

FAIR RATE STRUCTURE

DAVP ADVERTISEMENTS

FAIR RATE STRUCTURE**FOR****DAVP ADVERTISEMENTS****QUESTIONNAIRE**

सत्यमेव जयते

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GOVERNMENT OF INDIA
Ministry of Finance
Department of Expenditure
Office of Chief Adviser Cost

Proforma-F

Details of Newsprint Imported during 2007-08 & 2008-09

S. No.	Supplier's Name & Country	GSM Specification	Date	Qty. Procured (MT)	FOB Price per MT	Exchange Rate	Total Value (Rs. Lacs.)	Insurance & Freight (Rs. Lacs.)	Custom Duty (Rs. Lacs.)	Clearing charges (Rs. Lacs.)	Inland Freight (Rs. Lacs.)	Total Landed Cost (Rs. Lacs.)	Duty Credit (Rs. Lacs.)	Total Net Cost (Rs. Lacs.)	Net Cost per MT (Rs.)
i.) 2007-08															
1															
2															
3															
4															
	Total														
ii) 2008-09															
1															
2															
3															
4															
	Total														

- Note:**
1. Please enclose copies of a few invoices & bill of lading & other details
 2. Please also give the names and addresses (including contact no and website address) of major manufacturers of Newsprints in the world and their exports to India.
 3. In case more than one GSM specification of newsprint/ paper is being used, this proforma may be given separately for each type of GSM specification used.

Proforma-G

Details of Indigenous Newsprint Procured during 2007-08 & 2008-09

S.No.	Supplier's Name	GSM Specification	Date	Qty. Procured (MT)	Rate per MT (Rs.)	Total Value (Rs. Lacs.)	Freight (Rs.Lacs.)	Any Other Charges/Costs (Rs.Lacs.)	Cenvat/Vat Credits, if any (Rs.Lacs.)	Total Net Cost (Rs.Lacs.)	Net Cost per MT (Rs.)
i.) 2007-08											
1											
2											
3											
4											
	Total (2007-08)										
ii) 2008-09											
1											
2											
3											
4											
	Total (2008-09)										

Note: 1. Please enclose copies of a few invoices & other costs, if any details.
 2. Please also give the names and addresses (including contact no and website address) of major manufacturers of Newsprints in India and their capacities.
 3. In case more than one GSM specification of newsprint/ paper is being used, this proforma may be given separately for each type of GSM specification used.

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Details of Ink Consumed in Printing of Newspapers/Periodicals

Quantity & Value Reconciliation:

S.No.	Particulars	Specification	Imported Ink			Indigenous Ink				
			2007-08		2008-09		2007-08		2008-09	
			Qty.(Kg)	Value (Rs. Lacs.)	Qty. (Kg)	Value (Rs. Lacs.)	Qty. (Kg)	Value (Rs. Lacs.)	Qty. (Kg)	Value (Rs. Lacs.)
1	Opening Stock									
2	Purchases									
3	Total (1+2)									
4	Issues									
5	Shortages/write off									
6	Total (4+5)									
7	Closing stock (3-6)									

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Note: 1. Please cross-tally the figures with Stores records and P & L Account.
 2. In case more than one specification of Ink is being used, this proforma may be given separately for each type of Ink used.

Proforma-I

Details of Ink Imported during 2007-08 & 2008-09

S. No.	Supplier's Name & Country	Specification	Date	Qty. Procured (Kg)	FOB Price per (Kg)	Exchange Rate	Total Value (Rs. Lacs.)	Insurance & Freight (Rs. Lacs.)	Custom Duty (Rs. Lacs.)	Clearing charges (Rs. Lacs.)	Inland Freight (Rs. Lacs.)	Total Landed Cost (Rs. Lacs.)	Duty Credit (Rs. Lacs.)	Total Net Cost (Rs. Lacs.)	Net Cost Per Kg (Rs.)
i.) 2007-08															
1															
2															
3															
4															
	Total														
ii) 2008-09															
1															
2															
3															
4															
	Total														

Note: 1. Please enclose copies of a few invoices & bill of lading & other details
 2. Please also give the names and addresses (including contact no and website address) of major manufacturers of Ink in the world and their exports to India.
 3. In case more than one specification of Ink is being used, this proforma may be given separately for each type of Ink used.

Details of Indigenous Ink Procured during 2007-08 & 2008-09

S.No.	Supplier's Name	Specifi- cation	Date	Qty. Procured (Kg)	Rate per MT (Rs.)	Total Value (Rs. Lacs.)	Freight (Rs.Lacs.)	Any Other Charges/Costs (Rs.Lacs.)	Cenvat/ Vat Credits, if any (Rs.Lacs.)	Total Net Cost (Rs.Lacs.)	Net Cost per Kg (Rs.)
<u>i.) 2007-08</u>											
1											
2											
3											
4											
	Total (2007-08)										
<u>ii) 2008-09</u>											
1											
2											
3											
4											
	Total (2008-09)										

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**Note: 1. Please enclose copies of a few invoices & other costs, if any details.
 2. Please also give the names and addresses (including contact no and website address) of major manufacturers of Ink in India and their capacities.
 3. In case more than one specification of Ink is being used, this proforma may be given separately for each type of Ink used.**

Faint background text and watermark, including the name of the organization and some illegible details.

Proforma-K

Details of Plates Consumed in Printing of Newspapers/Periodicals

Quantity & Value Reconciliation:

S.No.	Particulars	Specification	Imported Plates				Indigenous Plates			
			2007-08		2008-09		2007-08		2008-09	
			Qty. No.)	Value (Rs. Lacs.)	Qty. (No.)	Value (Rs. Lacs.)	Qty. (No.)	Value (Rs. Lacs.)	Qty. (No.)	Value (Rs. Lacs.)
1	Opening Stock									
2	Purchases									
3	Total (1+2)									
4	Issues									
5	Shortages/write off									
6	Total (4+5)									
7	Closing stock (3-6)									

Note: 1. Please cross-tally the figures with Stores records and P & L Account.

2. In case more than one specification of Plates is being used, this proforma may be given separately for each type of Plates used.

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Proforma-L

Details of Plates Imported during 2007-08 & 2008-09

S. No.	Supplier's Name & Country	Specification	Date	Qty. Procured (No.)	FOB Price per unit	Exchange Rate	Total Value (Rs. Lacs.)	Insurance & Freight (Rs. Lacs.)	Custom Duty (Rs. Lacs.)	Clearing charges (Rs. Lacs.)	Inland Freight (Rs. Lacs.)	Total Landed Cost (Rs. Lacs.)	Duty Credit (Rs. Lacs.)	Total Net Cost (Rs. Lacs.)	Net Cost per unit (Rs.)
i.) 2007-08															
1															
2															
3															
4															
	Total														
ii.) 2008-09															
1															
2															
3															
4															
	Total														

Note: 1. Please enclose copies of a few invoices & bill of lading & other details
 2. Please also give the names and addresses (including contact no and website address) of major manufacturers of Plates in the world and their exports to India.
 3. In case more than one specification of Plates is being used, this proforma may be given separately for each type of Plates used.

FAIR RATE STRUCTURE FOR DAVP ADVERTISEMENTS

Preamble

Ministry of Information & Broadcasting (MIB) have constituted a Committee under the Chairmanship of Additional Secretary & Financial Adviser to carry out a comprehensive review of the existing 'Rate Structure for DAVP Advertisements' and to suggest a new Rate Structure formula.

The terms of reference of the new Restructure Committee are as follows:-

- (a) To carry out a comprehensive review of existing rate structure for DAVP advertisements and to suggest a new rate structure formula.
- (b) Whether combined rates to multi edition newspapers are feasible in place of separate rate for each edition.
- (c) Whether it is feasible to replace cost and circulation based DAVP rates by commercial card rates. The comparative advantages and disadvantages.
- (d) The new Committee in the discharge of its functions may analyse and study all the factors affecting advertisement rates in-depth and recommend suitable rates for all the varieties and types of advertisements/papers.
- (e) The new Committee may also interact with State Governments and other concerned organizations and its deliberations will cover all related factors, which may have bearing on the advertisement rates.

Keeping in view the terms of reference and objectives of the study, this Questionnaire sets out various Proformae in which the requisite data and information is needed so that a meaningful analysis could be carried out and conclusions based on the factual information are derived. All the concerned units and repositories of relevant data are requested to fill the Proformae in the Questionnaire and send by Speed Post at the following address with a copy to DAVP:

**Office of Chief Adviser Cost,
Ministry of Finance,
2nd Floor, 'C' Wing,
Lok Nayak Bhawan,
Khan Market,
New Delhi-110 511.**

**Telephone No. 011- 24618906
Fax No. 011- 24698179
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FAIR RATE STRUCTURE FOR DAVP ADVERTISEMENTS

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GUIDELINES FOR FILLING UP THE QUESTIONNAIRE

1. Information/data asked for may be given separately for each Newspaper/Publication published under the same management.
2. All forms of the Questionnaire must be filled up and duly signed by the Authorized Signatory.
3. All financial figures furnished in the Questionnaire must be duly reconciled with the audited Profit & Loss Account and certified by a practicing Cost Accountant.
4. A copy of the reply to this Questionnaire may also be given in soft form, *i.e.*, on a Compact Disk.
5. Wherever financial information has been sought, the same should be provided in 'Rupees in Lakhs' and rounded off to two decimal places.
6. A copy each of the Annual Reports containing Audited Balance Sheet and Profit & Loss Account alongwith the supporting schedules for the years 2006-07 and 2007-08 must be enclosed with the reply to the Questionnaire. Please also furnish copy of the Accounts (Balance Sheet and Profit & Loss Account) for the year 2008-09. In case the accounts for the year 2008-09 are not available, please furnish the provisional accounts for the first 3 quarters of the year 2008-09.
7. Please give the names and addresses (including contact no and website address) of major manufacturers of Newsprints, Ink, Plates and Consumables in the world and their exports to India as well as major manufacturers of Newsprints, Ink, Plates and Consumables in India and their installed capacities and production.
8. Please enclose copies of representation, if any, made to the Government or the Rate Structure Committee regarding fixation/revision of the rate structure for the Government advertisements.

GENERAL INFORMATION**A. Newspapers/Periodicals**

- | 1. Details of all Newspapers/
Periodicals Published: | Name of the
News-
paper/
Periodical | RNI
No. | Periodicity | Language | Place and
Address of
the
Publication |
|---------------------------------------------------------------------------------------------------------|----------------------------------------------|------------|-------------|----------|-----------------------------------------------|
| | (1) | (2) | (3) | (4) | (5) |
| 2. If multi edition,
(a) Places from which the
same issue is replicated
and published as it is | _____ | | | | |
| (b) Places from which such
multi editions are
published with separate
pages for local news | _____ | | | | |

B. Ownership Structure

- Name of the Owner: _____
- Nature of constitution of the
Owner: Public/Private Ltd. Company/Partnership/Sole Proprietorship
- Name of the Chief Executive: _____
- Address of the Administrative
Office: _____

PIN: _____

Statement - B

GENERAL INFORMATION
(Continued)

TECHNICAL DETAILS/APPS/PERIODICALS

5. Address from where Printed: _____

PIN: _____

6. Telephone No.: _____

7. Fax No.: _____

8. E-Mail Address: _____

9. Details of other activities under
the same organization (Please
give on a separate sheet) _____

QUESTIONNAIRE

1. Please state your views alongwith reasons if you are publishing multi edition Newspaper/Periodical, whether you would like to continue with the present system of edition-wise advertisement rates offered by the Government or whether Government should revert to the system of allowing combined rates with appropriate discounts for multi-editions that was in vogue prior to 1995.
2. Please state your views alongwith reasons for reverting to consolidated rate for any one edition with same RNI No. irrespective of the location of the printing.
3. Please state whether separate Sunday Issue/ Edition with separate RNI No. (different from RNI No. for Weekdays Issue/ Edition) is published and if so, please state with reasons, whether you would like to have separate rate for Weekdays and Sunday Issue/Edition or a single rate for all the Issues/Editions.
4. Please state whether you would accept Public Sector Undertakings' Advertisements routed through DAVP either at DAVP rates or at a different rate.
5. Please state whether you have any electronic edition hosted over the internet and if so whether it carries any display advertisements. Details of the advertisement rates charges by you may please be furnished.
6. Please indicate the name of the Authority for certifying the circulation numbers. (RNI/ABC/Cost/Chartered Accountant)
7. Please enclose a brief note on the Printing Process/Technology adopted by your unit.
8. Please enclose a copy each of all the editions of your multi edition newspaper published on the same day.
9. Any other views/information, including **your Comments on the existing formula or a suggested new formula**, which you may consider relevant for fixation of fair DAVP rate structure by the Committee alongwith the reasons and your suggestions, if any.

Address of the Administrative Office

TECHNICAL DETAILS OF NEWSPAPERS/PERIODICALS

(Statement to be given for separately for each edition of Newsprint/Periodical)

Name of the Newspaper/Periodical:

RNI No.

S.No.	Details	2006-07	2007-08	2008-09
1.	Standard size of the Newspaper/ Periodical: (a) Length in cms. (b) Width in cms.			
2.	Average weight of the newsprint/ paper per sq. mtr. Of publication: (a) Standard Newsprint (b) Glazed Newsprint (c) Other (if any)			
3.	Average number of copies printed per day for each edition/place of publication			
4.	Average number of pages per issue (a) Main Newspaper (b) Supplement (c) Sunday issue			
5.	Average percentage of area printed to total available area			
6.	Average percentage of advertisement space to the total printed area			

S.No.	Details	2006-07	2007-08	2008-09
7.	<u>Retail Price as on 31st March</u> (a) Normal Issue (b) Issue with Supplements (c) Sunday issue			
8.	Commission given to Distributors/ Agencies/Wholesalers, etc. for distributing the newspapers/ periodicals (Please indicate the range in % terms)			
9.	<u>Advertisement rates per sq. cm/col. Cm as on 31st March</u> <u>Card Rates</u> (a) Classified Advertisements (b) Display Advertisements (i) Front Page (ii) Back Page (iii) Inside Page (c) Other advertisements (Please enclose a note detailing the basis of determination of the Card Rate) (d) Surcharge for Multi Colour advertisement (i) On Glazed Paper (ii) On Standard Newsprint Paper (Please indicate the above rates for all editions in case of multi- editions)			

S.No.	Details	2006-07	2007-08	2008-09
	<p><u>DAVP Rates</u></p> <p>(a) Classified Advertisements (b) Display Advertisements (i) Front Page (ii) Back Page (iii) Inside Page (c) Other advertisements (Please indicate the above rates for all editions in case of multi-editions)</p>			
10.	<p>Rate of commission given to Advertising Agencies (Please indicate the range in % terms)</p>			
11.	<p>Discount given to major customers on Card Rate (Black & White and Colour) (Please indicate the range in % terms)</p>			
12.	<p>Average Circulation per day as Certified by the Certifying Authority (a) Weekdays (b) Sunday</p>			

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INCOME/EXPENDITURE DETAILS OF THE ORGANISATION

(Statement to be given separately for each year, i.e. 2006-07, 2007-08 and 2008-09 Prov.)

(Rupees in lakhs)

S. No.	Details	Total as per P & L A/c	Newspaper r-1	Newspaper-2 and so on	Periodical -1	Periodical-2 and so on	Other Activities
A.	INCOME						
1.	Advertisement Income Commercial DAVP Other						
2.	Sale of Newspaper/Periodical						
3.	Sale of Newsprint Waste						
4.	Income from Other Activities/Investments						
5.	Miscellaneous Income (Pl. specify)						
6.	Total Income (Should tally with P & L Account)						
B.	EXPENDITURE						
1.	Newsprint/Paper Cost						
2.	Process Materials/Stores Cost Ink Plates Other						
3.	Job Work for printing from Outside						
4.	Employees Cost including Bonus						
5.	News-gathering Expenses						
6.	Dispatch Cost						
7.	Commission (a) On sale of Newspaper/Periodicals (b) On Advertisements						
8.	General & Administration Expenses						
9.	Provisions/Write Off						
10.	Depreciation						
11.	Total Expenditure (Should tally with P & L Account)						

No.	Profit/(Loss) before Interest & Income Tax (A - B)	& L A/c	r-1	and so on	-1	and so on	Activities
C.	Interest Paid						
D.	Income-Tax (if any)						
E.	Net Profit/(Loss) (C - D - E)						
F.							
G.	OTHER INFORMATION						
1.	<u>Details of Newspaper/Paper used as per P & L Account</u> (a) Imported (i) Quality in terms of GSM (ii) Quantity (MT) (iii) Average Rate (Rs./MT) (b) Indigenous (i) Quality in terms of GSM (ii) Quantity (MT) (iii) Average Rate (Rs./MT)						
2.	<u>Details of Ink used as per P & L A/c</u> (a) Imported (i) Quality (please specify) (ii) Quantity (Kg) (iii) Average Rate (Rs./Kg) (b) Indigenous (i) Quality (please specify) (ii) Quantity (Kg) (iii) Average Rate (Rs./Kg.)						
	<u>Details of Plates used as per P & L A/c</u> (a) Imported (i) Quality (please specify) (ii) Quantity (No.) (iii) Average Rate (Rs./unit) (b) Indigenous (i) Quality (please specify) (ii) Quantity (No.) (iii) Average Rate (Rs./unit)						

Note: In case of periodicals, please furnish the details of cost of cover page.

INCOME/EXPENDITURE DETAILS OF NEWSPAPER/PERIODICAL
(Newspaper/Periodical-wise)

(To be filled up only when books of accounts are maintained separately for each Newspaper/Periodical)

Name of the Newspaper/Periodical:

(Rupees in Lakhs)

S.No.	Details	2006-07	2007-08	2008-09
A.	INCOME			
1.	Advertisement Income			
	Commercial			
	DAVP			
	Other			
2.	Sale of Newspaper/Periodical			
3.	Sale of Newsprint Waste			
4.	Income from Other Activities/ Investments			
5.	Miscellaneous Income (Pl. specify)			
6.	Total Income (Should tally with P & L Account)			
B.	EXPENDITURE			
1.	Newsprint/Paper Cost			
2.	Process Materials/Stores Cost			
	Ink			
	Plates			
	Other			
3.	Job Work for printing from Outside			
4.	Employees Cost including Bonus			
5.	Newsgathering Expenses			
6.	Dispatch Cost			
7.	Commission			
	(c) On sale of Newspaper/Periodicals			
	(d) On Advertisements			
8.	General & Administration Expenses			
9.	Provisions/Write Off			
10.	Depreciation			
11.	Total Expenditure (Should tally with P & L Account)			
C.	Profit/(Loss) before Interest & Income Tax (A - B)			
D.	Interest Paid			

S.No.	Details	2005-06	2006-07	2007-08
E.	Income-Tax (if any)			
F.	Net Profit/(Loss) (C - D - E)			
G.	OTHER INFORMATION (as per P & L Account)			
1.	(A) Details of Newspaper/Paper used (a) Imported (i) Quality in terms of GSM (ii) Quantity (MT) (iii) Total Value (Rs. Lacs.) (iv) Average Rate (Rs./MT) (b) Indigenous (i) Quality in terms of GSM (ii) Quantity (MT) (iii) Average Rate (Rs./MT) (B) Ink (a) Imported (i) Quality (please specify) (ii) Quantity (Kg.) (iii) Average Rate (Rs./Kg.) (b) Indigenous (i) Quality (please specify) (ii) Quantity (Kg.) (iii) Average Rate (Rs./Kg.) (C) Other major inputs like Plates, etc. (a) Imported (i) Quality (please specify) (ii) Quantity (specify unit) (iii) Average Rate (Rs./unit) (b) Indigenous (i) Quality (please specify) (ii) Quantity (specify unit) (iii) Average Rate (Rs./unit)			

Note: In case of periodicals, please furnish the details of cost of cover page separately.

Details of Newsprint & Other Paper Consumed in Printing of Newspapers/Periodicals

Quantity & Value Reconciliation:

S.No.	Particulars	GSM Specification	Imported Newsprint and Paper			Indigenous Newsprint and Paper			
			2007-08		2008-09		2007-08		2008-09
			Qty.(MT)	Value (Rs. Lacs.)	Qty.(MT)	Value (Rs. Lacs.)	Qty.(MT)	Value (Rs. Lacs.)	Qty.(MT)
1	Opening Stock								
2	Purchases								
3	Total (1+2)								
4	Issues								
5	Shortages/write off								
6	Total (4+5)								
7	Closing stock (3-6)								

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Note: 1. Please cross-tally the figures with Stores records and P & L Account.
 2. In case more than one GSM specification of newsprint/ paper is being used, this proforma may be given separately for each type of GSM specification used.