

The Press in Machilipatnam and Vijayawada During the Colonial Period

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Abstract

Press is an important component in the colonial period and played a key role in the society. The past decades have seen the impact of the press in Telugu region. However, those changes are having a serious effect on Telugu Society. In many researches the role of press was taking but at a micro level it was not studied at Machilipatnam and Vijayawada. The research to study has tended to focus on press in Machilipatnam and Vijayawada. The paper will focus on historical origin of modern press in Telegu and various kinds of journals during colonial period.

Key Words: Press, Society, Culture, Printing, Social Capital.

Historical Background

British rule in India brought so many changes like socially, politically, economically and at the same time to developed administration, education, railways, printing press, postal services, telegraph etc. The introduction of press is one of the important aspects. With the result of press, there is a large number of newspapers emerged in English and Vernacular in the Indian society. We cannot deny the services render by various originations in developing press in India. The art of printing was entered India in the 16th century September 1556 by Joao De Busta Mante, when he was arrived in India with his printing press. The first book was printed in India was Dautrina Christa by St. Xavier at Goa in 1557. The Christian missionaries and the Roman priests made use of the printing to spread the message of the god's gospel in the west coast of India. The Missionary's like The Tranquebar, Baptist missionary started functioning from the 16th century onwards. The Telugu language works are started by Robert de Nobili of Madurai led a Jesuit mission; he was called himself a roman Brahmin. In 1606, he arrived Madurai and learnt Tamil, Telugu, and Sanskrit and brought out portions of scriptures in these languages by using the roman script, it was published as early as 1623, book was described about the local people of Coramandal, he gave in roman script a number of words being used by them most of the words are Tamil, though a common both to Telugu and Tamil. Telugu script was first time introduced to the west by John Fryer. The Danish missionary Benjamin Schultz was the first European to make a study of Telugu language. Around the middle of the 18th century number of works were printed at Halle (Germany) it was clearly shows that the European world was getting to learn the Telugu language. The Tranquebar Missionaries protest missionaries consisted of Benjamin Schultz, Nicolas Dal and Jean Henriksten Marcher. Schultz became the first agent of society for propagation of Christian knowledge. He arrived at Madras in 1728. He learnt Telugu well and authored few books. He translated some parts of the bible into Telugu language and translated "New Testament," "Garden of Paradise," "True Christianity" into Telugu.¹ Prints in Telugu emerged from Halle within four years of the Rev. Schultz from India. *The Baptist Missionary* Planed the translation of the holy scriptures in to 15 Indian languages, including Sanskrit and Telugu.² The London missionary society was founded in 1785. Rev. Augustus Des Granges and George Cran were the earliest protestant missionaries to reach Telugu areas. They reached Vizagapatam on July 1805. They both were advised by William Carey of Serampore to learn Telugu. Des Granges learned Telugu and prepared some portions of the Bible. The tracts were printed chiefly at the expenses of an association called the 'Christian institution in the east'. Hence the early Telugu tracts are issued from the Vizag press as early as 1809 and 1810. John Gordon came in 1810 and Edward Pritchelt arrived in 1812 at Vizagapatam and prepared a New Testament, it was printed in 1818 in Madras. The vernacular tract society in India was established at Bellary in 1817. The Bellary tract society did not have a press of its own until 1825. In the 19th century A.D the Madras religion tract society was started in 1818 and printed more than a million tracts in Telugu. In addition, Christian literature, grammar works, dictionaries and school books in Telugu were also printed in this press. For this, the Madras school book society was established in 1820, printing activity in Telugu started with scriptures, grammar

¹ Bellary shamanna kesav , (1984) , " history of printing and publishing in India" p.23

²ibid

works and dictionaries. In 19th century, a few classic tests translations and very few original works were printed.³

Objective

The objective of the study is to understand the patterns of origin, growth, and development of the press in Vijayawada. To discover the status of press in Vijayawada, during the colonial period and to find out the different types of newspapers and magazines, the impact of press on socio-economic development of Vijayawada.

Review of Literature

Rabindranath Manukonda in his book “History of Telugu journalism print and electronic media” in his study almost covered various aspects of Telugu press and its patterns, different personalities of editorship. Venkateswara Rao Telluri and Maluguri Srinivas both written a Research article in that they explored about the role of press: the mobilization of masses in Telangana armed struggle. This study was revealed that the role of press in Telangana region. B. Samamurthi, “the press under Nizam rule” he mentioned about the role of press in Salar Jung period. Bellary Shamanna Kesavan (1984) “History of Printing and Publishing India”. This volume deals the origin of printing in India and almost covering the historical background and development of printing and publications in South India. Iyengar A.S (2001) “Role of Press and Indian freedom struggle” according to this book the writes explain about press role in political point of view was presented. Report of the Second Press Commission (1982), Publication Division, Ministry of Information and Broadcasting, Govt. of India, New Delhi, Volume 1 are available.

Hypothesis

The paper is designed for empirical research of the historical evolution of the press in Vijayawada. No hypothesis is formulated here. The finding of this study are may be generate criticisms.

Data and Methodology

The study is basically descriptive in nature and based on historical and empirical data about the press in Vijayawada. Sources of data and method of analysis dealing with the origin, growth, development of press in Vijayawada is mainly historical research based. The work in this field (press) have been used by applying document analysing method. used a secondary data for facts and figures from available books, journals and different websites and official records.

Modern Press in Madras Presidency

Madras presidency was previously known as presidency of fort. St George was administration subdivision of British India it included present States Tamilnadu, Andhra Pradesh, Odisha, and Kerala, Karnataka and union territory of Lakshadweep.

The 19th century was a remarkable growth in a vernacular press of the country and newspapers played a role of powerful in the new socio-economic consciousness earlier, the newspapers were being published in Calcutta, Madras, Bombay, Allahabad. But later the newspapers getting published from smaller places in vernacular languages. In 1878, when Lord Lytton passed the number of English newspapers was 20 and vernacular newspapers were 200. These newspapers are made aware of political affairs and people started to asking question for their rights. If coming to south India, in Madras, London mission society started the 1st Tamil paper, it was quarterly type and published in the year of 1831 so may be in the same year, missionaries’ works are present in the vernacular languages of south India

In the year 1795, the first newspaper called the “Indian herald” published at Madras, without licence authority of the government.⁴ it was fixed to madras only and the government established a press at Egmore to enlarging a printing press in existence at the make asylum, and providing training for orphans and in 1800, in the 19th century the published newspapers Nava Shakti, Deepika, Siddratha, Viduthalai, the Indian Express, Justice, Swadeshi Mitra, Spectator, Mali. Madrastimes, Rising Sun etc... The Madras times was started by Grenz brothers in the office in pop hams broadways in 1860, Another important journal was “Tamil dairy” it named as Swadeshimitran which was started in 1882 as weakly and later turned to a daily

³ibid

⁴<https://shodhganga> (Genesis of the press in Madras) p.56

in 1849. Later “Desabhaktan” was started by V.U Subramanian Iyer to deal with revolutionary activities of the Savakarbrothers. E.V. Ramaswamy stated a Tamil diary called as “Viduthalai” in 1935. Later, M. Bhakthavat Salam started a new Tamil daily paper by Bharatha Devi in 1940. This Tamil dairy name “Dinathanthi” was started in Madurai in 1942 by Sivanthi Aditanar.⁵ The Telugu language journalism can be classified into three phases during the colonial period.

Telugu Journalism and Phases

The journalism can be classified into three phases during the colonial period.

The 1st Phase of Telugu Journals

Telugu is a one of the vernacular languages of India in the states of present Andhra Pradesh and Telangana, Yanam (Puducherry). The 1st phase of Telugu Journals was published in Bellary from the year 1835 by missionaries the ‘Satyadoota’ mostly related to spreading of Christianity. Before that there is no evidence of Telugu journals published but we have so many proofs of Telugu paper “Vvittantini” it was published but nit in standard Telugu language in the year of 1838 under the editorship of “Mandigala Venkataraya Sastri”.⁶ Syed Rahamutullah a Muslim person started the Varathamana Taragani on 8 June 1842. Hemade his own printing press. C.P Brown in his dictionary write about journal named Samavad Kaumudi this is also existed in those days and also Dinavarthmani a journal in Tamil, started in the year of 1855 and extended its service in Telugu and in 1856 editorship was taken by professor Peter Perayaral. Nidadavolu Venkata Rao published that Hitavadi and Dinavarthmani. “Sanjana Manarajani” by Perarajufrom the year 1884, fortnightly called Prakasika was delivered from Vijayanagaramunder the editorship of Gundugurthy Venkata Ramayya.

The 2nd Phase of Telugu Journals

The Period from 1863-1900 was called as 2nd stage of journalism, according to D.V Lakshaman Reddy journalism in Telugu started in the year of 1863 Sreelakshmi started a journal of fortnightly and published from Bellary.⁷ Tyagaraja Mudaliwas editor of this journal, this journal was giving information about news, social issues, literary concepts etc. it was until the 1867.

In the year 1864, a monthly journal was appeared called as “Tatva Bodhini” it was started by Brahma Samajamand in 1870, a district high school head master in Rajahmundry, started Godavari Vidyaorabhodini, it was a monthly and exited for seven months, and in 1877, Kokanda Venkata Ratnam Pantulu, started printing Andhra Bhasha Sanjeevani. Veeresalingam started his own Viveka Verdini in 1874, it was monthly journal published from Rajahmundry and later it was developed like weekly.⁸ “Sudhiranjini” magazine by Vogirala Jagannatham from Kakinada in 1875, Paravasatu Rangacharya from Vishakhapatnam started a journal called as “Sakalavidhyabhi Verdini” in 1905, January Kasibatala Ramaiah Sastri started “Arya Mata Bodhini” from Kakinada. A monthly, Janavinodhini was started from Madras by V. Krishnamacharyulu these are other publications like Swadesi from Berhampur, and Hasyaverdhini from Madras, Velpula Georges Telugu Baptist from Vijayawada were published. In 1879, “Mandara Majani” was started under the editorship of Orugalu Jagannatham from Kakinada., Prabhanha Kaipavati was started in 1880, “Kalanidi” was another monthly journal by Pulavarthy Santhai was started from Kakinada in 1882. In 1885, “Hindu Jana Samaskarani” was by Mannara Butchaiah Pantulu from madras. “Andhra Prakasika” was the first political magazine in Telugu came with supporting congress party, it was given importance to political matter’s and also 1891 Nyapati Subba Rao started Chittamani and 1893 it was scientific monthly paper. Telugu Janani edited by Rayasam Venkatasivudu was started from Rajamundry. Sasileka by Gattupati, Desabhimani by Debagupamsesha Chalapati.

The 3rd Phase of Telugu Journalism and The Nature of press in Machilipatnam & Vijayawada

Machilipatnam and Vijayawada are the places located in present Andhra Pradesh in the district of Krishna. Both are major cities in the Krishna district. The Machilipatnam was the one of the most important sea port for all the colonial powers in India. It even served from the ancient times for exports and imports it was one of strategical point for the trade and commerce form the past centuries. During the colonial period also with the effect of the press Machilipatnam is one of the first place which started it role in the

⁵Ibid

⁶ibid

⁷Sarajini ragani, “the growth of the Telugu press” p. 85.

⁸ibid

press and besides the Machilipatnam the Vijayawada is the city which played a vital role for the publication of the various journals during the colonial period in the 20th century.

The origin of modern press was evolved initially with the influence of the Christian missionaries and it took its transformations in accordance with the social, economic, political, religious conditions of the Vijaywada with the effect of the colonial powers in India. The press in Vijayawada can be classified in to 7 categories i.e Journals from various specialisations 1. Religious 2. Literature and politics 3. Politics 4. Agricultural 5. Medicine and health 6. General Issues and 7. Caste

Religious Journals

The earlier practice of journals was printed in Madras and published from Machilipatnam. The Christian missionaries are the first in publishing a monthly journal “Hitavadi” from the year of 1848 under the editor of Edmond Sharkey from Machilipatnam, but some Researches like Nidadavolu Venkata Rama Rao, Narla Venkateswara Rao, and Krishnamurthy estimate that Hitavadi was started in the year of 1862.⁹

The Journal named “Purushardha Pradyani” published from Machilipatnam came into existence in the year 1872 it was monthly magazine it was edited by Umaran Gangayakulu Naidu the title pages described about nature as science, arts, antiquities , agricultural, horticultural, and mythology, law , history , recreation etc. in the same time, “Swadharana Prakarshini” was started from Machilipatnam under the editorship of Dwaitham Koteswara Sharma it was published with the themes related to religious and literary articles.

The religious journals are basically by the religions Christianity and Hindu. In the year 1875 Baptist missionary started a monthly journal by Velupula George on the name of the Telugu Baptist with an motive to propagate the Christianity and to Christianise the region by observing the social disparities in the Telugu society.

The Hindu religious journals are emerged with contradiction of the concepts with west and the east. The conflict between the rationality and the orthodox played important role for the emergence of the Hindu religious journals along with the social effects on society by the missionaries. The first Hindu religious fortnight journal was published in the year 1917 by Sri Virabadrapakavajion the name of ‘Sruthidharma Sanjjevani’ to propagate the importance of the Hindu dharma, The ‘Aikyamatyamu’ fortnight journal was started by Surya Devara Sanjivarayanama in the year 1923, the ‘Varnashrama’ monthly journal was started in the year 1929 by Mopidevi Venugopalarao, the ‘Virasaivapracharini’ was started in the year 1929 by Guru Devi Subramanyam Devara.

Literature Journals

The literary revolution is one of the reasons for the emergence of the literature journals in Telugu region. The contradiction between the classical writers and modern Telugu literature reformer Gidagu Rammurthy effect played vital role and it led to the birth of journals in Vijaywada also, like the Quarterly journal ‘Granthalaya Sarvasamu’ in the year 1915 by Ayyanki Venkata Rammaya, the ‘Pushkarani’ monthly journal was started in the year 1925 by Vadrangi Rama Rao, the ‘Abyudaya’ monthly was started by Chadalavada Pichayya in the year 1946 with the ‘Andhra Provincial Progressive writers Association’ to propagate the progressive ideas on both literature and politics .

Political Journals

In the year 1902, the Krishna Patrika was started from Machilipatanam it was weekly journal edited by Konda Venkatapapaiah Dasu Narayan Rao, it was emerged to criticised the policies of government. During the Vendemataram Movement it played an vital role in the telugu region, in the year 1907 Mutunuri took over and become an editor and it gained it greatest popularity in India by criticising the actions of the British government on Swadesi movement. The newspaper Andhra Prabha was founded by Ramanatha Goenika in Madras under the editorship of Narla Venkateswararao it was published from Vijayawada, others also started journal’s like, Madduri Annappornaiah started a magazine ‘Navasaki’ in the year 1936 and it was continued up to 1939, the `communist weekly the Prajashakti was also started in the year 1941.

In the first decade of the 20th century the political journals are published form this region. The Journal Swarajya weekly was started in the year 1908 by Gadicherla Hari Sarvottama Rao. It was started to propagate the Swadesh movement in Telugu region to participate actively by boycotting the British good,

⁹ibid

schools, colleges and offices. It is most notable journal for political awakening by questing the British government and by publishing the news of freedoms struggle of the Indian national congress at various provinces of the British India. Similarly, the weekly newspaper Navashak ti was started in the year 1921 by Kotagiri Venkata Krishna Rao, The Swarajya Patricia was started in the year 1923 by Duggirala Raghava Chandrayya, The Korada fortnight Journal was started in the year 1925 by Nori Venkateshwaruluvu, The Vijayawada weekly was started in the year 1925 by Dhanavada Ramachandra Rao.

Medicine and Health

In the field of Medicine and Health the first journal was started from Vijayawada in the year 1927, it was a monthly journal 'Prakruthi' published by Hanummayya. It was the in dot its journal and the second journal was started in the year 1927 'Vignana Vallari' fortnight journal by Dantanala Nageswara Sastri

Caste

In the Telugu region of madras presidency several Journals are started on the name of the caste in the first decade the 20th century and from Vijayawada only one journal was started by the Vaishya community on the name of 'Bharatiya Vaishya' weekly by Annavarapu Subba Rao

Agriculture

The Vijayawada lies besides the bank of the river Krishna with very fertile lands and there are two journals started in the agriculture. In the year 1915 a Quarterly journal named Sahakaramu was started by Surivenkata Narasimha Sastri. The second one was 'Krushu' started in the year 1941 monthly by K. Veman Reddy.

Children and Women

Sharky Run it was the monthly paper was printed from 1849 for 14 years till 1862, up to that year there was no proper press in the Telugu region, Sharkey was being an editor of that journal and write stories his famous story named as "Pulmanee Karunala Charitam" it was regarding the improve the Status of Hindu women later it was as a novel published in the year of 1858, some of the copies of Hitavadi along with other works of Sharkey works are preserved in the British museum Library, it was the first missionary paper to preserved the copy's.

The "Mahila" monthly journal was started in the year of 1946 edited by Kommaraju Atchamamba she was Lawyer, Gynaecologist and politician she also participated in the Indian independence movement. In 1957, she was elected as a member of 2ndLoksabha from Vijayawada she was authored and also published Mahila magazine for women. This journal was popular by the ideas and programmes of women's association and further to giving information about women's and children health.¹⁰ It fighting for the women rights like to share in the property, equal wages and along with men labours etc.

Education

Kuraganti Sitaramayya professionally a teacher and write. He was working in Hyderabad Nizam college. He started a fortnight newspaper Vidyarathi in the year 1925 to spread the value of education and with education matters. With the help of the Rayapolu Subbarao and Muhammad Khasim he established Andhra Sahitya Parishad in the year 1932.

Societal Impact

The emergence of colonial power in India brought several changes in Economy, Social life, religious life, political life, education etc...With the effort of missionaries and social reformers new education system was developed even in Vijayawada "At the initial stages, the documented works of the press reached only to the upper community. Slowly it started to reach other sections of the society due to the work done by the reformers and Christian missionaries. Community groups were empowered with western ideology and they tried to establish their role in social and cultural activities. Western education and ideologies, on the one hand, gave rise to reformation and helped to the development of cultural tendency to support indigenous system and press. "In which people would use cultural knowledge to undergird their place in the hierarchy, explores the ways in which the trappings of middle-class taste and cultivation are used by people as cultural

¹⁰ibid

signifiers, as they seek to identify themselves with those ‘above’ them on the social ladder, and to demonstrate their difference from those ‘below’¹¹

At the same time, the social system was changed and organizations were formed openly and tried to grab the opportunities and protect their cultural existence and get rid of implicated customs and craved for the identity. On the basis of their Social Capital, they started journals to protect and grab the opportunity from the British India administration and also worked on literature and history. The tendency of the reformers was changed from time to time. One tried to stalk British system of society; second, identified the indigenous cultural and social indent and tried to protect the system as it was in early times and third from the middle class to protect the local indent with a Western humanitarian, rational and scientific approach to life and the doctrine of social equality. But the Social Capital played a vital role in the social and cultural conditions.¹² Vijayawada played an important role in the history of Telugu journalism during colonial period in the various fields particularly in religion and politics to safeguard their social capital.

Conclusion

In Vijayawada during the colonial period the newspapers have been emerging and published in a good number while comparing with other parts of the Telegu region in the fields of education, religion, politics, literature agriculture etc. Even though the first publication of the newspaper was Baptist missionary which was mainly meant for propagation of Christianity but later most of the newspapers and magazines are came into existence these newspapers maximum related to political issues to raise the voice of the problems of the colonial government. along with this the trend in the newspapers publishing photographs to describe a story in better way, advertisement are also appeared in the pages of newspapers related to the matters of both public and private. If coming to later using modern technology was stated the papers are went the modernization of publication daily newspapers was started by various sections like sports, children, women etc. and some newspapers contained Sunday issues and also conduct debates on various current issues. At the begging stage of press in Vijayawada most of the publications served the purpose of both a news and magazines. Besides, a few professional journals, magazine’s, periodicals appear in the period have been literary in character these are managed by organizations and associations. In the field of press in Vijayawada contributed a lot in pre and post-independence time, the editors of Vijayawada took active role in news from different parts of the county. By their occupations they have been lawyer, politicians, professionals, educators, intellectual etc. for e.g.:

The main aim of the study is analysing and explaining the status of the Vijayawada press its historical, professional and social, cultural, economic contexts. There have been a lot of studies about the growth and development of the press in the Indian context. But there have an only few studies about the growth and development in the regional context in India. Vijayawada is the remotest during the British period in Krishna district in Andhra Pradesh. There have been very few studies related to the origin and development of press in the region, where areas it has contributed so many journals, magazine’s, dailies, periodicals but didn’t make any systematic effort to reveal the background of press in Vijayawada except a few works. The Period from 1901to 1947: this period was played a very significant role in the Telugu journalism and brought a tremendous growth of journal’s easy textual languages and social reformers and got more importance in the 20th century and also influenced to give birth to many Telugu newspapers like the Andhra Patrika , the Congress, the Andhra Prabha etc. These newspapers given lot of important and supported national movement in Andhra.

The study brings in release the point that for understanding of a country’s press in viewpoint, there should be conducted local and regional level studies of press in the historical and contextual settings. The findings abstracted from these studies may be combined together to build an academic system to explain the nature and changes in press in the country.

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¹²Seelam Srinivasa Rao, Social Contradictions and the legacy of Kandukuri Veeresalingam in Andhra, Review of Research Jornal, P.5

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