

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

Dr. Sandhya Pathania¹ and Dr. Shivani Swarnkar²

Principal Author and Professor, Department of Geography¹

Corresponding author and Assistant Professor, Department of Geography²

Government Meera Girls College, Udaipur, Rajasthan, India

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

I. INTRODUCTION

The state of Himachal Pradesh is divided into 12 districts which are grouped into three divisions, Shimla, Kangra and Mandi. The districts are further divided into 73 subdivisions, 78 blocks and 172 Tehsils.

In the past, Shimla city served as the British Empire's summer capital in India; presently, it serves as Himachal Pradesh's capital. All of the natural blessings one might imagine can be found in Shimla. It is situated in a beautiful area, surrounded by lush hills and snow-capped peaks. The colonial-era buildings and breathtaking cold hills combine to produce a unique atmosphere that is unmatched by other hills. Shimla is booming with unparalleled growth, but it still honours its colonial past with opulent old buildings, lovely iron lampposts, and Anglo-Saxon names. The town's primary attraction is The Mall, which is crammed with stores and restaurants. Scandal Point, which is known for being the site of the former Maharaja of Patiala's antics, also provides a glimpse of distant mountains covered in snow. With its vintage cottages, gabled roofs, and lovely gardens, SHIMLA evokes feelings of nostalgia.

Shimla's geographic features are among the top draws for visitors. Other notable tourist attractions include the Himachal State Museum and Library, Viceregal Lodge and Botanical Gardens, Indian Institute of Advanced Studies, The Ridge, The Mall, Roop Way, Prospect Hill, Summer Hill, Potter Hill, Glenn, Annandale, Elysium Hill, and Recreation. (<http://www.iffs.in/shimla.html>). As the centre of tourism, the city requires tourists to be aware of the news coverage of the area, which can only happen if the newspaper covers the most recent events in the area and gets the news to readers promptly.

Location:

Shimla has developed over several hills and connecting ridges.

Its location is 31° 6' 12" North Latitude 77° 10' 20" East Longitude. It covers an area of 25 km².

Its height Above Sea Level is 2,205 m

Site:

Shimla is located in a picturesque area that is blessed with the best of nature. In the south-western Himalayan ranges is the city. Important hills include Jakhu (8050 ft), Prospect Hill (7140 ft), Observatory Hill (7050 ft), Elysium Hill (7400 ft), and Summer Hill (6900 ft) among the seven spurs that make up the ridge on which it is situated. Between several mountain ranges is where Shimla is situated. To the south is where you'll find the Shivalik Mountain ranges. It is

traversed by the Pir Panjal and Dhauladhar ranges. In the city's northeastern direction are the Himalayan mountain ranges. Since the city is situated close to both subtropical and higher Himalayan regions, its terrain is among the most complex and varied. Most of the city's geographic locations feature terrain which is usually steep and perpendicular. Several different Himalayan and sub-Himalayan landscape types may be found in the district's varied geography. Snow-capped mountains and verdant meadows encircle the steep town. It has an atmosphere that is particularly distinctive from other hill stations due to the stunning cold slopes and colonial-era buildings. Shimla still has beautiful ancient buildings from the colonial era, like the stately Viceregal Lodge, charming iron lampposts, and names with Anglo-Saxon roots. The Mall, which is crammed with stores and restaurants, is the town's main draw, and Scandal Point, which is known for being the site of the former Maharaja of Patiala's antics, provides a view of distant mountains covered in snow..

From west to east, the city is about 9.2 kilometres long. The city is located in a mountainous area that is 19.99 square kilometres in size and 2,397.59 metres above sea level. Jakhoo hill's summit, at 2,454 metres, is Shimla's highest point. The city's climate has been identified as a subtropical highland climate at this point. Oak, Rhododendron, Deodar, and Pine are the main types of trees that make up the forests that surround Shimla. There are lots of apple and rose trees as well.

Climate of Shimla:

Shimla has a cool climate because it is situated in the Himalayan mountains. The weather is pleasant and warm. Shimla's summer months are April through June. The temperature varies from a high of 28 degrees Celsius to a low of 15 degrees Celsius.

Shimla's winter season runs from November to February. Maximum and minimum temperatures range from 0°C or below to 15°C and minus 0°C, respectively. Due to the brisk winds from the Himalayas, the winter season is exceedingly cold. The most precipitation occurs in July, with a yearly average temperature of 13.7 °C. June has the highest average temperature of the year at 20.6 °C. The yearly average temperature is lowest in January. Less rain falls throughout the winter than during the summer. The city experiences roughly 157 cm of rain on average each year. For the normal life during winters, such climatic circumstances cause harsh conditions with extreme cold and snowfall, which also affect newspaper supply. The newspaper in extremes of climatic conditions get or do not get the newspaper.

Problem

The late delivery of the newspaper has been the problem due to its physiography and the newspaper was printed in Chandigarh which use to take much time for distribution i.e it use to reach the readers late .

The coverage of late night news of the region was not possible due to the priority of making the newspaper reach the readers (distribution issue) in time .

II. RESEARCH METHODOLOGY

Following paper is based on primary data. Received from the survey conducted in the city. Data related to newspaper has been taken from Amar Ujala corporate office data related to population has been taken from Municipal Corporation .Ms excel has been used for graphical representation of data .Various statistical techniques have been applied to analyse the situation related to available data .

2.1 Objectives:

- Improvement in delivery timing
- Late news coverage
- Better distribution/circulation of newspaper

Demography of Shimla :

Population is the backbone for the planning of every available resource which have an impact on the socio economic condition of a region .Printmedia is no exception when its relationship with the population is taken into consideration. Amar Ujala primary concern is to provide newspaper to the last village of India adjoining China

i.e. In all the seasons of the year so that more people will get to read more local news in the region.

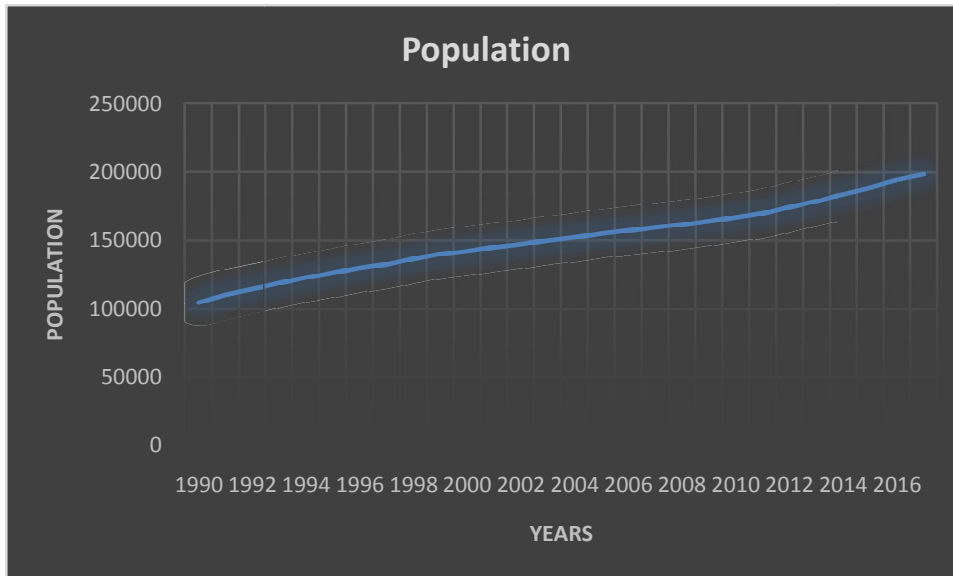
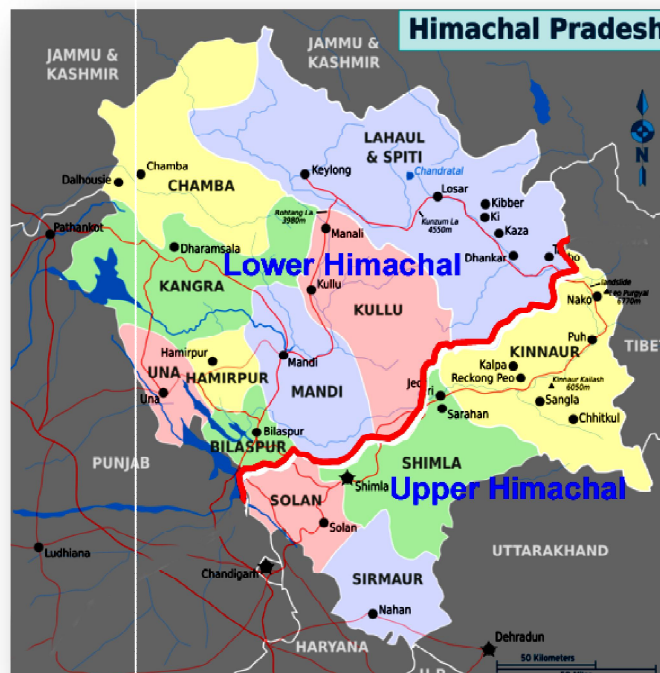


Figure:1

As per 2011 census the total population of Shimla city had been 1,69,578, with 93,152 males and 76,426 females. Increasing trend of population can be seen in figure 1 from the year 2011 to 2016. The city of Shimla is known for tourism namely cultural and heritage tourism, agro and organic tourism, film tourism and MICE. Besides this the months with maximum events in the calendar of Himachal Pradesh tourism fall in the four months of March, April, May, June and Shimla has maximum tourist inflow in this time of the year. Being a tourist spot number of tourists visiting Shimla in 2011 were 33,18,829- domestic, 1,62,168- foreigner making total of 34,80,997. There has been a continuous increase in tourist inflow. The state of Himachal Pradesh has registered an increase of 6.24% in tourist arrivals in 2017 the figure was 5.24% in the year 2016. The figure given below gives an insight of the tourist inflow in districts of Himachal Pradesh with an increasing trend from 1998 to 2012 in all the districts and with a decline in 2013 of which Shimla had not been an exception. The town has a population close to 2 lakhs and nearly 1 lakh people visit the town every day.



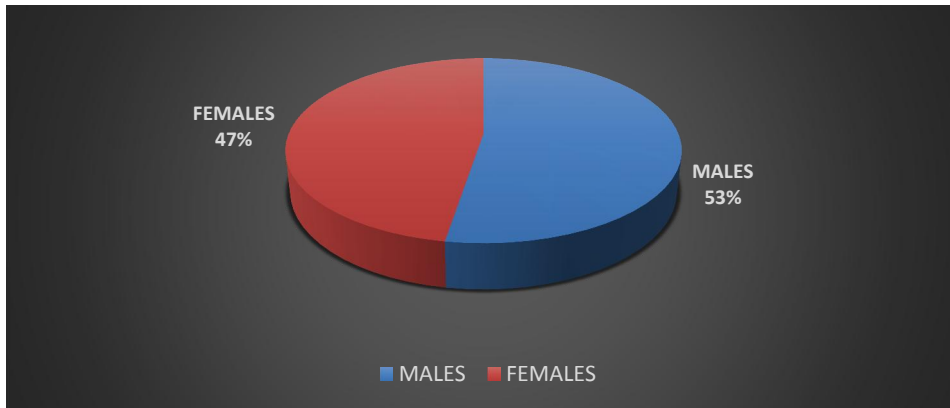


FIGURE 1

The pie digram shows the distribution of male and female population amongst the total population .

The printing press has started functioning in Shimla since September 2022 which will help in the distribution of newspaper in time to the population residing in the city.

The Shimla edition will cover urban and rural population of the region which is shown in figure 2 given below.

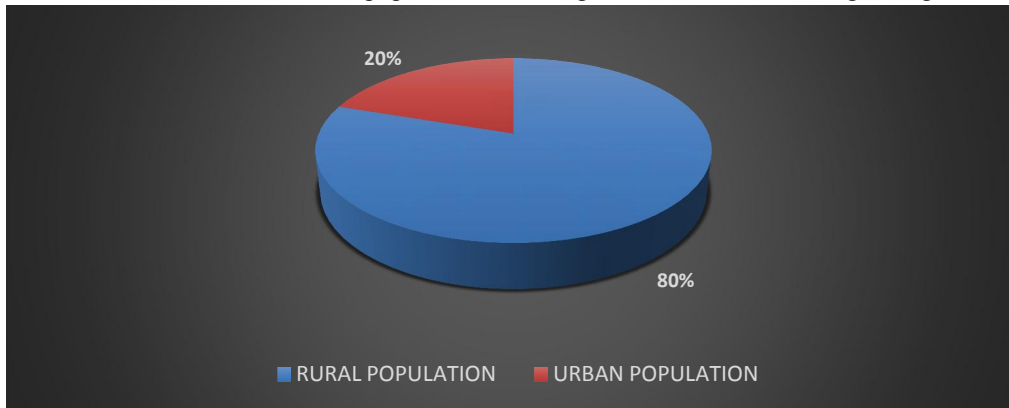


FIGURE 2

The purchase of news paper has a very important relation with literacy.The total literacy rate of Shimla EDITION is 82.80 % .regarding literacy related to gender .Male literacy is 89.53 and female literacy is 75.93 percent which is depicted in figure 3. Given below

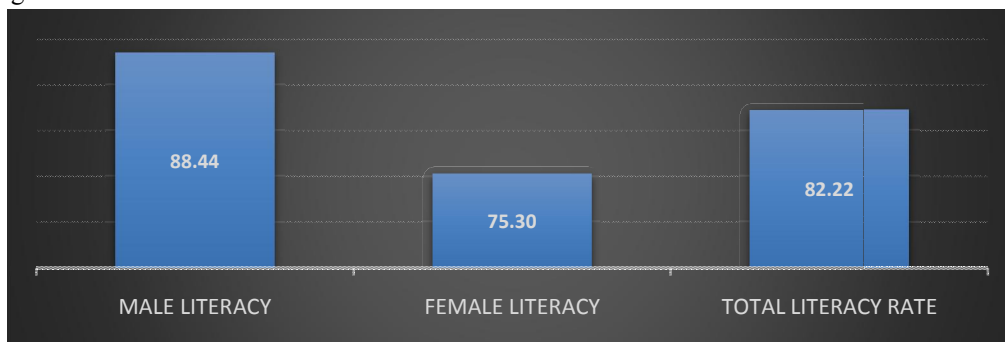


FIGURE 3.

Table 4.shows the current status of Amar Ujala newspaper and other newspaper in relation to the household 48907 that with the onset of Shimla edition the market share of Amar Ujala will increase from 62% to 77%.The percentage ofhouseholds related to Amar Ujala will increase in the scattered area also after the Shimla edition comes into action .

SHIMLA	CURRENT						AU
	AU	DJ	DH	PK	DB	TOTAL	
DISTRICT							
SHIMLA	11727	166	1569	1956	925	16343	15527
KINNAUR	5463	74	1862	905	225	8529	10813
SOLAN	6502	128	1620	6340	735	15325	8322
SIRMAUR	6573	10	576	1386	165	8710	8243
TOTAL	30265	378	5627	10587	2050	48907	42905
MARKET SHARE%	62%	1%	12%	22%	4%		72%
HOUSEHOLD						4,01,661	
PENETRATION	0.08	0.00	0.01	0.03	0.01	0.12	0.11
LESS 30% SCATTERED AREA						2,81,163	
PENETRATION	0.11	0.00	0.02	0.04	0.01	0.17	0.15

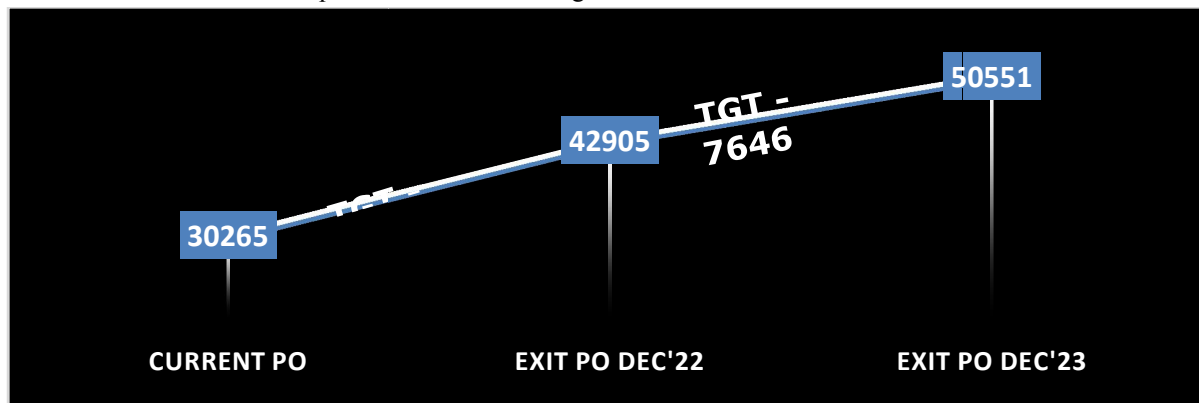
*POPULATION BASED ON CENSUS 2011 HIMACHAL PRADESH

* HOUSEHOLD IS CALCULATED BY TOTAL POPULATION DIVIDED BY 5 PERSON

The table 5 shows the increase in number of copies after the launch of Shimla edition in which physiography plays a vital role along with the climatic conditions. The area of Shimla experiences extremes of climate during winters and the villages at the border joining China namely Chitkul and Kazagets cut off from the rest of the world. They get deprived of various facilities of which newspaper has been one. Kinnaur DAK will face a sudden rise and maximum rise in the number of copies post Shimla launch after Shimla and followed by Sirmaur at the third place and Solan lastly. But post launch of Amar Ujala printing press at Shimla the copies of newspaper will positively note an increasing trend.

DAK NAME	CURRENT PO 17-JUN-22	TGT		
		PCC	TRADE	EARLY
SHIMLA	11727	3000	300	
KINNAUR	5463	800	700	
SOLAN	6502	1200	250	
SIRMAUR	6573	1000	200	
GRAND TOTAL	30265	6000	1450	

The increase in the number of copies is clear from the Figure 4.



III. CONCLUSION

The shifting of press from Chandigarh to Shimla has given the feeling to the people of Shimla their belongingness towards Amar Ujala.

This helped for the late coverage of news which helped the Shimla edition readers with the updated news and late coverage of news.

The major advantage is the timely delivery to the readers and to the last village of the Indian Border,

This has helped to deliver newspaper even to the last village of Indian terrain that is Chitkul and Kaza attached to the border of China.

This has facilitated the localities with more job opportunities.

IV. SUGGESTIONS

The Physiography of a region plays a vital role in providing various facilities to its natives and Shimla city is no exception. Newspaper sale gets affected because of the high, undulating region along with which extremes of climate also hamper its supply. The use of UAV/drones can be and is in the pipeline of being used for supply of newspaper in extreme climatic and topographical conditions covering maximum news coverage of Shimla region and providing newspaper to the readers within time. Lots of planning and work needs to be done with the technology keeping the price of the newspaper in mind and newspaper being supplied to maximum residents of Shimla edition.