

CHAPTER:-2.

PROFILE OF DAILY

PUDHARI

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CHAPTER 2.

PROFILE OF DAILY PUDHARI

Introduction:-

From long back newspapers plays a vital role in communication with people. There are various newspapers available in the market which provides news to the public. Daily Pudhari is one of the oldest Marathi newspapers. This newspaper has a separate communed in the market. Specially in those areas where the spoken language is Marathi. Head office of this newspaper is in Kolhapur. It is published from Kolhapur, Sangli, Satara, Pune, Solapur, Sindhudurg, Ratnagiri, Belgaum and Goa. Its highest circulation in western Maharashtra, North Karnataka, Konkan and Goa. From 1937 Pudhari acts leading role in providing news. Not only provides news but also supports in social increscent, educational events to children, advertisements, articles for women, articles for great people, etc.

Pudhari organization understood the changing situation of the market. Again they understood what readers want. They were latest technologies in printing of newspaper. The Pudhari organizations use various machineries for printing newspaper which gives highest quantity and best printing quality. For the quick and correct result the organization maintain proper work procedure. There is a perfect structure of collecting news from journalists, processing, printing, making, parcels and

circulating it edition wise. The newspaper reaches in hands of the people in time.

Pudhari organization improves strength after strength. The important role played in improvement of organization is its employees for the efficient plays dominant role. No activity of any organization can be performed efficiently without competent and qualified personnel. An organization will fail if its personnel are not competent to execute the work assigned to them. Thus human resources are important for the success of organization. Personnel constitute an integral part of the organization.

In the Pudhari organization under study the large number of personnel has employee at various levels. There personnel strength has increased very fast rate. The employee's strength varies in different sections according to the requirement. The employees are attributed to departments as per their skills and technical knowledge. Pudhari's overall workings highly depend on employees.

From 1937 upto today onwards Pudhari organization develops step by step and overall sides.

Development:-

In 1937 Shri G.G. Jadhav started newspaper as the name 'Pudhari' at Kolhapur. In that period Indian national movement was undergoes. The field of journalism was a challenging arc, which was to define the values and cultural foundations of the media for decades to come. Pudhari organization shares its birth pangs with the Indian

nationhood. Pudhari wholeheartedly and consistently takes part for programmes of nation. Pudhari's work is really memorable. Many big personalities honored for this active and endless participation in national movement.

In 1971 Pudhari was converted into partnership firm. In that time Shri. Pratapsinh Jadhav (G. G. Jadhav's son) took responsibility of this organization Mr. Pratapsinh Jadhav took efforts to make modernization in Pudhari.

In the year 1972 a high speed plumage rotary machine was installed for printing. It's increase in quantity of newspaper and best quality of print. Ultimately there was a increase in the numbers of readers that is increase in sale of Pudhari. Pudhari was well catering to the needs of readers. It was keeping in view the socio economic changes. Pudhari organizations think for future and try towards it. Pudhari's main aim was to fulfill customer's satisfaction from all levels. The Pudhari newspaper make changes in quality of printing due to this reader were ultimately turns towards the Pudhari.

In 1984 the Pudhari organization thinks for future and they felt the need of modernization. They installed new machineries like electronic photo composing machine, coroset German web offset machine. These machines improve colours quality. It increases in cost of raw material and labour but results also positive. The Pudhari organization has faced many financial and other problems. But they never stop. They continued their efforts.

Upto 1990 the Pudhari's circulation reached upto 65000 copies per day. The Pudhari's demand continuously increased.

In May 1997 Pudhari organization has converted from partnership firm to private ltd. company as the name 'Pudhari Publications Pvt. Ltd'. In view of increasing trade of circulation, the Pudhari organization starts new printing unit in Pune.

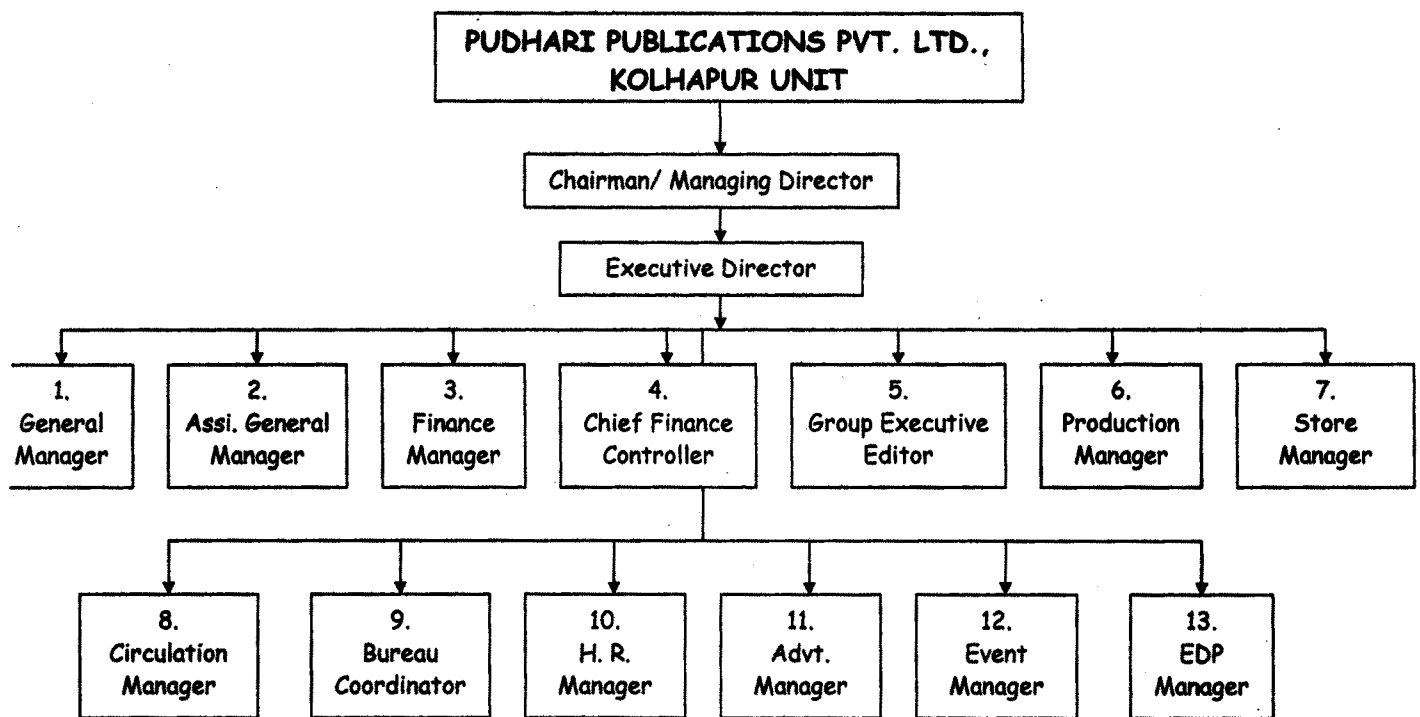
Pudhari tries to fulfill demands of the readers and tried to exist newspaper for a family which becomes complete newspaper. Pudhari intends to provide advertisers with an efficient means of communication also. They tried to achieve product superiority.

The progressive attitude of Daily Pudhari, their increases in number of readers in urban area as well as in rural area. The Pudhari's circulation are highest in western Maharashtra, Konkan, north Karnataka, and Goa. This is because they holes a key to the pulse of a people that is knowledgeable, dynamic see no sari and hungry for the best. Their total editions are Kolhapur, Sangli, Satara, Pune, Ahamadnagar Solapur, Ratnagiri, Sindhudurg, Goa and Belgaum plus the internet edition; comprehensive and up-to- data, Daily Pudhari has exclusive supplements on issues that affect the lives of millions.

Daily Pudhari recognize its social responsibility beyond its role as a newspaper. Whenever there has been a national calamity like the Kargil war, Gujarat tragedy, Pudhari organization always done its duty. Pudhari

organization donated some amount for to them. The highest contribution made by Pudhari organization for the Siachen Hospital. Pudhari organization acts as a responsible organization in the society.

Organizational structure:-



Following are the name of Board of Directors

1. Mr. Pratapsinh G. Jadhav
30, Indira Niwas, Nagala Park, Kolhapur- 416003
2. Mr. Yogesh Pratapsinh Jadhav
30, Indira Niwas, Nagala Park, Kolhapur-416003
3. Mrs. Geetadevi Pratapsinh Jadhav
30, Indira Niwas, Nagala Park, Kolhapur-416003
4. Mr. Mandar Madhukar Patil
37, Buena Monte, NCL cooperative Housing Society,
Pashan Pune- 411008
5. Mrs. Shital Mandar Patil
37, Buena Monte, NCL cooperative Housing Society,
Pashan Pune- 411008
6. Mr. Subhash Lahusingh Atigre
36/16, 'E' Ward, Near Surabhi Apartment, tarabai Park,
Kolhapur- 416003
7. Mr. Nikhil Subhash Atigre
36/16, 'E' Ward, Near Surabhi Apartment, tarabai Park,
Kolhapur- 416003

Details of departments:-

- (1) Editorial department.
- (2) Process department.
- (3) Printing department.
- (4) Circulation department.
- (5) Advertisement department.
- (6) Advertisement/Recovery department.
- (7) Accounts/ Finance department.
- (8) Store department.
- (9) Maintenance and Machinery department.
- (10) HR/ Administration department.
- (11) Parcel department.

(b) HR/ Administration:-

In the Pudhari Organization there is a separate H.R. Department organized for continuing all activities related with employees. The H. R. Department plays an important role in taking decision about employees. For recruitment skilled, qualified well educated, experienced staff is essential to run the newspaper industries. The human resource departments do activities related to manpower. All activities like recruitment of employees, selection, training, placement etc. are done through this department.

This department looks at all other departments working. They look after 'is any requirement of extra manpower for working'. This department makes recruitment as per requirement and appoints employees. This department looks after all requirements related to employees and their needs. This department plays vital role in all over organization.

Man power strength:-

Department wise manpower strength is explained as under.

(1) Editorial Department:-

Executive Editor	- 5 posts
Sub Editor	- 10 posts
Proof Editor	- 6 posts

(2) DTP/ EDP:-

EDP Manager	-1 post
DTP Operators	-225 posts

Software/ Hardware - 5 posts
Engineers - 1 post

(3) Printing Department:-

Proof Manager - 3 posts
Proof Supervisors - 3 posts
Printers - 5 posts
Arm Printers - 5 posts
Fitters -54 posts
Cum Fitters -60 posts

(4) Parcel Department:-

Parcel Supervisors - 3 posts
Parcel Contractor - 1 post
Parcel Pulling Boys -7 posts
Pushing Machine Operators - 6 posts

(5) Store Department:-

Store Keeper/Head - 1 post
Store Administrative - 6 posts
Store Handling Boys - 6 posts
Store Clerks - 4 posts

(6) Finance Department:-

Finance Manager - 1 post
Finance Controller - 1 post
Accountant - 3 posts
Unit Head - 2 posts
Account Clerk - 24 posts
Cashier - 4 posts
Telephone Operator - 5 posts

(7) Circulation Department:-

Circulation Manager	- 1 post
Assistant Circulation Manager	- 4 posts
Circulation Officers	- 5 posts
Circulation Representatives	- 55 posts
Circulation Accountant	- 1 post
Circulation Operators	- 7 posts
Circulation Clerks	- 8 posts
Recovery Officers	- 3 posts

(8) Advertisement Department:-

Advertisement Manager	- 3 posts
Group Marketing Head	- 1 post
Assistant Advertisement Manager	- 2 posts
Marketing Executive	- 54 posts
Bureaus Coordinator	- 1 post
Advertisement Clerks	- 20 posts
Advertisement Accountant	- 1 post
Advertisement Night Cashier	- 2 posts
Advertisement Scheduling Clerk	- 3 posts

(9) H. R. Department:-

H. R. Manager	- 1 post
Assistant Labour Officer	- 2 posts
Assistant	- 2 posts
Clerks	- 5 posts
Security	- 6 posts
Stenos	- 3 posts
General Manager	- 3 posts
Assistant General Manager	- 2 posts

Branch Managers	- 16 posts
Office Superintendents	- 16 posts
Recovery Managers	- 2 posts

(10) Maintenance Department:-

House Keeping	- 30 posts
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Other-

Office Boys	- 8 posts
Drivers Including branches	- 8 posts
P. A. Editor	- 2 posts
Photographers	- 4 posts
Staff reporters	- 225 posts
Librarian	- 1 post
Peon	- 1 post
Free lanced reporters.	

The above mentioned manpower includes daily contract base employees, yearly contract base employees, permanent base employees, temporary base employees.

As per above details total number of employees in Daily Pudhari are 964 out of the total staff 10% is considered as the sample number based on systematic stratified random sampling method so as to make the sample truly representative of all the categories and departments. Further the sample is raised from 96 to 100 so as to make it an even number and to facilitate for calculations.