



## **Marathi Newspapers & Impact of Covid-19 Crisis**

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### **Abstract**

Newspaper was a mission before independence. In today's age, it has become profession. Social problems are given second preference. So, people and society as large is deeply worried. In today's competitive era, to run Newspaper is very difficult job. Competition in Print Media is increasing day by day. To acquire more and more market and Profit profit is the ultimate goal. Even there is profit or target achievement, for the better future, almost all the news papers are doing malpractices like paid news. It affects not only the credibility of the newspaper and journalism but the society at large suffers. Covid-19 crisis has affected newspapers all over world. So, there is more chances of malpractices by newspapers. Covid-19 situation has affected the profitability and circulation of newspapers. So, Owners has reduced the manpower, salary, circulation, number of pages newspapers. This is affecting not only the quality of newspapers, news but also service to the society, nation. Hence, the study relating to newspapers is important. Today, democracy is facing the problem of survival. Only newspapers can save the country as the other three pillars of the democracy has failed. In Maharashtra, Sakal, Lokmat, Loksatta, Maharashtra Times, Divya Marathi, Punyanagri, Pudhari, Tarun Bharat are reputed state level newspapers. Besides this, many local daily Marathi newspapers like Gavkari, Deshdoot, Bhramar, Loknama, Mahanagar. Credibility of Newspapers is very much lowered because of paid news. People have lost the faith in journalism. Lots of malpractices daily take place in journalism which is also called as yellow journalism. No doubt, this has adversely affected the democracy and the mindset of the people in the society. Covid-19 situation has increased the problem. Media is responsible institution.

### **Introduction**

Covid-19 situation has deeply affected the Daily Newspapers all over the country. Marathi Newspapers are not exception to this. Covid-19 has affected Newspapers greatly. Newspaper industry in tough Filed. To start and run a newspaper is not easy job. It needs huge capital investment and lots of efforts. Trained, skilled and talented manpower is required. One should have capacity to bear the losses for so many years. Patient is required. Beside this, modern technology, best services, different and qualitative news is the demand of this business. Today, democracy is facing the problem of survival. There are important issues like global warming, terrorism, population explosion, religious clashes etc. There are other crucial problems like unemployment, starvation, social injustice, corruption etc. There is no direction to the society nor there limit to the pains of the people. Common man is totally helpless. In this situation of darkness, journalism, which is the fourth pillar of democracy, is working as a light house. The Investigator selected this topic for his research work because newspaper is powerful medium creating awareness in the people. In every society and democracy, Newspapers plays important role. It preserves democratic values, so it is termed as fourth

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pillar of democracy. Newspapers creates public opinion & helps people to take decision on serious issues like corruption, classism, social injustice, malpractices in various fields of life. Mere about 200 years there was only one newspaper in India. In 1880, the number were 84. In 1980 the number of newspapers was 15 thousand. Now it is 80 thousands. Total readers are 32 crore, 12 lacs. Today, 10 crores people reads newspaper daily. In India, Dr. William Carry started a periodical called Samaj Darpan in 1818. It was in Bengali language. After 14 years, in Maharashtra (1832) Balshastri Jambhekar started periodical Darpan. Prof. Krishikesh Bhattacharya form Punjab started first Sanskrit periodical (1850) called `Vidyodya`. It worked for 50 years. `Udant Martand` was first Hindi periodical in India. It was launched by Pandit Jugalkishore Shukla on 30<sup>th</sup> May 1826. After Darpan & Prabhakar, Dynodya, Dyan Sindhu, Dyan Prakash were the reputed newspapers which contributed for the progress of society. Nashik Vrita was the first newspaper started by Trimbak Hari Kale in 1869. It used to publish on every Saturday. Political & Socail news used to publish in it. Reader's puzzles were the main feature of this newspaper. Nashik Samachar was the second news paper after Nashik Vrita. It was launched by Hari Vishnu Sahastrri Budhe in 1875. It was closed down in 1878. Hindu Mitra (1876). Lokseva were other news papers. Newspapers form Pune, Mumbai inspired the journalist in Nashik to start news papers. Freedom struggle also gave the inspiration. Many of the news papers at that time were running for social & political purpose. National leaders like Mahatma Gandhi, Pandit Nehru, Lokmanya Tilak were the ideal of the news papers in Nashik.

#### Impact of Covid Crisis

Covid-19 situation has affected not only the newspapers but also every part of the life. The research study impact of covid -19 situation on Marathi newspaper is important. Because lakhs of people are directly and indirectly employed in the country. Same is the case of Marathi newspapers. So, Research papers and books on various angles of the impact of covid-19 situation on Marathi newspapers is likely to come out. The examples are, research paper on research study impact of covid -19 situation on employment of Marathi newspaper, research study impact of covid -19 situation on Marketing of Marathi newspaper, research study impact of covid -19 situation on the readers of Marathi newspaper, research study impact of covid -19 situation on revenue of the Marathi newspaper, research study impact of covid -19 situation on readership of Marathi newspaper is expected. The policy papers can be drafted by the Government for the betterment of all daily newspapers, journalist and the employed directly and indirectly in this sector. Books can be written for the student of Journalism. Article can be published in the newspapers and social media on related issues.

The research regarding Impact of Covid-19 on Marathi news papers is not undertaken by any other researcher at local, state and national level. It is totally new. Research papers, research projects and research thesis has not been submitted so far as covid 19 is new situation. In this topic of research, research student is trying to explore the impact of covid situation on District and City level Marathi newspapers as well as State Level Marathi News papers working in Nashik. The research gap exit in this subject. Some national and international research papers, News paper articles, articles on social media is there. But none has worked on Marathi Newspapers. In this study researcher is trying to study the impact on Management of Marathi newspapers, journalists of newspapers, newspaper sellers, circulation of newspapers. Research will also attempt to find out the impact of covid 19 on other newspapers except Marathi daily newspapers and weekly newspapers circulation in Nashik.

Newspapers are the fourth pillar of democracy. They are working for the welfare of the Society and Nation. So, for the survival of the newspaper is must for the healthy democracy system. Covid-19 situation has affected the economy, mindset, quality of the newspapers all over the world. This has affected the moral, ethics of the society, nation and journalism. In this case, the research study Impact of Covid-19 situation will help surely for the betterment

of journalism, Management of newspapers, journalist and the society. The researcher hope that the study will suggest important solutions that will overcome the problems created by the Pandemic of covid. This study can suggest policy measures for the Government and Management of news papers. Scientist has said that no covid is spread due to news papers. But the mindset of the society is that the due to newspapers covid is spread. So, they are not going to purchase the newspapers. This study will change the mindset hope so.

#### Relevance of the study

Impact of covid -19 situation on Marathi newspaper is very helpful for the society, government, management of newspaper. There is no data available on this issue. The impact of covid-19 situation is so deep on journalism that many journalist has left this field and stated small business, joined job. Newspapers are also affected greatly. Some are closed down. Some has reduced manpower. There is death of many journalists but their families are neglected. Government also did not help the journalist and other people related to the newspapers. Researcher hope that this study will generate important data which will be very helpful for the Government, Management of Newspapers, New researcher etc. Books can be written for the student of Journalism. Article can be published in the newspapers and social media on related issues. The related study can suggest permanent solution can be get from the study. The new researcher who want to do research, will get guideline.

Democracy values are greatly affected by Newspapers. Society is reflected in the journalism. Impact of covid -19 situation on Marathi newspaper is contributory to the society the society, government, management of newspaper. There is no data available on this issue. The impact of covid-19 situation is so deep on journalism that many journalists has left this field and stated small business, joined job. Newspapers are also affected greatly. Some are closed down. Some has reduced manpower. There is death of many journalists but their families are neglected. Government also did not help the journalist and other people related to the newspapers. Researcher hope that this study will generate important data which will be very helpful for the Government, Management of Newspapers, New researcher etc. Books can be written for the student of Journalism. Article can be published in the newspapers and social media on related issues. The related study can suggest permanent solution can be get from the study. Proper solution and polices of government, management of newspapers will strengthen the society. Employment will be continued. The proposed research study Impact of Covid-19 situation is problems-oriented study which will not help to the management of newspaper but also to the various factors of society. So, data will be carefully collected by the research student.

#### Primary Data

For the primary data on this topic, Researcher conducted the interview of various authorities related with journalism. This includes the Editor of newspapers, Assistant Editor, Chief Reporter, Senior as well as fresh journalist working with Marathi Newspapers. Interview were and questionnaire was filled up from these people. Researcher also try to meet Chief Manager, Production Manager, Circulation Manager, Account Manager for detail study. Researcher also talked to the Newspaper Seller organizations, Newspaper sellers for the decrease and increase in the sale of newspapers. Researcher also contacted to the readers of various class to know the what happened about the quality due to the Covid-19 situation. At the same time, questions were also asked to the Advertisement Agencies to know the income effect on newspapers due to Covid-19 situation.

#### Secondary Data

The effect of Covid-19 situation is very deep on newspapers as well as the people, institutions depending on it. So, it is necessary to study in detail. For the authentic Secondary data regarding this subject proper institutional record was checked. Audit Bureau of Circulation is the authorized organizations which keep the record of circulation of newspapers. This record

was checked. Record of Journalist organizations, record of Advertisement Agencies were also checked. State Government as well as Central Government Information Department Web Site was visited for the further information

There are more than 50,000 Newspapers in India. In Nashik, there are more than 500 newspapers. Some of them are weekly, some are daily, Monthly. They belong to various languages. For the research study, only state level daily newspapers like Maharashtra Times (Times Group), Sakal, Lokmat, Divya Marathi, Loksatta (Express Group), Pudhari, Punya Nagri as well as Local Marathi Newspapers like Gavkri, Deshdoot, Bhramar, Mahanagar, Loknama etc. These newspapers are published in the city and circulate in the district. Actually these newspapers are all state Level. Covid-19 situation was coming into existence in March 2019 in India. Till date it is continued. For this research purpose, March 2019 to March 2021 will be the study period. Effect of Covid-19 situation on Marathi Newspapers and on factors related to Marathi Newspaper was studied thoroughly by the researcher.

Newspapers are pillars of Democracy. They are working as whistle blower. Though they are working for society, there is cut throat competition. The information regarding effect of Covid-19 situation on every newspaper is same but the measures, solutions are different. Newspaper Editor, Manager never share true information regarding the circulation, salary, commission, manpower etc. which is necessary for the research. Document evidence, oral information may not be easily and freely shared. The researcher is also journalist working with Times of India group. Other newspapers weretreated him not researcher but competitor. Secondly, offices of newspapers are far away from the city.

In Nashik city there are 10 State levele and 5 local daily newspapers. Maharashtra Times, Sakal, Lokmat, Divya Marathi, Pudhari, Punyanagri, Loksatta, Navakal, samna, Tarun Bharat are the main state level newspapers. Gavkari, Deshdoot, Bhramar, Mahanagar, Loknama are major Local level newspapers. Near about total 100 journalists are working with these newspapers. 20 % sample size were taken of these journalists which include journalist working in main office like editors and sub editors. On reporting wing, reporters, freshers were contacted.

#### Conclusion

Covid-19 situation has affected not only the newspapers but also every part of the life. The research study impact of covid -19 situation on Marathi newspaper is important. Because lakhs of people are directly and indirectly employed in the country. Impact of covid -19 situation on Marathi newspaper is very helpful for the society, government, management of newspaper. The Research study of Impact of covid -19 situation on Marathi newspaper is very important. Because there is no data available on this issue. The impact of covid-19 situation is so deep on journalism that many journalists has left this field and stated small business, joined job. Newspapers are also affected greatly. Some are closed down. Some has reduced manpower. There is death of many journalists but their families are neglected. Government also did not help the journalist and other people related to the newspapers.