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**Towards A Communication Map Of India**

**By**

**Y L Shylaja**

TOWARDS A COMMUNICATION MAP OF INDIA

*Compiled by*

*Y.L. Shylaja*

*Social Applications Research*

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SOCIAL RESEARCH GROUP  
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ON SEVERAL OCCASIONS WE NEED TO HAVE DIFFERENT KINDS OF STATISTICS OF THE COMMUNICATION SCENE OF INDIA. THIS IS AN ATTEMPT TO COMPILE TOGETHER SOME OF THE BASIC STATISTICS ON COMMUNICATION SCENE OF INDIA. THE STATISTICS ARE NOT COMPLETE AND PERTAIN TO DIFFERENT TIME FRAMES. SOMETIMES DIFFERENT SOURCES GIVE DIFFERENT STATISTICS. THIS IS A CONTINUING PROCESS AND WE CAN UPDATE AS AND WHEN NEW DATA ARE AVAILABLE.

NO. OF TRANSMITTERS  
INDIA

FIGURE	YEAR	SOURCE
265 BY MARCH END	87-88	MIB ANNUAL REPORT (88)
306	89	DDI NEWS ON 11.3.89
379	BY END OF 90	MIB ANNUAL REPORT (85-86)

# TELEVISION

NO. OF TELEVISION SETS  
INDIA

FIGURE	YEAR	SOURCE
PRIVATE		
120 LACS	87	ORG STUDY TIMES OF INDIA 14/2/89
135 LACS	87	MANORAMA (88)
COMMUNITY		
12,164	86	TV INDIA, DDI

TELEVISION SETS MANUFACTURED

FIGURE	YEAR	SOURCE
30 LACS	86	MANORAMA (88)
(21 LACS B & W AND 9 LACS COLOUR)		



GROWTH OF TELEVISION SETS  
INDIA

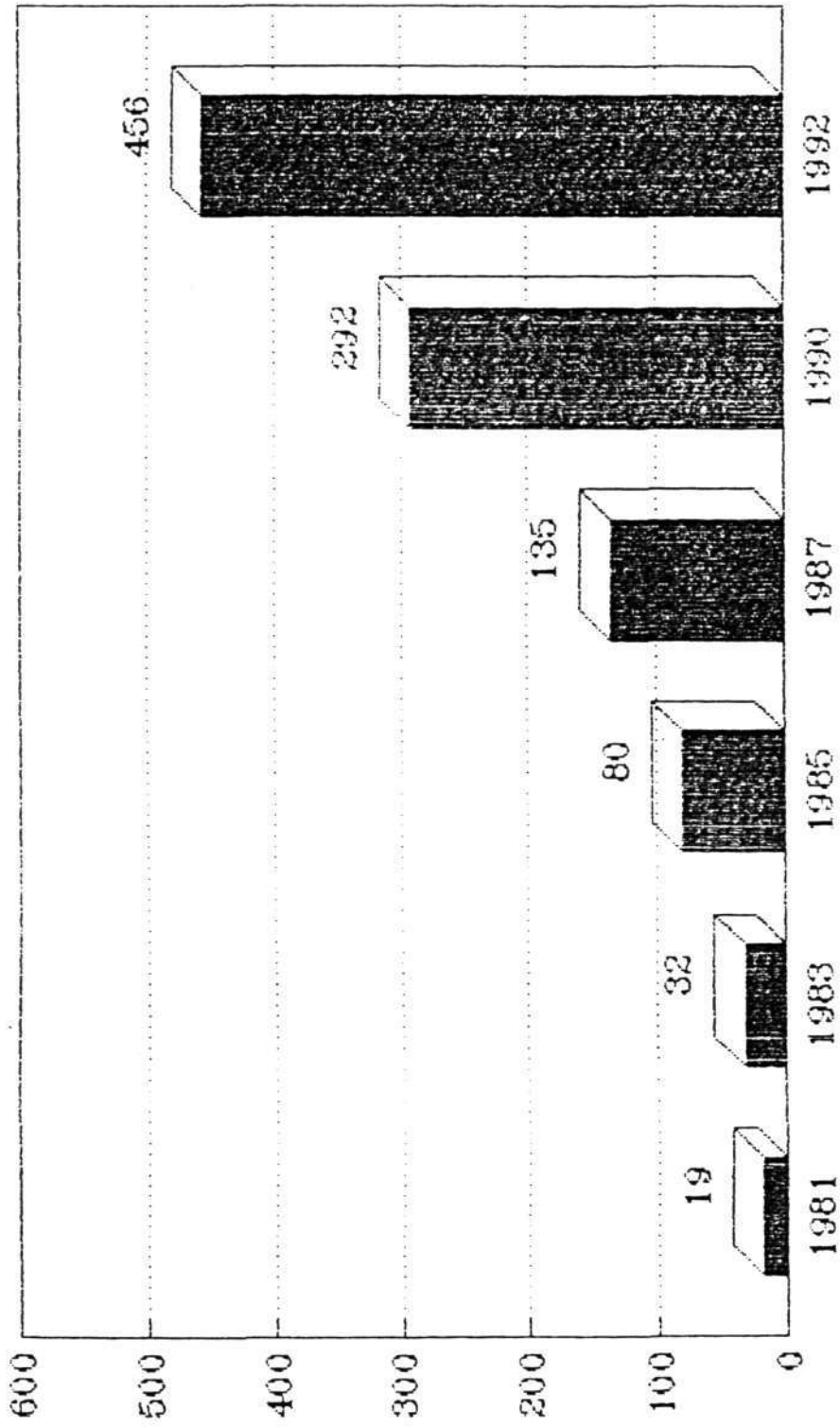
FIGURE	YEAR	SOURCE
41	62	TV INDIA, DDI
84,114	72	TV INDIA, DDI
20,95,537	82	TV INDIA, DDI
456,00,000	92	TV INDIA, DDI

ORIGINAL SOURCE: OGILVY BENSON & MATHERS  
MEDIA BULLETIN, ISSUE 17, JANUARY 86

NO. OF TELEVISION SETS  
FUTURE PROJECTIONS

FIGURE	YEAR	SOURCE
135 LACS	87 END	MANORAMA 88
292 LACS	90 END	MANORAMA 88
300 LACS	90 END	TV INDIA 87-88 DDI
456 LACS	92 END	MANORAMA 88

# NO. OF TELEVISION SETS FUTURE PROJECTIONS (IN LACS)



DISTRIBUTION OF TELEVISION SETS

FIGURE	YEAR	SOURCE
120 LACS	87	ORG STUDY TIMES OF INDIA 14.2.1989
ABOVE 60 LACS IN DELHI & BOMBAY	87	ORG STUDY TIMES OF INDIA 14.2.1989

DISTRIBUTION OF TELEVISION SETS  
GUJARAT

FIGURE	YEAR	SOURCE
15 LACS	86	CHOWLA TIMES OF INDIA 19.1.1986
50,000 (AHMEDABAD)	86	CHOWLA TIMES OF INDIA 19.1.1986

COVERAGE OF POPULATION  
URBAN--RURAL

FIGURE	YEAR	SOURCE
72% (OVERALL)	87-88	MIB REPORT
81% (URBAN)	85	TV INDIA, DDI
50% (RURAL)	85	TV INDIA, DDI

AUDIENCE BUILD UP

FIGURE	YEAR	SOURCE
270 LACS	81	TV INDIA,DDI
380 LACS	83	TV INDIA,DDI
800 LACS	85	TV INDIA,DDI
2600 LACS	90	TV INDIA,DDI

ORIGINAL SOURCE; INTAM; PATHFINDERS;  
MEDIASEARCH QUOTED IN TV INDIA, DDI

(86)

FILMS

FIGURE	YEAR	SOURCE
FILMS PRODUCED		
912	85	MANORAMA (88)
840	86	MANORAMA (88)
CINEMA HALLS		
12700	86	MANORAMA (88)



RADIO

NO. OF TRANSMITTERS

FIGURE	YEAR	SOURCE
186 (TOTAL)	88	MANORAMA(88)
142 MW	88	MANORAMA(88)
40 SW	88	MANORAMA(88)
4 VHF (FM)	88	MANORAMA(88)

NO. OF TRANSMITTERS  
FUTURE PROJECTIONS

FIGURE	YEAR	SOURCE
205 (BROADCASTING STATIONS)	90	MANORAMA(88)
150 MW	90	MANORAMA(88)
54 SW	90	MANORAMA(88)
104 FM	90	MANORAMA(88)

COVERAGE

FIGURE	YEAR	SOURCE
95% (POPULATION)	88	MANORAMA(88)
86% (AREA)	88	MANORAMA(88)
FUTURE PROJECTIONS		
97.5% (POPULATION)	90	MIB(87-88)
91% (AREA)	90	MIB(87-88)

FILMS

# TELECOMMUNICATIONS

NO. OF TELEPHONES

FIGURE	YEAR	SOURCE
36 LACS	88	REPORT ON NATIONAL WORKSHOP ON MTM
9.86 LACS (NO. OF WAITING LIST)	87	MANORAMA (88)
11482 (NO. OF DEPARTMENTAL EXCHANGES)	87	MANORAMA (88)

FIGURE	COVERAGE POST OFFICE	YEAR	SOURCE
32,87,263 Sq.Km. (INDIA TOTAL AREA)		82	INDIA 1984
2,276 Sq.Km. (AVERAGE AREA SERVED BY P.O.)		86	MANORAMA (88)
4,745 Sq.Km. (AVERAGE POPULATION SERVED BY P.O.)		86	MANORAMA (88)



PRINT

NO. OF NEWSPAPERS

FIGURE	YEAR	SOURCE
21784 (TOTAL)	84	MANORAMA (88)
1609 (DAILIES)	84	MANORAMA (88)
111 (TRI/B WEEKLIES)	84	MANORAMA (88)
6469 (WEEKLIES)	84	MANORAMA (88)
13595 (OTHER PERIODICALS)	84	MANORAMA (88)

NEWSPAPERS PUBLISHED  
LANGUAGE-WISE

FIGURE	YEAR	SOURCE
92 (TOTAL)	84	MANORAMA (88)
6370 (HINDI)	84	MANORAMA (88)
3961 (ENGLISH)	84	MANORAMA (88)
11453 (OTHERS)	84	MANORAMA (88)