



Research Paper

Covid 19 Impact on Hindi Print Media of Jammu Division

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ABSTRACT:

The world noticed Coronavirus/COVID 19 on December 2019 with its advent in China. The virus practically took the world by surprise, a ghastly one. The 28 States and 8 Union Territories of India have been no exception. The Socio-Economic Impact on Indians have been panic, fear and terror. These have resulted in a government imposed 'Infrastructural lockdown' leading to core motivation changes and thereby behavioural shift. Social impact has been seen on various levels political, educational, religious, on health, psychological because of inequality because of economic impact for which lockdown, induced market, instability has been responsible that led to sharp rise in unemployment, cost cutting, stress on supply chains, collapse of tourism and hospitality industry, reduced consumer activity along market, plunge in fuel consumption, slashed interest rates of banks that led to decrease in government income. All these impacts are experienced by Hindi Print Media of Jammu division.

Methodology: This paper mainly deals with the leading three Hindi newspapers of Jammu Province namely- Amar Ujala, Punjab Kesari and Dainik Jagran, their market share before lockdown and current position of PO i.e. print order during the pandemic. The paper is based on secondary data. It's an attempt towards highlighting the changing outlook of Hindi Print Media under the impact of COVID 19 with special reference to Jammu Province.

Key Words: P.O: print order; C.S .Point: cash sale point

Received 12 December, 2020; Accepted 26 December, 2020 © The author(s) 2020.

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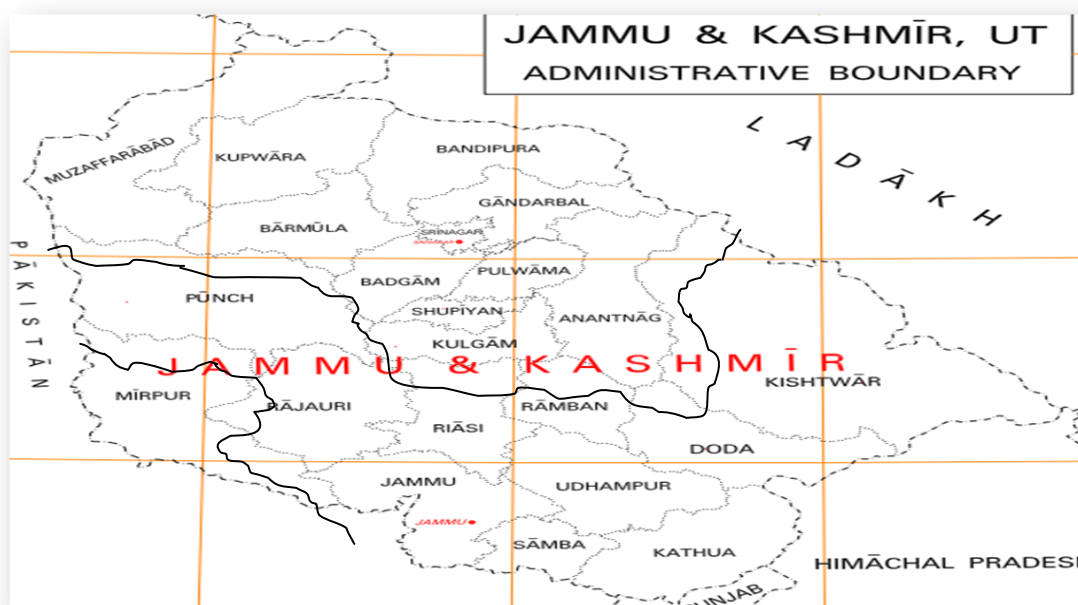
I. INTRODUCTION

Covid 19 has impact in all the spheres of economic, social and cultural life of people. The impact has been worldwide with India as no exception. In India no state has remained untouched by the influence of this virus, the Covid 19. The impact of Covid 19 has been in all the spheres of human life. In India, Jammu city, "City of Temples" and Jammu Division having ten districts could not escape from the impact of Covid 19. Among various dimensions of economy present study deals with the impact of Covid 19 on Hindi print media of Jammu Division. Print Media has many publications in many languages like Hindi, English, Urdu and the duration of the publication also varies from monthly to daily. The present study deals mainly with the daily leading Hindi newspapers of Jammu Division.

Study Area:

Location:

The location of Jammu Division is from 32°17' N to 34° 10' N latitude to 73°.58'E to 75°25' E longitude. Jammu is about 305 meters above the mean sea level (MSL) to 4600 meters.



Jammu is a region which is administered by India as a union territory and consists of the southern portion of the larger Kashmir region. Jammu borders Kashmir Valley to the north, Ladakh to the east, and Punjab and Himachal Pradesh to the south. In the west, the Line of Control separates Jammu from Pakistani-administered Kashmir (known as Azad Kashmir in Pakistan). In between Kashmir Valley to the north and the Daman Koh Plains to the south, the Shivalik Range comprises most of the region of Jammu. The PirPanjal Range, the Trikuta Hills and the low-lying Tawi River basin add diversity to the terrain of Jammu. The PirPanjal range separates Jammu from the Kashmir Valley. Jammu region has geographically 8 sub regions Ravi-Tawi Kandi plains, Shiwaliks, PirPanjal belt, Chenab Valley, Bholderwah Valley, Gandoh Valley, Paddar Valley and Warwan-Marwah Valley.

CLIMATE:

The climate of the region varies with altitude. In and around Jammu city, the climate is similar to the nearby Punjab region with hot summers, rainy monsoon, and mildly cold and foggy winters. While Jammu city itself does not experience any snowfall, the higher hills and mountains are snow-capped during the winter. People from all over India come to the Patnitop mountain resort to enjoy the winter snows. The shrine of Vaishno Devi is covered with snow in the winter. The Banihal Pass, which links the Jammu region to the Kashmir region, often experiences closure in the winter months due to extremely heavy snowfall.

Table No.1

Province	Name	Headquarters	Area (km ²)	Area (sq miles)	Rural Area (km ²)	Urban Area (km ²)
Jammu	Kathua district	Kathua	2,502	966	2,458.84	43.16
	Jammu district	Jammu	2,342	904	2,089.87	252.13
	Samba district	Samba	904	349	865.24	38.76
	Udhampur district	Udhampur	2,637	1,018	2,593.28	43.72
	Reasi district	Reasi	1,719	664	1,679.99	39.01
	Rajouri district	Rajouri	2,630	1,015	2,608.11	21.89
	Poonch district	Poonch	1,674	646	1,649.92	24.08
	Doda district	Doda	8,912	3,441	8,892.25	19.75
	Ramban district	Ramban	1,329	513	1,313.92	15.08
	Kishtwar district	Kishtwar	1,644	635	1,643.37	0.63
	Total for division	Jammu	26,293	10,152	25,794.95	498.05

Source : "Ministry of Home Affairs:: Department of Jammu & Kashmir Affairs"(2008)

Research methodology:

Following paper is based on secondary data. Received from various government and non-government organization. Data related to COVID-19 has been taken from department of health, Jammu and data related to market share of 3 newspaper namely Amar Ujala, Dainik Jagran and Punjab Kesari have been taken from their Jammu offices.

Various statistical techniques have been applied to analyse the situation related to market share and COVID-19 in 10 districts of Jammu division like three annovatest, Spearman Correlation Co- efficient.

Objectives:

- **To analyse the position of newspaper supply during lockdown.**
- **To analyse the position of newspaper supply post lockdown.**

Demography:

According to the 2011 census, the total population of Jammu Division is 5,350,811 and Scheduled castes (Dalits) constitute 19.44 percent of it. While Scheduled tribes has 15 to 20 percent population in Jammu division and comprises Muslim ,Gurjar-Bakarwal and Hindu Gaddi-Sippi communities. Ethnically, Jammu district is largely Dogra, a group which constitutes approximately 47% of the population. Jammu's people are closely related to Punjabis.

Demography of Jammu Division

Table no.2

DISTRICT	POPULATION (2011)	POPULATION (2020 EST.)	PERCENTAGE	DENSITY	LITERACY
PUNCH	476835	543592	8.86	285	66.74
RAJOURI	642415	732353	11.94	244	68.17
KATHUA	616435	702736	11.46	246	73.09
DODA	409936	467327	7.62	46	64.68
RAMBAN	283713	323433	5.27	213	54.27
KISHTWAR	230696	262993	4.28	140	56.20
UDHAMPUR	554985	632683	10.31	210	68.49
REASI	314667	358720	5.85	183	58.15
JAMMU	1529958	1744152	28.44	653	83.45
SAMBA	318898	363544	5.92	353	81.41
TOTAL	5378538	6131533	100	200	60.03

Source: 2011 Census: Population Data on District/Sub-Dist Level

According to the above table 2. it is clear that the share of 28.44% of population is maximum for Jammu district. It shares the maximum density and maximum literacy rate in Jammu division. Population % is than followed by Rajouri and than by Kathua, In Sambha population density is 353 followed by 285 of Punch district.

COVID-19 :

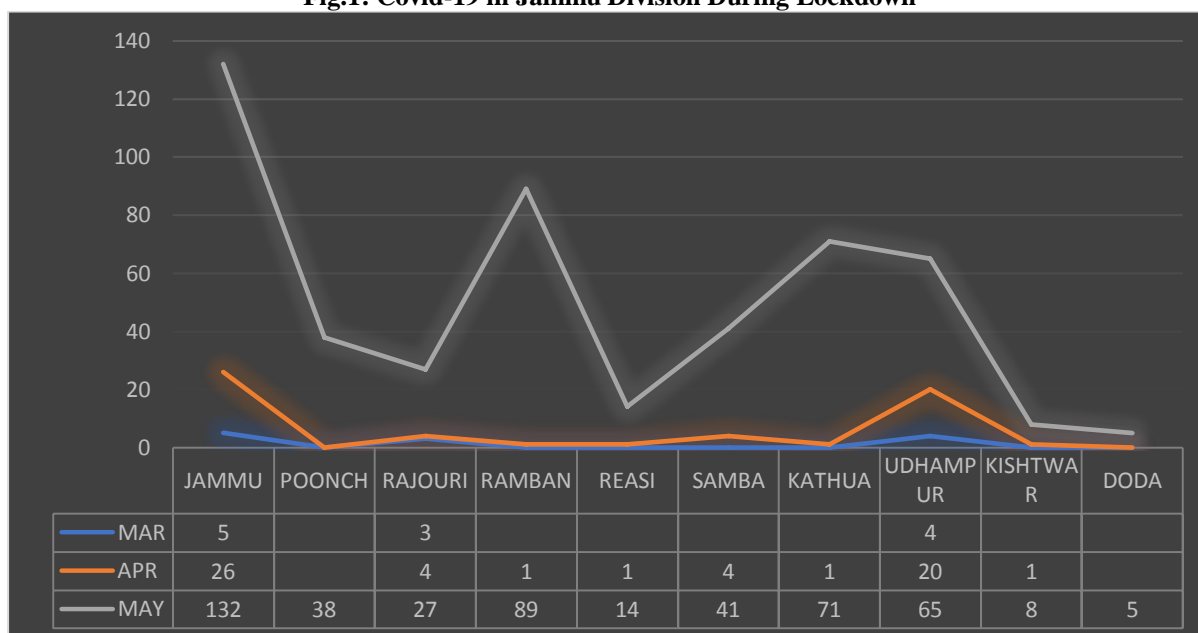
The coronavirus COVID-19 pandemic is the defining global health crisis of our time and the greatest challenge we have faced since World War Two. Since its emergence in China in 2019, the virus has spread to every continent except Antarctica.

COVID 19 in Jammu Division:

The first case of the COVID-19 pandemic in India was reported on 30 January 2020, originating from China. Slowly, the pandemic spread to various states and union territories including the union territory of **Jammu & Kashmir**. 02 suspected cases with high virus load were detected and isolated on 4 March in **Government Medical College, Jammu**. One of them became the first confirmed positive case on 9 March 2020. Both individuals had a travel history to Iran.^[1]

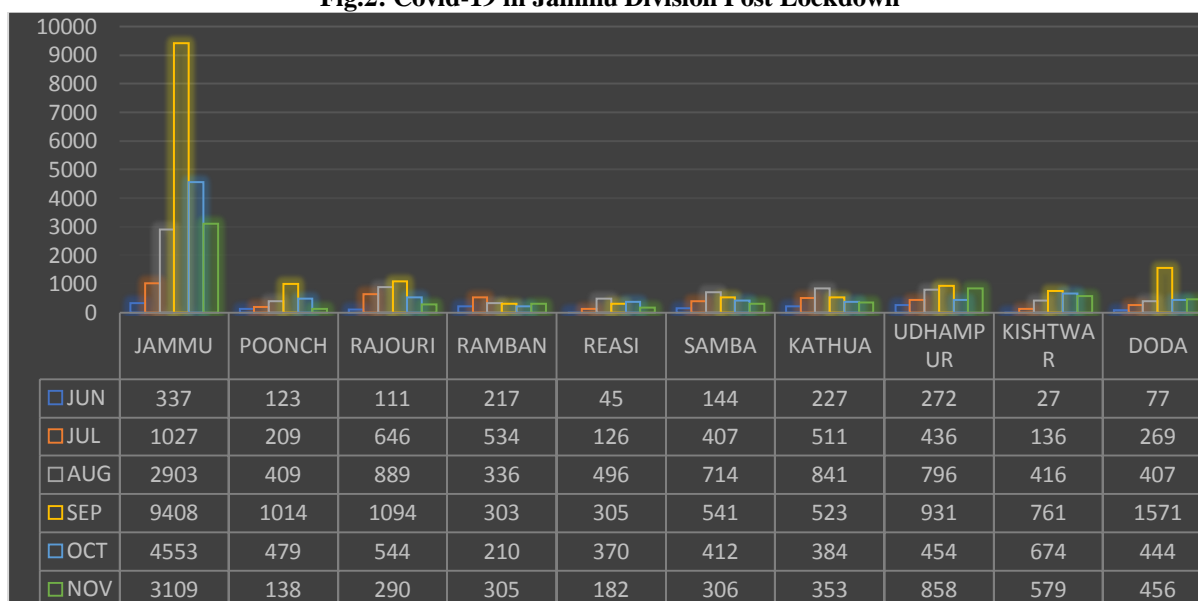
As of 28 September 2020, total number of positive cases in Jammu and Kashmir were 73014. This included 17601 active cases, 54267 successful recoveries/discharges and 1146 deaths. Regarding COVID 19 scenario in Jammu Division the picture is made clear with the help of following tables and figures given below .

Fig.1: Covid-19 in Jammu Division During Lockdown



SOURCE: HEALTH DEPARTMENT, JAMMU

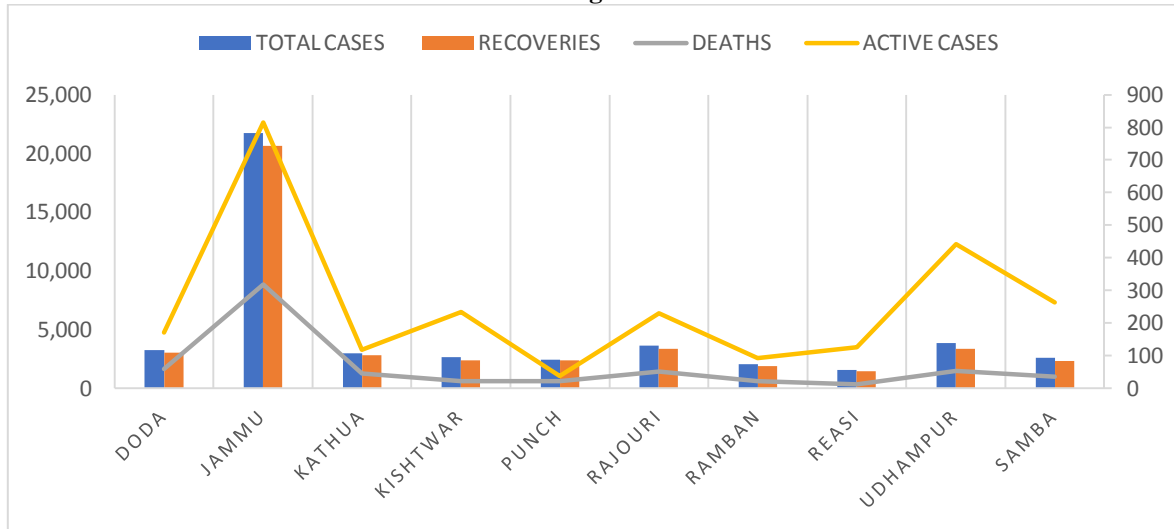
Fig.2: Covid-19 in Jammu Division Post Lockdown



SOURCE: HEALTH DEPARTMENT, JAMMU

Fig.1 and Fig.2 gives a clear picture of Covid-19 cases during lockdown and post lockdown of all the 10 districts of Covid-19.

Fig.3



The fig.3 is shows clearly that Jammu district has been most affected by the Covid-19 regarding total number of Covid cases, recoveries, deaths and active cases.

Average Number of Covid-19 Cases in Jammu Division – Month wise

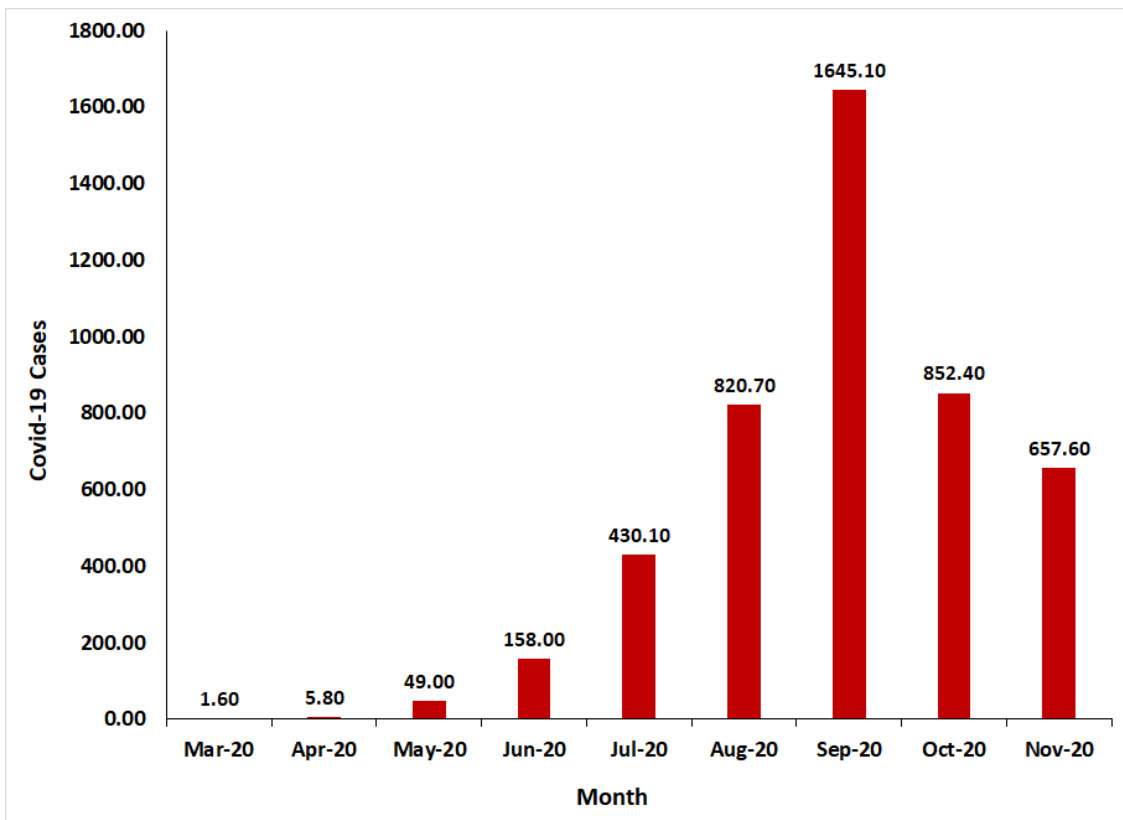


FIG .4

Since the augment of Covid19 from March 2020 the average number of Covid -19 cases were maximum in the month of September which is clear from fig.4 .Reason for increase in cases had been unlock down. Festival season started and more tests were being conducted so more cases were reported. Months of August and October saw almost same number of Covid19 cases.

Average Number of Covid-19 Cases in Jammu Division – District wise

FIG 5

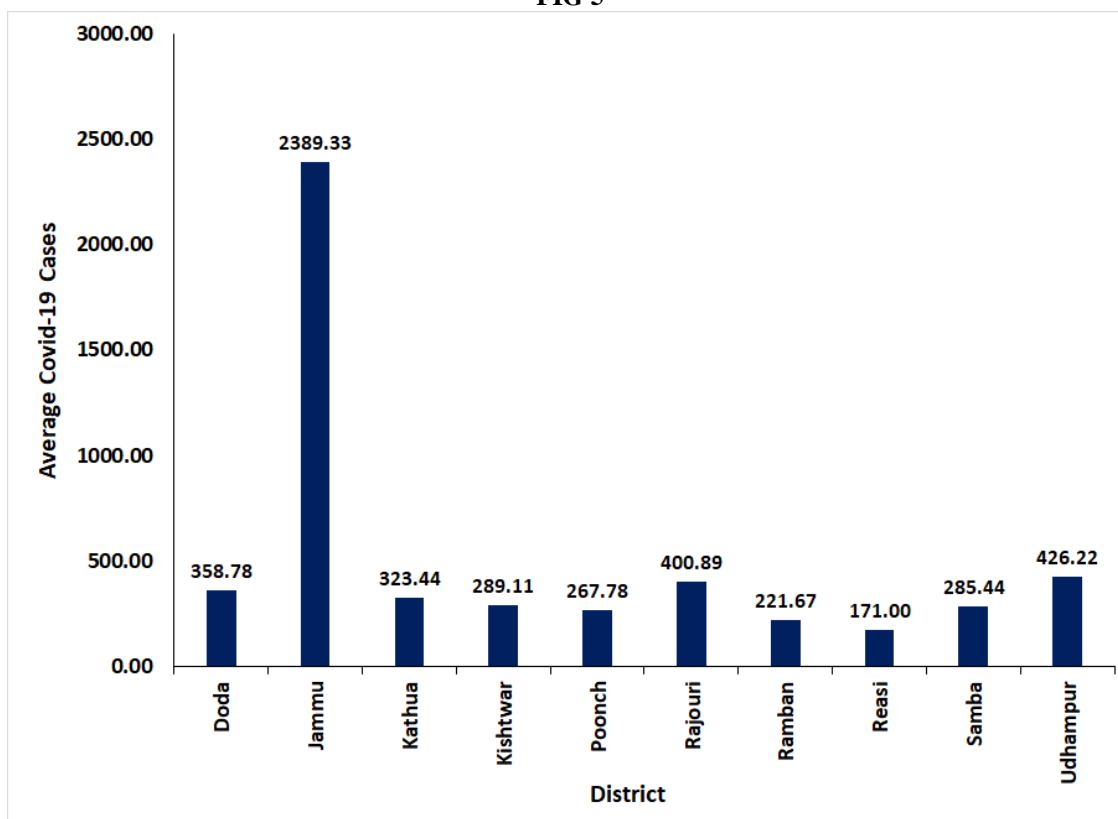


Figure 5 throws light on the district wise average number of Covid 19 cases in Jammu Division from March to November. Jammu district shows maximum Number of 2389.33 Covid 19 cases than the number falls drastically to 426.22 of Udhampur and 400 of Rajouri. Reason of Jammu taking the lead is unlockdown, more tests were being conducted as awareness was being spread among Jammu population .

Hindi Print Media:

Hindi media refers to media in Hindi language and its dialects, across the Hindi belt in India, and elsewhere with the Hindi-speaking Indian diaspora.

The first Hindi-language newspaper published in India, UdantMartand (The Rising Sun), started on 30 May 1826. This day is celebrated as "Hindi Journalism Day", or Hindi Patrakarita Diwas, as it marked the beginning of journalism in Hindi language.

The Hindi belt is commonly understood to include the state .Hindi news media has a dominant presence in a large part of the country. India is a multi-lingual country, and the Hindi belt is a group of states which are pre dominantly Hindi speaking .Names of these states

are Haryana, HimachalPradesh, Rajasthan, UttarPradesh, Uttarakhand, Bihar,

Jharkhand, Madhya Pradesh, Chhattisgarh and the union territories of Delhi and Chandigarh.

Present Scenario of Hindi Media:

Currently India publishes about 1,000 Hindi dailies that have a total circulation of about 80 million copies. English, the second language in terms of number of daily newspapers, has about 250 dailies with a circulation of about 40 million copies. Prominent Hindi newspapers include Dainik Jagran, Dainik Bhaskar, Amar Ujala, Navbharat Times, Hindustan Dainik and Rajasthan Patrika.

Media in Jammu:A BRIEF HISTORY

A number of newspapers and periodicals are published in Hindi, English,Kashmiri,Punjabi,Dogri and Urdu. But it all started in 1850 when printing press started in Jammu.In 1867,first weekly in Hindi started.The Kashmir Times Started in 1954 as a weekly. Kashmir Times was converted into a daily in 1964 and is being published regularly since then. The Hindi publication of Dainik Kashmir Times was started in 1989 on the demand of readers in Jammu and Kashmir. There was no other Hindi newspaper published from Jammu and Kashmir till 1989.The Dogri publication of Jammu Prabhat was started in 2008 on the demand of readers in Jammu and Kashmir. There was no other Dogri newspaper published from Jammu and Kashmir till 2008.

PRINT MEDIA IN JAMMU DIVISION:

Official languages of Jammu division are Kashmiri, Dogri, Urdu, Hindi, English. Spoken languages are Dogri, Kashmiri, Pahari-Pothwari, Punjabi, Hindi, Urdu. A number of newspapers and periodicals are published in Hindi, English, Urdu, Dogri, Punjabi and Kashmiri. Jammu province print media industry last around for nearly seven decades viz. from the period of 1954-2020. There are about 201 registered newspaper titles with RNI (Registrar for News papers for India), published across the 10 districts of Jammu Division having 6,131,533 population, with 60 % literacy rate. English publications are maximum in number followed by Urdu and then by Hindi which is clear from the table 3 given below:

TABLE 3: PRINT MEDIA IN JAMMU DIVISION

TYPE OF PRINT MEDIA	LANGUAGE	NUMBER	PERCENTAGE
MONTHLY PUNJABI MAGAZINE	PUNJABI	1	0.49%
MONTHLY URDU MAGAZINE	URDU	1	0.49%
MONTHLY ENGLISH MAGAZINE	ENGLISH	3	1.49%
MONTHLY ENGLISH	ENGLISH	2	0.99%
MONTHLY HINDI	HINDI	2	0.99%
FORTNIGHTLY PUNJABI	PUNJABI	1	0.49%
FORTNIGHTLY HINDI	HINDI	8	3.98%
FORTNIGHTLY URDU	URDU	5	2.48%
FORTNIGHTLY ENGLISH	ENGLISH	7	3.48%
DOGRI WEEKLIES	DOGRI	2	0.99%
HINDI WEEKLY	HINDI	8	3.98%
LITHO BI WEEKLIES URDU	URDU	3	1.49%
DAILY DOGRI NEWSPAPER	DOGRI	1	0.49%
DAILY HINDI	HINDI	20	9.95%
OFFSET ENGLISH WEEKLIES	ENGLISH	23	11.44%
OFFSET URDU WEEKLIES	URDU	39	17.91%
LITHO URDU DAILIES	URDU	3	1.49%
OFFSET URDU DAILIES	URDU	23	11.44%
OFFSET ENGLISH DAILIES	ENGLISH	49	24.37%
TOTAL		201	100.00%

SOURCE: Government of Jammu & Kashmir. Department Of Information & Public

The various forms of print media in the form of monthly, weekly, bi weekly, daily, offset daily are given in table number 3. They are published in different languages in Jammu Division.

FIG.6

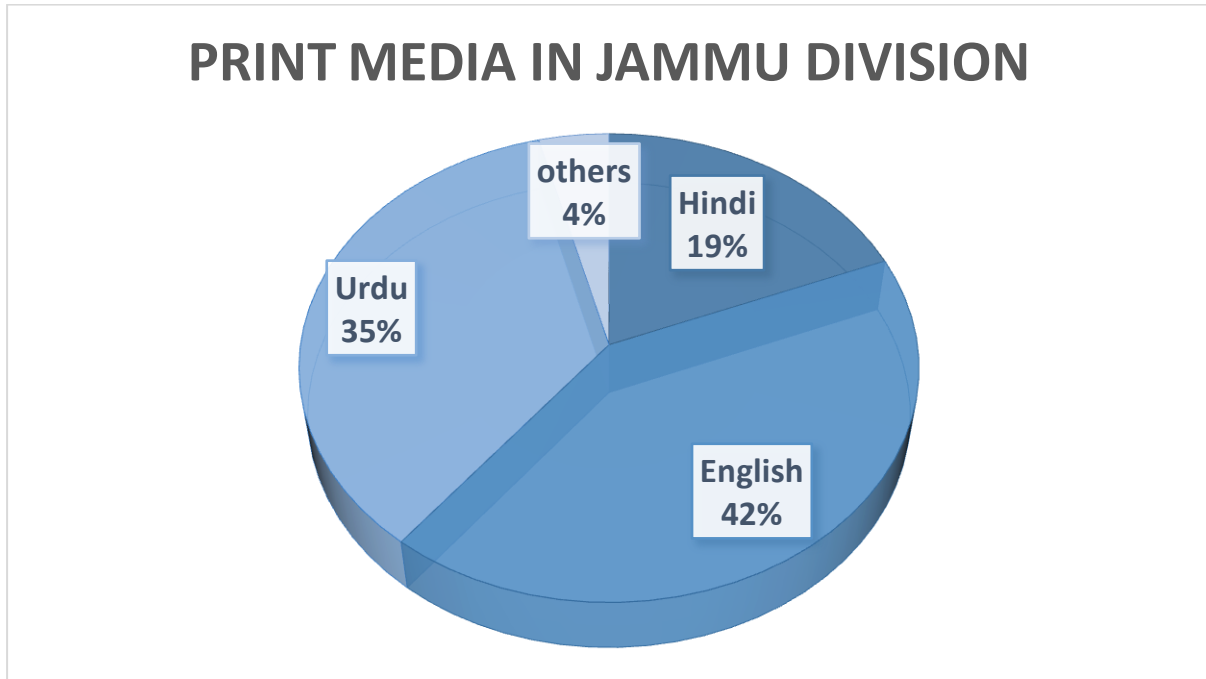


Figure 6. gives a clear picture of the three languages that command the print media of Jammu Division namely English (42%),Urdu(35%) and Hindi (19%).The table given below are the names of the various Hindi newspapers of Jammu Division:

HINDI DAILY NEWSPAPERS IN JAMMU DIVISION

Hindi daily newspapers in Jammu Division are twenty in number.They are:

1. PUNJAB KESARI
2. DAINIK JAGRAN
3. AMAR UJALA
4. RAJDHANI
5. NAV JAMMU EVENING
6. VIEWS TODAY
7. NAV JAMMU EVENING
8. KASHMIR SAMACHAR
9. YOUNG ORGANIZER
10. STATE TIMES (HINDI)
11. NAV JAMMU (MORNING)
12. STATE SAMACHAR
13. NAI ROSHNI
14. JAMBU TIMES
15. GREAT NEWS
16. BIG NEWS
17. AMAR TRANGA
18. DEHAT SANDESH
19. DAINIK KASHMIR TIMES
20. GOPAL KRISHAN

Present paper deals with the market scenario of three leading Hindi newspapers of Jammu Division namely Amar Ujala,Dainik Jagran and Punjab Kesari.The study made has been for the lockdown period and post lockdown period or unlockdown period.Each newspaper has been dealt individually and collectively to get a clarity of the situation of Hindi Print Media.

TABLE 4
AMAR UJALA-
PRE-LOCKDOWN COPIES VS DURING LOCKDOWN COPIES VS POST LOCKDOWN COPIES:

DISTRICT	PRE LOCKDOWN COPIES	DURING LOCKDOWN COPIES	POST LOCKDOWN COPIES	POST COPIES % OF PRE LOCKDOWN COPIES
DODA	100	5	44	44%
JAMMU	41500	32978	32798	79%
KATHUA	4050	2109	2832	70%
KISHTWAR	85	0	31	36%
POONCH	225	0	85	38%
RAJOURI	1250	486	606	48%
RAMBAN	150	0	74	49%
REASI	1210	58	444	37%
SAMBA	3740	2430	3157	84%
UDHAMPUR	2900	1607	2177	75%
TOTAL	55210	39671	42248	77%

The above table throws light that the recovery rate regarding Amar Ujala newspaper is maximum for Samba district followed by Jammu, Udhampur, Kathua.

TABLE 5
DAINIK JAGRAN-
PRE-LOCKDOWN COPIES VS DURING LOCKDOWN COPIES VS POST LOCKDOWN COPIES

DISTRICT	PRE LOCKDOWN COPIES	DURING LOCKDOWN COPIES	POST LOCKDOWN COPIES	POST COPIES % OF PRE LOCKDOWN COPIES
DODA	30	0	10	33%
JAMMU	8300	2800	4000	48%
KATHUA	1425	750	850	60%
KISHTWAR	20	0	0	0%
POONCH	95	0	0	0%
RAJOURI	485	40	70	14%
RAMBAN	15	0	0	0%
REASI	610	0	0	0%
SAMBA	1800	400	550	31%
UDHAMPUR	2350	550	550	23%
TOTAL	15130	4540	6030	40%

No efforts have been made during lockdown, post lockdown by Dainik Jagran because of less copies in districts of Reasi, Ramban, Kathua, Kishtwar. Regarding circulation of copies in Jammu, all seven days the price of news paper has been increased because of which the market share of Dainik Jagran reduced.

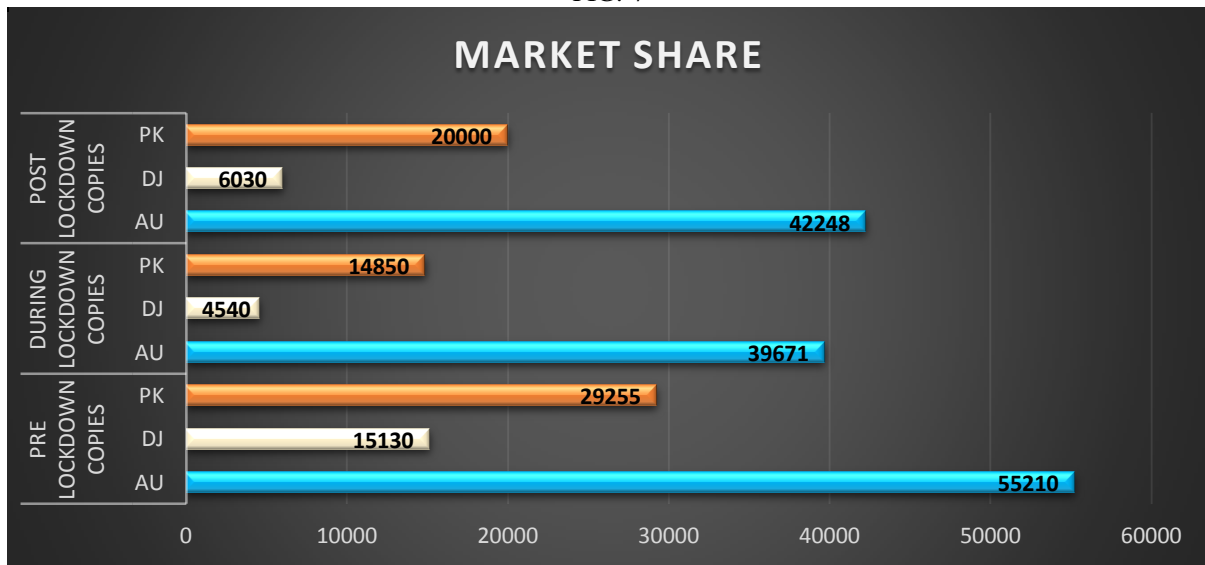
TABLE 6
PUNJAB KESARI-
PRE-LOCKDOWN COPIES VS DURING LOCKDOWN COPIES VS POST LOCKDOWN COPIES

DISTRICT	PRE-LOCKDOWN COPIES	DURING LOCKDOWN COPIES	POST LOCKDOWN COPIES	CUR COPIES % OF PRE-LOCKDOWN COPIES
DODA	60	0	15	25%
JAMMU	20200	9500	13000	64%
KATHUA	4000	2170	2935	73%
KISHTWAR	45	0	0	0%

POONCH	210	0	0	0%
RAJOURI	610	80	350	57%
RAMBAN	55	0	0	0%
REASI	750	0	0	0%
SAMBA	2125	2050	2550	120%
UDHAMPUR	1200	1050	1150	96%
TOTAL	29255	14850	20000	68%

The fig given below gives a comparative picture of the three newspaper under study during pre lockdown, during lockdown and during post lockdown.

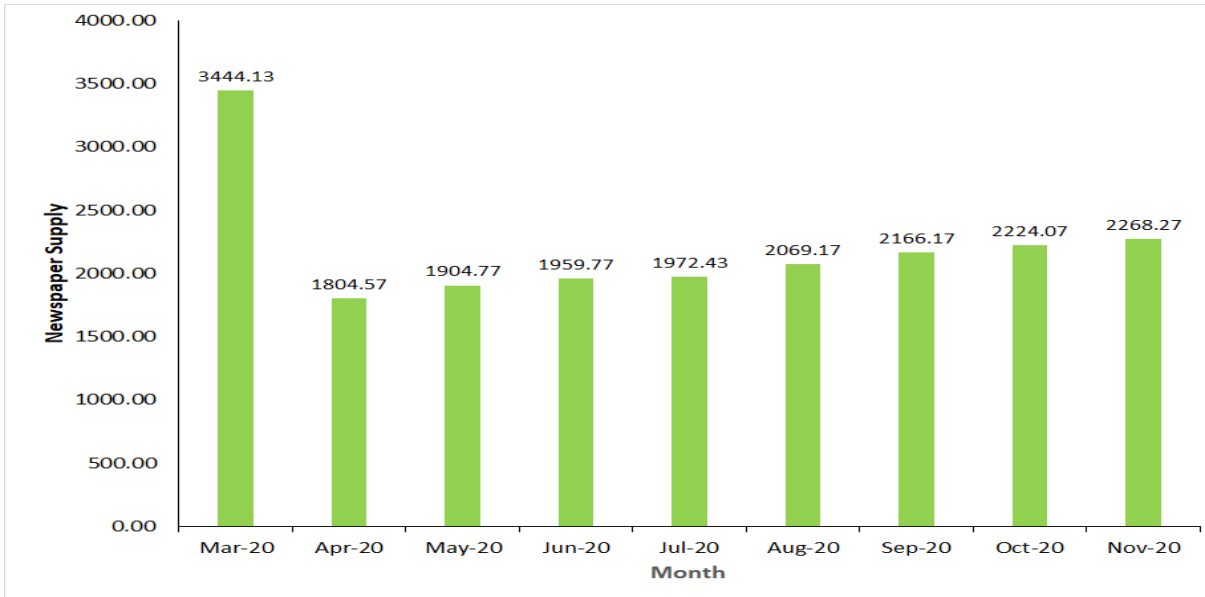
FIG:-7



From fig.7 the comparative scenario of the three leading newspapers of Jammu Division becomes clear. Reason for minimum recovery of market share during lockdown, post lockdown in comparison to pre lockdown had been alarming. Situation in Kishtwar, Poonch, Ramban, Reasi for Dainik Jagran, Punjab Kesari and Amar Ujala excluding Ramban noticed decline in sales of these newspapers due to Covid 19 and the reason has been geographical. Due to mountainous region the news papers are not distributed at the door step. During lockdown and post lockdown the schools, colleges have been closed because of which students who use to buy newspapers on their way back home, have stopped coming. Udhampur has seen downfall in market share because of downfall in cash sale due to geographical reason. In Jammu, Base Camps of armed forces have stopped copies in camp during lockdown and which have not started even during unlockdown. Lastly local transport and international transportation dropped the frequency of travellers resulting in less sale of the three newspapers.

The three newspapers overall monthly sale from March 2020 to November 2020 is given in

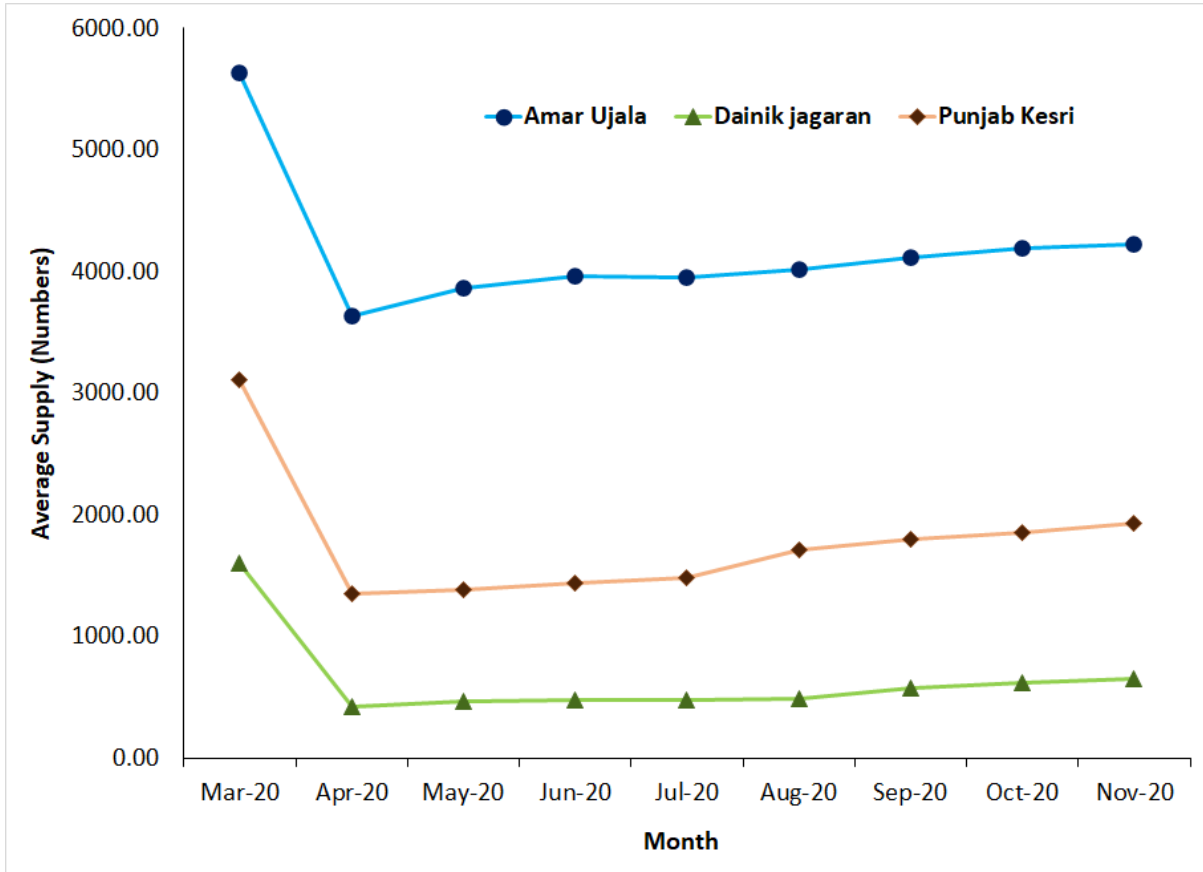
FIG:8



From this, the overall monthly supply of three hindi newspapers in Jammu Division from March to November 2020 is clear, which shows that the supply has been maximum in the month of March as the Covid 19 impact had been minimum. As first lockdown began from 24th March the impact on supply can be seen from April, which shows a drastic decrease in the supply of newspapers and after that ascending trend in monthly supply can be seen.

The Average Number of monthwise daily supply of three hindi leading newspapers in Jammu Division is depicted in

FIG:-9



The polylinear graph shows the average daily supply of the three hindi newspapers namely Amar Ujala, Dainik Jagran and Punjab Kesari. The impact of Covid 19 is seen as decline in numbers of newspapers supply daily during the month of April and from June an increasing trend can be seen because of the unlockdown, opening of transport network and people becoming more aware of the fact that Covid 19 does not spread by newspapers.

Similar result came out when district wise average Number of daily supply of the three newspapers was taken into consideration as shown in fig.10

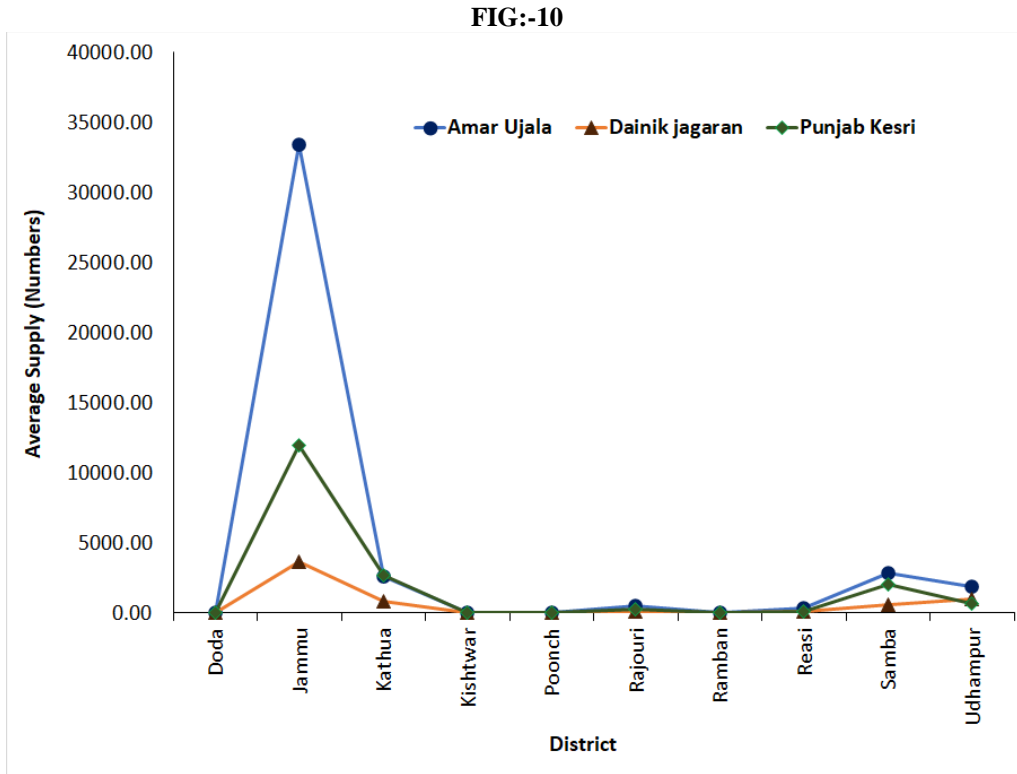


Figure 10. gives a clear picture that the descending trend in the ten districts of Jammu division has Jammu district at the top followed by Samba, Kathua, Udhampur, Rajouri, Reasi, Poonch, Ramban, Doda and Kishtwar. The reason for Kishtwar low daily supply is cash sale point which have not been selling the number of newspapers as before because of schools and colleges being closed. This has been the reason till October but after October as unlock down had taken place the geographical factor of cold season contributed in drop of sales of the three news papers namely Amar Ujala, Dainik Jagran and Punjab Kesari. With the augment of winters the educational institutions are closed so the sale of newspapers shows decline.

Table 7.

Source	F	Result
District	4587.633	*** (p<0.001)
Month	48.493	*** (p<0.001)
Newspaper	1968.865	*** (p<0.001)
District x Month	15.228	*** (p<0.001)
District x Newspaper	1388.762	*** (p<0.001)
Month x Newspaper	1.081	NS (p>0.05)

To check whether newspaper supply varied according to district wise, month wise, newspaper wise and according to interaction between them analysis of variance was applied. Test result given in the table above shows there was highly significant difference in the newspaper supply district wise, month wise and newspaper wise. Also, there was highly significant difference according to district and month wise interaction and district

and newspaper wise interaction, which shows that there was highly significant difference in the supply of news paper in different months in different district. Highly significant difference in the district and newspaper interaction shows that supply of different type of newspaper in different district also varies significantly. But if interaction between month and newspaper is observed it was found that there was non-significant difference which means average supply of different newspaper in different month was not significantly different during Mar-20 to Nov-20 i.e., average supply of different newspaper in these months do not vary significantly.

TABLE 8
Correlation between Newspaper Supply and Covid Cases

Newspaper	ρ	Result	P
Amar Ujala	0.223	*	0.035
DainikJagaran	0.216	*	0.041
Punjab Kesari	0.196	NS	0.064

To observe correlation between covid cases newspaper supply Spearman correlation coefficient was calculated which was found to be low in case of all newspaper. The correlation between covid cases and newspaper supply non-significant for Punjab Kesari and marginally significant in case of Amar Ujala and DainikJagaran, which indicate that newspaper supply which was decreased in the month of April 20 was not increased significantly due to rise in covid cases between Apr-20 to Nov-20.

II. CONCLUSION :

GEOGRAPHICAL FACTORS:

Geographical factors play a vital role in market sale of Hindi newspapers in Jammu division during lockdown as the educational institutions were closed and transport came to a standstill so the sale of newspaper especially cash sale point came to a halt. Due to closing of educational institutions the students didn't come out of their houses. They use to collect newspapers on their way back from institutions etc. Besides this during extreme cold seasons when the division experience extreme cold weather with snowfall in some of the districts from end of November to February the newspaper sale drops because of zero mobility. Covid-19 lockdown has added more to the decline in number of copies sold during lockdown and post lockdown stage. The undulating topography, steep slopes of the region have played a vital role in making this area deprived of good transport network system. This also has impact on the sale of newspapers. During lockdown and post lockdown no tourist inflow was there in the Jammu division which also had an impact on the sale of the three Hindi newspapers under study.

The reasons why the number of copies of the three Hindi News Paper reduced during COVID-19 - LOCKDOWN that is from 24th March to 30th May have been :

- Undulating Terrain
- Steep slopes
- Extreme climatic conditions
- Area lockdown
- Cancellation of trains
- Halt in Intra state Transport Services
- Cash sale point lockdown
- Rumours that COVID 19 is transmitted by newspapers
- Crisis magnified when housing societies restricted entry of newspaper delivery boys fearing transmission of Covid 19

• and lastly advertisement revenues hitting rock bottom since the crisis started.

Following suggestions were taken into practise During Lockdown to increase the sale of copies of the three newspapers in Jammu division:

- Newspaper's volume was reduced.
- Sanitizers and hand gloves were provided to the distribution channel for safe delivery of newspapers.
- Number of pages were reduced due to less advertisement.
- Redesigning of the presentation of news on the basis of priority was done.
- The promotion of e paper was encouraged to compensate the reduction in volume.
- Man Power rationalisation was done.
- The salary of the employees was deferred and cut .
- Bureau offices were shut down .
- Development of work from home culture.

- Promotion of Virtual calling began.

Besides this from government side Information and Broadcasting Ministry allowed Print Media to function smoothly during the lockdown citing the utmost importance to ensure timely and authentic information dissemination.

These suggestions were taken into practice and resulted in stopping the further decline of Hindi News Papers sale in Jammu Division. During POST LOCKDOWN which was from 1st June, the impact of Covid 19 on the three leading Hindi newspapers of Jammu Division was taken up for study again. During this phase many amendments were made regarding the sale of newspapers as mentioned above but still the impact of Covid 19 on the Hindi Print media could be seen. During Post lockdown regarding the impact of Covid 19 on the sale of the three leading newspapers of Hindi print media the conclusion derived are:

- Area unlockdown/Commercial unlockdown started in the ten districts of Jammu Division from 1st June 2020.
- Train Services started which helped in increase in number of sale of the threenewspapers.
- Intra State Transport Services started again with which started tourist inflow. This added to cash sale point and added to the sale of newspapers.
- Cash Sale Point unlockdown started and free copies to vendors and readers were distributed with customer beneficiary schemes.
- Campaigns at all levels were started to educate readers that Covid 19 is not transmitted by newspapers.
- Housing societies allowed newspaper delivery boys for distribution of newspapers following the protocol related COVID 19 transmission.
- Advertisement revenues are in the process of reviving since the crisis started but couldn't touch the pre lockdown numbers.

Post lockdown /during unlockdown following suggestions can ascend the trend in sale of newspapers and can help the three newspapers in achieving the numbers of prelockdown;

- Reduction of news paper volumes
- Providing of Sanitizers and hand gloves to the distribution channel for safe delivery of news papers.
- Reduction in number of pages of the news paer due to less advertisement.
- Redesigning the presentation of news on the basis of priority.
- Manpower rationalisation needs to be stopped.
- No more deduction in salaries of the employees should be done.
- Bureau offices shut down should continue.
- Employees should develop work from home culture
- Promotion of VIRTUAL CALLING should be continued

Thus it is clear that all these measures taken from time to time can lead to better situation of the Hindi print media in Jammu Division so that the market share can reach the Pre Covid 19 situation. In nut shell this research paper gives the spatial variation of the three Hindi leading newspapers during Covid 19 different stages from pre lockdown,during lockdown to post lockdown.

“THE NEWSPAPER IS A GREATER TREASURE TO THE PEOPLE THAN UNCOUNTED MILLIONS OF GOLD”

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