

MJMC:2

Paper:14:Media management Topic:Growth of the News Agency In India

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There are two main English news agencies operating in the Country---the United News of India and the Press Trust of India----and they have also established their language wings. There are a few other smaller English and Hindi news agencies too ,but more of that later.

When India attained its independence from British rule on August 15, 1947, some vestiges of the British remained behind. The news agencies operating in the country at that time were other foreign agencies with offices in India or British-owned Indian agencies.

The Government of Independent India, under Pandit Jawaharlal Nehru,had begun encouraging Indians to starts their own Indian news agencies,

Encouraged by the Government, some major newspapers joined together to form a trust,and then set up independent India's first news agency, the press Trust of India (PTI) in 1949.

The PTI functioned as the only agency for the next eleven years. It will surprise to know that although both PTI and the United News of India (UNI)are professional rivals, the UNI owes its birth to PTI.

Due to some unavoidable problems with PTI,the United News of India was formed in 1961 and registered under the SocietiesAct .

The PTI had headquarters in Bombay, though the main administration continued to be in Delhi, while UNI has its head office in Delhi.

Earlier, in 1948, a Hindi news agency had come into being, called the Hindustan Samachar.it was backed by some political and private groups. Later, in1966 ,another Hindi agency, the Samachar Bharati came into being. Although both agencies had limited subscribers confined to certain areas of the country, they functioned more or less on the same lines as of PTI and UNI.Another news agency,the Asia News International (ANI) came up in the late eighties, but is yet to start all-India operations.