

Socio-economic characteristics of readers/subscribers and their opinion about hindi newspaper “Sangini”

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■ **ABSTRACT :** Home Science deals all aspects of life of the community and the nation. It integrates the application of knowledge synthesized from different sciences and humanities to improve the human environment, family nutrition and management of resources etc. Keeping in view above facts, the present study was conducted to know socio-economic characteristics of readers/ subscribers and their opinion about Hindi newspaper “Sangini” (Dainik Jagran). It was selected purposively. Fifty one newspapers from January 2003 to December 2003 were selected. Primary data were collected through interview schedule from Saurikh block of Kannauj district. Percentage was used as statistical measure. It can be extracted from the findings It can be summarized from the findings that majority of readers/ subscribers of hindi newspaper ‘Sangini’ (Dainik Jagran) were in the age-group of 15-30 years, from general caste, educated up to graduate and above and in service. Most of the women belonged to nuclear family having up to 5 members. Majority of women were residing in pucca house, possessing one house and having small land holding (2.5 acre). Seventy per cent women were more interested in reading newspaper and 66.67 per cent were regular subscribers. Eighty one per cent women were giving first choice to the newspaper “Dainik Jagran” Ninety per cent women were purchasing newspaper from shop/vendor. Hundred per cent women had knowledge about additional publication of Dainik jagran. Out of 100 per cent women, 56.67 per cent women had knowledge about three additional newspapers of Dainik Jagran. Fifty Eight per cent women had more interest in studying the addition paper “Sangini” and were liking cent per cent articles. Seventy per cent women were in the favour of articles’ effectiveness of all subjects; F.N. + H.D. + H.M. + C.T. Therefore, it is suggested that a column should be added based on correspondence between the editor and readers.

■ **KEY WORDS:** Newspaper, Food, Nutrition, Human development, Family studies, Clothing, Textiles, Family resource management, Extension education

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