

PRINT MEDIA (25 Sep - 24 Oct)
TRENDS AND
ANALYSIS **2014**



एक कदम स्वच्छता की ओर



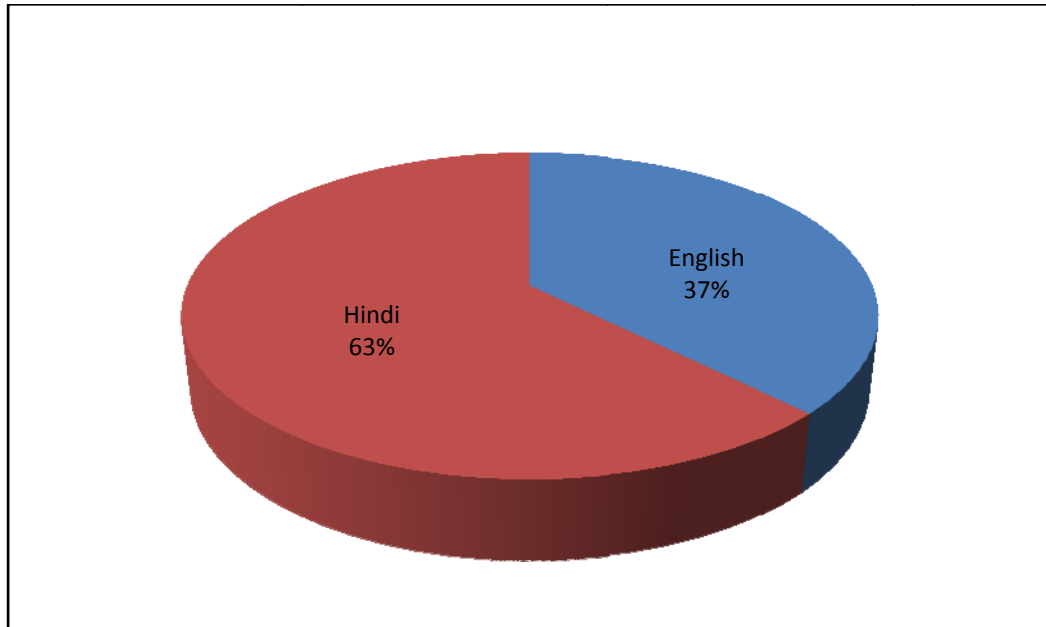
CMS ENVIS Centre



Supported by: Ministry of Environment, Forests & Climate Change, Government of India, New Delhi

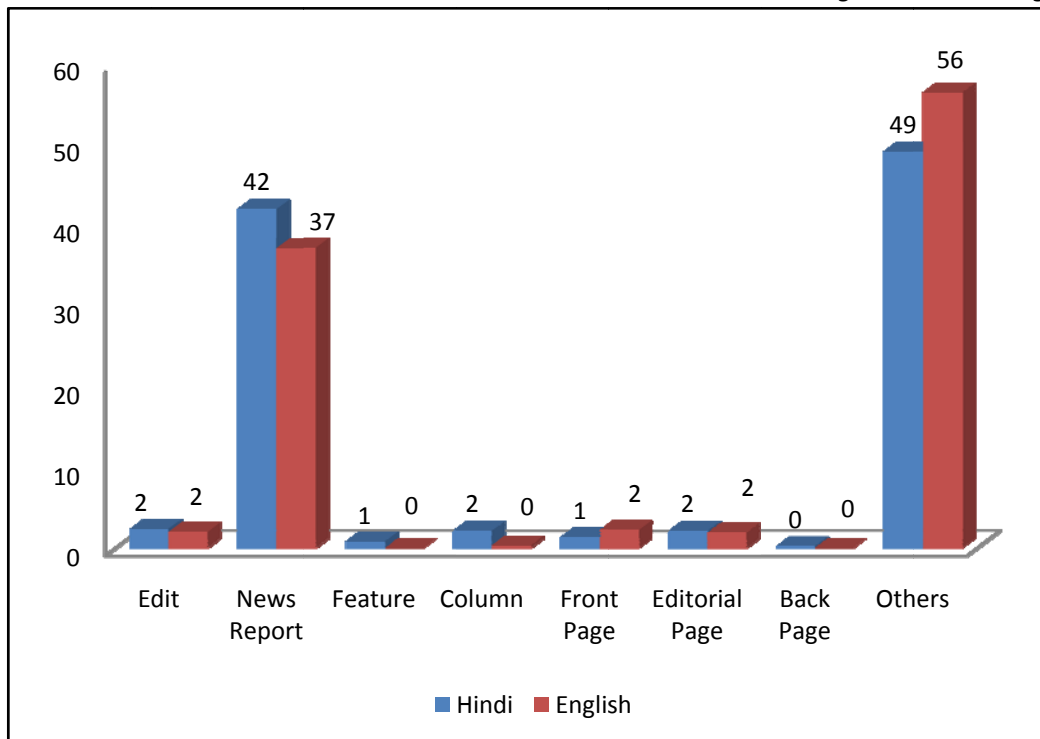
**COVERAGE OF
SWACHH BHARAT ABHIYAN (CLEAN INDIA CAMPAIGN)
IN MAJOR DAILIES
NEWSPAPERS ANALYSIS (September 25 – October 24, 2014)**

Coverage of Swachh Bharat Abhiyan in major English and Hindi dailies
(September 25 – October 24, 2014)



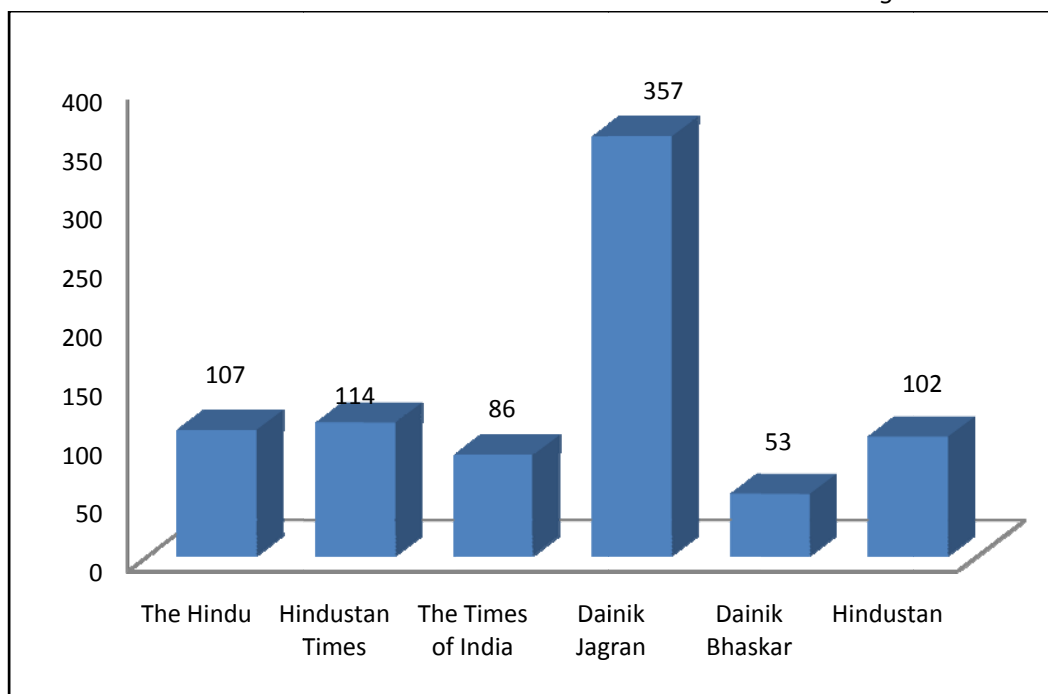
**Type of News Coverage in English and Hindi dailies on Swachh Bharat Abhiyan
(September 25 – October 24, 2014)**

Figure in Percentage



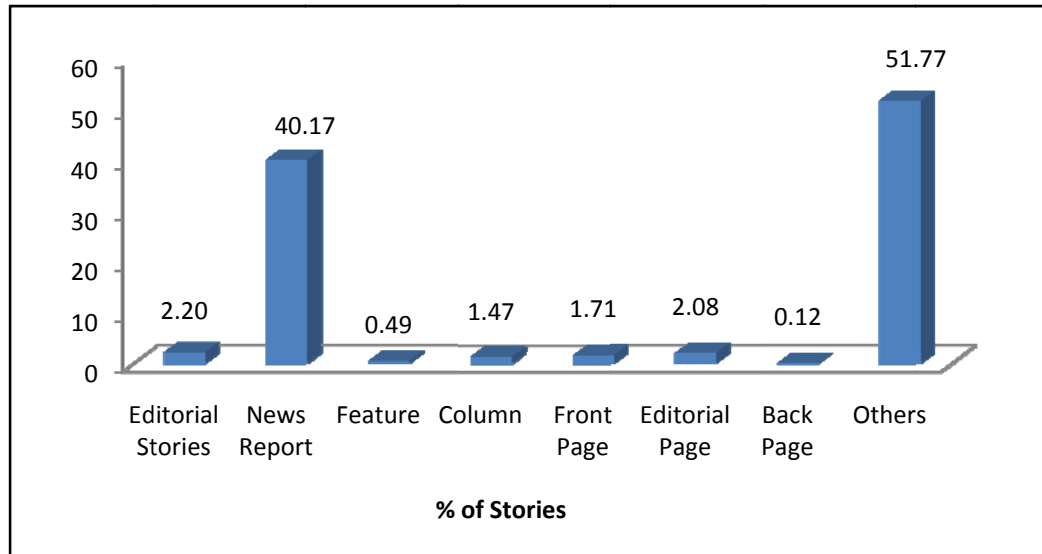
**Coverage of Swachh Bharat Abhiyan in Indian major dailies
(September 25 – October 24, 2014)**

Figure in number

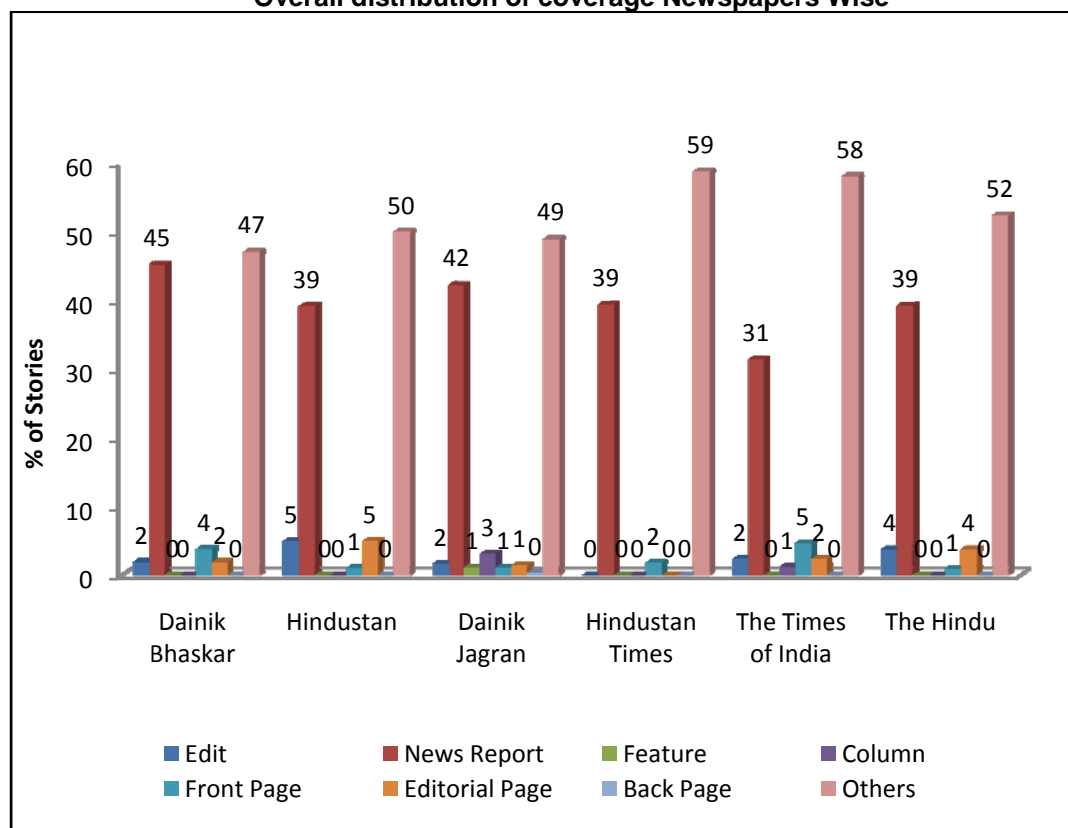


No. of news items	
Newspapers	(September 25 – October 24, 2014)
The Hindu	107
The Hindustan Times	114
The Times of India	86
Dainik Jagran	357
Dainik Bhaskar	53
Hindustan	102
Total	819

**Types of Stories focus on Swachh Bharat Abhiyan in major Newspapers
(September 25 – October 24, 2014)**



Overall distribution of coverage Newspapers Wise



The detailed report based on the content analysis of the major dailies is under process and will be available in the public domain shortly.