

# **A Study of Student Edition English Language Newspapers' Circulation in India**

By

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## **Abstract**

The study examines the circulation pattern of the English language student edition newspapers in India. These student edition newspapers are popularly called as newspapers in education (NIE). As per the Audit Bureau of Circulations - India (ABC) records there are seven National dailies who publish these student newspapers in the English language. The study period is of this research is from July to December 2016 which is the most recent data available with ABC. There was a need to understand the circulation pattern of the said newspapers as it is directly linked to consumption, which attract advertisement revenues for media organizations. A proportional analysis method is applied to explore the total circulation of each of these media organizations which publish the student newspapers. As subscription price plays an important role in the sales revenue of the newspaper, it was also considered for study.

## **1. Introduction**

The role of journalism is to inform, educate and entertain the masses (Kulkarni, 2004). This means that media's responsibility is to

disseminate information in an entertaining way so the reader gets educated. Newspapers in education project have been since the 1930's. The New York Times was the first media house to start this project in America. Worldwide there are more than eighty countries that have media corporations who publish the student edition newspaper (Wikipedia). In India this project was started by The Times of India group in the year 1985 (Nagasampige & Nagasampige, 2016). As on today there are seven media organizations who publish the student edition newspaper in English language in India (ABC, 2017).

## **2. Review of Literature**

The study considered primarily circulation related thesis and research papers for the review. In India the Audit Bureau of Circulation is the only organization which certifies the media organizations sales of newspapers (Mone, 2012). Majority of the newspapers organizations are competing with each other with a perpetual price war going on. The intention is to maximize their circulation, as it helps the media houses to attract advertisements. ABC has restricted the cost to the minimum of the price of

waste paper price to control unethical practices in the Indian newspaper market. Free newspapers are not considered in the audit process of circulation by ABC.

As the distribution of newspaper is a cumbersome process, it has a long route to travel all the way from the printing press to the doorstep of the reader. Early morning from 4 o'clock onwards the travel of the newspaper starts. Depending on the varying number of depots from place to place the newspaper bundles are dispatched to their respective depot. The newspaper company's salesman or executives gets the newspaper bundles unloaded under their supervision. Further the newspaper vendor or agent collect the different editions as per their readers' subscriptions and then give it to the beat boys who in turn deliver the newspaper to the respective client (Sharma, 2011). But for the student edition newspaper this distribution is generally not followed. These newspapers are mostly delivered to the school by the media house which publishes the student edition.

Even though there is a significant decline in the newspaper markets, particularly in America and the United Kingdom, the growth story in India is an exception (Hooke, 2012). As there is a continuous economic growth in India for the past several years, a huge demand from the literate and ever increasing middle class for the newspaper has forced the market to grow. Even though the vernacular press is accelerating this growth the contribution of NIE was yet to be explored.

A newspaper is a FMCG product the shelf life is only for a day (Yncesu, Asikgill and Tez, 2012). As the study points out the proximity of schools affect the newspaper

sales the entire focus was on the conventional way of distributing the newspapers. School edition newspaper follows a bit differently and does it affect the newspaper circulation were to be looked into.

The Times of India group has done a major overhaul in 1996 and thus their overall impact has been in the increase of newspaper circulation and readership in the city of Bangalore (Rao, 2013). The newspaper in education (NIE) student edition newspaper's circulation has been growing phenomenally. In this study the focus was on content analysis and not much on the circulation pattern of the NIE student edition newspaper.

Another study looking into the effectiveness of newspaper in education (NIE) on school children using The Hindu, Deccan herald and The Times of India was conducted in fifteen school in Karnataka (Nagasampige & Nagasampige, 2016). In this study the content delivery was the objective of the research. Even though the authors mention along a reference about the economic prosperity of a country and its relation to the growth of newspaper circulation it doesn't inquire about the quantity of circulation by each of the NIE publisher.

A research conducted in Delhi NCR market on newspaper and magazines circulation, the objective was only limited to inquire about their circulation (Lakshkar and Kumar, 2016). No consideration was give to student edition newspaper separately as the study focused on circulation in general and the current research proposes to look exclusively into it.

Over all there have been some references about the circulation of the student edition newspapers in various studies conducted so far till this research was under taken. The researcher has not yet come across any research that was specifically conducted to understand the circulation pattern of the NIE edition of newspapers.

### 3. Research Methodology

The research paper is totally based on secondary data sources and proportional analysis method is used for understanding the trends in the circulation of student edition English language newspaper in India.

#### 3.1 Objectives

To understand the circulation pattern of various student edition English language newspaper

To explore the price differences of various student edition English language newspapers

To inquire how many cities are covered by the NIE project in India?

#### 3.2 Limitations

As this research paper deals with newspaper organizations that provide data to ABC could be only considered for this study. Other newspapers particularly regional newspapers that are not enrolled with ABC for NIE were not included in this study.

### 4. Data Analysis

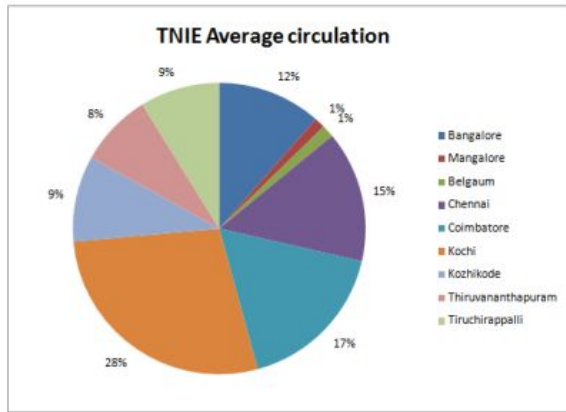
#### 4.1 The New Indian Express - Student Edition Newspaper (TNIE-SE)

Table 4.1 reveals that TNIE-SE is being circulated in nine cities. Most of the area covered is focused on south India. The total circulation of the student edition is 98,206 copies per day. Except for Belgaum the price of TNIE-SE is Rs. 1.00 and for all other places it is priced at Rs 1.50 per copy.

**Table 4.1 TNIE-SE city wise circulation**

Sr. No.	Average circulation	Price (Rs)	Place
1.	11,309	1.50	Bangalore
2.	1,154	1.50	Mangalore
3.	1,345	1.00	Belgaum
4.	14,270	1.50	Chennai
5.	16,851	1.50	Coimbatore
6.	27,323	1.50	Kochi
7.	9,330	1.50	Kozhikode
8.	7,964	1.50	Thiruvananthapuram
9.	8,660	1.50	Tiruchirappalli

(Source: ABC Certificate of Circulation and Distribution Statement)



**Chart4.2 TNIE-SE circulation Percentage**

Chart 4.1 shows that the total circulation of TNIE-SE the city of Bangalore consumed 12%, Mangalore and Belgaum 1%, Chennai 15%, Coimbatore 17%, Kochi 28%, Kozhikode 9%, Thiruvananthapuram 8% and Tiruchirappalli 9% respectively.

#### 4.2 Hindustan Times Partnership for Action in Education (HT-PACE)

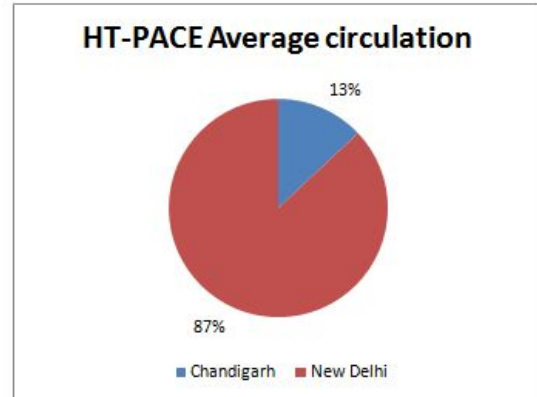
Table 4.2 reveals that HT-PACE newspaper is being circulated in two cities Chandigarh and New Delhi. The total circulation of HT-PACE newspaper is 315267 copies per day. In Chandigarh the price was Rs 1.00 and for New Delhi it was Rs 2.50.

**Table 4.2 HT-PACE circulation**

Sr. No	Average circulation	Price (Rs)	Place
1.	40852	1.00	Chandigarh

2.	2,74,415	2.50	New Delhi
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(Source: ABC Certificate of Circulation and Distribution Statement)



**Chart 4.2 HT-PACE circulation percentages**

Chart 4.4 displays that the total circulation of HT-PACE newspaper in the city of Chandigarh consumed 13% and New Delhi 87% respectively.

#### 4.3 The Tribune In Education (TTIS) newspaper

Table 4.3 shows that TTIS newspaper is being circulated only in Kolkata. The total circulation of TTIS newspaper is 34937 copies per day and is priced at Rs 1.00 per newspaper.

**Table 4.3 TTIS circulation**

Sr. No.	Average circulation	Price (Rs)	Place
1.	34,937	1.00	Kolkata

(Source: ABC Certificate of Circulation and Distribution Statement)

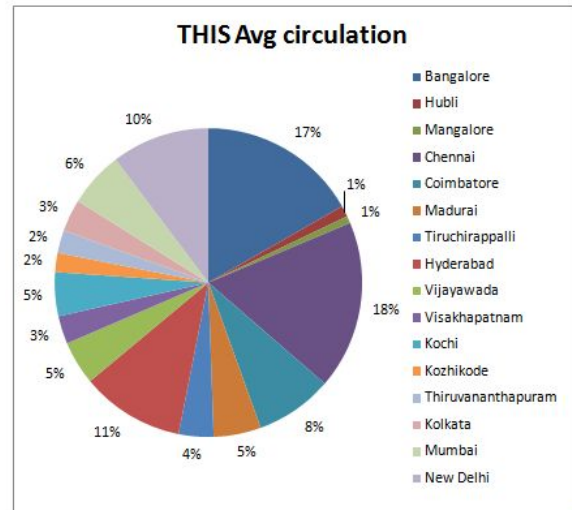
#### 4.4 The Hindu “In School” (THIS) newspaper

Table 4.4 reveals that THIS newspaper is being circulated in sixteen cities. THIS had circulation in more cities than any other student edition publisher in India. The total circulation of the student edition is 283291 copies per day. In all the cities the student newspaper was sold at Rs 3.00 per copy.

**Table 4.4 THIS city wise circulation**

Sr. No.	Average circulation	Price (Rs)	Place
1.	47424	3.00	Bangalore
2.	3295	3.00	Hubli
3.	2126	3.00	Mangalore
4.	50217	3.00	Chennai
5.	23000	3.00	Coimbatore
6.	14058	3.00	Madurai
7.	10310	3.00	Tiruchirappalli
8.	30746	3.00	Hyderabad
9.	13015	3.00	Vijayawada
10.	8322	3.00	Visakhapatnam
11.	13063	3.00	Kochi
12.	5712	3.00	Kozhikode
13.	6777	3.00	Thiruvananthapuram
14.	9618	3.00	Kolkata
15.	16491	3.00	Mumbai
16.	29117	3.00	New Delhi

(Source: ABC Certificate of Circulation and Distribution Statement)



**Chart 4.4 THIS circulation percentages**

Chart 4.4 shows the city wise percentage circulation of THIS newspaper. The city of Bangalore consumed 17%, Hubli and Mangalore 1%, Chennai 18%, Coimbatore 8%, Madurai, Vijayawada and Kochi 5%, Tiruchirappalli 4%, Hyderabad 11%, 5%, Vishakhapatnam 3%, 5%, Kozhikode and Thiruvananthapuram 2%, Kolkata 3%, Mumbai 6% and New Delhi 10% respectively.

#### 4.5 Deccan Herald in Education (DHIE) newspaper

Table 4.5 displays that the DHIE newspaper is being circulated only in Bangalore. The total circulation of DHIE newspaper is 71433 copies per day and is priced at Rs 2.00 per newspaper.

**Table 4.5 DHiE circulation**

Sr. No	Average circulation	Price (Rs)	Place
1.	71,433	2.00	Bangalore

(Source: ABC Certificate of Circulation and Distribution Statement)

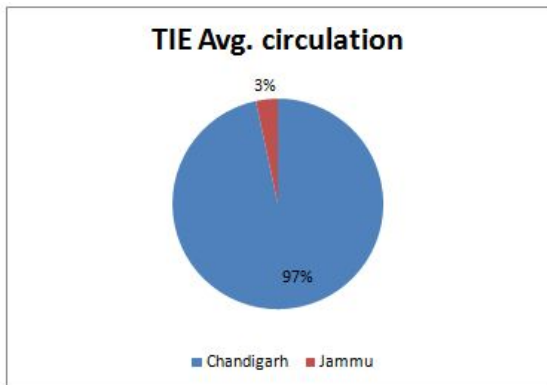
**4.6 Tribune in education (TIE) newspaper**

Table 4.6 reveals that TIE newspaper is being circulated in two cities Chandigarh and Jammu. The total circulation of TIE newspaper is 151248 copies per day. In both places the price was Rs 1.00 for the copy of a newspaper.

**Table 4.6 TIE circulation**

Sr. No.	Average circulation	Price (Rs)	Place
1.	1,46,153	1.00	Chandigarh
2.	5,095	1.00	Jammu

(Source: ABC Certificate of Circulation and Distribution Statement)



**Chart 4.6 TIE Circulation percentages**

Chart 4.6 displays that the total circulation of TIE newspaper and in the city of Chandigarh consumed 97% and Jammu 1% respectively

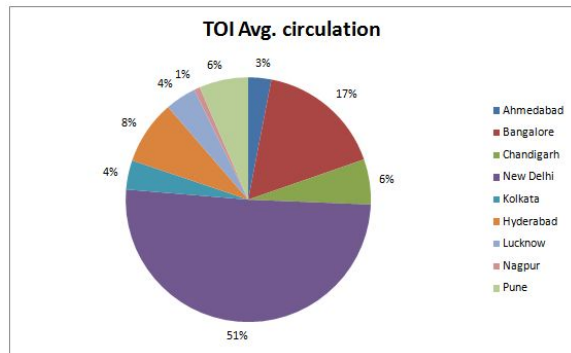
**4.7 The Times of India Newspaper In Education (TOI-NIE) student edition newspaper**

Table 4.7 reveals that TOI-NIE newspaper is being circulated in nine cities. TOI-NIE has the second best circulation in India than any other student edition publisher. The total circulation of the student edition is 566322 copies per day. TOI-NIE has the maximum circulation of student edition newspaper in India. In Ahmedabad, New Delhi, Kolkata, Hyderabad, Nagpur and Pune the TOI-NIE is sold for Rs 2.50. In Bangalore for Rs 2.00, Chandigarh for Rs 1.00 and Lucknow for Rs 3.00 it is sold in that order.

**Table 4.7 TOI-NIE circulation**

Sr. No.	Average circulation	Price (Rs)	Place
1.	17104	2.50	Ahmedabad
2.	94254	2.00	Bangalore
3.	33804	1.00	Chandigarh
4.	287116	2.50	New Delhi
5.	21867	2.50	Kolkata
6.	47918	2.50	Hyderabad
7.	23095	3.00	Lucknow
8.	4433	2.50	Nagpur
9.	36731	2.50	Pune

(Source: ABC Certificate of Circulation and Distribution Statement)



**Chart 4.7 shows TOI-NIE Circulation percentages**

Chart 4.7 shows the city wise percentage circulation of TOI-NIE newspaper. The city of Ahmedabad consumed 3%, Bangalore 17%, Chandigarh 6%, New Delhi 51%, Kolkata 4%, Hyderabad 8%, Lucknow 4%, Nagpur 1% and Pune 6% respectively.

### Conclusion

From the above analysis we can conclude that the student edition newspaper is contributing in the volume of circulation figures. A total of 23 cities readers are subscribing to the student edition newspaper. The total volume of the student newspaper circulation is 15, 20,704 copies per day. The price ranges between Rs 1.00 to Rs 3.00. A few extraordinary student edition newspapers cost more depending on a specific need or occasion.

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