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India is a developing nation with exponential growth in the field of education. However, despite of significant investment in education sector, stats reveal that around 25% of Indians are still illiterate. But, whatsoever the stats say, there is tendency among Indians to keep themselves updated that pushes them to lead successfully at par in excellence with the natives of the developed nations. Such tendency of Indians is also the reason for great commercial success of the press in India.

Media in all its forms is commercially successful in India. Even in the midst of illiterate and underprivileged ones, there are many who are knowledgeable enough to read newspapers or like to keep themselves updated through live news in Hindi on their favorite news channels such as NDTV, Zee TV, Sahara India, Aaj Tak, IBN 7 and much more. Walk on the street in the morning and you will find many people reading newspapers in barber shops, juice shops, and bus stops and even in the buses while traveling on their way to offices. There is a sort of tendency in Indian population that makes various forms of media emerging not just as key source of news and information but also as major source of economic gains. There are many reasons for it:

With the rapid development and good initiatives taken by government and non government organizations, the literacy rate of India has improved significantly. The more people become educated, the more is their desire to be aware about the world around them. And, the more the desire among population to stay updated the more media channels try to fulfill their wishes by providing easy access to latest news India.

The growing desire for people to remain updated has led to cut throat competition among news sources belonging to all forms of media with each channel having numerous competitors. There are plenty of newspapers, current news magazines and TV news channels to share breaking news India. From morning newspaper to exclusive live news in Hindi on TV channels to online latest news India, we use different media channels to keep ourselves abreast with the latest happenings in the world around us. Gone are the days, when people have to rely on radio telecast for getting news about any emergency in the country. At the present time, any emergency occurring in India reaches the people around the country in fraction of seconds through televisions and internet. Internet has emerged as instant source of staying updated.

Thus, success lies where the desire meets possibilities and innovations. And, with the advent of technology, it has become easier for people to access news that they can use.

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Jon Smith - About Author:
Author is an expert with many years of corporate experiences, now providing information on significance of online media for a live India news in hindi and a breaking news India.

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