



Main Stream Media and their Social Responsibilities with special reference to NDTV group Campaigns

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Abstract- Backbone of democracy is media which act as a bridge between society and government. The media plays a constructive role in today's society from increasing public awareness to collecting view and opinions of people in various issues. The media hold the position of trust and social responsibility. Social responsibility is an ethics that guide any action, be it media or different organization that put an obligation toward the environment, society, economy, and culture. In this research, researcher tries to find out the whole process of each campaign organized by NDTV and how social responsibility theory of media is fulfilled by these campaigns. In this research paper qualitative analysis is used for finding the impact on audience after initiating these campaigns. This research paper will benefit the other news channel to be responsible towards their social responsibility theory of media. Through this research paper it is recommended and suggested to all news channels to organize campaign and resolve the social issues of this country. It is also suggested that Universities must include social responsibility theory in journalism course for students in order to raise awareness about social responsibility and promote youth to take active participation in the campaigns.

Keywords: Media, campaigns, Social Responsibility Theory of media, News channel, Social issues, Universities.

I. INTRODUCTION:

A government for the citizens, of the citizens and by the citizens is not all that easy to be followed. As a backbone of democracy media act as bridge between society and government. The topmost responsibility of media is to reduce the gap between government and the society. That is why an independent media is essential for a democratic country.

The word 'media' means a medium. It is an effective catalyst for a change in society. A democratic system can run to its utmost potential when there is large participation on the part of general mass which is not possible without the people getting informed about various issues. Reliable information resources are an important constituent of any democratic society (Harbermas, 2006) and here media steps in a society.

Mass media in its different form whether it is print, radio, electronic gives a lot of strength to whole society. The media plays a constructive role in today's society from increasing public awareness to collecting view and opinions of people on various issues. Media is blessing for country's citizen because the media have powerful weapons to give proper shape of public opinion.

In this tech era the role of media is augmenting day by day. The media hold the position of trust and social responsibility. Social responsibility is an ethics that guide any action, be it media or different organization that put an obligation toward the environment, society, economy, and culture. The media like several other

sectors mustn't harm, but should promote environment and social culture aspects in respect to economy of the place.

Social responsibility theory of media- Social responsibility theory also called as theory of ethics which permit free press without any censorship simultaneously say that the content of press should be conferred in public panel and if any obligation should rise by public media have to accept it and clarify it. The 'social responsibility' theory owes its origin to the Commission on Freedom of the Press (Hutchins 1947). That was appointed in the United States. The theory encourages responsible behavior of media persons to work on ethics, provide truthful and comprehensive news, be responsible for news and try to generate things which are valuable for society.

This theory basically guides about good and bad conducts, the rightness and wrongness of an action done by media. In modern era this theory has become a norm, this theory inspire media for self-control to do good of people. It encourages media to fulfill their civic duty for betterment of society. This theory is considered as tool for social development. It guides media to help in neglecting conflicts during wars, accept people's opinion & work for public, publish only truthful facts, do not have any monopoly and generate voice for betterment of marginalized people who are not clever enough to raise their voice. This social responsibility theory of mass media is summarized as:

- People have right to express their view and opinion about media.
- Allow media to inform, discuss and consider matter related to public affairs.
- Media have to act as watchdog over the government to protect rights of public.
- Media are allowed to give advertisement to serve the economic system by bringing buyer and seller together.
- Media are not allowed to become dependent on special interest and influences for preserving the financial autonomy.

Media have to provide good entertainment which does not harm any ones culture. Media channels have start following social responsibility theory and several media channels has start regulating things related to social issues, they have started campaigns for the benefit and development of people. In the same series NDTV have launched many campaigns which fulfill the social responsibility theory by working on ethics. NDTV stands for New Delhi television limited and was founded in 1988 as pioneer of India's news channel. It was founded by Radhika Roy and Prannoy Roy, Its slogan of English and Hindi new channel is "experience truth first" and "khabar wahi jo sach dikhae" respectively. Channel have many multi-talented journalist and one them is ravish Kumar who is senior executive editor of channel, he is very popular for his fearless journalism and he had also achieved Ramon Magsaysay award at ceremony of Manila.

NDTV focuses on informing right news to people. The channel NDTV work as transmitter of cultural message, they tried to explain masses about the acceptable form of behavior, this channel not only try to give information but they also want to educate people and make them aware with the situation of people, animal, monuments and environment. This channel focuses to present quality news and information instead of sensational infotainment. NDTV Channel has started its work for impacting real world, using its power to raise social issues and launched campaign to support people of India.

NDTV's content is seen as unbiased, fearless and honest news. NDTV has started many shows to fight with social injustice like 'we the people', and 'the big fight' etc, this channel also covers the issues of starvation-deaths, malnutrition and other human rights violations has forced the government into action. NDTV works for impacting real world and using its power to encourage and empower people who are suffering. By their many years of work and dedication now they able to work on many social causes like environment damage, women empowerment, education for children, etc. NDTV has launched many campaign to focus on social

issues like save our tigers, support my school, Swachha Bharat Swastha Bharat, Banega Swachha India, because you can etc in collaboration with many companies and NGOs to encourage people for supporting social evils and motivate them to work on ethics.

Rationale-

In our country Media is considered as 'Fourth Pillar' of democracy. Media always play a very important role in awakening and educating people about social issue. Through this research and its findings news channel may learn about the social responsibility of media and its importance in the society. It will help them to create social awareness through various steps. This study will make aware about the social responsibility theory and its need in the society. This is a systematic study about NDTV campaigns and its benefits for our society.

Significance:

With the arrival of media, it is no doubt that citizen's find out the importance of news in their life. This research will benefit the media organizations, media scholars to take a look on social campaigns which is initiated by NDTV news channel. The study is representing that apart from news coverage media should work for resolving and create awareness about social issues and also how to influence audience to be responsible citizen of country.

Objectives:

1. To examine the social responsibility theory of media is fulfilled by campaigns of New Delhi Television Limited (NDTV) news channel.
2. To study the whole process of each campaign organized by NDTV group.
3. To find out the benefits, audiences get by the NDTV organized campaigns.

Need of Study:

As we know the power of media can transform the whole society especially in developing country.

1. In India there are many news channels but how NDTV fulfill the social responsibility theory of media and how they are trying to resolve the social issues through campaigns.
2. It is a point of concern for all other news channels that whether they are really fulfilling the social responsibility theory of media or not.

Limitations :

This study is confined till Indian news channels. International media campaigns, digital media campaigns, print media or radio campaigns are not touched under this study. In this paper, researcher covered only 20 campaigns organized by news channel NDTV. Researcher does not include all campaigns of NDTV.

II. RESEARCH METHODOLOGY:

Researcher used qualitative analysis for finding the impact on audience after initiating these campaigns. This research involved exploratory method. The influence of mass media cannot be underestimated as it is best source of information and for creating awareness. NDTV is one of the leading news channels in India and their role in providing awareness through campaigns sets an example for other news channels.

Review of literature –

(John Fiske, 1982) mentioned that 'Mass media today are inextricable form of modern society. Without these media, society probably cannot conduct its affairs effectively. On their part, mass media, in a bid to serve the people, play a significant role in spreading new ideas, new forms of behavior and information about a variety of products'.

(Siebert et al., in 1956) mentioned four theories, based on classification of the world's national media systems into four categories. (Denis McQuail,1980s) considered it appropriate to add two more theories to the original set of four. He concedes that these theories "may not correspond to complete media systems" but "they have now become part of the, discussion of press theory and provide some of the principles for current media policy and practice".

(John Fiske, 1982) described that 'The 'social responsibility' theory owes its origin to the Commission on Freedom of the Press (Hutchins 1947). That was appointed in the United States. The commission's main finding is that the free market has failed to fulfill certain obligations to society. According to it, the press has not met the informational, social, and moral needs of the society. In fact, it has increased the power of a single class. The Social Responsibility theory is based on the assumption that media serve essential functions in society. Therefore, it should accept and fulfill certain obligations to the society. These obligations are to be met by setting up high professional standards in communication of intonation: truth, accuracy, objectivity and balance. In accepting and discharging these obligations, the media should be self-regulatory within the framework of law and established institutions. In the public interest, the media should underplay that news which might lead to crime, violence, and social tension or cause offence to ethnic or religious minorities. The media should be pluralist, should reflect the diversity of their society and allow access to various points of view, including the right to reply'.

William Hocking (1947:169), wrote that 'Inseparable from the right of the press to be free has been the right of the people to have a free press. But the public interest has advanced beyond that point; it is now the right of the people to have an adequate press.' And of the two rights, he added: 'it is the right of the public that now takes precedence'. This is one fundamental basis for the demand for responsibility.

Siebert et al.'s (1956), 'Social responsibility theory holds that the government must not merely allow freedom; it must actively promote it ... When necessary, therefore, the government should act to protect the freedom of its citizens.' The acts of government mentioned include legislation to forbid 'flagrant abuses', and it may also 'enter the field of communication to supplement existing media'.

(Baran and Davis 2003:109) stated 'the media should be responsible for fostering productive and creative "Great Communities" and that media should do this by prioritising cultural pluralism- by becoming the voice of all the people not just elite groups or groups that had dominated national, regional or local culture in the past. It also points out that the media, in carrying out their obligations, must adhere to the highest ethical standards.

According to the Research paper (The normative theories of the press in the digital age-a need for revision) a range of some of the normative theories of the Press. To a large extent, the political system dictates the media theory in operation and the libertarian and social responsibility normative theories are the dominant theories that shapes media practice and ownership.

III. FINDINGS AND OUTCOMES:

Campaign 01. Support My School:

Support my school, a campaign launched on 24th January 2011 by NDTV in partnership with Coca Cola India, (United Nation) UN Habitat, Tata Teleservices, Sulabh International, Pearson Foundation and Charities Aid Foundation. This campaign basically supports school facilities like building separate toilets for girls and boys, to encourage and support children for joining school. The campaign initially aimed provides benefit to nearly 50,000 students through 100 schools. Studies have revealed that basic amenities like washroom, access to water and basic infrastructure results as children school dropping specially the girl child.

This program is started for the dignity and safety of children. The cricket legend Sachin Tendulkar offered his service as campaign ambadassor during Exhibit-1. Aishwarya Rai Bachchan, Día Mirza, Sanjay Dutt took part in Exhibit-3. According to the report of ASER in 2011, 50% of rural and semi urban schools have non-functional toilets or no toilets. Rs. 13.6 crore raised towards revitalization of 600 schools; more than 198000 children have revived better facilities for encouraging them to attend schools.

Finding and outcomes of campaign Support my School:

This campaign fortunately provided separate and proper toilets for both boys and girls. Support my School campaign sets up water filters at schools and install playground equipment from the raised funds. Because of this campaign government middle school turned into a model institution one of the example of such school is Jhundpur village government school. The partners involved in campaign provided libraries too in Jhundpur village. This campaign surely creates change in a country.

From Uttar Pradesh to Karnataka this campaign is helping students bring about some basis changes in their school and education facilities. Not only in Indian youth but also NRI supported this campaign by spreading awareness as a volunteer. The campaign on 1st June 2012 achieved a milestone on completing 100 schools and over 43,000 children got benefit because of this campaign.

Campaign 02. Together With Children:

This campaign has been launched by NDTV India and World Vision India to support children and their family who face inadequate nutrition and hunger (in absence of job caused by global pandemic i.e. Covid-19). #Hunger Free India hash tag is used on media platform in order to support this campaign, so for providing them adequate nutrition and food during this difficult scenario of lockdown.

By this campaign they have distributed cooked food to more than 200,000 people and 12,446 PPEs (personal protective equipment) including 324,000 masks to front line workers and provided rations to more than 17,000 families. Famous personalities such as Sanjeev Kapoor, Madhukar Bhandarkar, Abhijit Banerjee and Oscar and Grammy winning composer and singer A.R. Rahman supported this campaign in their own ways. Money raised so far is Rs.6,06,60,576 by this campaign.

Findings and outcomes of campaign Together with Children:

Funds raised by this campaign were used to support the millions of children and their families during coronavirus pandemic. Not only single help by this campaign was provided during outbreak other needs such as clothes for lactating mothers, cotton rolls, sanitary napkins and undergarments. Food baskets on highways were given to the needy people, masks and sanitizers were distributed to keep children and their family safe from Coronavirus.

Campaign 03. Our Girl Our Pride:

#Our Girl Our Pride, the campaign has been launched on 19th august 2013 by NDTV in collaboration with Vedanta to promote girl child in India and for creating awareness related to Girl's Health, Education, Nutrition, female foeticide and infanticide through this campaign. The ambassador of this campaign is Priyanka Chopra. This campaign aims to change life of many girls and give them basic necessities by which they can live quality life. Scholastic India and Max life contributed Rs.5 lakh in this campaign for the treatment and camps for girl child.

Findings and outcomes of campaign our girl our pride :

Over 14,000 Angan wadi centers reaching out to more than 500,000 children with a special focus on girl child. Around 50% of children are suffering from malnutrition and the number of girls is large. So, there is a need for providing quality life and overall development to girls through this campaign. This campaign successfully generated the funds and supported an annual education of more than 2000 girls. This campaign raised awareness towards a better India for girls. In fact, this campaign not only raised awareness but also made a positive impact in the lives of as many girls as possible.

Campaign 04. India for All, Telethon:

This campaign has been launched by NDTV with collaboration of Oxfam India, a non-profitable organization, which has initiated a drive to fight against corona outbreaks. By this campaign a drive of two hour #India4All telethon has been organized to collect money for homeless affected by corona lockdown and helped 50,000 families 230,000 individuals with food and drinking water and provide safety kits to front line workers.

Money raised in this campaign ₹ 3,22,48,894 amount for needy and poor people. Filmmaker Ekta Kapoor, actor and comedian Vir das, actor Siddharth Malhotra and actress Bhumi Pednekar promoted this campaign to highlight the impact of lockdown on poor and underprivileged people. Oxfam India has already started work in Kerala, Tamil Nadu, Uttar Pradesh, Maharashtra, and Delhi. Dry ration was distributed in Odisha, Bihar and Uttar Pradesh.

Findings and outcomes of campaign India for all telethon:

India's nationwide lockdown has hits mainly poor and homeless migrant labour. Through this campaign drinking water bottles, sanitizers, masks and food packets were provided to them. This campaign brings India together in support of homeless and slum dwellers to provide them at their own level and donate for a good cause. Around 22,000 hot meal packets are being provided just in many states of India.

Campaign 05. Save The Tiger:

NDTV shakes hand with Aircel to launch a campaign in year 2010 and named as "Save the Tiger". The main objective was to boost the Tiger population in India. Bollywood icon Amitabh Bachchan is ambassador of this campaign. Other Bollywood stars like Kajol, Aamir khan, PreityZinta, Hrithik Roshan have come forward to support "save The Tiger" campaign. Other eminent personalities Rahul Dravid, Rajya wardhan Rathore joined this campaign and spread awareness about it.

The main objectives of this campaign include – Involvement of local communities in conservation for tigers. Strengthen and modernize the forest department to step up protection of tigers. Improving main animal conflict mitigations measures and creates awareness for anti -poaching. This campaign makes political parties and leader accountable for loss of biodiversity. A 12- hour Live telethon raises Rs.5.81 crore for this tiger

conservation campaign. Other corporate donors who came forward to show their support included TATA consultancy, GMR group, Mahindra.

Findings and outcomes of campaign Save the Tiger:

This campaign relentlessly works for cause with multiple initiatives on- ground for safety and protection of tigers. Awareness cause by this campaign lasts the impression on many Indians. Tiger population in 2006 was reported 1411 but in 2014 it went up to 2226 which was remarkable increase in tiger population. This campaign focuses on various tiger reserves around the country and conservationists stay committed to spreading awareness. Funds raised by this campaigns strengthened tiger reserves and drew the attention of Prime Minister to set up The Special Tiger Protection Force. This campaign received great response through online petitions, Signatures, SMS from concerned audience, students and youth.

Campaign 06. Banega Swachh India:

NDTV launched a campaign on sanitation in partnership with Dettol initiated in 2014. The main focus of the campaign was on 'Swachhta' which means cleanliness and sanitization. In fact, NDTV won award of 'Media for Sanitization' by Railway Minister Suresh Prabhu at the ISC-FICCI sanitization award. The aim of this campaign is to work together for Prime Minister Narendra Modi's Swachh Bharat Abhiyan.

The main objectives of an open defecation free India by 2019. This campaign is for 5-year ambition program to find solution and raise awareness for sanitation. In the first event of sanitization ₹ 281 crore was raised to provide facilities for cleanliness. In third leg of campaign 10 places were identified for cleanup drives. #Mere10Guz initiative was taken up in order to celebrate birth anniversary of Mahatma Gandhi on 2nd October. Mere 10 Guz initiatives forward and promoting cleanliness segregate waste and adopt composting.

Findings and outcomes of campaign Banega Swachh India-

This campaign gives rise to clean and make open defecation free India. Government and health experts came together due to the efforts of this campaign. In first year of campaign a Swachh Express bus travelled through 350 villages across 7 states to educate people on importance and need of sanitization and toilets. The fund raised by this campaigns used in maintenance and in making new toilets at schools, rural areas and slum areas. In the second year of this campaign Swachhta Ki Pathshala was organized to encourage children so that they incorporate hygienic practices in their lives. Supportive audience and celebrities came forward to donate for this campaign.

Campaign 07. Greenathon:

This is nationwide campaign to save the environment and spread awareness among citizens in India. NDTV started this campaign in April 2008 and named as Greenathon-1 in collaboration with Toyota. This campaign is also known as NDTV-Toyota green campaign to save Mother Nature. It has raised ₹ 15 crore within 3 years of campaign. Priyanka Chopra is ambassador of this campaign.

The main goal of this campaign is to help villagers with electricity, cleaning up rivers, recycling of plastic items. Priyanka Chopra initiated this campaign on 9 April 2014 in Agra and the moto was "plastic cleanup drive". Other personalities who supported this campaign - Sharukh khan, Yuvraj Singh, Diya mirza, Karan Johar, Richa Sharma, BappiLehri, Sanjay Kapoor and others.

NDTV-Toyota organized non-stop telethon which had received great response from public. In fact, many villages received solar powering technology. In Rajasthan 9 villages, in Orrisa 16 villages, two in each Assam and Jharkhand had got benefit by this project. In Greenathon -4; ₹ 8.89 crore funds was received through this

campaign which was really appreciable in such a short span of time. In support of this campaign for raising awareness about environment, actor Milind Soman ran 1,500 km in 30 days. This run has been recognized as World record by the Limca Book of Record.

Findings and outcomes of campaign Greenathon:

India villages that would be plunged into darkness during night are now benefitted with solar power which has replaced kerosene lamps. This campaign used the fund for lighting 508 villages and Greenathon fund raising event encouraged people to donate money for support TERI's 'lightning a billion lives' initiative which aims at providing solar power to villages without electricity. 'Clean the Yamuna' initiative creates awareness in the public to be responsible towards the environment. This campaign encourages everyone to keep environment plastic free and clean.

Campaign 08. Road to Safety:

This is social campaign in which NDTV shakes hands with DIAGEO to make road safer for reducing number of accidents by encouraging citizens. This campaign was started in January 2015. Due to lack of awareness and bad road design majority of accidents took place every year in India.

The main objectives of the united spirit – NDTV Road safety in collaboration with DIAGEO address the campaign in number of seasons. In season-1 of the campaign 'the road safety week' was observed in Delhi, Kolkata, Bengaluru, Mumbai, Chennai, Lucknow, Hyderabad and Jaipur. Its agenda was to sensitize motorists, especially youngsters about #RoadToSafety rules. More than 250,000 people and various celebrities including Arjun Kapoor, Anil kumble, Ayushman Khurana, Diya mirza, Karishma Kapoor, Gautam Gulati, Nagesh Kukunoor join the campaign and took the Diageo –NDTV 'never drink and drive' pledge. In second season of this campaign the Ministry of road transport and highways of India, Nitin Gadkari also supported the campaign to priorities road safety and encourages citizens to never drink and drive.

Findings and outcomes of campaign Road to Safety:

To minimize road accidents and to promote safe driving methods this campaign plays a crucial role in creating awareness among the people. This campaign highlighted five road safety measures such as use of helmet and seatbelt, not to drink and drive, not to drive over speed, not to use mobile devices while driving. This campaign presents a 7-point agenda to the government on various aspects to road safety. The combination of awareness programs and regular enforcement of law has worked in favor of decreasing the road accidents. Engineering department also helped in the reduction of road accidents and road fatalities. In fact, Hyderabad Traffic Police released a short film to drive home the message shows to follow traffic rules and wear helmet while driving. Petitions signed by citizens in order to support this campaign.

Campaign 09. Save India's Coast:

NDTV Toyota Etios save India's coast is an initiative for awareness regarding the threats to Indian coastline. This campaign was started in 2011 to make people aware about the danger of Indian coastline. This campaign was basically started for focusing light on fact that few years from now Indian beaches will disappear entirely around 26 % of India's population lives on coastline which is 200 million people. Two reporters of NDTV Sarah Jakob and Sikta Deoalso travelled entire coat of India to report issues faced by the coast along the way.

NDTV has also filed a petition in 2015 asking for coastline protection. In this petition NDTV has contended that innumerable ports being planned across the Indian shoreline should be dangerous for coasts and authority should make carrying capacity assessment before going ahead. NDTV has also asked for civil and

criminal action should be taken against the authorities of private companies and government for damaging to the coast by neglecting the issues. Through this campaign it was requested to stop work on all new ports.

Findings and outcomes of campaign Save India's Coast-

This campaign wakens up the national green tribunal which has asked the government to respond to a NDTV (a news channel) plea to protect coastal environment and coastline. This made people aware about the damage caused to coastline as well as livelihood and existence of living environment along the coastline such as mangrove forests, turtle nestling grounds coastal land and more. Because of this campaign people got knowledge about what is really happening on the coastline of India. The awareness created by this campaign was reached to wider audience and people took initiative to spread awareness about this campaign.

Campaign 10. More to Give, Walkathon:

NDTV shakes hands with Fortis to get huge support from all over India with nearly 7.3 crore steps contributed by 7 cities online. This campaign basically creates awareness and makes people to pledge for organ donation in India. Many celebrities took part in this campaign like Rajkumar Rao, Prakash Raj, Raima Sen, Ghazal singer – Talat Aziz, former Indian captain- Raj Pal Singh, and many more from all over India. Nearly 4 lakh people lose their lives due to non-availability of organs.

This campaign organizes Multi city walk every year on 27th November which is celebrated as National Organ Donation day. This campaign aims to inform people about the importance of organ donation to save life. In 2018 a walkathon held in 7 cities that is Bengaluru, Chennai, Gurgaon, Mumbai, Maholi, Jaipur and Gurugram. #MoreToGive campaign anthem is to ignite the nation's conscience and to encourage the youth for donating organs.

This walkathon encourages large number of people for giving support to the cause of organ donation. 6.1 crore steps contributes in this campaign at the end of walkathon. The main moto of this walkathon is to reduce number of death due to shortage of organ donation.

Findings and outcomes of campaign More to give organ, Walkathon:

The Walkathon raises awareness about organ donation. It motivates people to donate their organs by highlighting the urgent need for donors across the nation. Organ donor or receiver shared their story too through this campaign which inspire people to support the cause. Due to lack of awareness among people there is shortage of organ donors while this campaign attempts to generate awareness about organ donation and cleared several myths such as religious belief, fears of disfigurement associated with organ donation. This campaign made people aware that everyone has the potential to be organ donor and because of which number of donors increased in many cities of India.

Campaign 11. Reimagine Our Children's Future:

This campaign has been launched by NDTV with United Nations Children's Fund (UNICEF) to protect most vulnerable children affected by COVID-19 pandemic. This campaign is launched to protect children who have lost their health and who have to drop their school during corona pandemic as their family income gets affected and those families were not able to feed them. In fact, they can't afford school fees and so they don't send their children to attend school. Because of that, their health and nutrition are highly affected and they need proper immunization.

This campaign aims to protect the most vulnerable children affected by this crisis of COVID-19. Around 1,600 children died due to weakening of their health or lack of nutrition and disrupt routine service over 6 months

due to pandemic in India. To support this campaign many celebrities came forward to help and promote this campaign like Amitabh Bachchan, Kareen Kapoor, Ayushman Khurana, Justice Madan Lokur, Sharmila Tagore and many more. Money raised 10,78,46,870 through this campaign.

Findings and outcome of campaign Reimagine Our Children's future-

This pandemic has shown us that every child is at risk. But it has shown what we can do when we come together. Through the funds received by this campaign health, sanitation, education facilities for children were provided in many states of India. This campaign also spreads awareness that there is need of right nutrition at early stages of life, to tackle the root of several, deeply entrenched structural challenges. This campaign helps in promoting the rights of children across India. Their actions supported this campaign and created awareness among citizens to donate in this campaign as many children got benefit by this campaign.

Campaign 12. Save Our Seniors Telethon

This campaign has been started in COVID-19 pandemic to protect senior citizens who are most vulnerable at the time of pandemic. This campaign was started by NDTV with an NGO Help Age India, a nonprofit organization. The campaign focuses to help the most affected people that is senior citizens who has been worst hit by this pandemic, especially the seniors whose age is about 80 years or above.

The main objectives of this campaign were- To raise fund for needy and disadvantaged elders, to provide them ration and medicines they must needed, showcase the impact of disaster mentally and physically on senior citizens. To highlight the importance of inter generation bonding and to convey message that social distancing does not mean social disconnect. Through this campaign money 1.40 crore was raised. Celebrities who supported this campaign virtually during the pandemic are Sharmila Tagore, Ustad Amjad Ali Khan, Karan Johar, Kriti Kharbanda. #SaveOurSeniors telethon encourages the society to be generous towards senior citizens.

Findings and outcomes of campaign Save our seniors telethon :

The senior citizens are vulnerable not just because of their immune system, but also psychologically during this pandemic. This campaign highlighted the message being social distance does not mean Social disconnect. Money raised by this campaign was used for many purposes such as survival kits (basic ration like Wheat flour, pulses, sugar, vegetables, medicines, masks, washing/bathing soaps were provided to many senior citizens in localities who live alone in their home or unable to go out due to enforcement of lockdown. Elder helpline was provided for elders during lockdown if they need any kind of help or dealing with case of abuse and abandonment this helpline works with coordination of government authorities. Free medicines and healthcare unit team's visits in locality for free health checkup of elders.

Campaign 13. The Invisibles Telethon:

This telethon has been started to raise funds for children affected by lockdown in India during pandemic. Nearly 20 lakh children live on streets in India, without an identity, who really don't have name to call it their own or place to call it home, in this pandemic they mostly have to sleep with empty stomach. NDTV shakes hand with NGO Save the Children and launched a 21-day campaign with an aim to protect lives of 20 lakh children. This 21-day campaign raise fund to help more than 20 lakh children who live on streets. Save the children is already working for same cause before this campaign is launched and they helped 18,000 children and adults to get their basic necessities of life.

This campaign aims to provide daily needs of children and ensure their dignity and hygiene. The main aim of this campaign is to provide immediate help to the victims who are suffering due to lockdown and provide

them food, shelter and their basic necessities. Support children to get adequate nutrition, proper health and continued their education even when lockdown is over. long term support to most venerable children of streets and their communities for their basic needs. Amount received in this campaign ₹3,61,03,060 by which they given a long-term support to the children.

Personalities such as Huma Qureshi, Vijendra Singh, Konkona Sen Sharma, Tahira Kashyap, Mitali Raj, Dia Mirza, Neha Dhupia supported this campaign.

Findings and outcomes of campaign the Invisibles Telethon:

During this pandemic we talked about staying indoors and maintain social distancing was essential but these children don't even have homes but this campaign provides an immediate and long-term support to these children by giving them food baskets, health and basic necessities during lockdown. Across 10 cities in India this campaign provided emergency relief to these children. This campaign generated a public interest to help these children by donating the amount. By the support of many personalities this campaign creates a awareness about this campaign among people.

Campaign 14. Rang De India, Telethon:

NDTV in collaboration with Rang De initiated this campaign for making a social investment for helping farmers during lockdown in India. As farmers work hard to ensure that we continue to have meal on our dining table and to highlight the impending crisis faced by farmers; mainly for small and marginal farmers of India across the country.

This telethon makes a clarion call to common people of India to join hands in support of farmers and through this campaign a social investment which will be distributed to farmers directly. Famous personalities such as Ashok Pal Singh, Mohit Satyanand, Arun Jain, Pankaj Tripathi, Vikas Khanna, Abhijit Banerjee come forward to support this campaign. By providing interest free loans to farmers in distress situation they will able to take care of their families need and work in their farms too. Investments raised so far in lockdown ₹ 7,06,086 for the farmers.

Findings and outcomes of campaign Rang De India, Telethon-

Marginal farmers after getting benefit through this campaign buys inputs for upcoming sowing season. By this campaign it was a mission to provide access to collateral free loans with respect and dignity to farmers. Investments can be as little as ₹100 on their website which will be disburse into the farmer's bank account and common person who is supporting this campaign can easily track the process which means this campaign have transparency. Through this campaign small farmers of Uttar Pradesh, Haryana, Punjab and other states farmers got benefit.

Campaign 15. India Coming Together Against COVID-19:

India coming together against COVID-19, a telethon is for joining hands together against novel corona virus. NDTV has been launched this campaign "India coming together against COVID-19" with Dettol India. This campaign aims to discuss the impact of COVID-19, hygiene practices to be taken, arm people get right information in lockdown, make people aware by the work of front-line workers and highlight the work of people who are putting a tough fight against COVID-19.

The main objective of this telethon is to encourage people for wearing mask, use sanitizer, follow social distancing and wash hands properly. This telethon also conveys the message from health advisory i.e. preventive measure against coronavirus, guidelines for infected person, guidelines on social distancing, how

to use mask in public and so on. The main motive of this campaign is to highlight the work of unsung heroes who are doing their work in this corona pandemic like NGOs, doctors, police, community kitchens, the supplier of essential commodities etc. Shikhar Dhawana, Huma Qureshi, Gaurav Chaudhary, Yami Gautam, Sonu Nigam, Shruti Haasan, Naina Lal Kidwai, Tulsi Kumar, Yuvraj Singh and Dushyant Chautala supported this campaign.

Findings and outcomes of campaign India coming together against COVID-19:

This campaign provides recognition to the front-line workers and because of this campaign awareness among people increased during lockdown. The importance of guidelines of lockdown and precautionary methods were followed by citizens because of the awareness created through this campaign. Providing proper information about coronavirus and its symptoms made the people more active while going outside during lockdown. Guidelines on social distancing and guidelines for home quarantine were represented while this campaign. This campaign was one of the best sources for citizens to be aware about the guidelines and by this campaign some most important people of this society got recognition in this country too.

Campaign 16. Health 4 U; Cancerathon:

NDTV shakes hands with Fortis and launched a campaign “Health 4 U” to motivate people to donate for cancer patients with the slogan ‘Because you can, lit up the lives of people battling with cancer’. This special campaign is one of the India’s biggest non-communicable disease campaigns and promoted healthy living as a way of life.

The aim of this campaign is to aware people about the risk of cancer and make them follow a healthy life and also to raise funds for patients. This special campaign is for making people aware, empower them for better and healthy lifestyle and encourage them to keep healthy practices. This campaign helps to educate people about precautionary measure and train them in CPR(cardiopulmonary resuscitation), for handling the emergency situations of cardiac arrest which can occur any time.

The campaign’s event was launched by Dipika Padukone. Many celebrities like Yuvraj Singh(Indian cricketer), Mohit Chauhan (singer),Salman Khan(actor) support this campaign. According to data in India 630 lakh people are diabetes, Rs 140 lakh rural people and 160 lakh urban peoples are suffering from heart disease and 29% of them died by the same and 10 lakh people suffers from cancer every year. This campaign rose around Rs 3 crore for children and young adults battling with cancer.

Findings and outcomes of campaign Health 4U :

After the unexpected success of Health4U campaign the NDTV and Fortis used the money for the treatment of children with cancer. This special campaign provided thousands of healthy lives and encourages, engage and empower citizens with better India. People who attended this campaign got a lot of knowledge about cause, symptoms and the types of cancer. This campaign really made a roaring impact on society. Many celebrities who lost their loved ones shared their stories which influenced the audience for participation in this campaign.

Campaign 17. Caring For India:

NDTV in collaboration with Give India, which is a non-profitable organization, launched a campaign “caring for India”. This campaign has initiated to raise fund for helping and protect health care workers in this pandemic of corona virus. The doctors, nurses and hospital staff are facing heavy burden by this pandemic and they also have to face issue of inadequate public health care system and there are limitations of safety measures. This campaign basically aims to protect front line worker from falling ill in the line of duty. As they

have to do screening at COVID-19 hotspots for such as slum areas. So, there is a need to provide certified PPE kits and other safety measures through the campaign's fund. Dia mirza, Satyendra Jain, Dr. Ravi Wankhedkar, Devi Shetty supported this campaign. Over ₹2 crore was raised by the funds of this campaign.

Findings and outcomes of campaign Caring for India:

Helping those who are risking their lives to fight against COVID-19 is the main cause of this campaign. The money rose by this campaign issued firstly for Protection that is used to prevent corona warrior from infection as they are doing door to door screening and help people in testing process who have symptoms of coronavirus. In treatment money raised by this campaign fulfill the needs of efficient treatment and also fill gaps in shortage of equipment. Also, for Prevention the money which is raised by this campaign help to save and protect front line workers by providing them PPEs and other protective health care equipment. By this campaign the home care set ups for mildly-ill patients are provided.

Campaign 18. Banega Swasth India:

NDTV with Dettol has been launched campaign 'Banega Swasth India' in 2014. #SwasthyaMantra is working towards the clean and healthy India. The ambassador of this campaign is Amitabh Bachchan who sets agenda for Dettol banega swasth India which gives motivation to people to stay clean, healthy, and fight against corona virus. This campaign focuses three things which is key factor that is mainly for the safety from coronavirus -health, hygiene, sanitization and environment. This campaign focuses on fact that for being healthy we have to be clean and for being clean we have to keep our environment clean.

This campaign links the term health with hygiene and environment, and discussed the steps to protect environment and stop any future pandemic. NDTV with Dettol working on Swastha India from last 6 year but in COVID-19 pandemic they create awareness by their telethon about covid-19. In this telethon expert discuss the measures and protections to save themselves from COVID-19.

The degradation and over exploitation of environment, also urge to youth for saving their environment and make it clean. Many celebrities also came forward to support this campaign Diya mirza(environment goodwill ambassador), Melvin Louis, Aarav Verma, Sonu Sood, Pankaj Tripathi and more. The campaign raised ₹ 281 crore and used for sanitation facilities and creating awareness in rural areas.

Findings and outcomes of campaign Banega Swasth India:

Due to this campaign, there is behavior change towards hygiene practices in 13 million school going children in these 6 years. There is decrement of 14.2% in Diarrhea cases which reflect the impact of campaign. In fact more than 250 schools which were supported under this campaign achieved award of Swacch Vidyalaya Puraskar. Recently this campaign started spreading awareness about corona vaccination among people. It also highlighted the need of nutritious food for health among people which have large impact on the society. A kit was developed for post-natal care and distributed in rural areas this approach is 360 degree to build a Swasth Bharat.

Campaign 19. Sanitary Pad Campaign:

This campaign is launched by NDTV in collaboration with Dettol #BanegaSwasthIndia in year 2017. This campaign aims to create awareness about menstrual hygiene. Globally Menstrual Hygiene Day is observed on May 28. In India 23% of girl dropped their education at the time they start menstruating. According to a research 88% of women do not have access with sanitary products, and they use rag, ash or husk as an alternative and this is also responsible for 70% of reproductive disease in India.

A report of 2014 by NGO Dasra titled 'Spot On' shared a data that almost 23 million girls dropped their school due to menstrual hygiene management and lack of facilities including availability of sanitary pads. This campaign NDTV-Dettol banega Swachh Swastha India lends support to government of India. Ambassador is Amitabh Bachchan and other celebrities such as Dia Mirza, Twinkle Khanna also spread awareness about period hygiene and shatter the taboos related to menstruation.

Findings and outcomes of Sanitary Pad Campaign:

In order to raise awareness about menstrual hygiene and promoted the distribution of low-cost sanitary napkins. With a goal to encourage people of rural areas to adopt safe menstrual hygiene practices this campaign aims to reach millions of women. Installation of pad machine in government schools of India. This campaign had made a large impact on the state government too.

In Odisha government launched 'Kushi' scheme to provide free sanitary pads to government aided schools approximately 17 lakh girls. In light of this campaign the production and distribution of sanitary napkins is increased in many states and provided GST free sanitary pads to women. Around 4,000 eco-friendly sanitary napkins were distributed everyday through this campaign. By this campaign awareness about need and importance of menstrual hygiene is been spread among citizens.

Campaign 20. Hand Made Dil Se, Telethon:

Handmade Dil Se campaign has been launched by NDTV in collaboration with Habba, a non-profitable organization in India to support India's weavers and artisans. Campaign raises funds for weavers and artisans with an aim to bring back the trend of handmade items and revive their life. This lockdown during corona virus cause havoc on life of small rural artisans. This campaign has raised Rs.1,41,26,000 for the benefit of handmade weavers and artisans.

This campaign helps to raise fund for weavers, also request people to buy handmade items and encourage people to support handmade work in India. Small workers, weaver, and artisans face massive loss due to lockdown because they did not get any order from anyone their stocks are piled but no one is there to buy them and it really affects their life, in fact some worker change their occupation for livelihood. Actress Vidya Balan, Anita Dongre, Malavika Sarrukai supported this campaign.

Findings and outcomes of campaign Handmade Dil se, Telethon-

This campaign motivates people to stand in solidarity of artisans and weavers by purchasing handmade items in India. Many weavers and around 19,460 artisans and their families, across 14 states got benefit through this campaign. Through the money raised by this campaign, artisans got support financially during festive season also. This campaign encourages the idea of embracing the handmade material which is the true essence of made in India. This campaign also focuses on long term solutions to the problems faced by artisans and provided a good support to artisans and weavers.

IV. CONCLUSION

When social responsibility theory formed it also forms many debates that how much this theory help people in their growth and development, how freedom of press works, but with the time this theory proved itself as a right decision. Certain principal of this theory work as pioneer for development by media, this theory also gives permission to audience that they can ask questions to media and media have to be responsible and answerable for this. In Indian democracy, press has freedom which also gives responsibility of increasing socio-economic conditions.

The present scenario of some news channels towards social responsibility theory is quite encouraging like NDTV, who has launched many campaigns and publish many shows for boosting lower communities, for encouraging women, for saving environment, for health facilities and many more. NDTV does many works for development and growth of society with respect to social responsibility theory, they show fact without biasness and also raise funds for many social causes, due to these reasons NDTV is one of the most effective news channel in the country.

Apart from covering daily news they also cover events like telethon, greenathon, cancerathon etc for social cause and aware people about these things, NDTV has donned the role of good channel by following social responsibility theory and by work on ethics. NDTV supports many people by their campaigns, according to study this news channel does not only work on commercial, business or political news but also work for upliftment of individual and society. These types of works promote and encourage other channels to do the same, for the benefit of people and work on social issues. The impact of these initiatives must open up new boundaries for helping and raising social, environmental and other issues. This types of channels and program is way for a good country.

V. SUGGESTIONS AND RECOMMENDATIONS:

1. News channel play a vital role in disseminating about the social issues. As, like NDTV (New Delhi Television Limited) other Indian news channel must take initiative and do effort to improve society in their own way. These efforts can be initiating campaigns with different organizations.
2. To fulfill social responsibility theory of media news channels must take initiative to do collaboration with NGO (non- profit organization),academic institutional, etc agencies in order to create awareness and to tackle major social issues which include education, hunger, domestic violence, poverty save the girl child, environment etc.It means that companies need to be economically viable and have positive impact on society.
3. Educational institute must include social responsibility theory of media in journalism course for students, by this initiative there will be more participation in social group for betterment of society.
4. Bollywood superstar Amitabh Bachchan in India participated in many campaigns, so other celebrities should come forward to influence the other citizens. Because of their active participation NGO's campaign and support cause like climate change, health care, animal welfare. They should urge people on social media too to take care of environment.
5. Youth are the future of India so they should take active participation in these campaigns and encourage other citizens too for creating awareness.
6. It is recommended to all news channels to raise funds for the benefit of the society and increase participation with NGO's campaign too for creating social awareness.
7. It is suggested to channel to promote their campaign through more and more advertisement in electronic media as well as in print media.
8. Focus of campaign on social issues must be held in urban as well as in rural places in order to create awareness among them.
9. Government agencies must raise some financial help for these kinds of campaign.

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