



A Study of Advertisements Aimed at Raising Awareness Among Women About Government Schemes in Hindi Daily Newspaper Dainik Jagran

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Abstract:

This study investigates the role and effectiveness of advertisements published in the Hindi daily newspaper Dainik Jagran in fostering awareness among women regarding various government schemes. In the Indian context, where gender disparities continue to shape access to information and resources, mass media serves as a critical instrument for bridging communication gaps. The Government of India has introduced multiple schemes aimed at women's welfare, empowerment, health, and financial inclusion. However, the success of these initiatives is contingent upon the effective dissemination of information, particularly among women residing in semi-urban and rural areas.

Employing a qualitative content analysis approach, the research examines the nature, frequency, and placement of government scheme advertisements in Dainik Jagran. It further assesses the extent to which these advertisements respond to women's specific needs and concerns, as well as their effectiveness in communicating eligibility criteria, benefits, and application procedures. The findings indicate that, although government scheme advertisements are present in significant numbers, their effectiveness in reaching and engaging the intended female audience varies considerably. The study underscores the necessity of developing more tailored communication strategies that emphasize clarity, inclusivity, and regional relevance. The conclusions provide recommendations for strengthening the outreach and impact of public welfare communication through print media.

Keywords: Social Advertisement, Government Policies, Women Awareness, Print Media, Dainik Jagran

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