗 <https://goo.gl/srCLXB>

सोलापूर -

उद्यापासून सुरू होणार आरटीओच्या नव्या रॅम्पचे काम

🔗 <https://goo.gl/b1sdVj>

सातारा -

स्पीड ब्रेकर्स, दुभाजक, रिफ्लेक्टर्सचाही अभ्यास

🔗 <https://goo.gl/Kxqg3g>

नागपूर -

मनपा मालमत्ताधारकांवर गुन्हे दाखल करणार

🔗 <https://goo.gl/zCzF1V>

औरंगाबाद -

विधी विद्यापीठाचे कुलगुरू 16 मार्चला सूत्रे स्वीकारणार

🔗 <https://goo.gl/YlVonq>

उस्मानाबाद -

नळदुर्गमध्ये पकडला गुटखा भरलेला ट्रक

🔗 <https://goo.gl/ZVBKAJ>

नाशिक -

आखातामधील निर्यातीसाठी मुंबईत कक्षाची स्थापना - खोत

🔗 <https://goo.gl/YKgmtO>

जळगाव -

सहकार राज्यमंत्री गुलाबराव पाटील भ्रष्टाचारी - एकनाथ खडसे

🔗 <https://goo.gl/UecwWz>

कोकण -

काजूवरही माकड संकट

🔗 <https://goo.gl/slJ93S>

ताज्या बातम्यांसाठी क्लिक करा : beta1.esakal.co

Maharashtra Times a Marathi web edition has also started promoting whats app bulletin from March, 2017 onwards. Mr Ramesh Khokrale Asst. Editor, Maharashtra Times said that, Maharashtra Times web edition has initiated promoting whts app bulletin a prity late as compared with lokmat.com and sakal.com. Mostly top 10 news of a day are shortlisted by afternoon and the same are posted on whats app groups. Few entertainment related or social trending special stories created by online desk are also considered while selecting top 10 news. Generally google trending news are also captured at morning sessions to catch up more readership.

मटा ऑनलाइन टॉप टेन न्यूज

१. स्वच्छतेत महाराष्ट्र मागे, भुसावळ शेवटून दुसरं

<http://mtonline.in/f97ybY/kcf>

२. शहिदांच्या मुलांसाठी रामदेव बाबांची 'पतंजली शाळा'

<http://mtonline.in/CAZrSa/kcf>

३. ...म्हणून आपल्याला पृथ्वी सोडावी लागणार

<http://mtonline.in/BcG27b/kcf>

४. आता यूपीतील विद्यापीठात मराठी शिकवणार

<http://mtonline.in/o41CwZ/kcf>

५. नक्षलवाद्यांचा भूसुरंग स्फोट, १ जवान शहीद

<http://mtonline.in/wcHpMb/kcf>

६. आमदार लोढाच्या कंपनीला ४७४ कोटींचा दंड

<http://mtonline.in/hAEBKY/kcf>

७. 'बाहुबली'ची हत्या करणाऱ्या कटप्पाविरोधात गुन्हा

<http://mtonline.in/-DGfCb/kcf>

८. बिल्किस बानो बलात्कार: दोषींची जन्मठेप कायम

http://mtonline.in/kY5_zb/kcf

९. बायकोच्या अंत्ययात्रेतच चुलत सासऱ्याचा खून

<http://mtonline.in/ZE-5Eb/kcf>

१०. मोदी-प्रभासच्या 'व्हायरल' फोटोमागचं सत्य

<http://mtonline.in/9D19UY/kcf>

मटा ॲप डाऊनलोड करा

app.mtmobile.in

मिस्ड कॉल द्या

1800-103-8973

Above three online editions are claiming that readership increases due to whats app bulletins. To confirm it I met Mr Hemant Jain, Sr VP and Business head, lokmat digital. He said and confirmed that whats app bulleting do support in gaining more readership. Although bounce rate is high but very important tool in social media promotion and should be utilized maximum. Bounce rate means if a reader clicks on a particular news link and if it goes to a website it may or may not read the news also if news is read completely then reader may not look on another news on the app / site and go back to its whats app. If its happen then it is counted as bounce back. In Google terminology it is treated that a reader has bounced back. In what app bulletin promotion this rate is high, specially informed by Mr. Hemant Jain.

Observations:

1. Many Marathi leading newspapers in Maharashtra are having their web editions. Leading media houses viz Lokmat, Sakal, Loksatta, Maharashtra Times, Divya Marathi are having their social accounts on Face Book, Twitter, Instagram and You Tube. They post daily content updates on social media. Lokmat and Maharashtra Times promote its web edition through whats app groups also. Sakal mostly promotes its epaper on whats app groups.
2. Promotion on whats app groups increased readership of web edition although bounce rate is on higher side.
3. Divya Marathi, Pudhari and Loksatta have not started promoting its web edition through whats app till March, 2017.

Sources and References:

1. Lokmat Face Book page
2. Maharashtra Times Face Book page
3. Loksatta Face Book Page
4. Divya Marathi Face Book Page
5. Twitter accounts
 - a. Lokmat
 - b. Divya Mrathi
 - c. Hindustan Times
 - d. Times of India
6. What's App news bulletins of
 - a. www.lokmat.com
 - b. www.maharashtratimes.com
 - c. www.esakal.com

3.7.10 Google analytics of www.lokmat.com :

I have interacted with Mr Sandeep Sarma, GM, Technical, Lokmat Digital about Google analytics of www.lokmat.com. As he looks after the technical aspects and regularly study the readership of www.lokmat.com on Google analytics. Mr Sandeep Sarma said, Lokmat media is utilizing Google analytics results on weekly basis. The analytics provided real time readers, daily, weekly, monthly and year on year readership trends, Unique users, Bounce rate etc. Reader's geographical profiling is also possible as analytics shows city, state, nation and worldwide readership statistics for any given period of time. Considering the request Mr Sandeep Sarma has shared following images and data of www.lokmat.com of Google analytics.

Real time analytics:

This analytics gives us real time analytical information.

Real time users:



Observations:

1. Image shows real time readers on website. There were 3491 readers (users) on the site.
2. It gives us the bifurcation of users on desktop and mobile
3. It shows top referrals from which traffic is driven to the website.
4. It shows top active pages. It means which news is on top reading or trending.

With this analytics we come to know the real time traffic in numbers. With the help of top active pages online editorial can plan more stories which are trending presently to keep more reader engagement with the site.

Daily overview:



Observations:

1. Daily overview analytics shows us the real time traffic on different time slots.
2. We can check users in a day and can analyze time base visitors. It also shows percentage of recurring visitors and new visitors.
3. Chart shows the date and we can have any particular day's analytics choosing the date. Even analytics of week, month and year is possible.

Conclusion:

With the help of real time daily overview analytics, media can plan the content on the basis of time spa in which traffic is more. Latest trends can be catch or even readable content can be planned during peak traffic hours which further can engage readers on the site. Also content can be pushed on social media during peak traffic hours. Online users are generally more during office hours.

Real time behaviour:

Lokmat.com All Web Site Data		Active Users	
Active Page		Page Title	
1.	/storypage.php?catid=247&newsid=18778523	(not set)	736 21.17%
2.	/	Marathi latest news, Maha...ews, national news,Lokmat	310 8.92%
3.	/latestnews-1	Marathi latest news, Maha...ews, national news,Lokmat	277 7.97%
4.	/storypage.php?catid=247&newsid=18778523	अंजलीबाईचा जीव गुंता घुपयामध्ये ?	216 6.21%
5.	/hollywood/hot-gossip/rea...amers-only-in-towel/19207	Reality tv star Chloe Fer...त झाली फविती CNX Masti	168 4.83%
6.	/	Lokmat - Home	153 4.40%
7.	/lifestyle/health/a-secre...sunny-leones-beauty/19213	a secret of sunny leone's...राचे गुपित ! CNX Masti	104 2.99%
8.	/storypage.php?catid=247&newsid=18778509	अदब ! अंगावरचा टविल निसट...ची भरस्खात झाली पंचाईत	89 2.56%
9.	/storypage.php?catid=2&newsid=18778492	(not set)	62 1.78%
10.	/television/hot-gossip/su...e-kapil-sharma-show/19221	sunil grover, ali asgar a...पिल शर्मा सो? CNX Masti	49 1.41%
11.	/storypage.php?catid=247&newsid=18778509	(not set)	43 1.24%
12.	/storypage.php?catid=2&newsid=18778507	कतलखाने बंद करा, मुख्यम...योगीचा महत्पूर्ण निर्णय	40 1.15%
13.	/storypage.php?catid=247&newsid=18778125	(not set)	35 1.01%
14.	/latestnews-1	(not set)	21 0.60%

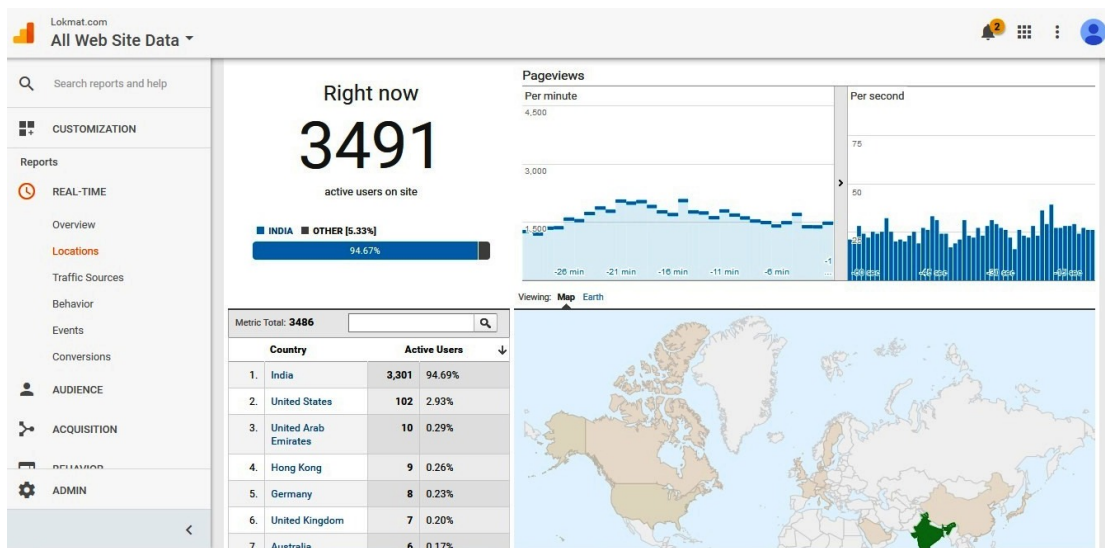
Observation:

1. Real time behavior is a analytics which shows us the behavioral pattern of the users. It does mean that on which content segments the readers (users) are engaged more. The analytics shows the chronological order in which maximum readers engaged content is shown on the top.
2. Analytics image shows that Marathi latest news are being read more. Along with it news which are read more are shown with its percentage of share.

Conclusion:

This analytics is useful for planning the strategy of content. Value addition in the news, change in content pattern is possible for online editorial pool if they are constantly studying this analytics reports on daily basis.

Real time location:



Observations:

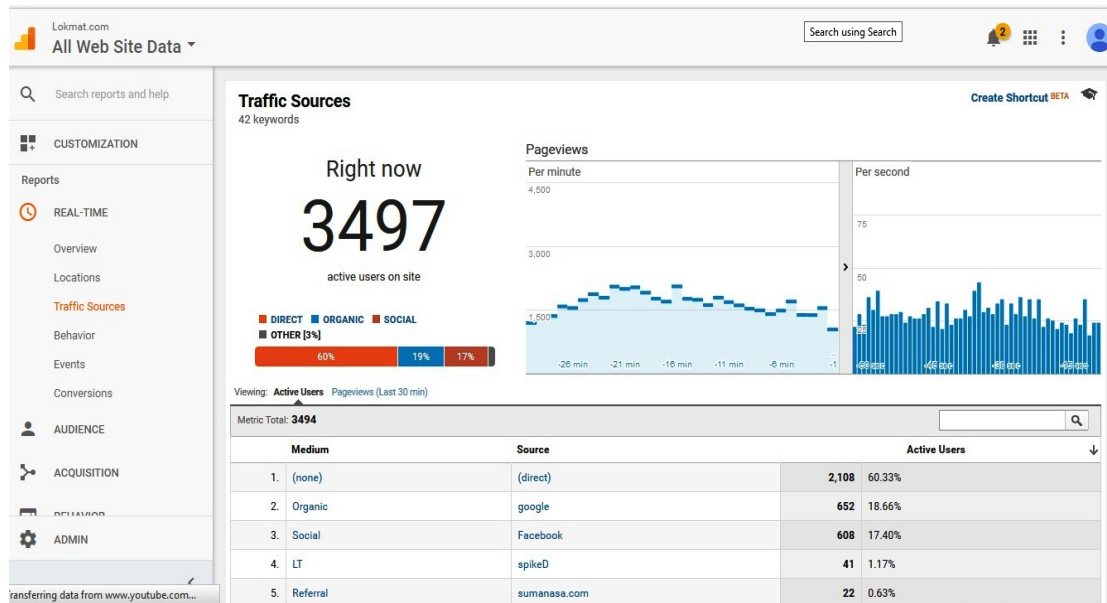
1. Image analytics shows there are 3491 real time users on the site.
2. Real time location shows the country wise bifurcation of total users on the site.
3. Image analytics is showing that among active users 94.69% users are from India. Unites States contributes 2.93%. Rest users are bifurcated among other countries.

4. As this analytics is belongs to a Marathi language media that's why active users are seen more from India.
5. Analytics also shows city wise bifurcation of users. For that purpose one need to click on the nation and then city wise bifurcation appears on the screen. For example if we click on India then we can see different locations where active users are engaged with the site.

Conclusion:

With the study of this analytics country wise, region wise or city wise strategies can be formulated. But for the regional language media website its important to see the city wise bifurcation. This helps the operator plan the contents for engagements and readers enhancement.

Real time traffic source:



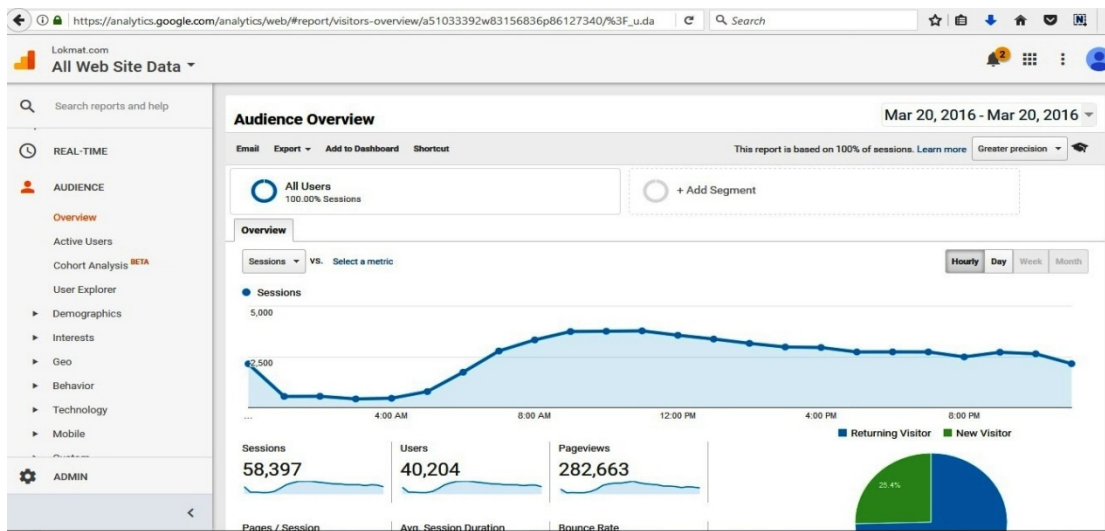
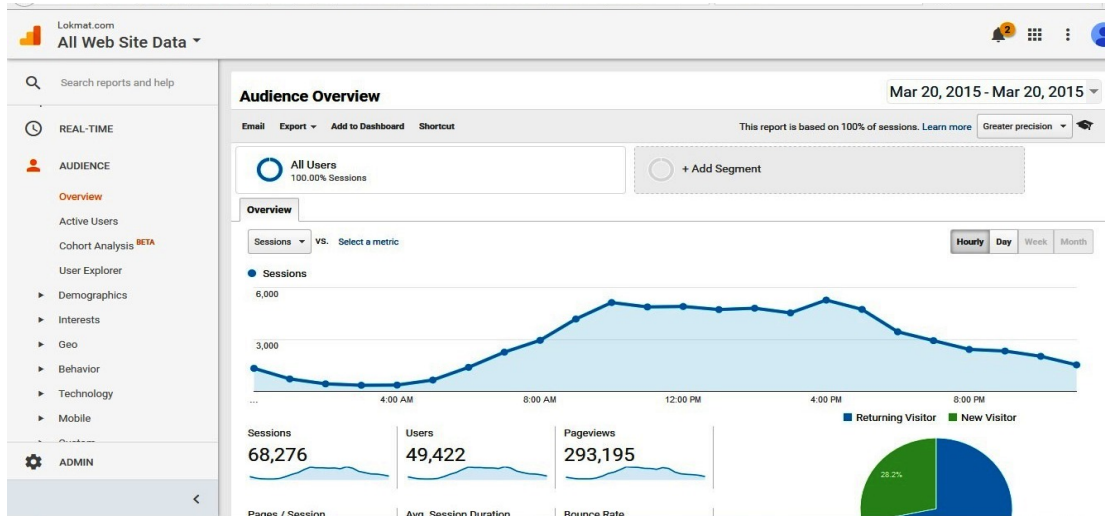
Observation:

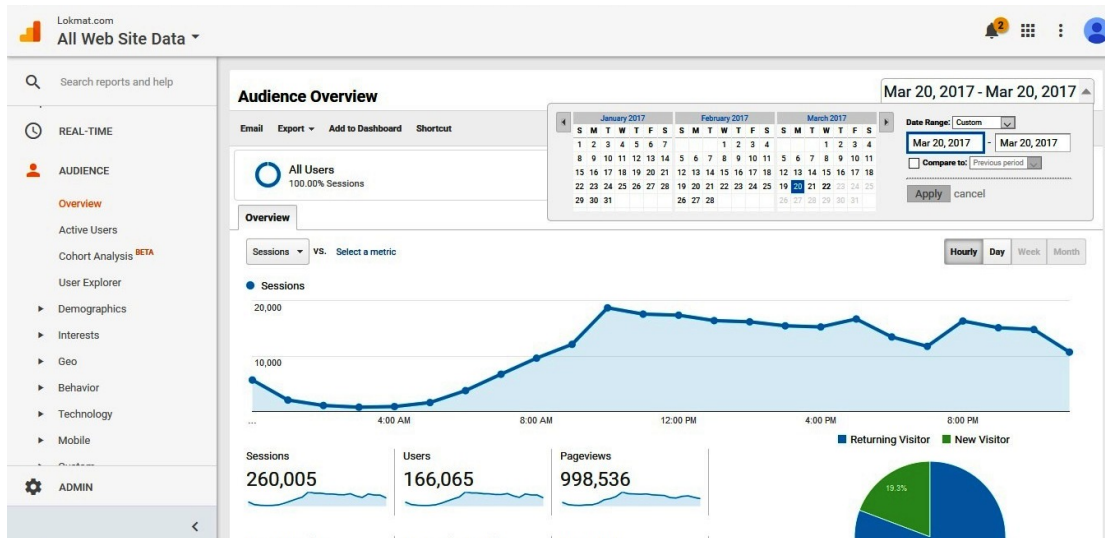
1. Analytics shows real time traffic source. Users are usually come from various sources. For example direct search of website, Google search, from Face Book, from Whats App llink, from Twitter or from advertisement based url link etc, One need to understand the source of traffic and this analytics helps the operator to find out different sources through which traffic is arrived on website.
2. Analytics also shows the percentage of traffic of different sources.
3. The analytics in the above image shows that 60.33% traffic comes from direct source. Whereas 18.66% arrived from Google search and 17.40% arrived from Face Book. Rest readers are from other sources.

Conclusion:

After studying the analytics one can decide to push up the content on different social media platforms from which source of traffic is more, This would help to sustain the present readers (users) as well as to formulate the strategy to plan social media promotions to increase readers.

Monthly or year on year analytics:





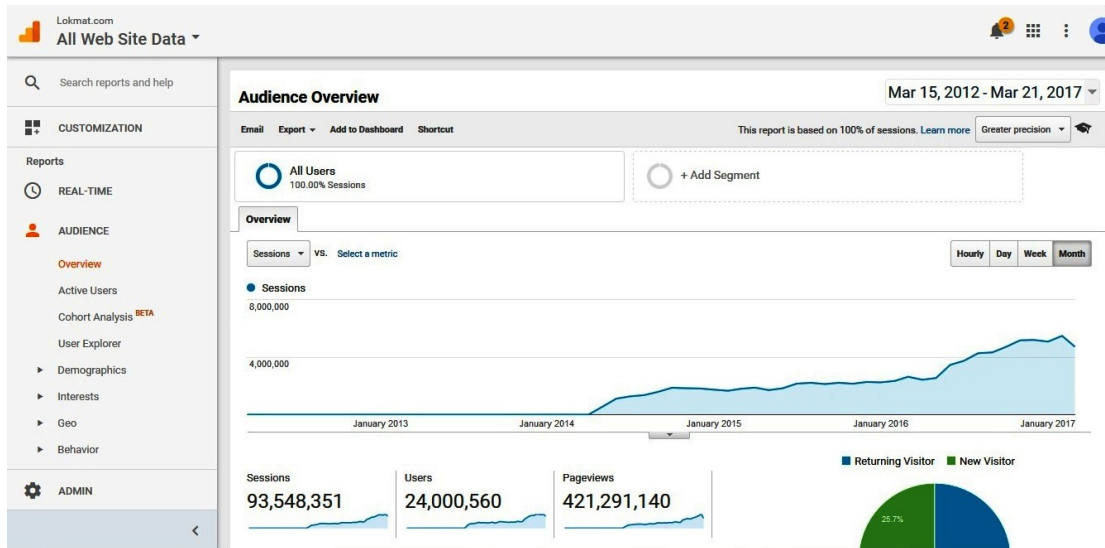
Observations:

1. Above three images are shown the comparative monthly data for three consecutive years.
2. With the help of this analytics we can study monthly readership for corresponding years. Total readership can be seen at a glance. It analyze the progress of website.

Conclusion:

Comparative study is helpful to formulate different strategies. Data can shows the real progress of each month and even we can compare it with last one or two or even several years as per our need.

Year on year performance at a glance:



Observations:

1. Yearly or year on year analytics gives us the progress of the website at a glance.
2. Above analytics images shows yearly data for last five years at a glance.
3. As the website has created account on Google analytics in April 2014, analytics shows results from that months onward.
4. The users of website have been increased substantially from the year 2014 to the year 2017. The graph shows more than 10 times growth during 3 years.
5. Users, Sessions, Page views, pages per session, average sessions duration, bounce rate are few terminologies in Google analytics. Mr Sandeep Sarma has explained all the terminologies in brief.

Users: It means total number of users visited the site.

Sessions: It means total numbers of users have visited the site in multiple numbers.

Page views: It means total pages / news items are viewed by the total users.

Pages per session: It means total number of news / pages viewed by the users as and when it visited the site.

Average sessions duration: It means a unique visitor who's average spent time on the site.

Bounce rate: It means visitor once come on the site and then immediately come out of the site without consuming multiple sessions.

To understand the above terminologies in a simple way and above analytics image shows that in case of www.lokmat.com from April 2014 onwards till March 2017 total 2,40,00,560 users visited the site and being a multiple visit on the site total sessions were 9,35.48,351. Total users in multiple sessions have viewed total 42,12,91,140 pages on the site. Hence, per user average pages comes to 4.5 and average time spent by individual user is 5 minutes and 27 seconds. Out of total users 38.67% users were visited site and seen only one page and then quitted the site. Hence, it is called bounce rate.

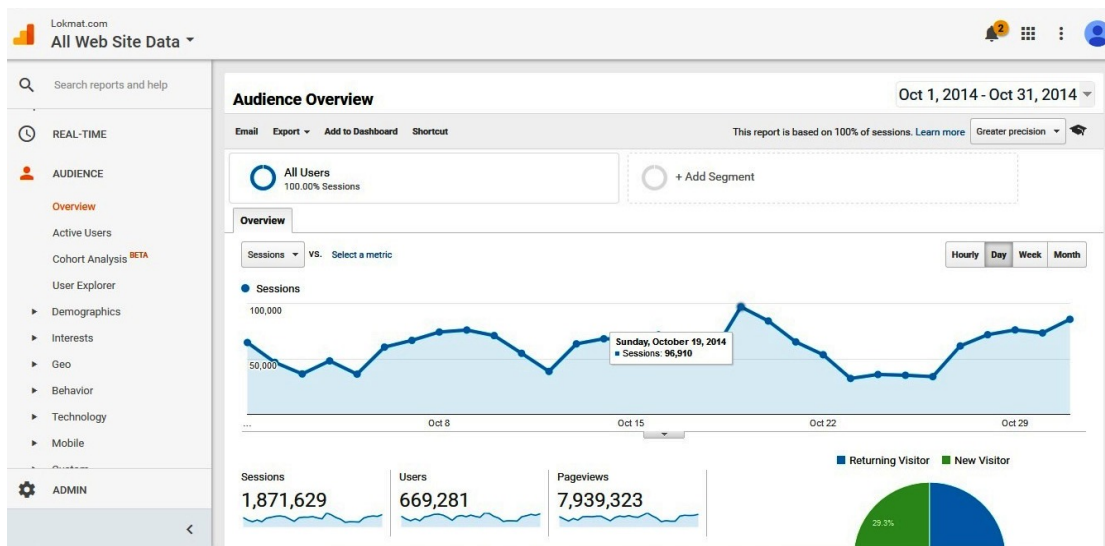
Conclusion:

Monthly or yearly or year on year analytics is very important to study the website's overall performance. With all the data a constructive strategy for website can be formulated. For example, how to reduce bounce rate by ensuring more engagement of the visitors offering them a quality content stuff. Also how to stick a visitor to a site so that its average time spend would increase etc. In a simple and understandable language we can say that if a visitor comes at our ouse to see our newly constructed residential flat then it should not leave the home once he entered in hall. It should come inside to see the kitchen, balcony, bedrooms etc. With the same logic once a visitor (reader) comes to a site then it should read multiple news hence, ensuring minimum bounce rate and more page views. Also in continuation with the above example a visitor should come many times to visit our house in a week or month. Applying it to website it means that a visitor to a website once come then it should repeatedly come to website ensuring more sessions per visitor.

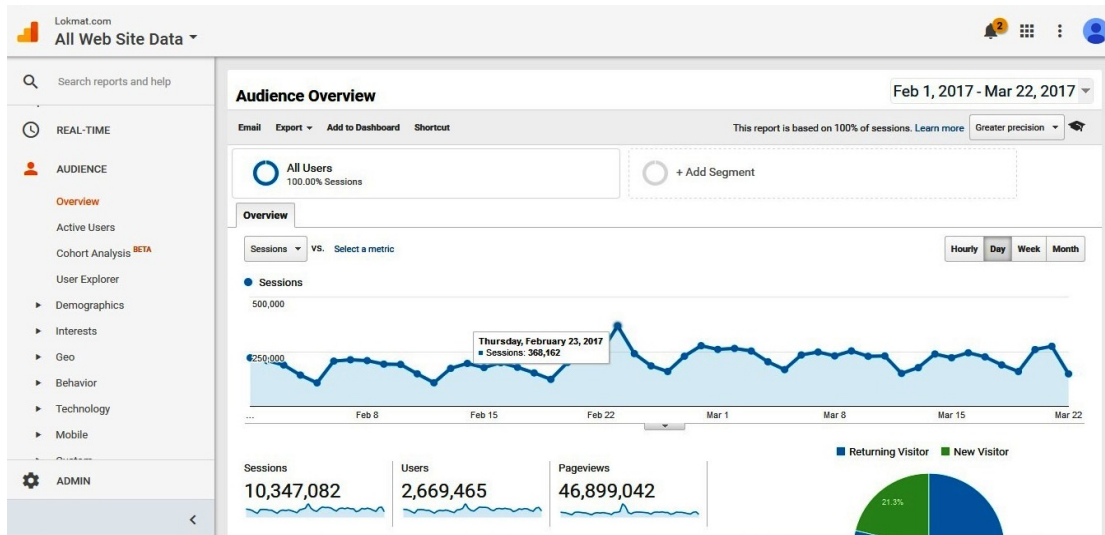
Now last but not the least let's see how user (reader) traffic is increased on special occasions. I have shortlisted two important days and tried to study Google analytics of www.lokmat.com. Following are important dates:

1. Maharashtra state elections result day – 19th October, 2014
2. Maharashtra's civic (municipal) election result date – 23rd February, 2017

19th October, 2014 :



23rd Feb, 2017



Observations:

1. Elections are special occasions to every readers. Rather we all await for the result day and would like to know it real time. Hence, on result day digital readership is increased substantially.
2. For research purpose a analytics of a month's period is taken in to consideration so that it would become easy to analyze the increase of the readership for a particular day.
3. It is observed that on results days the readership has been spurt substantially.

Conclusion:

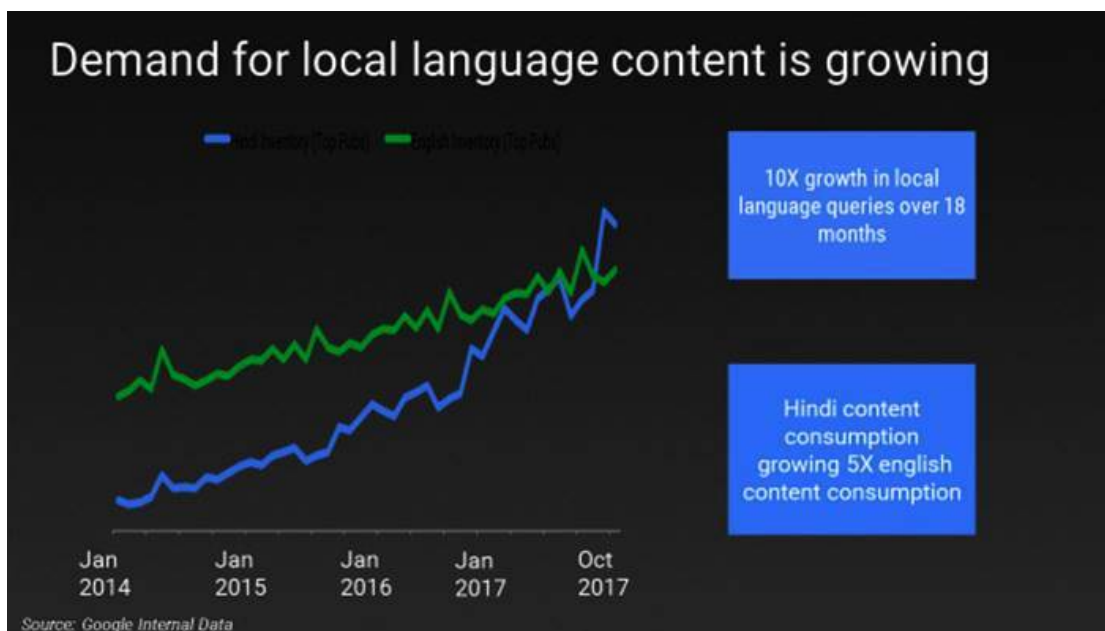
On every special occasion or days website should plan the content accordingly. It gives real good opportunity to sustain and increase readership. Also on the other hand technical team should remain alert whole a day so that website should not be crashed or down due to heavy traffic.

Source and reference: www.lokmat.com Google analytic

3.7.11 Google Reports:

We all are aware that Google occupies a very important position in our digital life. One can't imagine the situation if Google is not there in our day to day life. Everything available on Google is the truth. Google has its own back office and constantly updates its service to the web operators. Their back-end technical team reviews and researches about the trends and accordingly they prepare their own reports. Mr. Sandeep Sarma, GM – Technical, Lokmat Digital said that the Google team is very aggressive in their back-end research activities. The Google team was invited at Lokmat in July 2016 to give their presentations about trends and how to use various Google products to improve content skills. Few important aspects are shown with the help of the following images.

Demand for local language content is growing



Observations:

1. Importance of local language consumption is increasing day by day.
2. Hindi language content consumption is growing 5X times compared with English language consumption.
3. Local language consumption has grown up to 10X more in last 18 months.

4. By October 2017 local language consumption will surpass English language consumption.

We can conclude that regional language content consumption is increasing and regional language media house should look it as opportunity.

Digital literacy:



Observations:

1. There are 3 billions searches on Google in a single day. It means 300 crores searches in a day. Worlds population is 700+ cores. If we compare with it then we can understand that more than 300% population of world is using internet and do search on internet through Google.
2. You Tube is also a favorite site for video search and viewing. Anyone can upload videos on You Tube. As per Google reports daily 432 thousands of videos are uploaded on You Tube. This shows how You Tube is being consumed by new users.
3. News content is another important aspect. Only on Google news platform daily 972 thousands of news are uploaded.

Above information gives us insight that internet users are heavy and its numbers are increasing on different platforms.

Increasing internet users:

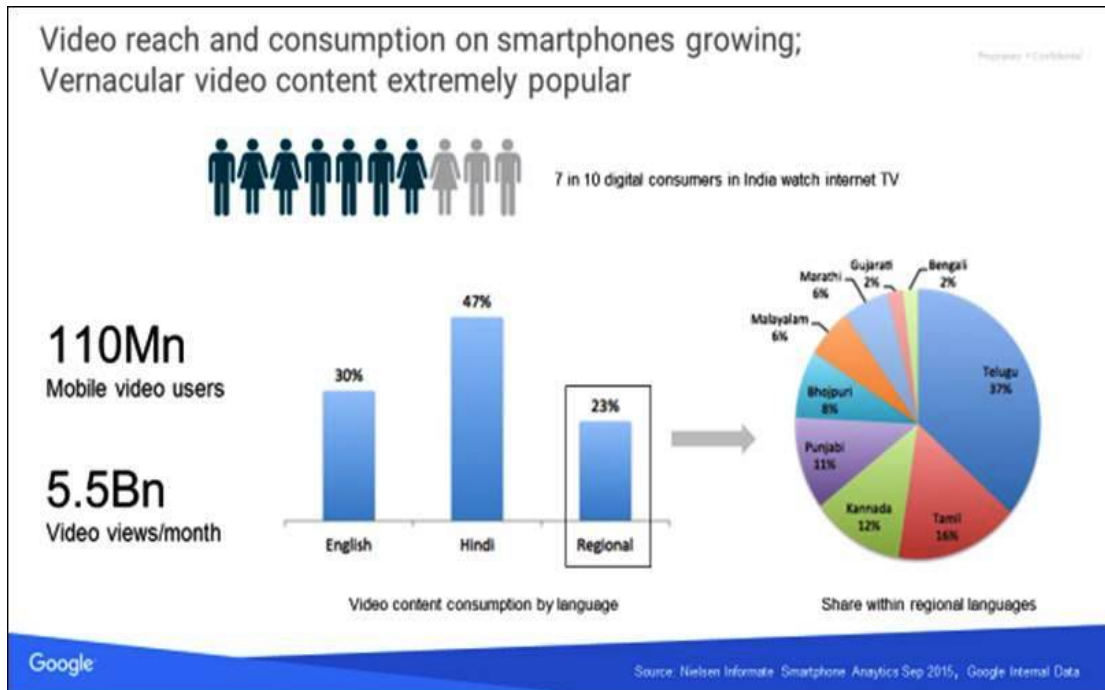


Observations:

Indic means in India. Above image shows that there will be heavy increase in numbers of internet users in India. It is predicted that more than threefold increase is expected in internet users in India by the year 2020. In the year 2016 the users were 150 million and by 2020 it would go up to 500 millions. Even if we anticipate that India's population by 2020 would be approximately 1500 million then every third person in India would be using or consuming internet.

It shows that great potential for digital content in India in future. Digital media should welcome this prediction and can plan its future strategies. Considering the fact that

mobile users and internet usage on mobile is increasing rapidly, more percentage of internet users would be mobile users. Hence, content consumption in the form of text, images and videos would be more in future.



Video is sizzling hot in India

Smartphone
growth
driving
increase in
mobile video
view-time

Smartphones



54% mobile video reach

4.2 min per day per user

Video The New Favourite



7 in 10 digital consumers in India watch internet TV

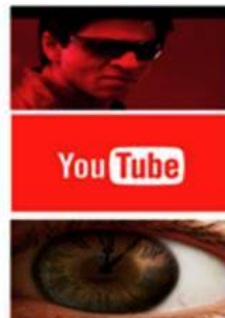
52%

Of online video
users prefer to
access free online
video content that
includes advertising



70 Mn

YouTube Users in India
(70% of SEC A/B audience)



95 Minutes

spent by an average user on
YouTube per month



90Mn

videos being watched per
day

Google

Confidential - Proprietary

Observations:

1. 7 Out of 10 smart phone users in India who are connected with internet on their smart phone are You Tube users.
2. Total 110 million are mobile video users in India
3. 5.5 billion video views in India per month.
4. Out of total smart phone internet users 23% users are using regional language for internet search. Hindi language share is 47%. Whereas 30 goes to English language in India.
5. South Indian languages share is more in total regional language share.
6. Video viewing rate in India is increasing tremendous. In the year 2013 there were 90 smart phone video users. The figure increased to 140 millions in the year 2014. And expected figure in the year 2017 is 385 millions.
7. Video viewing in India is average 4.2 minutes.
8. Out of 10 peoples who are digital consumers, 7 are viewing internet TV.
9. There are 70 millions You Tube users in India.
10. Average 95 minutes per month are consumed for viewing You Tube.

From the above report it is almost sure that internet consumption rate is increasing rapidly. More interestingly regional language is getting more importance in internet consumption. This is advantageous to regional language media to formulate their strategies. Video consumption is another factor on which regional language media can concentrate. Overall there are vast opportunities and scope is found as statistics exhibits very enthusiastic data.

Source and reference:

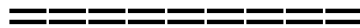
Mr Sandeep Sarma, General Manager – Technical (lokmat.com)

Lokmat Media Pvt Ltd.



Chapter - 4

Analysis and Interpretation



Reader's survey -

4.1 Background :

The important aspect of this research was reader's survey. One to one interaction with cross sections of the readers was very important to understand their readership likes and dislikes. Authentic feedback from the readers could analyze the assumptions and could tally it with the research done and then arrived on concrete conclusions to analyze with the facts and truths that were quoted as assumptions. Considering the scope and its limitations total 300 readers from different age groups and social economic background were selected in three different cities of Maharashtra. One Mumbai being a capital city of Maharashtra state and financial capital of India. Second, Pune city being cultural city and fastest growing of educational hub in the state as well as India. Third, Kolhapur being a upcountry and agriculture base town. 400 readers from each city from different cross sections of the society were interviewed in detail and a questionnaire was filled for record purpose. After thorough analysis done various findings came out.

4.2 Questionnaire for the Readers:

Total 23 questions were drafted in the questionnaire. (attachment in Bibliography chapter) All the questions were formulated revolving the importance of the topic study. Out of 23 questions 22 questions were multi optional type and the purpose was to ease readers to answer the same as well as to ease the perfect analysis. An Excel file was prepared for data entry and its analysis further. Feedback received was entered in excel sheet and then findings were searched from different angles. All the findings are multifold viz city wise, gender wise, age wise, etc. These findings were listed as observations below each table.

Data : Following data was collected through questionnaire.

1. Language wise Newspaper read every day – Marathi and English
2. Time spent on reading newspapers
3. Whether time spent has been reduced in last five years?
4. Online readership by print readers
5. Time spent on online reading.
6. Proffered time slot for reading online and print reading
7. Text Content preference for online reading
8. Multimedia content preferences for online viewing
9. Smart phone usage percentage
10. Internet usage and consumption details
11. Newspaper App installation on smart phone
12. Whether reader take interest in installing Marathi language online edition app
13. Content differentiation between print and online
14. Content preference for online edition
15. Analyzing threat for print due to online edition
16. Social media awareness and connect
17. Important aspects / points for online edition

4.3 Data Analysis:

Feedback revived from readers was entered in excel file so as to analyze it properly for accurate findings and concussions there on. Feedback on each question was tabulated in table format for ease in compilation and the same is exhibited here in word format. All the important observations have been summarized below each table.

4.3.1 Total Readers contacted were 1200. Area wise bifurcation is as follows:

Row Labels	Number of Readers
Mumbai	400
Pune	400
Kolhapur	400
Grand Total	1200

4.3.2 Age wise bifurcation:

Region	Age Group	Total readers
Mumbai	Above 30 Yrs	200
	Below 30 Yrs	200
Mumbai Total		400
Pune	Above 30 Yrs	168
	Below 30 Yrs	232
Pune Total		400
Kolhapur	Above 30 Yrs	124
	Below 30 Yrs	276
Kolhapur Total		400
Grand Total		1200

Age is important factor in internet usage. Young age people are more internet savvy. It does not mean that old age people are not internet savvy. But internet usage pattern might be different age wise.

4.3.3 Education Qualification: Age wise break up:

Region	Age Group	Qualification	No. of Readers
Mumbai	Above 30 Yrs	Graduate	144
		Post Graduate	28
		Under Graduate	28
	Above 30 Yrs Total		200
	Below 30 Yrs	Graduate	128
		Post Graduate	12
		Under Graduate	60
	Below 30 Yrs Total		200
Mumbai Total			400
Pune	Above 30 Yrs	Graduate	112
		Post Graduate	16
		Under Graduate	40
	Above 30 Yrs Total		168
	Below 30 Yrs	Graduate	140
		Post Graduate	12
		Under Graduate	80
	Below 30 Yrs Total		232
Pune Total			400
Kolhapur	Above 30 Yrs	Graduate	84
		Under Graduate	40
	Above 30 Yrs Total		124
	Below 30 Yrs	Graduate	148
		Post Graduate	24
		Under Graduate	104
	Below 30 Yrs Total		276
Kolhapur Total			400
Grand Total			1200

Qualification is an important aspect in usage of internet habit. Following table shows Age wise, education qualification wise and area wise break of readers surveyed:

Observation: Mumbai, Pune and Kolhapur area shows Graduate readers are more.

4.3.4 Medium of Education:

Region	Qualification	Medium of Education	Total Readers
Mumbai	Graduate	English	68
		Marathi	204
	Graduate Total		272
	Post Graduate	English	24
		Marathi	16
	Post Graduate Total		40
	Under Graduate	English	40
		Marathi	48
Under Graduate Total		88	
Mumbai Total			400
Pune	Graduate	English	60
		Marathi	192
	Graduate Total		152
	Post Graduate	English	20
		Marathi	8
	Post Graduate Total		28
	Under Graduate	English	52
		Marathi	64
		Marathi/English	4
Under Graduate Total		120	
Pune Total			400
Kolhapur	Graduate	English	16
		Marathi	216
	Graduate Total		232
	Post Graduate	English	8
	Post Graduate Total		8
	Under Graduate	English	48
		Marathi	84
		Marathi/English	12
Under Graduate Total		144	
Kolhapur Total			400
Grand Total			1200

Observations:

1. In Mumbai – Readers who learnt in Marathi medium was highest in Graduate and undergraduate section. While in Post Graduate section English medium learnt readers are more.
2. In Pune – The same has been observed as in case of Mumbai.
3. In Kolhapur – All post graduates are English medium learnt.

4.3.5 Income group break up: Region wise Income group classification:

Region	Income Group	Total Readers
Mumbai	5 To 10 Lakhs	76
	Less than 5 Lakhs	304
	More Than 10 Lakhs	8
Mumbai Total		400
Pune	5 To 10 Lakhs	72
	Less than 5 Lakhs	320
	More Than 10 Lakhs	8
Pune Total		400
Kolhapur	5 To 10 Lakhs	60
	Less than 5 Lakhs	340
Kolhapur Total		400
Grand Total		1200

Observation: In all regions large quantum of readers falling under income group less than 5 lac annually.

4.3.6 Newspaper Read – Region wise & age wise break up:

Region	Age Group	Newspaper Name	Total Readers
Mumbai	Above 30 Yrs	HT	4
		Lokmat	12
		Lokmat/Loksatta	4
		Lokmat/M. Times	4
		Lokmat/M. Times/Loksatta	4
		Lokmat/Sakal	4
		Lokmat/Sakal/HT	4
		Lokmat/ToI	12
		Loksatta	24
		Loksatta/ Mata	28
		Lokmat/M. Times/HT	4
		M. Times	12
		M. Times/Loksatta/Pudhari	4
		M. Times/ToI	12
		Pudhari	8
		Pudhari/HT	4
		Punyanagari/Pudhari	4
		Sakal	16
		Sakal/ToI	4
		Samana	4
		ToI	24
		ToI/HT	4
	Above 30 Yrs Total		200
	Below 30 Yrs	HT	4
		Lokmat	8
		Lokmat/Loksatta	4
		Loksatta	24
		Loksatta/ Mata	36
		Loksatta/HT	4
		Loksatta/Sakal	4
		M. Times	28
		M. Times/Samana	4
		M. Times/ToI/HT	4
		Pudhari	16
		Punyanagari	8
		Punyanagari/Pudhari	4
		Sakal	32
		Samana	16
		ToI/HT	4
	Below 30 yrs Total		200
Mumbai Total			400

Observations of age group above 30 years:

1. Above 30 years segment shows that out of 200 readers 40 readers red English News papers along with Marathi newspapers, where as 168 readers red Marathi newspapers.
2. Only English newspapers red by 32 readers out of 200 readers.
3. Total 104 readers red only single newspapers where as 96 readers red multiple newspapers.

Observations of age group below 30 years:

1. Below 30 years segment shows that out of 200 readers 16 readers red English News papers along with Marathi newspapers, where as 224 readers red Marathi newspapers.
2. Only English newspapers red by 8 readers out of 200 readers.
3. Total 132 readers red only single newspapers where as 64 readers red multiple newspapers.

Combine Observations:

1. Multiple newspapers readership is more in age group of 30 years and more.
2. Age group below 30 years shows Marathi language newspapers readers percentage is more compared with age group 30 years and more.
3. Total only English newspapers readers in both the groups are 40 out of 400.
4. Total readers who red Marathi as well as English language newspapers are 56 out of 400. Remaining 346 red Marathi language newspapers.

Pune	Above 30 Yrs	Lokmat	24
		Lokmat/M. Times	20
		Lokmat/M. Times/Loksatta	4
		Lokmat/Pudhari	4
		Lokmat/Sakal	8
		Lokmat/ToI	8
		M. Times/Loksatta/Pudhari	4
		M. Times/ToI	8
		Pudhari	4
		Sakal	40
		Sakal/Loksatta	8
		Sakal/M. Times	2
		Sakal/M. Times/ToI	4
		Sakal/ToI	4
		Samana	4
		ToI	20
	Above 30 Yrs Total		168
	Below 30 Yrs	Lokmat	28
		Lokmat/Loksatta	8
		Lokmat/M. Times	4
		Lokmat/Pudhari/ToI	4
		Lokmat/Sakal	16
		Lokmat/ToI	8
		Loksatta	20
		Loksatta/ToI	4
		M. Times	4
		M. Times/ToI	4
		Pudhari	16
		Pudhari/ToI	4
		Punyanagari	8
		Punyanagari/Pudhari	4
		Sakal	72
		Sakal/Loksatta/ToI	4
		Sakal/M. Times	8
		Sakal/ToI	4
		Samana	4
		ToI	8
	Below 30 Yrs Total		232
Pune Total			400

Observations of age group above 30 years:

1. Above 30 years segment shows that out of 168 readers 24 readers red English News papers along with Marathi newspapers, where as 124 readers red Marathi newspapers.
2. Only English newspapers red by 20 readers out of 168 readers.
3. Total 92 readers red only single newspapers where as 76 readers red multiple newspapers.

Observations of age group below 30 years:

1. Below 30 years segment shows that out of 232 readers 32 readers red English News papers along with Marathi newspapers, where as 192 readers red Marathi newspapers.
2. Only English newspapers red by 8 readers out of 232 readers.
3. Total 160 readers red only single newspapers where as 72 readers red multiple newspapers.

Combine Observations:

1. Multiple newspapers readership is more in age group of 30 years and more.
2. Age group below 30 years shows Marathi language newspapers readers percentage is more compared with age group 30 years and more.
3. Total only English newspapers readers in both the groups are 28 out of 400.
4. Total readers who red Marathi as well as English language newspapers are 56 out of 400. Remaining 344 red Marthi language newspapers.

Kolhapur	Above 30 Yrs	Lokmat	16
		Lokmat/Loksatta	4
		Lokmat/M. Times	4
		Lokmat/Pudhari	8
		Lokmat/Sakal	8
		Lokmat/ToI	8
		Pudhari	40
		Pudhari/ToI	16
		Sakal	8
		Sakal/M. Times	4
		Sakal/M. Times/ToI	4
		ToI	4
	Above 30 Yrs Total		124
	Below 30 Yrs	Lokmat	16
		Lokmat/Loksatta	8
		Lokmat/Loksatta/ToI	4
		Lokmat/Pudhari	32
		Lokmat/Sakal	12
		Lokmat/ToI	8
		Loksatta	12
		M. Times	8
		M. Times/ToI	8
		Pudhari	76
		Pudhari/Sakal	4
		Pudhari/ToI	16
		Punyanagari	16
		Sakal	20
		Sakal/Loksatta	4
		Sakal/M. Times	16
		Samana	16
	Below 30 Yrs Total		276
Kolhapur Total			400

Observations of age group above 30 years:

1. Above 30 years segment shows that out of 124 readers 28 readers red English News papers along with Marathi newspapers, where as 92 readers red Marathi newspapers.
2. Only English newspapers red by 4 readers out of 124 readers.
3. Total 68 readers red only single newspapers where as 56 readers red multiple newspapers.

Observations of age group below 30 years:

1. Below 30 years segment shows that out of 242 readers 32 readers red English News papers along with Marathi newspapers, where as 196 readers red Marathi newspapers.
2. Only English newspapers red by 8 readers out of 242 readers.
3. Total 148 readers red only single newspapers where as 128 readers red multiple newspapers.

Combine Observations:

1. Multiple newspapers readership is more in age group of below 30 years.
2. Age group below 30 years shows Marathi language newspapers readers percentage is more compared with age group 30 years and more.
3. Total only English newspapers readers in both the groups are 12 out of 400.
4. Total readers who red Marathi as well as English language newspapers are 60 out of 400. Remaining 340 red Marathi language newspapers.

4.3.7 Time spent in reading newspapers:

Mumbai area :

Region	Age Group	Reading Time	No. of Readers
Mumbai	Above 30 Yrs	10 To 20 Mnts	88
		Less than 10 Mnts	76
		More than 20 Mnts	36
	Above 30 Yrs Total		200
	Below 30 Yrs	10 To 20 Mnts	116
		Less than 10 Mnts	36
		More than 20 Mnts	48
	Below 30 Yrs Total		200
Mumbai Total			400

Pune area :

Pune	Above 30 Yrs	10 To 20 Mnts	64
		Less than 10 Mnts	56
		More than 20 Mnts	48
	Above 30 Yrs Total		168
	Below 30 Yrs	10 To 20 Mnts	128
		Less than 10 Mnts	40
		More than 20 Mnts	64
	Below 30 Yrs Total		232
Pune Total			400

Kolhapur area:

Kolhapur	Above 30 Yrs	10 To 20 Mnts	40
		Less than 10 Mnts	28
		More than 20 Mnts	56
	Above 30 Yrs Total		124
	Below 30 Yrs	10 To 20 Mnts	168
		Less than 10 Mnts	35
		More than 20 Mnts	72
	Below 30 Yrs Total		276
Kolhapur Total			400
Grand Total (Mubai+Pune+ Kolhapur)			1200

Observations:

1. Out of 1200 total 604 readers (50 %) consumes 10 to 20 minutes time for reading newspapers, 272 readers (23%) consumes less than 10 minutes and 324 readers (27%) consumes more than 20 minutes.
2. 10 to 20 minutes slot shows more readers in all three areas viz. Mumbai, Pune and Kolhapur.

4.3.8 Where newspaper is read – area wise

Region	Reading Location	Count of Reading Location
Mumbai	Office	72
	Residence	268
	Residence/Office	40
	Residence/Travelling	4
	Travelling	16
Mumbai Total		400
Pune	Office	72
	Residence	252
	Residence/Office	56
	Residence/Travelling	8
	Travelling	12
Pune Total		400
Kolhapur	Office	96
	Residence	244
	Residence/Office	56
	Residence/Travelling	4
Kolhapur Total		400
Grand Total		1200

Observations:

1. Out of 1200 readers 764 readers (63%) read newspapers at their residence.240 readers (20%) at office , 112 readers (13%) at both residence and office and 44 readers read while travelling. Hence, residence is the place where readers wants to read newspaper.

2. Mumbai and Pune are the areas where newspaper is read while in the travelling. It is obvious that lot of time goes in travelling at Pune and Mumbai where people travel a lot for job and business purpose.

4.3.9 Is news paper reading time come down during the year 2012 - 2017?

Region	Reading Time Reduced	Count of Reading Time Reduced
Mumbai	Reading Time Not Reduced	228
	Reading Time Reduced	172
Mumbai Total		400
Pune	Reading Time Not Reduced	244
	Reading Time Reduced	156
Pune Total		400
Kolhapur	Reading Time Not Reduced	208
	Reading Time Reduced	192
Kolhapur Total		400
Grand Total		1200

Observation:

1. Out of 1200 readers, 520 readers (43%) have opined that newspaper reading time has been reduced. Remaining 57 % said time has not been reduced.
2. 43% is a huge quantum. This is something alarming to newspaper publishers. Reasons might be vary but reduction in reading print newspaper shows definitely red sign.
3. It is surprising outcome that in spite of semi urban, 48% of Kolhapur readers have opined that newspaper reading time has been reduced or came down.

It is now clear that newspaper reading time has been reduced. But how much time? Who are the readers? Marathi? Or English reading newspapers? Following table through focus on it.

4.3.10 Print newspaper reading time has been declined during the year 2012 – 2017.

Reading Time	Region	Medium	No. of Readers	Avg. Time
Reduced	Mumbai	English	48	14.17
		Marathi	124	11.52
	Mumbai Total		172	12.26
	Pune	English	48	12.50
		Marathi	108	12.33
	Pune Total		156	12.38
	Kolhapur	English	52	15.38
		Marathi	140	11.60
	Kolhapur Total		192	12.63
Reading Time Reduced Total			520	12.43

Observations:

1. Out of 1200 readers total 520 respondent readers have opined that newspaper reading time has been reduced.
2. Print newspaper reading average time reduced is 12 minutes and 43 seconds.
3. Out of 1200 respondent readers 680 said that print newspaper reading time is as it is and has not been reduced.
4. Hence, very important finding is that 42.33% readers have already cut down their print newspaper reading time. This does mean that this time is already engaged with other activities.
5. Mumbai, Pune and Kolhapur has shown almost equal results. This means across all locations Print newspaper time has been reduced. Following area wise table shows more details.

Table showing newspaper reading time came down in minutes in Mumbai / Pune and Kolhapur:

Region	Newspaper language	Reading Time Reduced	Time Reduced	Average of Time	Total Response
Mumbai	English	Reading Time Not Reduced			84
		Reading Time Reduced	10	10.00	16
			15	15.00	24
			20	20.00	8
	English Total			14.17	132
	Marathi	Reading Time Not Reduced			144
		Reading Time Reduced	5	5.00	36
			10	10.00	48
			12	12.00	4
			15	15.00	16
			20	20.00	12
			30	30.00	8
	Marathi Total			11.52	268
Mumbai Total				12.26	400

Observations:

1. 36.36 % readers of Mumbai who read English newspapers have said that newspaper reading time has been reduced. Average time reduced is 14 minutes.
2. 46.26% of Mumbai who read Marathi newspapers have said that newspaper reading time has been reduced. Average time reduced is 12 minutes.
3. Percentage of Marathi language newspapers readers who said news paper reading time has come down is more as compared with English language newspaper readers.

Region	Newspaper language	Reading Time Reduced	Time Reduced	Average of Time	Total Response
Pune	English	Reading Time Not Reduced			84
		Reading Time Reduced	5	5.00	4
			10	10.00	20
			15	15.00	20
			20	20.00	4
	English Total			12.50	132
	Marathi	Reading Time Not Reduced			156
		Reading Time Reduced	5	5.00	32
			10	10.00	36
			15	15.00	20
			18	18.00	4
			20	20.00	4
			30	30.00	12
	Marathi Total			12.33	264
	Marathi/English	Reading Time Not Reduced			4
	Marathi/English Total				4
Pune Total				12.38	400

Observations:

1. Like Mumbai in Pune also 36.36 % readers who read English newspapers have said that newspaper reading time has been reduced. Average time reduced is 12 and half minute.

2. 40.90% of Pune who read Marathi newspapers have said that newspaper reading time has been reduced. Average time reduced is 12 minutes.
3. Percentage of Marathi language newspapers readers who said news paper reading time has come down is more as compared with English language newspaper readers.

Region	Newspaper language	Reading Time Reduced	Time Reduced	Average of Time	Total Response
Kolhapur	English	Reading Time Not Reduced			36
		Reading Time Reduced	5	5.00	4
			10	10.00	4
			15	15.00	12
			20	20.00	16
			30	30.00	4
	English Total			15.38	88
	Marathi	Reading Time Not Reduced			160
		Reading Time Reduced	5	5.00	32
			10	10.00	64
			12	12.00	4
			15	15.00	16
			18	18.00	12
			20	20.00	4
			30	30.00	8
	Marathi Total			11.60	300
	Marathi/English	Reading Time Not Reduced			9
	Marathi/English Total				9
Kolhapur Total				12.63	400

Observations:

1. 59.09 % readers of Kolhapur who read English newspapers have said that newspaper reading time has been reduced. Average time reduced is 15 minutes.
2. 64% of Mumbai who read Marathi newspapers have said that newspaper reading time has been reduced. Average time reduced is 12 and half minutes.
3. Percentage of Marathi language newspapers readers who said news paper reading time has come down is more as compared with English language newspaper readers.

4.3.11 Online edition reading details :

Region	Read online News Paper	No. of Readers
Mumbai	Don't Read online News Paper	192
	Read Online News Paper	208
Mumbai Total		400
Pune	Don't Read online News Paper	160
	Read Online News Paper	240
Pune Total		400
Kolhapur	Don't Read online News Paper	200
	Read Online News Paper	200
Kolhapur Total		400
Grand Total		1200

Region	Total Online Newspaper Readers
Mumbai	208
Pune	240
Kolhapur	200
Grand Total	648

Observations:

1. Total 648 readers have responded that they read online newspaper or internet edition. This comes to 54% of total readers.
2. The area wise percentage reflects - Mumbai 52%. Pune 60% and Kolhapur 50%.

4.3.12 Print and online readership pattern:

Region	Print Newspaper Brand Read	Online Newspaper Brand	Readers
Mumbai	HT	ToI	4
	Lokmat	M. Times	8
	Lokmat/Loksatta	Loksatta	4
	Lokmat/M. Times	M. Times/ToI	4
	Lokmat/M. Times/Loksatta	M. Times	4
	Lokmat/Sakal	IE/ToI	4
	Lokmat/Sakal/HT	Loksatta/Sakal/M. Times	4
	Loksatta	Lokmat	8
		Loksatta	4
		Loksatta/M. Times	4
		ToI/Loksatta	4
	Loksatta/ Mata	IE/Loksatta	8
		IE/ToI	3
		Lokmat	5
		Loksatta	4
		LOSATTA/M. Times	3
		M. Times/IE	5
		MIDDAY	4
		M. Times	4
		ToI	4
		Loksatta/M. Times/HT	Loksatta
	Loksatta/Sakal	The Hindu	4
	M. Times	IE/ToI	4
		Loksatta	8
		M. Times/ToI	4
		M. Times	3
	M. Times/Loksatta/Pudhari	Loksatta/ToI	5
	M. Times/ToI	Loksatta	4
		Samana	4
	Pudhari	Loksatta	5
		M. Times/Loksatta	3
		M. Times	4
	Punyanagari	M. Times	4
	Sakal	Loksatta/ToI	4
		M. Times/ToI	4
		M. Times	8
		Sakal	4
		Sakal	8
	Samana	ToI	7
	ToI	M. Times/ToI	5
		ToI	8
		ToI/HT	4
	ToI/HT	ToI	5
		ToI/HT	3
Mumabi Total			208

Pune	Lokmat	Lokmat	4
		Lokmat/Sakal/ToI	5
		M. Times	3
		Sakal/ToI	8
		ToI/M. Times	4
	Lokmat/M. Times	Lokmat	5
		Lokmat/Sakal	3
		Loksatta	4
		Pudhari/Sakal	4
		ToI	4
		ToI/M. Times	4
	Lokmat/M. Times/Loksatta	TimesofIndia	5
	Lokmat/Pudhari	Pudhari	3
	Lokmat/Pudhari/ToI	ToI/DDM/Loksatta	4
	Lokmat/Sakal	Lokmat/Sakal	4
		LOKS/Sakal/M. Times	5
		M. Times	7
		Pudhari	4
		The Hindu	4
	Lokmat/ToI	Lokmat	4
		Pudhari/Sakal	4
		ToI/Sakal	5
	Loksatta	Lokmat	3
		MIDDAY	4
	M. Times/Loksatta/Pudhari	Lokmat/M. Times	4
	M. Times/ToI	Lokmat/ToI	3
		Samana	3
	Pudhari	M. Times	5
		ToI/Sakal	5
	Pudhari/ToI	Lokmat/DDM	4
	Punyanagari	M. Times	4
	Sakal	DDM/Lokmat	4
		Lokmat	12
		Lokmat/ToI	4
		Loksatta	4
		M. Times	16
		Sakal	12
		Sakal/Lokmat	3
		ToI	5
		ToI/Sakal	4

Pune Continue...

	Sakal/Loksatta	Lokmat/Pudhari	4
		Loksatta	3
	Sakal/Loksatta/ToI	RANDOM	5
	Sakal/M. Times	ALL	4
		Lokmat	4
	Sakal/M. Times/ToI	ALL	4
	Samana	Sakal	4
	ToI	IE/ToI/HT	4
		ToI	5
		ToI/M. Times/Lokmat	3
		ToI/Sakal/Lokmat	4
Pune Total			240

Kolhapur	Lokmat	Lokmat	12
	Lokmat/Loksatta	Lokmat/Pudhari	4
	Lokmat/M. Times	ALL	5
	Lokmat/Pudhari	Pudhari	11
		Pudhari/ToI	4
		Sakal/Pudhari	5
		The Hindu	3
	Lokmat/Sakal	Loksatta	4
		M. Times	4
		Pudhari	4
		Sakal/ToI/Lokmat	5
		The Hindu	3
	Lokmat/ToI	Pudhari/ToI	4
		ToI/Lokmat	4
	M. Times	Loksatta	3
	Pudhari	Lokmat	5
		Loksatta	5
		Pudhari	18
		Pudhari/Lokmat	13
		Pudhari/LOKMT	4
		Sakal	8
	Pudhari/Sakal	Pudhari	4
	Pudhari/ToI	Lokmat/Pudhari	4
		Loksatta/IEXP/Pudhari	4
		Pudhari/ToI	16
		ToI	3
	Punyanagari	M. Times	11
	Sakal	M. Times	14
	Sakal/M. Times	Lokmat	12
	Samana	ToI	4
Kolhapur Total			200

Grand Total			648
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4.3.13 Preference of print newspaper reading and corresponding same editions of online vis a vis total online edition readership.

Publication	Total Print Newspaper readers	Total Readers who read same brand digital edition	Total readers who read online editions	Total readers who read other internet editions other than print edition.
Lokmat	320	48	148	100
Sakal	316	40	84	44
Pudhari	272	84	112	28
Mata	248	24	52	28
Indian Express	96	32	32	0
Hindustan Times	36	4	16	12
Loksatta	224	41	99	90
Times of India	216	80	184	104
Samana	48	0	8	8
Punyanagari	44	0	0	0

Observations: Fantastic observations are found -

1. 648 readers out total 1200 readers surveyed read online newspapers.
2. Print readers loyal to its internet edition are there but not all readers are loyal to their print brand. It shows that reader like to consume different internet editions brand for content / news. It also shows that there is wide scope to increase digital readership.
3. It is also observed that taste of consuming content is different reader to reader and brand loyalty relationship between print and digital edition does not exists.
4. Marathi language newspapers Punyanagari, Samana readers do not read it's online editions.
5. Times of India print readers mostly preferred to read online editions which do not belongs to its own publication.

4.3.14 EducationQualification wise online newspaper readers:

Region	Read online News Paper	Qualification	Read online News Paper
Mumbai	Read Online News Paper	Graduate	140
		Post Graduate	24
		Under Graduate	44
	Read Online News Paper Total		208
Pune	Read Online News Paper	Graduate	152
		Post Graduate	16
		Under Graduate	72
	Read Online News Paper Total		240
Kolhapur	Read Online News Paper	Graduate	136
		Under Graduate	64
	Read Online News Paper Total		200

Observation:

1. In all three segments viz Graduate, Post Graduate and Under Graduate shown internet editions readership. It means that education is not a barrier for reading internet editions.

4.3.15 Reader's preferred choice of place for reading online edition:

Region	Residence / Office / Travel	No. of Readers
Mumbai	Office	103
	Residence	37
	Residence/Office	16
	Travelling	52
	(blank)	
Mumbai Total		208
Pune	Office	108
	Residence	91
	Residence/Office	29
	Residence/Office/Travelling	4
	Travelling	8
	(blank)	
Pune Total		240
Kolhapur	Office	96
	Residence	80
	Residence/Office	15
	Travelling	9
	(blank)	
Kolhapur Total		200
Grand Total		648

Observations:

1. Office is a place where most of the readers read online newspapers. It is obvious that internet is easily available at office place and hence reader can read internet editions conveniently there.
2. Second place it residence. Mostly now a mobile usage is along with internet data and hence, reader can conveniently read it at their residence too.
3. Many readers also preferred to read online newspapers while on travelling. But the ratio is more seen in Mumbai. This observation is also same for print reading preference in Mumbai area.

4.3.16 Time slot of reading online newspaper:

Region	Reading Time Slot	No. of Readers
Mumbai	10 a.m. to 5 p.m.	112
	After 5 p.m.	20
	Before 10 a.m.	76
Mumbai Total		208
Pune	10 a.m. to 5 p.m.	144
	After 5 p.m.	32
	Before 10 a.m.	64
Pune Total		240
Kolhapur	10 a.m. to 5 p.m.	136
	After 5 p.m.	16
	Before 10 a.m.	48
Kolhapur Total		200
Grand Total		648

Observations:

1. Preferred time slot is in between 10 am and 5 pm. This matches the data of place of reading preference at office place.
2. As newspaper reading either print or online is generally preferred at morning time and hence, second place is obvious at Residence and survey reflects the same.

4.3.17 Time spent of reading online newspaper:

Region	Time spend for Reading	No of Readers
Mumbai	10 To 20 Mnts	81
	Upto 10 Mnts	129
	More than 20 minutes	0
Mumbai Total		208
Pune	10 To 20 Mnts	85
	Upto 10 Mnts	155
	More than 20 minutes	0
Pune Total		240
Kolhapur	10 To 20 Mnts	60
	Upto 10 Mnts	140
	More than 20 minutes	0
Kolhapur Total		200
Grand Total		648

Observations:

1. Online reading is more in up to 10 minutes segment. This means most of the readers are spending up to 10 minutes time for reading online newspapers.
2. There are readers also who consumes more than 10 minutes time for reading online newspapers. It does mean that there is scope to engage more readers which calls in slot which shows reading up to 10 minutes.
3. Not a single reader have responded that they consumes more than 20 minutes.

4.3.18 Preferences of news segments while reading online editions – News and other than news segments:

Preferred choice for Hard News				
News Type	No of Readers			Ranking
	1st preference	2nd preference	3rd preference	
International	129	44	132	2
National	108	208	148	3
State	89	184	131	4
Local	265	91	125	1
Sports	52	79	76	5
Finance	16	41	35	6

Observations:

1. Top preference is given to Local news. 265 readers have opined that local news would be their top preference.
2. International news is on second rank. While National news is on third rank.
3. State, Sports and Finance news have been ranked on 4th, 5th and 6th respectively.
4. It has been also observed that National news has been ranked top on 2nd and 3rd position in readers preferred choices.

Preferred choices segments other than hard news				
News Type	No of Readers			Ranking
	1st preference	2nd preference	3rd preference	
Health & Fitness	247	189	112	1
Entertainment	203	197	148	2
Sex related articles	52	25	83	3
Beauty and Cosmetics	48	67	121	4
Religious	48	92	108	5
Tips on various topics	47	81	76	6

Observations:

1. Health and Fitness is top ranked. This means reader would like to read health and fitness related articles.
2. Entertainment has been ranked on 2nd position.
3. Sex related articles, Beauty and cosmetics, religious and tips on various topics were ranked on third and fourth position respectively.
4. It is also observed that Entertainment category was on top in 2nd and 3rd preference.

4.3.19 Types of videos do readers would like to view:

News Type	Video Choice preference			Ranking
	1st preference	2nd preference	3rd preference	
Hard News	217	88	103	1
Interviews	67	139	92	5
Entertainment	112	129	128	2
Sports	89	148	96	4
Crime	43	12	83	6
CC TV footage	4	28	61	9
Positive News	92	7	40	3
Sex relation related	12	13	0	7
Utility information	12	51	25	7
Religious	0	33	20	10

Observations:

1. Videos related with hard news was preferred on the top. It indicates that reader like to view videos which are related with hard news.
2. 2nd preference was for Entertainment related videos. Entertainment is broad concept and it includes Hollywood, Bollywood, Drama, Fun, light informative videos etc. Also reader would try to search entertainment in content too.
3. Positive news related videos are on 3rd preference. Positive news related with human interest stories and other stories which give positive message to the society.
4. Sports is very interesting category among readers. Sports related videos have been given 4th preference in viewership liking.
5. Interview related videos was on 5th preference.
6. Rest all categories fall in between 6th and 10th preferred rank.

4.3.20 Smart phone usage details:

Region wise Smart Phone users		
Region	Feedback	No of Readers
Mumbai	No	24
	Yes	376
Mumbai Total		400
Pune	No	23
	Yes	377
Pune Total		400
Kolhapur	No	35
	Yes	365
Kolhapur Total		400
Grand Total		1200

Observations:

1. Users of smart phones are very much high compared with non smart phone users.
2. Mumbai, Pune and Kolhapur region shows that smart phone users are more than 90 percent. It does mean that in every 100 mobile phone users in Mumbai and Pune 94 readers were using smart phones while in Kolhapur it was 91.
3. Big numbers of users indicate that internet consumption is also increasing at rapid and high volume.

4.3.21 Daily internet usage pattern:

Daily internet users		
Region	Feedback	No. of Users
Mumbai	No	39
	Yes	361
Mumbai Total		400
Pune	No	43
	Yes	357
Pune Total		400
Kolhapur	No	45
	Yes	355
Kolhapur Total		400
Grand Total		1200

Observations:

1. Internet usage has been increased and is increasing at rapid speed.
2. Out of 1200 respondent readers, 361 in Mumbai, 357 in Pune and 355 in Kolhapur use internet on daily basis.
3. It shows wide scope for media house to promote their internet edition.

4.3.22 Internet usage pattern / behavior:

Region	Read online News Paper	R / O	No of Readers
Mumbai	Read Online Newspaper	Residence	12
		Office	140
		Residence & Office	56
	Total		208
Pune	Read Online News Paper	Residence	28
		Office	140
		Residence & Office	72
	Total		240
Kolhapur	Read Online News Paper	No	4
		Resident	24
		Office	164
		Residence & Office	8
	Total		200

Observations:

1. Internet usage is mostly at office location. The reason is obvious that internet is generally been provided at many office and employee take the advantage of using it for their personal usage too. Hence total is showing 68% reader online newspaper at office.
2. Above pattern is observed at all locations viz Mumbai, Pune and Kolhapur.
3. Usage of internet at residence and at office is also 21%.

4.3.23 Newspaper App installation on mobile:

Region	Online Edition App installed	English print readers	English & Marathi print readers	Marathi print readers	Grand Total
Mumbai	No				296
	Yes	28	32	44	104
Mumbai Total		28	32	44	400
Pune	N0				228
	Yes	48	36	88	172
Pune Total		48	36	88	400
Kolhapur	N0				308
	Yes	16	16	60	92
Kolhapur Total		16	16	60	400
Grand Total		92	84	192	368 /1200

Observations:

1. Out of 1200 total 368 readers have installed online newspaper App on their smart phone. This comes to 30.66%.
2. Rest 69.34% readers have not installed any online edition App on their mobile.
3. Compare to Mumbai, Pune showing more App installer.
4. Marathi language newspapers readers who have installed online newspaper App on their mobile were 16%.

4.3.24 Reasons for not installing the online edition App:

Region	Reason	Number of readers
Mumbai	Not Aware	168
	Not Interested	128
Mumbai Total		296
Pune	Not Aware	120
	Not Interested	108
Pune Total		228
Kolhapur	Not Aware	176
	Not Interested	132
Kolhapur Total		308

Observations:

1. Not aware about any App is a major reason why readers had not installed it. Total 464 readers responded that they were not aware of it. It does means there is wide scope for it in the future.
2. Readers who were not interested in installing any Online newspaper App were 44%. It does means that such readers are happy with Print edition which they read.

4.3.25 Probability of installation of Marathi newspaper App in the future by non users:

All readers were asked if they would like to install Marathi newspapers App on their mobile phone. (Excluding all who have already installed Marathi newspaper App)

Region	Probability	Readers
Mumbai	No	143
	Yes	153
Mumbai Total		296
Pune	No	92
	Yes	136
Pune Total		228
Kolhapur	No	72
	Yes	164
Kolhapur Total		236

Observation:

1. Out of 760 readers, who had responded to the question 59.60% (453 readers) have shown interest for installing Marathi newspaper App on their mobile.,
2. Rest 40.40% (307 readers) have not shown any interest for installing.
3. It does means that there is wide scope for Marathi language online editions to increase its digital reader base.

4.3.26 Time slot of reading online edition's mobile App:

Region	Time of Reading online App	No of Readers
Mumbai	Before 10 a.m.	36
	Between 10 and 5 pm	44
	After 5 p.m.	24
	No reply	0
Mumbai Total		104
Pune	Before 10 a.m.	64
	Between 10 to 5 pm	88
	After 5 p.m.	20
	No Reply	0
Pune Total		172
Kolhapur	Before 10 a.m.	28
	Between 10 to 5 pm	48
	After 5 p.m.	16
	No reply	0
Kolhapur Total		92

Observations:

1. Between 10 am and 5 pm is the most proffered time slot for reading online edition's mobile App. Mostly at office timing lan - internet or wifi facility is available and hence reader can easily access the edition online.
2. At morning time is also preferred by the readers for reading online edition on App
3. After 5 pm is observed a less proffered time slot.

4.3.27 Feedback about content differentiation between print and online:

Region	Feedback	Total readers
Mumbai	Need not be different	191
	Yes. Should be different	153
	Not responded	56
Mumbai Total		400
Pune	Need not be different	201
	Yes. Should be different	151
	Not responded	48
Pune Total		400
Kolhapur	Need not be different	172
	Yes. Should be different	140
	Not responded	92
Kolhapur Total		400

This question was asked to all readers. Whether there should be content variation in between print and online or not?

Observations:

1. 37% readers responded that there should be content variation in both print and online edition.
2. 47% readers opined that there is no need of content variation in print and online edition.
3. 16% readers did not respond to it.

Suggested different content for online:

1. More photographs to the news.
2. Live updates to the news
3. Research stories
4. Analytical stories
5. Stories other than news items
 - Trending topics
 - Life style
 - Relationships
 - Automobiles
 - Personal Gadgets
 - Personal finance
 - Cooking tips
 - Adhyatma
 - Success stories
6. Photo features and galleries
7. Video clips related to news and non news
8. Graphical presentation of the news
9. Entertainment related news and gossips
10. Sports analytical stories
11. Crime related stories
12. CC TV footage and related stories
13. Newsy videos
14. Special interviews
15. Opportunities for Citizen journalism

4.3.28 Multimedia content preference choices:

Content type	Mumbai	Pune	Kolhapur	Total
Content With Video	192	212	191	575
Content with Photos	40	43	77	160
Only Videos	28	33	4	65
Only Content	48	48	24	120

Readers were asked their preference of choices of multimedia content for online edition. Total four choices were given and asked to put number 1 to 4. Number 1 being first choice and 4 being last choice.

Observations:

1. Out of 1200 total 920 readers had responded.
2. Content with video was the most preferred choice across all three locations. Total 575 readers have preferred it on top priority.
3. Content with photo was second preferred choice.
4. Only videos and only content were preferred on top only by 65 and 120 readers respectively.

4.3.29 Impact of digital / online media on print in future:

Considering the growing importance and acceptance of digital / online edition, does it impact on the sale of print newspaper? Would it be a threat for print newspaper? Total 1200 readers were asked a specific question. Do you feel that digitalization is really threat for Marathi print newspaper in the future?

Objective behind asking this question was to assess reader's perception.

Region	Threat	No of Readers
Mumbai	No	299
	Yes	101
Mumbai Total		400
Pune	No	305
	Yes	95
Pune Total		400
Kolhapur	No	316
	Yes	84
Kolhapur Total		400

Observations:

1. 76.66 % readers said that there would no impact of digitalization (online edition) print newspapers in future.
2. 23.33 % readers said there would be impact on print due to digitalization.

4.3.30 Latest trends to be catch up by digital / online editions:

Readers were asked to rate their opinion about latest trends that need to be catch by online in the scale of 1 to 10 as one being top rated and 10 being least rated. The purpose of this question was to analyze the reading taste and likings. This gives feedback about content to be concentrated by the online editorial desk.

Latest trends that need to be catch by Online Edition of Marathi Newspaper				
Trends	Mumbai	Pune	Kolhapur	Total
Entertainment	123	109	120	352
Life style	80	76	44	200
Health & Fitness	29	51	56	132
Diet	33	27	12	72
Spiritual	20	8	10	48
Education	48	56	72	176
Research News	12	32	52	96
Personal Gadgets	15	13	0	28
Sex Relation Related stories	61	69	64	192
Share Market	17	3	16	36
Personal Finance & Investment	24	24	8	56

Observations:

1. Entertainment had been given highest choice by the readers across all three locations. Over all also this segment had been put on first priority.
2. Life style related articles and information had been on second rank among the 10 choices given.
3. Kolhapur readers have proffered Education and Sex relation related on second and third choice respectively
4. Among top five, Sex relation related stories, Education, Health & Fitness, come after Entertainment and life style.
5. Education, Spiritual, Personal Finance & Investment, Personal Gadgets, Diet, and Share Market segments were preferred in between 6 & 11 rank.

4.3. 31 Social media connectivity of the readers:

Social Connect	Mumbai	Pune	Kolhapur	Total
Face book	261	284	244	789
Twitter	68	72	44	184
LinkedIn	33	15	9	57
Instagram	56	65	35	156
None	132	116	124	372

Social media has been gaining importance day by day. Hence, to ascertain how many readers were active on different social media, feedback was taken from all the readers.

Observations:

1. Face Book was found the most popular social media among all the readers. Out of 1200 readers 789 readers were active on Face Book.
2. In all three locations viz Mumbai, Pune and Aurangabad readers were found more active in social media through Face Book
3. Readers active on Twitter, LinkedIn and Instagram were very less compared with Face Book.
4. Overall 372 readers among 1200 were found not active on any social media platform.
5. Over all 828 among 1200 were active in different social media platform.

4.3.32 Content expectations over print form online editions:

	Mumbai	Pune	Kolhapur	Total	Rank
A) Online edition should have content other than print edition	288	296	280	864	1
B) Enlarge version of print to online with images and videos	96	96	84	276	8
C) Real time flashes and news update and then detail in print edition	284	292	276	852	2
D) News alerts to readers who have installed App	104	108	120	252	7
E) User friendly website / App design	252	273	247	772	4
F) Availability of related stories	251	278	232	761	5
G) Easy social sharing through App	135	112	117	364	6
H) Easy connectivity and low technical hazards	264	284	261	809	3
I) Other points which you would like to suggest ?	36	35	41	112	9

4.3.33 Did readers feel that digitalization is future threat for Marathi language print? – Total and area wise

Readers feel that digitalization is threat for Marathi Print Newspaper in future				
Region	Yes	No	Can't Say	Grand Total
Mumbai	124	156	120	400
Pune	129	163	108	400
Kolhapur	141	165	94	400
Grand Total	394	484	322	1200

Observation:

1. 32.83% had opined that there is threat to Marathi print in future due to digitalization.

4.3.34 Other points which have been shared by the readers:

1. Readers feel print newspaper is a source of authentic and realistic content.
2. Readers while reading online site its expectations is different than print and want content which educate and entertain.
3. Investigative journalism is expected by the readers in both print and digital.
4. The taste of reading headline is different and the headline of a news which reader expects on site is not necessarily would be the same for print.

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Chapter - 5

Conclusions and Recommendations

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5.1 Background:

Print and Digital media are two important streams among all in Mass Media. Actually journalism is started with the print media and became very very important aspect of Mass Communication across the world. It has seen lots of changes and development since last three centuries. Print media has seen tremendous developments and innovations in its all aspects, from news print to final product. Over last few decades journalism has also seen tremendous changes and developments in its style and principles. Over all media sector has been growing in fast speed. In Indian context the importance of journalism can be bifurcated in two broad segments. Before impendence and after independence. Purpose of journalism before independence was different and it was broadly towards fighting for freedom. Also attracting and exhibiting foreign talent in Indian print media. After independence the concepts of journalism changed. It was broadly political centric. Latter on different streams of journalism were came out. Citizen journalism was the fine most examples. Editorial work started working beat wise. e.g. political, crime, entertainment, social, cultural, education, government establishments and administration, public transportation, health, etc. These developments are seen in English, Hindi and all regional language print journalism. Along with it we have also observed overall developments in newsprint quality, printing technology, developed distribution channels etc. As technology developed we found that the machinery and material used for print media has also changed to state of the art technology and hence, overall quality of the product was improved to touch a high class grade. In modern internet era work became faster. Distance is now does not a mater. Pages can be prepared at any location and can be transmitted for printing at any point of location. The development is a concept which runs all time and remain ongoing. Media is not an exception to it. Online media is a product given by emergence of internet era. Earlier online or digital edition was mere a soft version of print copy. Latter on lots of changes were happened and now online edition has created its own identity. With multimedia content availability and with high speed internet facility available to citizens online editions are gaining good readership. Editions can be easily accessible in the web form on computers / laptops for which internet facility is connected and mobile phone handsets in the forms of Apps where internet data is accessible. Smart phone handset

has created a revolution across the world and people started using internet data on their mobile handset for various purposes. Content in various forms are now being consumed on smart phones in the form of text, photographs and videos. Breaking news is now not a property of electronic media. Breaking news alerts and flashes are now made available by online media editions and user now easily aware about the latest happenings in local, state, national and at even international level. Technology has made it possible. Ongoing development in software technology also created a revolution in online media. Live streaming of any activity on social media channel keeps user updated and engaged with the media brand. The term user here means reader. In case of print an individual is a reader but in case of online edition the same person became user. Being one person on one hand he or she is a reader and on the other hand he or she is a user. The expectations out of print newspaper and the expectations out of online edition are different. These expectations are in the form of consumption of content.

Media in the form of print, online and electronic are having its own and different characteristics and importance. Among all three, print and online media are closer with each other as many print media houses have already started their online / web editions. Content is a basic source on which both the media are operated. But time of work or time management differentiate both print and online media. The problem area identified was is convergence possible between print and online media? In fact convergence of print and digital media is very important for future development of all regional newspapers. Being a journalist one can contribute for print as well as digital too. The requirements for print and digital editions are different. One has to change his or her mindset to suit him or herself to suit to these requirements. If this basic requirement is fulfilled then media house can easily proceed for smooth convergence of print and digital. The research topic has highlighted the facts and figures of different related aspects of both the streams in this media and tried to examine whether various observations and findings prove the hypothesis right or wrong.

5.2 Important findings:

Several findings were come out after research and survey done relate with topic. These findings are listed below.

1. Although content is same aspect between print and online editorial, few concepts in digital for online editions are different. These are search engine optimization, Social media and Google analytics. (Chapter 2) These concepts are very important and every editorial person of print who is willing to contribute for digital / online edition should know at least its basics. So in convergence process of print and digital this aspect is very important. These are directly related with content and its viewers. Without understanding these concepts and its proper implementation in day to day activities, content posted on website may not its reach value and gaining good response in terms of readers.
2. Print has space constraint but digital has no space constraint. Large volume of content can be generated and posted on digital editions. Also due to search engine optimisation process, topic related previous content can easily be accessible through Tags, Topic pages and Keywords. This is not possible in case of print editions.
3. Google reports (chapter 3.7.11) show that how internet users are increasing rapidly. News consumption and internet readership has been increasing in tremendous rate. Presently daily internet search on Google is more than 3 billion across the world. Indic language users are increasing in rapid speed in India. Google has already forecasted that regional language users will surpass English language users by the year 2020. You Tube consumption is also high in India. All these reports show how important digital media is.
4. Research revealed the fact that Marathi print circulation has been decreased substantially (chapter 3.7.2) in Mumbai, Pune and Kolhapur cities which are important cities of Maharashtra. The source is Audit Bureau of Circulations which offers member publications a certificate of net paid sales. Decline

trends in net paid circulation since the year 2012 shows that future is not glossy for print media. In other way it's highlights importance of print and digital convergence.

5. It was found that content management system is also different for print as well as online editions. Print consist text and photographs where as online consists text, photographs and videos. News being same, treatment is different for it in print and in online edition. (chapter 3.7.4) In case of print it is a cms where in news and photographs are flown for pagination. In case of online, cms facilitates to exhibit news on web portal or mobile App. The fine most advantage of cms which is used for online edition is that news can be updated, edited, deleted any time. Also considering the importance of the news, treatment for the news can be given as 'Featured' where in this news can be shown on top 5 news on home screen. Different features available in online edition's cms can increase the reach and recall value. In case of print utmost care need to be taken as once published it is not possible to edit and correct it.
6. It was found that Print and Digital Editorial Convergence efforts (chapter 3.7.5) in Lokmat media has been initiated since the year 2016. In case of Loksatta, Maharashtra Times, Sakal and Pdhari, convergence efforts are not been done. Technical convergence has not been done in any Marathi publications. This was very important finding of this research.
7. It was found that citizen Journalism is widely accepted concept in both print and digital media. But this concept is more friendly with digital media as multimedia content can easily be transmitted through internet with the help of emails or specially designed mobile applications (Apps) for appealing citizen journalists. (chapter 3.7.6)
8. Awareness about online edition and its importance was found very poor in Marathi print media editorial staff (Chapter 3.7.7). Print editorial staff knew the growing Importance of digital / online editions but their contribution towards online edition was very low (except Lokmat media). Same news has been treated differently for online edition and print edition. But majority of

print editorial staff did not understand it. Print reporters have a typical mindset where in their work get started by 11 am and close by 7 or 8 pm after they post their news. In case of print desk the work time generally starts by 3 pm onwards. This was not in case of online edition. It works 24 x 7. Hence, online edition reporter or desk persons need to be attentive and work 24 x 7.

9. Social media helps in gaining digital / online readership. Promotion on different social media platforms viz Face Book, Twitter, Instagram, You Tube, etc generates more traffic on the online edition site. Important finding (chapter 5.8) was that print editorial staff was aware about social media. They were knowing Face Book and even FB live. Many of them were active on social media. But they did not know much aware about the tact of using social media for promotion of content.
10. It was found that Google analytics was important tool in digital media. (Chapter 3.7.10) Print editorial was not much aware about this tool. This tool is very important in digital media for the assessment of content reach through direct search, organic search referral search, social media search etc. This tool also help users to see readership profile in terms of sex, age, demographic etc. Expertise in Google analytics is very important in digital media.
11. It was found that Search Engine Optimization is also important concept in digital media. It was also found that print editorial staff was not aware about this concept. (chapter 3.7.8) SEO is a technical term and if perfectly implemented, helps enhancing the reach of digital readership.
12. It was found that print editorial staff has shown their interest and they are willing to contribute for its digital / online edition. Also they agree that they should be properly moulded so that they can contribute for its digital edition hence, important finding is that there was tremendous scope for Editorial print and digital convergence. (Chapter 3.7.8)
13. It was found that primary students admission rate in English medium schools has been increased in Maharashtra during the years 2012 – 2017. On the other

hand admission rate in Marathi medium primary schools have been dropped substantially in the same period. It does have its impact on newspaper readership too. (Chapter 3.7.7)

14. Important findings from reader's survey are listed below:

- a. Multiple print readerships are more in the age group of 30 years and more.
- b. Time spent on reading print newspapers was vary and showed below 10 minutes and even above 20 minutes.
- c. Time spent on reading print newspapers has been reduced by 12 + minutes during the five years span of 2012 to 2017. It is a negative sign for print media.
- d. Online edition readership was found significant and sample survey showed that it is 54% of print readership.
- e. Online edition readership has combination of multilingual readerships. For example Marathi language print readers do read English language media websites and vice versa.
- f. Loyalty was not a factor that was found in print and online readership. It does mean that Marathi print reader not necessarily loyal to same publication online edition. Also Marathi print reader does read English online edition or other Marathi publication's online edition. It is because reader wanted different taste or even he / she did not like to read same publication's online edition.
- g. Education is not a barrier for reading online edition. Post graduate, graduate and even undergraduate readers do read internet editions.
- h. Office place is most convenient place for reading online edition. Hence, online readership is more during office hours.
- i. Time spent on reading online edition was found more in the segment of up to 10 minutes slot. Then in 10 to 20 minutes slot.
- j. 66% readers shown their interest in reading more hard local news. Then come International, National and State level news.
- k. In non news section 62% reader's preferred choice was Health and fitness related stories or articles. Entertainment related stories comes next important choice.

- l. Videos related with hard news were most preferred choice of the readers. Videos related with entertainment come next. Reader also likes to view videos of positive news, sports news and crime news.
- m. 93% readers of print use smart phones. Out of which 90% readers use consume or use internet on their smart phones.
- n. 30% smart phone users have installed any online edition's App on their smart phones. They consume news or content through it. 7% readers have installed multi lingual App (Marathi and English). Hence, multi lingual consumption pattern does exist.
- o. Daily internet usage has been found 90% among 1200 readers surveyed. It does mean that internet consumption is very high.
- p. Work place / office premises was found best place for internet consumption. Generally jobbers work at office for 8 hours and mostly offices are having internet or wifi facility for their workers. Also now a day's mobile companies are offering best rates for their consumers for internet packs. So any one can easily consume internet at any location.
- q. Installation of newspaper App is also increasing rapidly. 31% readers were found with different online edition's APP installed on their mobile.
- r. Probability of installation of Marathi newspaper online edition's APP was found 37%.
- s. 8 am to 6 pm has been a proffered time slot in which readers take interest in reading online editions.
- t. Content differentiation between print and online was found necessary as 37% readers opined that there should be content variation.
- u. Readers take more interest in viewing news along with videos and along with photographs or images.
- v. 20 % readers who read online editions were opined that print editions will have negative impact due to increasing importance of online editions. This is the threat for print in future. But those who are not reading online editions
- w. Readers take interest in reading latest trends on digital editions. Top five preferences were found Entertainment, Education, Life style, Health and fitness, Sex relation related stories. These topics are not covered mostly in newspaper due to lack of space or on the grounds of Editorial ethics.

- x. Readers were found more active on social media. Face Book was found most preferred social media platform. Then Instagram and Twitter.
- y. Being a print reader his / her choice for online readership was found different. In respect with content - Real time update of news, different content against print newspaper, Enlarge version of print to online, availability of related stories were very important aspects on which readers opined their preferences.
- z. Increasing digitalization is the threat for Marathi print media.

5.3 Testing of Hypothesis:

Print and Digital are two important streams in media industry. Research done on various topics related with print and digital media highlighted its importance. Convergence of print and digital media for future development of Marathi language newspapers was the research topic and review of literature and study relate with topic brought following assumptions to be tested. Now let's test each assumption with the research done to arrive on concrete conclusion.

1. Digital (online) edition is threat for print newspapers.

Yes digital media is threat for print newspapers in future. It is proved after the research done. Following are the points which justify the same.

- a. Top five Marathi language newspapers has been decrease substantially during five years period of 2012 to 2017. This drop is more than 20%. Reasons are many but this fact itself is a threat to the print in future. One of the important reasons is growing number of Internet users These users are print basically print readers now consuming news content on their smart phones. If readers get instant news and alters on their mobile or laptops the gradually it sets the mindset of the readers and they become habitant of consuming news content at their figure tips. This results decreasing importance of print newspapers and its habit too. Google reports also proved that Indic language consumption on searches have been increased substantially and would grow at rapid speed. The fact now days are that cellular phones operators are facing severe competition and have reduced internet tariffs and hence, it's become affordable to masses. This results in increase in internet consumption. News consumption on internet editions does also affected positively. (Chapter 3.7.2)
- b. Increasing engagement in social media is another aspect that proved the assumption was correct. Face book, Instagram, You Tube are few platforms on which readers engage themselves. Time spend on engagement on social media platforms are threat to print media. Different content of online edition promoted on social media pull the user to the media site and interested readers engage to the site for few minutes. Happenings or non newsy content if get

real time then it is just become formality to read the same in print newspaper next day. (Chapter 3.7.11)

- c. Digital has more scope compared with print. Space is the major aspect which prints face every day. Digital has no space constraint. Hence, posting multiple news content is possible on digital media sites. Non news content such as health & fitness, entertainment, relationship etc attracts more online readership. Also multimedia content is major plus point that digital is having. Google reports have proved that video views are increasing day by day. Reader take interest in viewing videos posted on media websites relate with news or non news. Hence, this point proved that digital is a threat to the print. (Chapter 3.7.11)
- d. Important fact come out of reader's survey was time spent on reading print newspaper. During last 5 years time spend on reading print newspaper has been come down by more than 12 minutes. And simultaneously online readership is 54% of print readers. This equation shows that digital is threat to the print. (Chapter 4)
- e. Smart phone users are increasing day by day. Mobile Apps designed and prepared for smart phone users are available free of cost. After installing online newspaper Apps user get real time news and multimedia content on their fingertips. This proved threat to the print by digital.
- f. In readers survey 20% readers were also opined that digital would be threat for the print newspapers. (Chapter 4)

2 . Regional language newspapers will lose their market share in future due to increase in same language digital (online) edition readership.

Important findings out of reader's survey showed that print readers are not loyal to its digital edition. They prefer another to read online sites of different publications in the same language.

Publication	Total Print Newspaper readers	Total Readers who read same brand digital edition	Total readers who read online editions	Total readers who read other internet editions other than print edition.
Lokmat	320	48	148	100
Sakal	316	40	84	44
Pudhari	272	84	112	28
Mata	248	24	52	28
Indian Express	96	32	32	0
Hindustan Times	36	4	16	12
Loksatta	224	41	99	90
Times of India	216	80	184	104
Samana	48	0	8	8
Punyanagari	44	0	0	0

(Chapter 4.3.12)

3 . Decrease in student's admission rate in Marathi medium schools will have negative impact on readership of Marathi language print newspapers.

In last 10 years (2006 – 2016) enrolment in primary Marathi medium school has been dropped by 20%. On the other hand In last 10 years enrolment in primary English medium school has been increased by 2.63 times. Total number of students in the academic year 2005 – 06 were 35,19,112. Out of which 91.09 % students were in Marathi medium and 8.91% students were in English medium. In the year 2016 – 16 total number of students were 35,19,112. Out of which 29.26% students were in English medium schools where as 70.74% students were in Marathi medium school.

Student's admission rate in primary Marathi medium school has been decrease substantially. Whereas admission rate for English medium has been increased during the year 2006 and 2016. The reports published in daily Lokmat highlighted this fact. Parents are also thinking that their child should learn in English medium school as English the universal language and considering its importance student's career become bright if he / she is well versed with English language. Considering this as a fact if student learn in English medium school then naturally his preference of reading newspaper is English newspaper. Hence, assumption is proved that decrease in student's rate in Marathi medium schools will have negative impact on readership of Marathi language print newspapers. (Chapter 3.7.7)

4. Marathi print editorial staff was not aware about the concepts viz SEO, Social Media and GA (Google Analytics) which are important in digital / online media.

Interactions done with print editorial staff proved that they were not aware about the concepts of Search Engine Optimization and Google Analytics which are very important concepts in digital.

Knowledge about Google Analytics to Print editorial staff:

Position	Yes	No	Total
Reporter	2	28	30
Sub Editor	1	9	10
Chief Sub	0	5	5
Editor	0	5	5
Total	3	47	50

Knowledge about Search Engine Optimization to print Editorial Staff:

Position	Yes	No	Total
Reporter	0	30	30
Sub Editor	0	10	10
Chief Sub	0	5	5
Editor	0	5	5
Total	0	50	50

They knew social media but didn't know how to utilize social media for promotion of content of print as well as online edition. For example, many of them were active on Face Book but didn't know how to promote articles or link of the news on Face Book. There are important tools like hash tags (#) if properly utilised on Face Book or Twitter then it resulted in higher and perfect reach of the post. Print editorial staff was not aware about it. (Chapter 3.7.8)

5. Convergence of print and digital would play key role for future development of Marathi language newspapers.

- a. Print circulation is declining day by day. After proving above assumptions decline trend in print circulation would remain positive and hence, media houses would see drop in circulation. (Chapter 3.7.2) If circulation comes down then it would have its negative impact on advertisement spends by the media planner. This negative growth in advertisements revenue would bring media house trouble to manage the costs.
- b. As content is a common factor in print and digital convergence is possible in Editorial department. Reader's expectations are different for print and digital. But common factor is hard news. This news might be then local, state, national or international level in any type of beat. Editorial manpower is also capable for providing generating non newsy content which is also most appealing to the online readers.. Editorial staff is keen to contribute for digital. (Chapter 3.7.7)
- c. Online readership is increasing day by day. Being a print reader it does not mean that he or she would be loyal to its online edition. For example if a person is reading Lokmat newspaper then he or she not necessary read www.lokmat.com but read www.loksatta.com or even www.timesofindia.com Readership patter may be different and the same has been observed and found out in reader's survey. (Chapter 4)
- d. Time spent on print newspapers have been drastically came down during last five years. It had come down by 12 + minutes during five years span of 2012 to 2017. And at the same time, time being spent on internet has been increased substantially. Readers prefer reading news and non news content on website and mobile Apps. Reader's survey found that more that 42% print readers were also reading online editions. This percentage itself shows how important is digital readership. (Chapter 3.71. and Chapter 4)
- e. Reader's survey reveals another fact that more than 90% print readers use smart phones and consume internet on it. As 30 % readers have installed

online edition's App on their mobile phone, It shows the wider scope for digital readership in future. (Chapter 4)

- f. As digital readership is increasing and at the same time if a print reader may or may not be loyal to its digital edition then it is a threat to that media house. (Chapter 4)
- g. Reader's survey have found one thing which was most important that digital is threat for the print. And hence it has been proved that Convergence of print and digital would play key role for future development of Marathi language newspapers. (Chapter 4)

5.4 Recommendations:

The process of convergence should be done in a systematic way. As the study reveals different facts and figures, management of print publications need to analyze the market situations and then accordingly set different objectives while initiating new online edition. Here, focus behind suggesting recommendations is to achieve smooth process of convergence.

1. Utilization of print staff for online edition for content generation :

This is the first step in the process of convergence. Content is sourced out by the journalist / reporters. Utilization of print reporters is the best and convenient way for generating real time content for its online edition. Generally regional language newspapers has wide network of reporters who are on roll of the company or even ‘Vartahars’ (part time correspondence appointed at the village level) who are appointed on remuneration basis. This strength is useful for content generation for online edition. Hence, management can save a lot in cost of salary if otherwise would have been appointing new staff exclusively for online edition.

2. Change in the mind set of print editorial staff :

Once it has been decided to utilize the print editorial field staff for online edition then time comes to change the mindset of the staff. As we have already observed a typical mind set within the print staff while working for the print edition. This mind set is to start working by afternoon every day. Even though an incidence happened in the early morning the news in any way would appear in the next day morning edition. Hence, reporters are generally reluctant to file a story immediate after the incidence happened. Also general tendency of the reporter is to hold the story till late so as to get the important position in the edition for example front page of main issue or front page of city pullout. But this type of typical mentality needs to be changed while working for online edition.

3. Orientation workshop for editorial staff for change in the mindset :

A systematic planned orientation workshops need to be organized for reporters and editorial staff. The purpose of this orientation workshop is to change in the

mindset of the print editorial staff and perceive them the concept of digital first. Following are important point which needs to be incorporated in the orientation sessions.

- A. Importance of digitalization
- B. How important is to upgrade themselves for online edition
- C. Habit of reading online edition
- D. Installation of online edition mobile app on their mobile handset
- E. How to send real time flashes and then detail updated story
- F. How to take image and videos from their own mobile handsets
- G. How to promote online edition through print
- H. How to upgrade individual knowledge to keep himself / herself upgrade with digital knowledge
- I. Difference between print and online readership and accordingly planning of news and multimedia content for online edition.

4. Content management system: In short form it is called as CMS. In media house CMS for print and Online is different. Hence, there would be duplication of work done by content providers for print as well as online. It is recommended that real convergence would be if technical collaboration (although difficult) of print and online CMS happens. This would enable smooth content flow to online first and then flow for print also. In this system content update and value addition is possible for print edition. In this system content provider would file content through one window and the same would be available for online and print. As news for online edition is in the form of multimedia i.e. text, photographs and videos, till the internal content management system is set up and news feeding rights are not allotted across all edition's reporters, a what's app group may be prepared for content flow for online edition. All reporters would be member of that group and can post live flash and real time multimedia content on it.

5. Separate Content planning for Online: Readership for print and online is different. A reader's likes and dislikes are different about print and online edition. As a study reveals and proved a fact that online readers take more interest in reading entertainment related content, personal gadgets related content, Jobs related content then such contents should be planned. Internal talent search

activity should be run within the organization where in reporters / desk editorial persons who take interest in providing such type of content which is required for online edition should be grouped. If such talent is not available or whatever talent lacks within the organization then outsourcing it is necessary.

6. **Usage of Social media for content promotion:** As we all aware of power of social media, nobody would remain isolated from it. Content which is posted on online edition should also be spread through different social media tools. This enhances readership and retention of readership. Discussion, debate, spreading the topic in society, keeping any subject lingering for the day or days comes within the power orbit of social media. One person who is specialized in social media may be appointed on board to take this responsibility. Daily coordination between social media person and editorial staff of online edition is necessary. In the process of convergence, print editorial staff who are supporting its online edition should also try and plan for promoting content through social media.
7. **News bulletins:** Promotion of news links through morning, afternoon and evening bulletins would help reaching content to masses. These bulletins can be a club of different news or else if important solo news link can also be shared with public. Now What's app is a effective tool through which daily bulletins can be spread out to different groups, broadcast lists etc.
8. **SEO a backbone for online edition:** Search Engine Optimization is really a backbone for any website. Online media house should set up a separate wing in which proper SEO compliance is ensured. This enables maximum reach of news content to targeted audience through web search. Also print editorial staff to be given proper orientation about SEO and its importance.
9. **Analyzing and capturing trends for daily content planning:** There are many topics or subjects which are trending on social media. Online edition needs to find out such topics and should try to create related content. Then such content should be spread over social media. This would result readership engagement.

- 10. Better usage of Google Analytics for better content planning:** Google analytics shows real time as well as specific time span related reports. With the help of these reports online edition should plan its day to day or specific occasional content strategy. Topics / content on which real time readership is more accordingly content can be planned to hold or engage the readership. Print editorial staff to be given orientation about Google Analytics and its importance.
- 11. Technical soundness for better convergence:** In digital era one must be technically sound. High speed internet connectivity, user-friendly content management system should be provided by media house to its entire editorial staff. Also media house should consider the importance of live technical assistance to its staff. Two or three persons may be hired for 24 x 7 technical support and constant up gradation. Reporter should be able to file story or multimedia content from any point of location without any hassle. This gives positive impact on real time content feeding. Along with it staff should be given to access to social media viz Face Book, Twitter, Instagram, You Tube, LinkedIn etc on its desk during working hours.
- 12. Motivational awards for motivating reporters for online news contents:** To motivate the enthusiasm of print reporters who provide multimedia content for online edition HR department of a media house should plan and initiate different awards and rewards. For example best digital story of the week, best photograph of the week or best video of the week etc. Viewership would be the criterion for selection of awardees.
- 13. Salable content for better monetization:** Although at present print revenue is more than digital, we can predict it the same. Considering the growing trend of allocation of ad spend budget for digital situation may change in future. Hence, media house should concentrate more on salable contents. Advertisement sales department and print editorial staff may be given orientation on it. If editorial staff can contribute providing necessary content stuff for its online edition then advertisement sales department can plan to bring more advertisers on board.

- 14. Planning for reader's engagement – content variety:** Citizen Journalism is the best concept of citizens / readers engagement activity. Regional language media houses should focus on it. Along with it daily poll and Face Book live activities can be planned to engage more readers with the site. Representative who handles social media can run this activity along with editorial staff of online edition.
- 15. Better time for better content – Reading timings:** Considering the fact that online readership is more during working hours and specifically it rises by 10 am till 1 pm and again during 4 pm to 5.30 pm online editorial should plan to post readable content during these hours. This would help more reader engagement with the site.
- 16. Providing links of previous news for increasing page views and reading time:** To engage more readers and their time spend on the site, online editorial should plan and provide relevant news links in the news. Reader may take interest in reading such relevant news. Print journalist while contributing news to online edition may try to incorporate relevant past news / statistics / quotes etc.
- 17. Reader's comments – best way for readers taste judgments:** Reader generally do post their comments below the news. These comments are helpful to know the importance of the news topic, correctness of the news, trustworthiness of the news. Also if the news is on social trending topics then such news are being shared by the readers through social media.
- 18. Word counts of the news:** Word count of the news is very important. Editorial desk should avoid posting news of which word count is below 200. Ideally word count should be 200 words or more.
- 19. Editorial KRA:** Editorial KRA keeping in mind of convergence should be drafted and HR department has to set a system of minute follow up. These KRA's may be designation wise. In such KRA contribution for print as well as digital should be ensured. A set of KRA would be different as per designation wise. For example – Reporters KRA for real time flash and news content, Desk KRA would include exclusive stories, blogs, analytical features to online etc.

- 20. Promotion of online content through print:** Content of online may be promoted through print edition. This promotion can be done on various platforms such as Promo box item, providing the link of the news, providing QR code of the news, citizen journalism content in print, promotional in house advertisement of media website in print etc. This promotion would enable retention of print readers who otherwise would have been shifted to another online media website.
- 21. Promotion of print through online:** This is another way of promotion. Even though it is assumed that print readership would go down in future, print media should try to increase or sustain their net paid circulation through different promotional activities. Exclusive stories are always kept reserved for print even though print has its own online edition. Such exclusivity can be promoted through online edition.
- 22. Cross media engagement:** Reader is always single in entity. But its readership habits are different. Single reader would be a print reader as well as online edition reader. Media house who is having its print and online editions can create cross media engagement of readers. For example – epaper link can be provided on its web edition. So that if reader would like to see the news on epaper then it can go directly on epaper. If a reader in Mumbai is reading Mumbai news or even Kolhapur news on website then it has a option to go to epaper (soft version of print) just by clicking the link.
- 23. Advertisement convergence:** Media house should think of convergence of print and online ad sales. A combo package of space can be offered to different advertisers where advertisement in both print as well as website fits appropriate to the client.

Above are few recommendations which can be considered by media houses. A list of recommendations will be increase in future as technology always upgrading day by day. If these recommendations are followed then definitely media house would be at ease for smooth convergence of print and online. This entire thesis tried itself to explain the Importance of Convergence of Print and Digital for Future Development of Marathi Language Newspapers.

5.5 Scope for Future Research:

This study is related with convergence of print and digital in Editorial content. Further scope of the study is possible in following ways.

1. **Journalism course convergence:** There is another important aspect to this research topic and that is journalism courses which are available for the students. These courses based for the print journalism. Online media is developing day by day. Content need is different. Courses which offered theory and practical techniques for online media will be need in future. As this is all together a different topic and a vast topic on which separate research can be done has not been incorporated in my research.
2. **Advertisement revenue convergence** is another area comes under scope of the study. Revenue is impotent aspect in media house. As digital editions are gaining market share and readers (unique users) are rapidly increasing the advertising agencies will look opportunities to promote their clients on digital. This is on publication websites and also on social media connecting with the sites. For example Face Book, Instagram and You Tube. Also media houses can earn revenue directly from social media platforms. This topic has a vast area and further study and research can be done in it.
3. **Technical convergence:** Presently there is no technical convergence in between print and digital editions. Technical convergence means content flow by reporter at single entry point and the same is receivable at both the points i.e. at print as well as online edition. This will ensure real-time content flow by reporters. SEO is the main aspect on which research need to be done in the technical convergence. Because online edition needs proper SEO compliance and at the same time it is not required for print. Hence, this is the most important challenge in technological convergence of print and digital. In my research SEO and its importance is already highlighted.

4. **Content would play as revenue factor:** As content is a common aspect in print and digital, media houses need to concentrate on content creation which bring revenue for it. In digital world You Tube Chanel, Face Book and Instagram are such platform through which revenue is generated. This revenue is directly related with the subscribers or fans attached to the channel of social media platform. Like in print – more the circulation more the advt space rate. Same in digital.. more the users pr more the subscribers.. more the scope for the revenue. For example if a media house has a channel on You Tube then it should try to increase the subscribers. As the number of subscribers increases You Tube releases commercial advertisements on the channel and revenue is shared with the channel owner. In case of Instagram if a account has huge followers then the same account can generate huge amount of income out of it. Hence, a vast scope is there for print media houses to do a research on it and make a suitable revenue model for the company. Scholars can make research on this topic.
5. **Circulation / distribution convergence:** Print copy is being circulated from production to distributor to hawker / agent to reader. This is the chain of circulation in print. In case of digital middle men are not necessary. End user / reader can access online edition directly through web / internet. Considering the rapid growth in smart phone users and consumption of internet, news content is being read real time. The need of the user is also to have instant alert and news content. Many print houses / electronic medias have started their online editions and provide content to users real time. As we have observed that print reading time have been reduced substantially and at the same time internet consumption has been increased rapidly the threat for print will always be there. Hence, print readership can be sustained through online readership. As we have emphasized the importance of convergence of print and digital, the main objective is to highlight the fact that regional language newspapers should start their online editions and try to enter in the web market for future growth. Latest trends are showing that print circulation is decreasing day by day and digital readership is increasing day by day. Time may come soon that print circulation will go down substantially and perhaps media

houses would not be able to run it. Hence, circulation department of print should try to capture the readers their print edition for its digital edition. This would be the future importance and hence has a wide scope for future research and studies.

----- End -----

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Importance of Convergence for print and digital media for future development
for Marathi newspapers (2012-17)

Questionnaire for a Reader

Name : M ☐ F ☐

Address :

Pin

Age : Yrs Mobile :

Email id :

Educational Qualification :

Primary ☐ Secondary ☐ Higher Sec ☐ U G ☐

Graduate ☐ Post Graduate ☐ Profession

Medium of Education : Marathi ☐ English ☐

Income Group - annual Gross income

Up to 1 lac ☐ 1 to 3 lac ☐ 3 to 5 lac ☐ 5 to 8 lac ☐ 8 to 12 lac ☐
12 to 15 lac ☐ More than 15 lac ☐

1. Which Newspapers do you read every day?

Lokmat ☐ Sakal ☐ Mta ☐ Loksatta ☐

Divvy Marathi ☐ Punya Nagari ☐ Pudhari ☐

Other Marathi :

ToI ☐ HT ☐ ET ☐ IE ☐ Other

2. How much time do you consume in a day for reading newspapers?

Less than 10 minutes ☐ 10 - 20 minutes ☐ More than 20 minutes ☐

3. Where do you read newspapers?

At residence ☐ At office ☐ While travelling ☐

4. Have you ever felt that your reading time has come down since last five years?

Yes ☐ No ☐ If yes then approx how much time?

5. Do you read online edition of any newspaper?

Yes ☐ No ☐ If yes then of which newspaper's?

6. Where do you read online newspapers?

At residence ☐ At office ☐ While travelling ☐

7. How much time do you spend for reading online newspapers?

10 mts ☐ 10 - 20 mts ☐ 20 - 30 mts ☐ More than 30 mts ☐

8. Which time slot do you prefer for online reading of newspapers?

Before 10 am ☐ Btwn 10 am & 5 pm ☐ After 5 pm ☐

9. Please rank your reading preference choices for online newspaper edition.

(Start with 1 for first preference)

For latest news updates :

- | | | |
|---|---------------|----------------------|
| A | International | <input type="text"/> |
| B | National | <input type="text"/> |
| C | State | <input type="text"/> |
| D | Local | <input type="text"/> |
| E | Sports | <input type="text"/> |
| F | Finance | <input type="text"/> |

For Reading other Features and Articles

- | | | |
|---|------------------------|----------------------|
| A | Health and Fitness | <input type="text"/> |
| B | Entertainment | <input type="text"/> |
| C | Sex related articles | <input type="text"/> |
| D | Beauty and Cosmetics | <input type="text"/> |
| E | Religious | <input type="text"/> |
| F | Tips on various topics | <input type="text"/> |

Other than above which topics would you like to read online?

10. What types of videos would you like to see online? Rank it 1 to 10.

- | | | | | | |
|---|---------------|----------------------|---|----------------------|----------------------|
| A | Hard news | <input type="text"/> | F | CC TV footages | <input type="text"/> |
| B | Interviews | <input type="text"/> | G | Positive news | <input type="text"/> |
| C | Entertainment | <input type="text"/> | H | Sex relation related | <input type="text"/> |
| D | Sports | <input type="text"/> | I | Utility information | <input type="text"/> |
| E | Crime | <input type="text"/> | J | Religious | <input type="text"/> |

11. Are you using smart phone?

Yes ☐ No ☐

12. Do you use internet daily?

Yes ☐ No ☐

If yes then where ?

At Residence ☐ At office ☐

13. Have you installed any newspaper's App on your cell phone?

Yes ☐ No ☐

If yes then of which language newspaper :

English

☐

Marathi

☐

Of which Edition

International

☐

National

☐

Local

☐

If not Marathi then specify the reasons :

Not aware of it

☐

Not interested

☐

Any other reasons then please specify :

14. Would you like to install Marathi newspaper App on your mobile phone in near future?

Yes

☐

No

☐

15. What is your prefer time slot for reading newspaper mobile app?

Before 10 am

☐

Btwn 10 am & 5 pm

☐

After 5 pm

☐

16. Do you feel that newspaper and its online edition should have difference in content?

Yes

☐

No

☐

If yes then mention your top 5 priorities.

1	
2	
3	
4	
5	

17. Prioritize your choices for online edition or APP. Write 1 .. 2.. 3 as preference.

Content with video

☐

Content with photos

☐

Only Videos

☐

Only Content

☐

18. Would stop subscribing print newspaper in near future if you get everything on web edition?

Yes

☐

No

☐

19. According to you which are the latest trends that need to be cached up by online edition of Marathi newspaper? Please rank it and fill the boxes 1.. to onwards..

Entertainment	<input type="text"/>	Life style	<input type="text"/>	Health & fitness	<input type="text"/>
Diet	<input type="text"/>	Spiritual	<input type="text"/>	Education	<input type="text"/>
				Research news	<input type="text"/>
Personal Gadgets	<input type="text"/>	Sex relation related	<input type="text"/>		
Share Market	<input type="text"/>	Personal Finance & Investment	<input type="text"/>		

Priority other than above (Please specify) :

20. Which of the following has been opted by you for your social connect?

FB	<input type="text"/>	Twitter	<input type="text"/>	LinkedIn	<input type="text"/>	Instagram	<input type="text"/>	None	<input type="text"/>
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21. What are points which you feel are important while reading online edition or App when you compare print with online edition? (Please tick mark)

A) Online edition should have content other than print edition	<input type="checkbox"/>
B) Enlarge version of print to online with images and videos	<input type="checkbox"/>
C) Real time flashes and news update and then detail in print edition	<input type="checkbox"/>
D) News alerts to readers who have installed App	<input type="checkbox"/>
E) User friendly website / App design	<input type="checkbox"/>
F) Availability of related stories	<input type="checkbox"/>
G) Easy social sharing through App	<input type="checkbox"/>
H) Easy connectivity and low technical hazards	<input type="checkbox"/>
I) Other points which you would like to suggest ?	

22. Do you feel that digitalization is really threat for Marathi Print newspapers in future?

Yes	<input type="text"/>	No	<input type="text"/>	Can't answer	<input type="text"/>
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23. Any other points would you like to share?

Date:

Reader's signature

हेलो तुणे

पुणे, रविवार, दि. १० डिसेंबर २०१७

॥ स्वामी ॥
उबदार वस्त्रांचा दर्जेदार खर्चिना स्वेटर्स । स्वेटशर्ट । जॅकेट्स १० टक्के स्वेट्स ।
Online Shopping: www.shriharinagar.com
Ph. No. : 24431 001 Shriharinagar, Pune
श्रीहरि नगर । प्राणिकनगर । नगनाथपार । हुडपस । प्रदकचरी

मराठी माध्यमाकडे ओढा कमी : इंग्रजी माध्यमांच्या शाळांमध्ये विद्यार्थ्यांच्या संख्येत पाच लाखांची वाढ

महिलांमध्ये समाजपरिवर्तनाची ताकद

पुणे : काँग्रेसच्या काळाने महिला लढत गेल्या ४ टक्के व्याजदरपर कर्ज उलटवून देणे महिला आर्थिक सहकारिताचे धोरण स्वीकारले होते. पुणेसह महाराष्ट्रातील महिलांनी पुणेसह महाराष्ट्राच्या क्षेत्रात पुढे यावे, याकरीता काँग्रेस समन्वयाचे संदेश देणे पुढाकार घेतला होता. -वृत्त/४

समाजातील सदस्यीकता भय वाटण्याजोगी

पुणे : संस्था नाटकांमधून नवे तर समाजातील सदस्यीकता भय वाटण्याजोगी परिस्थिती आहे. बाबरी मशिन पडण्याच्या घटनेचा शोकमहोत्सव साजरा केला जात आहे. ज्याच्यामुळे कलाकारांना अभिव्यक्त होण्याची भूमी वाटते, त्या राक्षसी संतारस्थानी आहेत. -वृत्त/८

हवामान

कमाल ३०.०६°C/विमान १६.०८°C
सूर्योदय ६.५८ / सूर्यास्त ५.५८ वा.
पुणे : प्रति १० मि. प्रति १ कि. ३०,१०० ३८,२००

सोने-चांदी

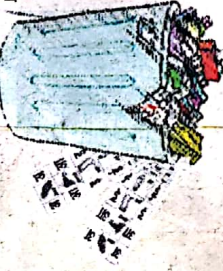
लोकमत न्यूज नेटवर्क

पुणे : यादिकांचे दूध म्हणून स्थलांतरित केलेल्या जाणार आहेत. आर्थिकदृष्ट्या विचार केलेला हा निर्णय योग्य वाटतो. 'पण ही वेळ का आली याचा शासनाने गंभीरपणे विचार करण्याची गरज आहे. ग्रामीण भागातही इंग्रजी शाळांची संख्या वाढत आहे. त्यामुळे मराठी माध्यमाच्या शाळांचे खच्चीकरण होत आहे, हे दृढ आहे. मातृभाषेत शिक्षण हेच खरे शिक्षण. मात्र, शासन तसा विचार करायला तयार नाही. मराठी शाळांचा दर्जा वाढला असल्यास पालक आपोआप या शाळांकडे वळतील. त्यासाठी शासनाने प्रयत्न करण्याची गरज आहे. -अ. न. देशमुख, ज्येष्ठ शिक्षणतज्ज्ञ

मराठी शाळांचे खच्चीकरण

पुणे : यादिकांचे दूध म्हणून स्थलांतरित केलेल्या जाणार आहेत. आर्थिकदृष्ट्या विचार केलेला हा निर्णय योग्य वाटतो. 'पण ही वेळ का आली याचा शासनाने गंभीरपणे विचार करण्याची गरज आहे. ग्रामीण भागातही इंग्रजी शाळांची संख्या वाढत आहे. त्यामुळे मराठी माध्यमाच्या शाळांचे खच्चीकरण होत आहे, हे दृढ आहे. मातृभाषेत शिक्षण हेच खरे शिक्षण. मात्र, शासन तसा विचार करायला तयार नाही. मराठी शाळांचा दर्जा वाढला असल्यास पालक आपोआप या शाळांकडे वळतील. त्यासाठी शासनाने प्रयत्न करण्याची गरज आहे. -अ. न. देशमुख, ज्येष्ठ शिक्षणतज्ज्ञ

या बहुतेक शाळा मराठी माध्यमाच्या आहेत. मागील काही वर्षांपासून राज्यात इंग्रजी माध्यमाच्या शाळा झपाट्याने वाढत असून विद्यार्थ्यांही त्याकडे आकर्षित झाले आहेत. परिणामी मराठी माध्यमाच्या शाळा ओस पडू लागल्या आहेत. त्यामुळे या शाळा बंद करण्याची वेळ आहे.



सेमी इंग्रजीचा पर्याय

इंग्रजीकडे वाढलेला ओढा नैसर्गिक आहे. मात्र, त्यामुळे मराठी शाळांमध्ये चांगले शिक्षण मिळत नाही, असे चुकीचे आहे. पालकांचा गैरसमज आहे, की इंग्रजी शाळांमध्ये चांगले शिक्षण मिळते. अनेक इंग्रजी शाळांचा दर्जाही खालावलेला दिसतो. या शाळांतील विद्यार्थी गिन्या परीक्षेच्या शाळांकडे येत आहेत. अनेक मराठी शाळांमधील शिक्षण गुणवत्तापूर्ण आहे. नोकरी किंवा व्यावसायिकी इंग्रजीचे किमान ज्ञान असणेही पुरेसे आहे. त्यामुळे इंग्रजीला सामोरे जाण्यासाठी सेमी इंग्रजी हा चांगला पर्याय कोणताही शाळांना शासनाकडे पाठवले जाऊनही इंग्रजीतून हवीत. मराठीसोबतच इंग्रजीतून शिक्षणाची संधी मिळाली तर त्यालाही चांगला प्रतिसाद मिळेल.

याबाबत शासनाकडे पाठवले जाऊनही इंग्रजीतून हवीत. मराठीसोबतच इंग्रजीतून शिक्षणाची संधी मिळाली तर त्यालाही चांगला प्रतिसाद मिळेल.

माध्यमाच्या शाळांचाही समावेश आहे. तसेच वाढलेल्या बहुतेक खासगी शाळाही इंग्रजी माध्यमाच्याच आहेत. यामध्ये महापालिका, जिल्हा असेल्येच शिक्षण विभागातील अधिकार्यांनी समीतले. बहुतेक शासकीय व अनुदानित शाळा मराठी माध्यमाच्या आहेत.

प्राथमिक स्तरावरील माध्यमनिहाय विद्यार्थी संख्या

वर्ष	मराठी	इंग्रजी
२०१६-१६	३३,९६,८८६	३,०२,६७६
२०१६-१६	३३,९६,८८६	३,०२,६७६

'युडायस'नुसार शाळांची स्थिती

वर्ष	एवूण शाळा	शासकीय	खासगी
२०१६-१६	९८,२९३	६७,२९३	३०,३८३
२०१६-१६	९८,२९३	६७,२९३	३०,३८३

युडायस'नुसार शाळांची स्थिती

वर्ष	एवूण शाळा	शासकीय	खासगी
२०१६-१६	९८,२९३	६७,२९३	३०,३८३
२०१६-१६	९८,२९३	६७,२९३	३०,३८३

३३,९६,८८६ ३,०२,६७६