

## **Impact of Physiography on Print Media (A Case Study of Amar Ujala, Shimla Division)**

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**Abstract:** Shimla a hilly town is surrounded by snow-capped peaks and green patches. Shimla, at present the capital of Himachal Pradesh has untouched natural beauty and buzzing market places and is one of the most popular tourist destinations of India. As per one belief Shimla name has its name from the word 'Shamla' meaning a blue female which is another name for Goddess Kali. Being a tourist spot it has large number of restaurants and hotels. There are around 500 hotels in and around Shimla, there are many Government Guest Houses and private Guest Houses. The demand of newspaper has been from the beginning but the region lacked any printing press because of which the newspapers reached the people late with less coverage of local news. Present paper is on the Impact of physiography on the print media with special reference to Shimla edition. The paper is based on secondary data and primary data provided by Amar Ujala. The population data is obtained from government organisations of Shimla.

**Keywords:** Shamla-blue female; supply, demand