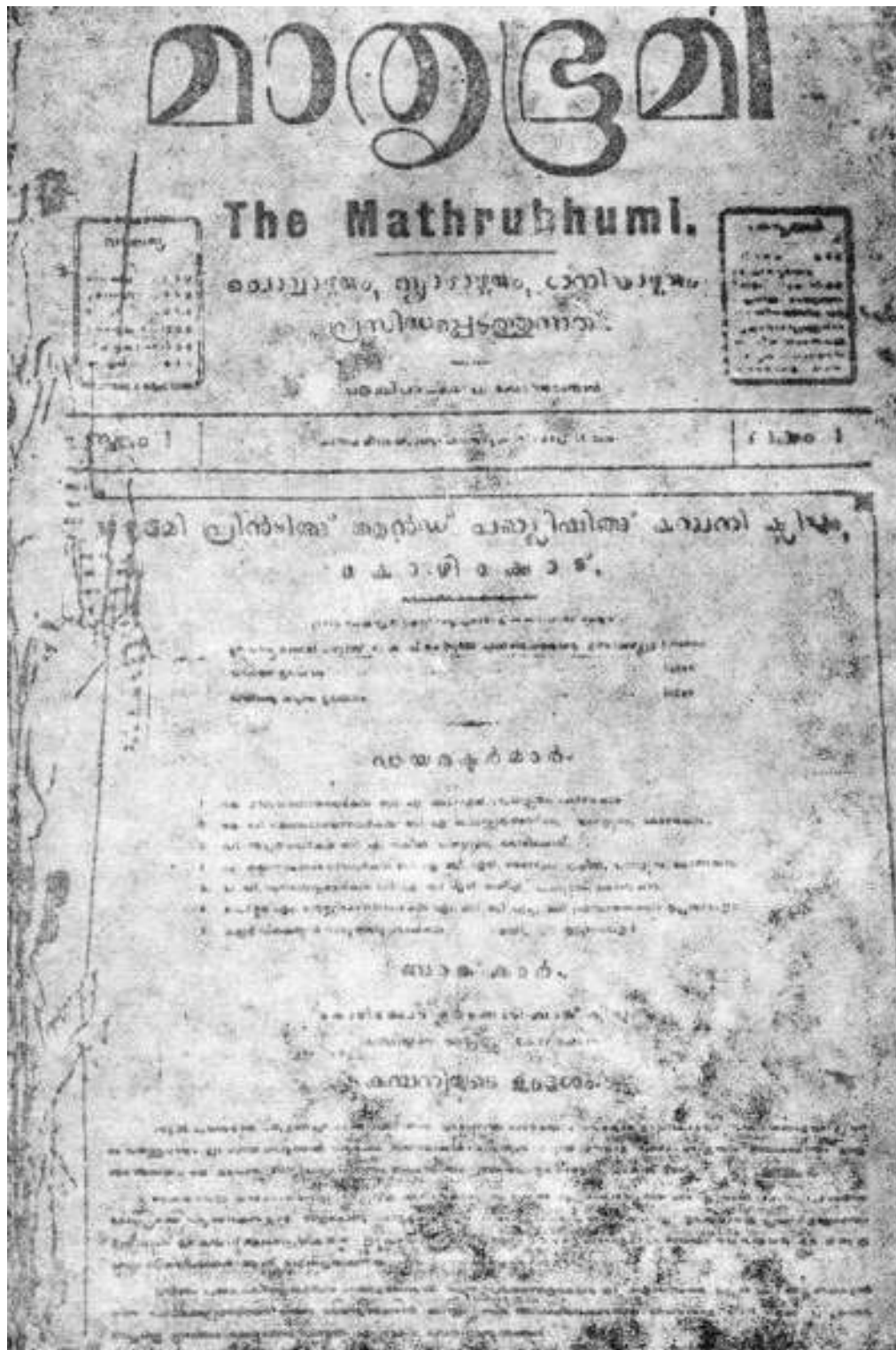


ശ്രീധീവനാണെന്നു ചൊല്ലുന്ന  
 പ്രാസം അപ്രകാരത്തിൽ ചർച്ച  
 ബാധിച്ച്, അതിൽ ചർച്ചയെ  
 വിശദമാക്കുക. ചർച്ചയെ  
 (ശ്രീധീവനാണെന്നു)



The first copy of the first edition of the Mathrubhumi

## Glittering Memoirs



The sacred footsteps that Mahatma Gandhi climbed up and down in Mathrubhumi Office, Kozhikode



# The Mathrubhumi is not just a media house

- The Mathrubhumi which has networks of television channels and FM radios besides having large-scale printing and publishing houses and editions in India and Gulf nations is the excellent tongue set into motion under the auspices of leaders of Indian freedom struggle, to liberate India from the stranglehold of the colonialism of the British Empire where the sun never sets.
- Despite being brutally thrashed, oppressed and imprisoned, the workers and forerunners of the Mathrubhumi, stood firm at the forefront of the freedom struggle, disseminating to the people the news of freedom struggle.
- Only its management can claim the tradition of the women of its workers with babies in their hands along with forerunners of the Mathrubhumi courted arrest and being whisked away to jails at a time when being jailed was treated as ex-communication
- How many a time the daily was strangled by the British Raj by imposing fines to the newspaper and imprisoning its editors and denying it advertisements!
- But the Mathrubhumi advanced ahead bedimmed all impediments by the human energy emanating from the enthusiasm for freedom.
- It is one of the few newspaper establishments in India in which Mahatma Gandhiji visited.
- To the Mathrubhumi, Gandhiji was its "super Editor"
- Mahatma Gandhiji came over to the Mathrubhumi in 1934 to unveil the portrait of its managing director and freedom fighter the late. K. Madhavan Nair.
- The Mathrubhumi still keeps the steps on which he walked over in its premises as sacrosanct
- The editor of the Mathrubhumi held the directions of Gandhiji aloft.
- It is the Mathrubhumi to which Gandhiji has handed over his biography to be published in Malayalam .
- Pandit Jawaharlal Nehru with pride has said of the Mathrubhumi that it is the publishing house of his books.
- This newspaper establishment has been given permission by Jawaharlal Nehru, like Gandhiji, to translate his books in Malayalam.
- How many a time the news reports of the Mathrubhumi has been discussed in the British parliament!
- During the freedom struggle, the office of the Mathrubhumi is the rendezvous of national leaders.
- Because of this reason, the Mathrubhumi was a centre of attention of the British Raj and the police. Whenever the Congress was banned , its office functioned in the Mathrubhumi
- No newspaper in India can claim the right of national heritage in a dimension as that of the Mathrubhumi which started publishing one year after Gandhiji was imprisoned and then became a daily on the day when the famous Salt Sathyagraha of Gandhiji began
- It is the Mathrubhumi which gave leadership not only in freedom struggle but in the socio-cultural changes
- The Mathrubhumi weekly was the open horizon of world literature. Through it began toddling all the writers who later became famous in Malayalam literature.
- The Mathrubhumi weekly which became the reflection of history and new ideas turned out by leaps and bounds to be a stepping stone for the growth of Malayalam language.

# From the Father of the Nation to the Indian Presidents, the Indian prime-ministers, Governors of the State and the Chief Ministers of the State on the Mathrubhumi



My friends have told me that the Mathrubhumi is an institution that has stood firmly on its own feet.

Only can a few newspapers in India do this.

Hence amongst the newspapers of India, the Mathrubhumi has a unique position

**- Mahatma Gandhi**

**(He visited the Mathrubhumi on 13 January 1934)**



Even though the Mathrubhumi is a newspaper of this region, it is known all over India. The role this famous newspaper played in the freedom struggle is significant. The Mathrubhumi has translated my books and published them. So, between the Mathrubhumi I have a relationship too, to the level of an author and publisher

**– Jawaharlal Nehru,  
the First Indian Prime Minister**



The Mathrubhumi indicates, not just the place of birth. It has a signification that assimilates a tradition and high culture that has been continuing ceaselessly for centuries.

**- Dr. S. Radha Krishnan,  
Former President of India**



This newspaper has played a peculiar role during the freedom struggle and after getting the freedom to express people's opinions and reflecting their longings.

**- V.V. Giri,  
Former President of India**



The Mathrubhumi has been playing the most important role in the social domain, especially in the political matters.

**- Lal Bahadur Shastri**  
**The Former Prime Minister of India**



The Mathrubhumi has been rendering, for years, great services for the goodness of the nation

**- Indira Gandhi,**  
**the Former prime minister of India**



The Mathrubhumi is one of the few newspapers that represents really the opinion of the people of the country

**.- V.K Krishna Menon**  
**The Former Minister of Defence**



Mathrubhumi is an independent newspaper that creatively analyses goodness and evil and encourages the former

**- K.J. Yesudas**  
**Great Singer**



I was a boy who had read the Mathrubhumi for a long time without any break since its first edition. It has played a significant role in my political growth.

**- E.M.S Namboothiripad**  
**The first Chief Minister of Kerala**



I still remember the heroic and the thrill-generating part of Mathrubhumi during the freedom struggle

**-K Karunakaran**  
**The former Chief Minister of Kerala**



Mathrubhumi is the war sword that was brandished by the people of Malabar as their own during the freedom struggle.

**- C. Achutha Menon,**  
**Former Chief Minister of Kerala**



The Mathrubhumi that was born directly linked to the national movement has played a crucial role in growing up a new generation of writers, deriving enthusiasm from the freedom struggle

**-K.M Mathew,**  
**Former Chief Editor, the Malayala Manorama Daily**



Even though I have the desire to say that it is the Kerala Kaumudhi, when I am asked if there is a newspaper that keeps the high the journalistic values, I will say it is the Mathrubhumi

**K.Sukumaran,**  
**The former Chief Editor, the Kerala Kaumudi**



The services being rendered by the Mathrubhumi for freedom and communal harmony is invaluable

**- Mannathu Padmanabhan**  
**Social Reformer**



Mathrubhumi is the vital influence itself in the artistic and cultural life of the Malayalis

**- Adoor Gopalakrishnan**  
**The architect of newwave Malayalam filmdom**



The Mathurbhoomi is the favourite of us, the writers.  
It will pain us if it is hampered.

**- O.V Vijayan, Zakaria,**  
**M.Mukundan**  
**Eminent writers of Kerala**



# Beginnings of The Mathrubhumi

Under the leadership of Mahatma Gandhiji, the freedom struggle was burst into flames. During that period the now Kerala was lying divided into three, that is, Malabar in the north, the Princely State of Travancore in the south and the Princely state of Cochin in the middle. While Malabar was administered by the British direct, through a Collector, Travancore and Cochin were ruled by kings. But there was a British resident to control the kings. There were dailies both in English and Malayalam in all three areas. But afraid of the British Raj, these newspapers did not publish news properly on the freedom struggle. Those newspapers that published reports on freedom struggle faced threats from the British Raj. Because of financial stringency, the publication of this kind of newspapers came to an end. Calicut, the capital of British Malabar, was the epicentre of the freedom struggle, undulated under the leadership of the Indian National Congress. The leaders were at a loss to find out a way to disseminate the people throughout Kerala the news of incidents taking place at Calicut and of the exhortations of national leaders including Mahatma Gandhiji. Just a few people have been disseminated the news of freedom struggle through limited cyclostyled copies of reports making use of a cyclostyle. Painful of the news of the freedom struggle not being published by the dailies, the Congress leaders at Malabar started pondering over a solution to counteract it. Majority of the leaders opined that it is desirable to start a newspaper using a small printing press purchased with the financial help of people. It is leaders such as K.P. Kesava Menon, K.Madhavan Nair, Kuroor Neelakandan Namboothiripad, P.Achuthan and K. Kesavan Nair et al., took this decision. The Congress leaders of that period faced another crisis. The distress and agony created by the Malabar Riots of 1921 were not in no small measure affected the people. The brutal suppression and false propaganda unleashed by the British Raj devastated the entire people. Whatever it may be, the leaders took a decision to raise shares and start the newspaper Mthrubhumi



**K.P. Kesava Menon**  
The Founder Editor,  
Mathrubhumi



K.Madhavan Nair  
Furst Managing Director

by registering a Company. With a capital accrued to the tune of Rs. one lakh raised by means of 20,000 shares, each of which has a share value of Rs.5/-, the Mathurbhoomi Printing and Publishing Company was registered on 15 February 1922. The Directors of the Company were K.P.Kesava Menon, Kuroor Neelakandan Namboothiripad, K. Madhavan Nair, P. Achuthan, T.V. Sundara Ayyar, Ambalakkattu Karunakara Menon and Dr.A.R. Menon. With the resignation of Dr. Menon, the remaining 6 continued as Directors. On May 28, the Director Board meeting elected K.Madhavan Nair as the Managing Director. But, because of some technical reasons, he resigned from the post and then K.P. KesavaMenon became the Managing director. When the affluents were approached to raise shares, the results were a foregone conclusion. Besides reluctant to be shareholders, some openly said that there was no need of such a newspaper. Some laughed off the very idea of the newspaper. The leaders went in groups to raise the shares. Some who are close to them got out of their face. But with the help of some who believed in the ideals of the Congress such as V.M Nair, E.R Menon, K.A.Subramanyam and R. Krishna Aiyar some



Kesava Menon, the editor, the first copy of the newspaper, having been folded like it was the prasadam from the temple deity. There were tears of happiness in the eyes of the editor. Then everyone assembled there showed their added eagerness to see the copies printed. The Mathrubhumi that was published from an outdated machine thanks to the aspiration of a group of leaders surmounting the deep depths of dearth and constraints launched uncompromising struggles until freedom was achieved for the people of Malabar from the British colonialism, and until responsible governments by the people were established in Cochin and Travancore replacing the puppet kings of the British Raj. The newspaper got wide reception from the Malayalis residing in the different parts of the world. After seven years when Mahatma Gandhi violated salt laws at Dandi historically on 6th April 1930, the Mathrubhumi became a fourteen -paged daily. The national leaders including Gandhi keenly watched the Mathrubhumi elicit information as regards the developments in Kerala directed towards the freedom struggle. The Mathrubhumi stood like a warrior on the frontline in the freedom struggle as well as in the struggles for social changes. It was the Mathrubhumi that gave leadership to all the struggles against untouchability against lower caste people launched for the first time in India under the leadership of the Indian National Congress such as the one at Vaikom, in the then Princely State of Travancore during 1924 demanding freedom to all sections of society to walk through all the roads leading to the Sri Mahadeva Temple at Vaikom, and another one at Guruvayur in the then Malabar district under the British Raj wherein non-violent agitations were undertaken demanding the entry of lower castes in the Guruvayur temple. The editors and workers of this newspaper were there in these anti-untouchability agitations courting arrest and imprisonment. The Mathrubhumi that had infused vigour and vivacity in the Agitation for Responsible Government launched in Travancore faced a ban there. The Mathrubhumi was strangled by the British Raj in multiple ways which include denial of advertisements and banning it from being read by the soldiers. The authorities had intruded into its office and even attempted to arrest its editors who are doyens and highly patriotic. It was veterans headed by its editor K. P. Kesava Menon gave



**M P Veerendra Kumar**  
Present Chairman  
& Managing Director,  
Mathrubhumi



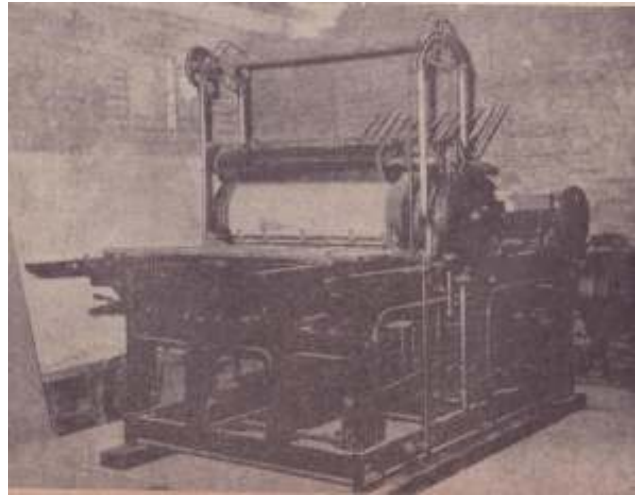
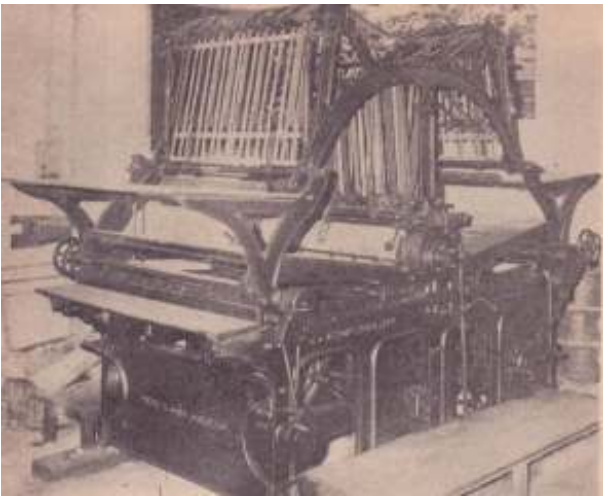
**P V Chandran**  
Present Managing Editor,  
Mathrubhumi

leadership for unified Kerala which stood as three distinct units earlier under the British Raj. The people gave it unalloyed love treating it as their own newspaper.

The Mathrubhumi weekly which began its publication on 18 January 1932 was a driving force in the socio-cultural domain of Malayalam tongue. This weekly has grown by leaps and bounds as a platform for the known and unknown writers of the Malayalam language. It is the foster mother of Malayalam writers amongst whom are those who have won accolades inclusive of the prestigious Jnanapeetham awards later. The superb scholar N.V Krishna Warrior and the well-renowned writer M.T Vasudevan Nair were the editors of this weekly. The Mathrubhumi which has editions at Trivandrum, Calicut, Cochin, Trichur, Cannannore, Kottayam, Malappuram, Kollam, Palghat, Alleppy, Mumbai, Chennai, Bangalore, Delhi and Dubai and has FM radio and television networks and varied publications, stands synonymous with the fidelity of Kerala society.

It was the Mathrubhumi which introduced innovations in the domain of Kerala print media. A rotary machine in its Second edition, Thiru-Cochi-Malabar teleprinter service, offset technology for its Gulf edition and daily colour printing are a few among its innovative feats.

The Mathrubhumi starts from here



The cylinder press which has been used for printing the Mathrubhumi in its initial years



The centuries - old hand press



Jawaharlal Nehru was in the Mathrubhumi in 1954



Jagajeevan Ram, the former Union Minister, inaugurates the Trivandrum-Calicut teleprinter line in 1954. K.P. Kesava Menon, the editor, is seen quite near him.



K.P. Kesava Menon, the editor, garlands Dr S Radhakrishnan on his visit at Mathrubhumi



Dr Zakir Hussain, the former President of India in the Mathrubhumi



Lal Bahadur Shastri, the former Prime-minister of India, in the Mathrubhumi