

Growth and Distribution of Hindi, English, and Urdu Periodicals in India: An Analysis (1941-2013)

Ramesh Pandita

B.G.S.B. University, Jammu & Kashmir, Rajouri, P/O Roop Nagar, Jammu-180 013
E-mail: rameshpandita90@gmail.com

ABSTRACT

India is a very vast country with over 1.2 billion population, having diversity at all fronts, mostly linguistic, cultural, regional, religious, and many more, still if there is any tool or instrument in the hands of common masses which unifies people, helps them come closer and reduces this diversity is language. A common language spoken by people from two diverse fields binds them together. In the present paper attempt has been made to understand the publication pattern of Hindi, English and Urdu newspaper and other periodicals published in India, along with growth and distribution during the period 1941-2013. In India as on date 37.50 % periodicals are published in Hindi, 14.51 % in English, and 4.97 % in Urdu. Apart from these 43 % periodicals are published in other regional and vernacular languages. To undertake the present study data was retrieved from the official website of Registrar of Newspapers for India (RNI) on January 20, 2014. The study is aimed to evaluate areas like, periodicity, registration pattern, languages covered, year and decade-wise growth of Hindi, English and Urdu periodicals and many other similar areas in correlation with the population both at federal and national level.

Keywords: Newspapers, language, Hindi, English, Urdu, periodicals, India, Registrar of Newspapers for India

1. INTRODUCTION

Importance of newspapers and other periodical publications can never be undermined, for these being the age old primary sources of information especially for their print nature which is still going great in this technological era where people most of the time talk and hang around electronic documents. Catering information requirements of the populace all across the globe on varied subjects and aspects is what these periodicals are up to. Magazines and journals do fall under this category and are also equally a primary source of information, catering different kind of information requirements of people and together these different kind of primary sources of information are counted as periodicals. In fact it the periodicity of a publication where from the word periodical has originated, as these publications are continuously published on regular intervals of time. The periodicity of different publications may vary considerably. Publishing pattern of the most of the periodicals is print, electronic or even hybrid (where both print and online version of document is made available).

It may sound a bit extraneous to talk about the growth and preference of print version of newspapers among the readers in information and communication technology (ICT) era, which has not just revolutionised ways and means of information dissemination but also the methods and techniques of information

delivery and online newspapers are one such technological marvel. People have already started talking about the future of newspaper industry, as whether there will be a tangible newspaper copy in next couple of decades or it will be seen only in museums, especially the way electronic publishing has drawn whole world crazy. Under the prevailing technological environment which is committed to push beyond limits and to touch new highs each new day, but the fact remains people despite having free access to online newspapers do hang to its print version mostly owing the reason that they drag more pleasure while reading the print versions of the newspaper rather the electronic copy of it. Newspaper industry is the only industry in the world which recorded growth in terms of copies circulated and this growth remained consistent even during the recent global recession, irrespective of newspaper being published at local, national or even at global level.

As per 2011 Census, India is the second largest populous country in the world, having over 1.2 billion population¹ with national literacy rate of 74.04 percent having 22 scheduled and over 100 non-scheduled languages with over 1652 vernacular languages. Hindi apart from being national language is also the official language of the India spoken by over 41 % population of the country and UN has

declared Hindi as the 5th largest globally spoken language. Apart from Hindi, English is the additional recognised official language of the union of India, but due to its popularity major portion of the official activities in the country is mostly undertaken in English language. Urdu though not being widely spoken in India but is equally popular to that of Hindi and English for having rich literary past, especially Urdu poetry which is its backbone over which it stands tall and high. Besides, Urdu is being taught, written and spoken in various parts of the country makes it equally a popular language to be chosen for present study. Give these facts the above three languages have been chosen to assess the overall distribution of periodicals published across India in Hindi, English and Urdu languages.

RNI is the authorised institution of the Government of India, wherein it is mandatory for every new periodical publisher to seek prior approval of the office about the availability of title and the registration number and adhere to other terms and conditions. The office of the RNI in India got established in the year 1956 on the recommendations of the press commission of India in 1953 under Press and Registration of Books (PRB) Act 1867².

2. REVIEW OF LITERATURE

Researchers across the globe have already undertaken a good number of studies revolving round the newspaper industry, highlighting its various aspects and concerns. The growing concern of industry mostly lasts around the survival of print newspaper industry, as electronic publishing has already posed a great challenge to conventional means of publishing. At the same time it is being observed that conventional newspaper publishing is one among many industries which has shown growth even during the recent global recession, thereby refuting the argument whereby e-publishing may be seen as a potential threat to print industry.

Exchange of information from the era of word of mouth to invention of printing press in 1477 by Johannes Gutenberg³, was a giant leap in the history of mankind which not just changed the face of publishing world but immortalised the publishing once for all. Coming into being of printing press not just gave the new lease of life to information publishing but to its dissemination as well. Mass production of information changed the information consuming behavior of the common masses. More and more people were able to have access to information, which otherwise was not possible in earlier days as it used to take weeks or even months together for information to travel from one place to another.

Johnson & Kaye⁴ were of the view that blogs are being seen as more reliable source of information than traditional means of news, while as Wilnat⁵ on

the other hand in his study observed that consuming internet news does not decrease the amount of time reader spent with traditional sources of news. Wilnat is even of the view that internet news acts as supplement to go for detailed traditional forms of news. Cornog⁶ is of the view that readers are failing to be informed can be reason for the failure of industry and not the journalist.

As per the Canadian Community Newspaper Association (CNA) there are about 13.7 million adults who prefer to read print newspaper at the weekend, though there is a considerable increase in the internet news readers, as per the Yahoo finance 10 % readership has increased to online newspaper in 2009⁷. Rainie⁸ in PEW survey observed that everyday 23 % people go online for news, this is for the fact that internet has become the fastest news delivery channel as it publishes news days before it gets published in conventional means of news publishing, said sabga⁹.

To understand the past, present and future prospects of the newspapers publishing industry of Canada, Xed consultations undertook a study which included advertising scenario of industry, preference for online and print version of newspaper by readers. During the survey it was observed that newspapers remain unprotected and unsubsidised industry in Canada, but still survive for the fact that it relies heavily on the local news content. During the survey 5.9 % respondents replied of reading print newspaper daily followed by 38.2 % once a week, and 32.4 % once a month. 70.6 % respondents however replied that they are ready to give up print newspaper for its online version. In the same survey 26.6 % respondents replied that they never go online for reading newspapers, while as 20.6 % replied of going online everyday for newspaper reading. 91.2 % respondents replied they won't pay fee for online copy, however 58.8 % were of the view that govt should assist the struggling newspaper industry while as 41.2 % disagreed with it.

With regard to use of social media for gathering news, 38.2 % respondents replied they do not use such media, only 17.6 % replied that use it on daily basis, while as rest use once in week, once in month basis. To an interesting question 35.3 % respondents said they trust more on print news, while as meager 5.9 % trust online news, rest of the respondents showed mixed response. Regarding the future of the print newspaper industry people on whole don't see it beyond five years⁷.

3. OBJECTIVES

- To assess the comparative distribution, periodicity pattern, growth both decade and year-wise of Hindi, English and Urdu newspapers and other periodicals published in India during the period 1900-2013.

- To understand the publication distribution of periodicals under study at federal level, to do ranking of states as per the periodicals published, population distribution in terms of literacy and languages covered.
- To understand the scope of print industry in the electronic era where most of the conventional printing industry has switched over to hybrid publishing, viz., by making available both electronic and print version of same document.

4. METHODOLOGY

To undertake the present study, data was retrieved from the official website of the Registrar of Newspapers for India on 20 January 2014, available at http://www.rni.nic.in/rni_search_language.asp/. Keeping in view the period of study (1941-2013) data was mined as per the objectives of the study and was analysed accordingly. In all, 118930 newspapers and other periodicals stand registered with the RNI office for the period of investigation. Data retrieved was purely raw and unstructured, hence was structured as per the requirements of the study. All the relevant data was put to analysis by using various statistical tools and techniques.

5. SCOPE AND LIMITATIONS

Present study is confined to Hindi, English and Urdu periodicals published in India and registered with the Registrar of Newspapers for India. On the whole study lasts over whole of 19th century and the first decade of 21st century, encompassing the period 1941-2013.

Major limitation which came to fore during the analysis of data was about the non availability of date of registration of 2478 periodicals, which otherwise could have helped to put facts more exact and straight. Also, one cannot establish the fact as how many periodicals are being actually published at regular intervals of time. At few places serial numbers and registration numbers do not showed consistency, this may be due to de-blocking of titles, which RNI does on the non-conformity of its regulations by publishers within the two years of inception of any title.

6. DATA ANALYSIS

Data analysis being the important aspect of any study as such every care was taken to put forth

exact data by taking double cross check. Apart from this, keeping in view the objectives of the study and as per the nature of data and thereon the type of analysis to be made, data was put to excel format for performing simple operation like, addition, subtraction, division, drawing percentage etc. At most of the places percentage has been drawn up to two decimal places, however, wherever it became inevitable to push beyond two decimal places same was done for better understanding.

6.1 Registraion Status

Registration of periodicals is very important aspect of their having legitimate presence, upon structuring of raw data it was observed that, periodicals were having two different set of registration patterns and this was mainly for the fact that RNI had adopted to new registration pattern for periodicals, as such a good number of periodical publishers had applied for it, while as, still a major lot was found going on with the old registration pattern. Accordingly in the above tabulation attempt was made to analyse data as per their registration status. In all 55.11 % periodicals are registered under old registration pattern and 44.89 % follow new registration numbers. During the period of investigation, in all 37.5 % periodicals were published in Hindi language out of which 52.35 % are registered under old registration pattern and 47.65 % under new registration pattern. Accordingly 14.51 % of total periodicals were published in English language with 61.32 % registered under old registration number and 38.68 % under new registration pattern. Urdu has a total share of 4.97 % out of which 53.47 % are registered under old registration pattern and 28 % under new registration pattern. Other periodicals have a share of 43 % of which 53.48 % are still registered under old pattern and 46.52 % under new registration numbers (Table 1).

6.2 Periodical Distribution

Periodicity is one of the important aspects of periodical publications. The above tabulation is the assessment and reflection of the 13 different periodicities adopted by various publishers to publish their periodicals. Periodicities like daily, weekly, fortnightly, monthly, quarterly, half-yearly and yearly are very common and people as such are familiar with these kind of periodical publications, but there

Table 1. Registration status of periodicals

Language	Newspapers with old registration		Newspapers with new registration		Total & share (%)
	Total & share (%)	Language share %	Total & share (%)	Language share %	
Hindi	23351 (35.62)	52.35	21254 (39.81)	47.65	44605 (37.5)
English	10586 (16.15)	61.32	6676 (12.5)	38.68	17262 (14.51)
Urdu	4260 (6.49)	72	1656 (3.1)	28.00	5916 (4.97)
Others	27350 (41.72)	53.48	23797 (44.57)	46.52	51147 (43)
Total	65547	55.11	53383	44.89	118930

are some other periodicities with which people are less familiar, these include, alternate day, bi-weekly, tri-weekly, four-weekly, four-monthly, once in two years, once in three years, etc. At the gross national level a maximum of 32.37 % periodicals during the period of study were registered as Monthly publications, followed by 31.23 % as Weekly and 12.25 % as Daily publications. Two periodicals are registered with periodicity of Alternate Day and one as Four-Weekly having minimum periodicity share at national level but these have been clubbed with other periodicities. Amongst the registered Hindi periodicals a maximum of 42.63 % periodicals are published as weekly, followed by 24.44 % monthly and 13.82 % daily. Accordingly, among the registered English periodical, a maximum 40.38 % periodicals are published monthly, 15.23 % & 13.56 % quarterly and weekly respectively. Urdu being the fifth largest language has a maximum of 38.62 % weekly, 25.35 % daily and 22.68 % monthly periodicity (Table 2).

6.3 Ranking of States

Since India is a federal democracy and to have in depth assessment of periodicals published from different states of country given their population size and literacy rate count will serve many purposes. Table 3 shows ranking of states on the basis of maximum number of periodicals published from any given state of the country. Uttar Pradesh, Maharashtra and Delhi are the three leading periodical publishing state of the country having share of 15.66 %, 13.29 % and 12.33 % respectively. Lakshadweep has only 7 registered periodicals. From the total registered 44605 Hindi periodicals, Uttar Pradesh leads the tally with a share of 32.74 % periodicals, followed by Madhya Pradesh and Delhi with the share of 18.96 % and 13.06 % respectively. Out of 17262 registered English periodicals, Delhi leads with 29.38 %, followed by Maharashtra and Tamil Nadu with 19.38 % and 8.02 % respectively. From

Table 2. Periodicity distribution and share percentage of periodicals

Periodicity	Language								Total & periodicity share %
	Hindi		English		Urdu		Others		
	Total & share (%)	Periodicity share %	Total & share (%)	Periodicity share %	Total & share (%)	Periodicity share %	Total & share (%)	Periodicity share %	
Daily	6168 (13.82)	42.32	1309 (7.58)	8.98	1500 (25.35)	10.29	5593 (10.93)	38.38	14569 (12.25)
Weekly	19016 (42.63)	51.18	2341 (13.56)	6.30	2285 (38.62)	6.15	13507 (26.40)	36.35	37149 (31.23)
Bi-weekly	86 (0.19)	24.64	73 (0.42)	20.91	18 (0.30)	5.15	172 (0.33)	49.28	349 (0.29)
Fortnightly	5724 (12.83)	40.64	1531 (8.86)	10.87	577 (9.75)	4.09	6249 (12.21)	44.37	14082 (11.84)
Tri-weekly	36 (0.08)	23.37	28 (0.16)	18.18	12 (0.20)	7.79	78 (0.15)	50.64	154 (0.12)
Monthly	10905 (24.44)	28.31	6971 (40.38)	18.10	1342 (22.68)	3.48	19293 (37.71)	50.09	38511 (32.37)
Bi-monthly	258 (0.57)	12.19	944 (5.46)	44.63	16 (0.27)	0.75	897 (1.75)	42.41	2115 (1.77)
Quarterly	1503 (3.36)	20.67	2631 (15.23)	36.19	121 (2.04)	1.66	3014 (5.89)	41.46	7269 (6.11)
Four monthly	5 (0.01)	14.28	16 (0.09)	45.71	1 (0.01)	2.85	13 (0.02)	37.14	35 (0.02)
Half-yearly	114 (0.25)	8.83	667 (3.86)	51.70	6 (0.10)	0.46	503 (0.98)	38.99	1290 (1.08)
Thrice in a Year	1 (0.002)	2.85	30 (0.17)	85.71	-	-	4 (0.007)	11.42	35 (0.02)
Annual/Yearly	176 (0.39)	8.18	517 (2.99)	24.04	16 (0.27)	0.74	1441 (2.81)	67.02	2150 (1.80)
Other periodicals	613 (1.37)	50.16	204 (1.18)	16.69	22 (0.37)	1.80	383 (0.74)	31.34	1222 (1.02)
Total	44605 (37.50)		17262 (14.51)		5916 (4.97)		51147 (43.00)		118930

Population statistics as per 2011 census, GOI

the total 5916 registered Urdu periodicals, Uttar Pradesh publishes the maximum periodicals with the share 30.64 %, followed by Delhi and Andhra Pradesh with 18.18 % and 13.67 % respectively.

As per 2011 census, Uttar Pradesh, Maharashtra and Bihar are the three most populous states of India in their standing order. With gross 74.04 % literacy rate at national level, in all, India has over 778 million literate people across the country. Accordingly, the

gross national share per thousand literate persons is 0.152 titles. Delhi has the maximum of 1.150 titles per thousand literate persons, followed by Chandigarh and Uttarakhand with 0.573 and 0.316 titles per thousand literate people respectively. The other states which surpass the gross national share of titles per thousand literate persons include UP, Maharashtra, Madhya Pradesh, Rajasthan, Punjab, Mizoram, Pondicherry, Sikkim and Andaman Nicobar,

Table 3. State-wise distribution of periodicals under study in consonance to their literate population

Name of the state/ union territory	Language				Total titles & share (%)	Population in millions	Literacy rate %	Literate population in millions	Titles/1000 literate persons
	Hindi	English	Urdu	Others					
Uttar Pradesh	14606	973	1813	1235	18627 (15.66)	199.58	69.72	118.42	0.157
Maharashtra	1934	3346	460	10071	15811 (13.29)	112.37	82.91	82.51	0.191
Delhi	5826	5073	1076	2699	14674 (12.33)	16.75	86.34	12.76	1.150
Madhya Pradesh	8459	230	90	460	9239 (6.08)	72.59	70.63	43.82	0.210
Tamil Nadu	69	1385	39	6058	7551 (6.34)	72.13	80.33	52.41	0.144
West Bengal	518	1296	164	5115	7093 (5.96)	91.34	77.08	62.61	0.113
Andhra Pradesh	97	1072	809	4925	6903 (5.80)	84.66	67.66	51.43	0.134
Rajasthan	5651	212	32	607	6502 (5.46)	68.62	67.06	38.97	0.166
Karnataka	80	854	206	5039	6179 (5.19)	61.13	75.60	41.02	0.150
Gujarat	199	310	15	5031	5555 (4.67)	60.38	79.31	41.94	0.132
Kerala	15	488	4	3693	4200 (3.53)	33.38	93.91	28.23	0.148
Punjab	539	311	357	1761	2968 (2.49)	27.70	76.68	18.98	0.156
Bihar	1703	138	237	134	2212 (1.85)	103.80	63.82	54.39	0.040
Odisha	41	224	8	1939	2212 (1.85)	41.94	73.45	27.11	0.081
Uttarakhand	1975	65	53	119	2212 (1.85)	10.11	79.63	6.99	0.316
Haryana	1429	187	82	352	2050 (1.72)	25.35	76.64	16.90	0.121
Jammu & Kashmir	96	391	414	126	1027 (0.86)	12.54	68.74	7.24	0.141
Chhattisgarh	833	24	7	40	904 (0.76)	25.54	71.04	15.59	0.058
Assam	24	119	3	642	788 (0.66)	31.16	73.18	19.50	0.040
Chandigarh	95	232	7	125	459 (0.38)	1.05	86.43	0.80	0.573
Himachal Pradesh	216	58	13	58	345 (0.29)	6.85	83.78	5.10	0.067
Jharkhand	150	15	23	34	222 (0.18)	32.96	67.63	18.75	0.011
Manipur	3	26	-	188	217 (0.18)	2.72	79.85	1.89	0.114
Mizoram	1	8	-	177	186 (0.15)	1.09	91.58	0.84	0.221
Pondicherry	3	25	-	134	162 (0.13)	1.24	86.55	0.96	0.168
Goa	3	58	1	81	143 (0.12)	1.45	87.40	1.15	0.124
Tripura	-	14	1	121	136 (0.11)	3.67	87.75	2.83	0.048
Sikkim	4	23	-	84	111 (0.09)	0.60	82.20	0.44	0.252
Andaman Nicobar	12	41	1	29	83 (0.06)	0.37	86.27	0.29	0.286
Meghalaya	3	20	1	43	67 (0.05)	2.96	75.48	1.81	0.037
Dadar & Nagar Haveli	14	5	-	7	26 (0.02)	0.34	77.65	0.22	0.118
Nagaland	-	18	-	4	22 (0.01)	1.98	80.11	1.35	0.016
Arunachal Pradesh	3	19	-	-	22 (0.01)	1.38	66.95	0.78	0.028
Daman & Diu	4	2	-	9	15 (0.01)	0.24	87.07	0.18	0.083
Lakshadweep	-	-	-	7	7 (0.005)	0.06	92.28	0.05	0.140
Total	44605	17262	5916	51147	118930	1210.19	74.04	778.45	0.152

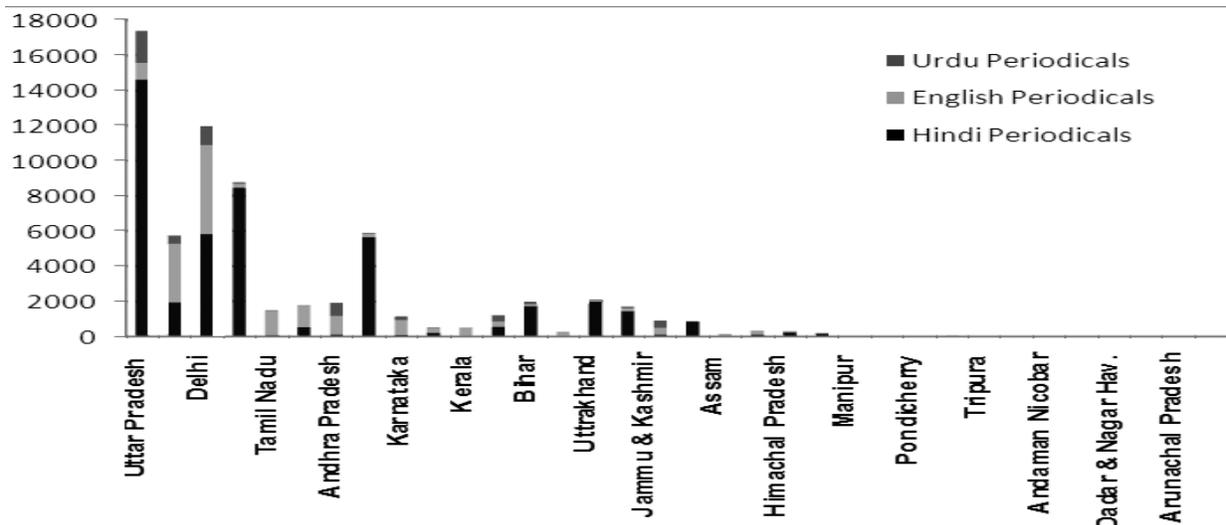


Figure 1. State-level distribution representation of Hindi, English and Urdu periodicals.

rest of the states have title share below the national average. This in fact also breaks the myth that literacy rate has got nothing to do with the titles published, as Kerala and various other state do not fall under this category despite having literacy rate far above the national average (Fig. 1).

6.4 Five-yearly Growth of Newspapers (1941-2013)

Table 4 reflects the five-yearly growth of Hindi, English and Urdu newspapers and other periodicals registered with RNI for the period 1941-2013. At gross national level on the whole periodicals grew at 18.78 % per year, while as Hindi periodicals grew at 26.66 %, English periodicals 19.26 % and

Urdu periodicals 27.52 % per year and rest of the periodicals grew at 17.38 % per year. Although the distribution reflected above has a class interval of five years, while as when it can be seen that the different kind of periodicals recorded maximum growth during the last three years, viz., for the period 2011-13.

In terms of maximum corresponding percentage growth, 556.83 % was recorded at national level during the period 1956-60, while as in case of periodicals under study maximum 733.33 % corresponding percentage growth was recorded for against Hindi during the period 1946-50, English periodicals recorded maximum 711.25 % growth during the period 1956-60, and Urdu periodical

Table 4. Average annual growth percentage of periodicals (drawn on five-yearly class interval basis)

Period	Hindi	CG %	English	CG %	Urdu	CG %	Other periodicals	CG %	Total	CG %
1941-1945	3	-	8	-	1	-	23	-	35	-
1946-1950	25	733.33	16	100	11	1000	98	326.08	150	328.57
1951-1955	98	292.00	80	400	42	281.81	241	145.91	461	207.33
1956-1960	633	545.91	649	711.25	260	519.04	1486	516.59	3028	556.83
1961-1965	1000	57.97	1014	56.24	427	64.23	2292	54.23	4733	56.30
1966-1970	2021	102.10	1598	57.59	653	52.92	4107	79.18	8379	77.03
1971-1975	1960	-3.01	1225	-23.34	470	-28.02	3227	-21.42	6882	-17.86
1976-1980	2122	8.26	1475	20.40	399	-15.10	3665	13.57	7661	11.27
1981-1985	1540	-27.42	799	-45.83	257	-35.58	1673	-54.35	4269	-44.27
1986-1990	2929	90.19	862	7.88	354	37.74	2243	34.07	6388	49.63
1991-1995	5161	76.20	1039	20.53	590	66.66	2926	30.45	9716	52.09
1996-2000	4770	-7.57	1473	41.77	353	-40.16	4836	65.27	11432	17.66
2001-2005	4836	1.38	1865	26.61	419	18.69	5679	17.43	12799	11.95
2006-2010	7203	48.94	2348	25.89	628	49.88	8059	41.90	18238	42.49
2011-2013	9227	28.09	2521	7.36	862	37.26	9671	20	22281	22.16
NA	1077		290		190		921		2478	
Total	44605	1946.37	17262	1406.35	5916	2009.37	51147	1268.91	118930	1371.18
Average growth		26.66		19.26		27.52		17.38		18.78

CG = Corresponding growth

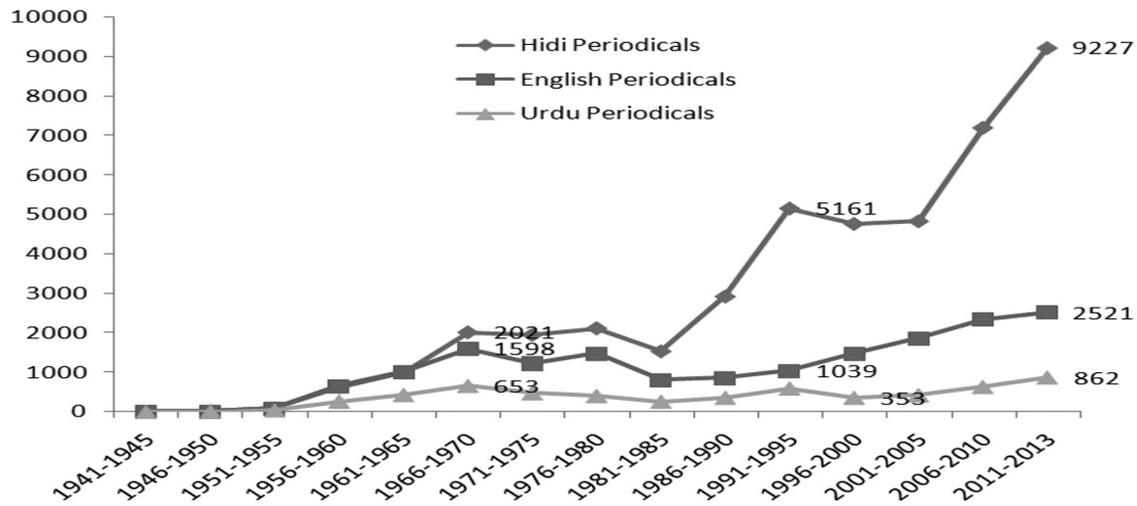


Figure 2. Growth distribution curve representation of Hindi, English, and Urdu periodicals on five-yearly basis.

recorded maximum 1000 % growth during the period 1946-50, while as rest of the periodicals recorded maximum corresponding percentage growth during the period 1956-60 (Fig. 2).

During the analysis one interesting aspect which came to fore was about decline in the introduction of new periodical publications and the maximum corresponding decline percentage was recorded except for Urdu publications during the period 1981-90. At gross national level maximum negative growth during the period remained -44.27 % Hindi -27.42 % English -45.83 %, while as rest of the periodicals recorded -54.35 % decline during the period for reasons not known. Urdu language periodicals do recorded decline during the said period, but maximum -40.96 % corresponding decline was recorded during the period 1996-2000. The period of analysis lasts over last seven decades, viz, for the period 1941-2013.

Since the RNI got established in the year 1956, at the gross national level there were 646 titles published across the country, before the established of RNI and the number rose to 118930 periodicals by December 2013. Data of registration of 2478 periodicals could not be established from the RNI data, as such have been put under the separate category at the bottom of the table, having gross national share of 2.08 %.

7. DISCUSSION AND CONCLUSIONS

Cultural diversity plays a very vital role in the publication of newspapers and other periodicals in a country. India being the world's second largest populous country has diversity at every front and is also the world's largest newspaper publishing country (in terms of circulation). By having registered periodicals in more than 132 languages speaks volumes of the Indian diversity. As per the registration dates available, during the year 1941 only 6 titles were introduced and this number rose to introduction

of as many as 8146 titles alone in the year 2013. This unprecedented growth of newspapers and other periodicals can be owed to the growing consciousness among public towards seeking the first hand information about the developments taking place in and around them. Hindi and English besides being official languages of the country are also the two leading languages having maximum number of registered periodicals during the period of study. Urdu is the fifth largest language. Languages under study find it easier to have both online and print version of their periodicals but the case is not same for publishers of periodicals of other vernacular languages, as such they tend to stick and rely more on the conventional means of publishing.

Difference in registration patterns is what RNI is required to take care of, the RNI office should take every measure to ensure uniform registration pattern by issuing unique identity to each individual periodical. The varying periodicity, daily to yearly publications is still understood, but the publications like once in two years and once in three years sounds a bit unusual, as what sort of purpose these publications may be serving, unless the same have specifically come up to cover some special event taking places after every two or three years. Apart from these, RNI also needs to streamline periodical data by adding other vital information like, mode of publication, print or electronic, nature of periodical like, whether it is a newspaper, a news magazine, a journal, a serial, a standard, an in-house publication or any other publication.

Although India being the world's largest periodical publishing country, but when it comes to catering information requirements of the literate population of the country and the share percentage of number of titles to per thousand literate persons, then the figures stand far below the other western and European countries. As per the figures available on RNI website more than 37,38,39,764 copies of

newspapers are daily circulated throughout country to cater information requirements of 778 million literate persons, which on average makes 0.48 copies available to each literate person of the country. Internet is one of the fastest growing information dissemination means and is being seen as potential threat to conventional means of newspaper and other periodical publishing, but the publishers do have at the same time adapted technological advances for wider and better reach to their audience. As of now online version of periodical publication is helping in the promotion of its print version, so internet is proving as a blessing in disguise to periodical publishing industry.

Print industry is bound to survive the ordeal of electronics for the fact that in India mere 11.4 % percent people have access to internet and at global level these figures stand around 34 %. So given this fact, print is not just going to survive but is equally bound to grow to serve the 66 % populace of the globe who still rely heavily on the printed version of primary source of information¹⁰.

REFERENCES

1. Registrar of Newspapers for India, Govt of India, New Delhi. (n.d). 31 July 2013, from <http://rni.nic.in/>.1
2. Ministry of Home Affairs, Govt of India, New Delhi. (n.d). http://censusindia.gov.in/2011-prov-results/prov_results_paper1_india.html/(accessed on 23 August 2013).
3. Printing, the invention of typography, Gutenberg-1450. In Encyclopedia Britannica, 2013. <http://www.britannica.com/EBchecked/topic/477017/printing/36836/The-invention-of-typography-Gutenberg-1450/>.
4. Johnson, T.J. & Kaye, B.K. Wag the blog: How reliance on traditional media and the internet influence perceptions of credibility of weblogs among Blog users. *Journalism & Mass Comm. Quart.*, 2004, **81**(3), 622-42.
5. Wilnat, L. & Weaver, D. Through their eyes: The work of foreign correspondent in the United States. *Journalism: Theo. Pract. and Criticism*, 2003, **4**(4), 403-22.
6. Cornog, E. Let's blame the readers. *Columbia Journalism Rev.*, January/February 2005. <http://www.cjr.org/issues/2005/1/cornog-readers.asp/> (accessed on 30 October 2006).
7. Newspapers today. 2009. <http://comm4p53newspaperstoday.blogspot.com/feeds/posts/default?orderby=updated/> (accessed on 1 August 2013).
8. Raine, Lee. Pew internet and American life project: Teens and technology, youth are leading the transition to a fully wired and mobile nation, 2005. http://www.pewinternet.org/~media/Files/Reports/2005/PIP_Teens_Tech_July2005web.pdf.pdf/ (accessed on 05 August 2013).
9. Sabga, Rudy. Cyber siege. *Ryerson Rev. Journal.*, 2005. <http://www.rrj.ca/m4041/> (accessed on 05 August 2013).
10. Internet world stats. Usage and population statistics, 2012. <http://www.internetworldstats.com/stats.htm/> (accessed on 20 January 2014).

About the Author

Mr Ramesh Pandita is working as Assistant Librarian at BGSB University, Rajouri, Jammu & Kashmir. Prior to this, he worked as College Librarian in Tagore College of Education. He has obtained MLIS, Masters Degree in Sociology, and MBA (International Business). He has more than 40 research papers and over 50 popular articles to his credit, published in various journals and conference proceedings at both national and international level and in popular newspapers. He is recipient of *ILA C.D. Sharma Award* (2011) for best paper written and presented.