



REPORT
OF
THE FACT FINDING COMMITTEE
ON
NEWSPAPER ECONOMICS

Submitted to the
Government of India
Ministry of Information & Broad casting

NEW DELHI

JANUARY 1975

PART I

(Report with Appendices and Annexures)

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CHAPTER I

INTRODUCTION

1.1.1 The Fact Finding Committee on Newspaper Economics was set up by Government of India in the Ministry of Information and Broadcasting *vide* Resolution No. 19/3/72-Press dated 14th April 1972. The Resolution read as follows:

Resolution

In pursuance of the decision to enquire into the economics of the newspaper industry, the Government of India have decided to set up a Fact Finding Committee, consisting of non-officials and officials. The composition of the Committee is as follows:

CHAIRMAN:

1. Dr. Bhabatosh Datta, Retd. Professor Economics, Presidency College, Calcutta.

MEMBERS

1. Shri R. Rajagopalan, Chief Cost Accounts Officer, Ministry of Finance, New Delhi.
 2. Shri K. C. Raman, Retd. Production Manager, M/s. Bennett Coleman & Co. Ltd., Bombay.
 3. *Shri I. P. Gupta, Officer on Special Duty, Central Board of Direct Taxes, New Delhi.
 4. Shri G. Govindan, Registrar of Newspapers for India, New Delhi. (*Member-Secretary*)
2. The terms of reference of the Committee will be—
- (i) to ascertain all the elements of the cost of production (including distribution to the reader) of the daily newspapers; and the relative magnitude of these elements in the different categories of newspapers;

*Shri I. P. Gupta is now Joint Secretary, Ministry of Finance, Government of India.

- (ii) to ascertain all the different elements of the total revenue earned by the newspapers; and the relative magnitude of these elements in the different categories of newspapers;
- (iii) to study, under both the above items, the trends during the past few years and forecast, to the extent possible, the normal changes likely to occur in the next year or two;
- (iv) to evolve norms for different elements of expenditure from the point of view of reasonableness combined with efficiency and examine the prevailing levels of expenditure with reference to such norms; and
- (v) on the basis of the above studies to record its findings in regard to the effect of restriction of newsprint supplies to different categories of newspapers and the fair prices to be charged by newspapers of different categories.

3. The Committee will consult newspaper managements and also working journalists, non-journalist workers and any other interested group that it may consider desirable to consult.

4. The Committee will meet as often as considered necessary. The headquarters of the Committee will be at New Delhi but it may visit such places as considered necessary for a proper and comprehensive study of the various aspects of the newspaper industry.

5. The Committee will evolve its own procedure.

6. The Committee will report its findings as soon as possible but not later than six months from the date of its constitution.

(Sd.)

R. C. DUTT,

Secretary to the Government of India.

1.1.2 The life of the Committee was extended from time to time till 31 January 1975 (*vide* Appendix I).

1.1.3 By a subsequent amendment of the Resolution dated 5 November 1973, Bawa Shiv Charan Singh, Advocate, High Court, Delhi was appointed as an additional Member of the Committee (*vide* Appendix I.2).

1.1.4 By another amendment of the Resolution dated 13 August 1974, Shri A. Datta-Majumdar, formerly Deputy Press Registrar in the office of the Registrar of Newspapers for India and till then functioning as Joint Secretary of the Committee, was appointed as Member-Secretary of the Committee in place of Shri G. Govindan who proceeded on long leave due to illness (*vide* Appendix I.3).

1.1.5 The Committee held its first meeting in New Delhi on 8-9 May 1972. Sanction for the staff of the Committee was issued on 29 July 1972 (*vide* Appendix I.4). During the first six months only two officers, the Administrative Officer and the Joint Secretary (who carried on till 9 November 1972 dual duties of Deputy Press Registrar in the office of the Registrar of Newspapers for India and Joint Secretary of the Committee) were in position. During this period the Committee's work was managed as best as possible with the assistance of some members of staff of the Office of the Registrar of Newspapers for India. It was not before December 1972 that most of the technical and secretariat staff of the Committee were in position. Accommodation for the Committee's secretariat was available only in April 1973. There was considerable delay in recruiting some of the officers and staff who became available only in the second half of 1973.

Memoranda Invited

1.2 Soon after the first meeting of the Committee on advertisement (*vide* Appendix I.5) was inserted in selected newspapers in different languages all over the country inviting memoranda from all interested persons, groups or associations on any or all of the subjects covered by the terms of reference of the Committee. Only 28 memoranda were received by the Committee in response to this advertisement. A list of persons, associations or institutions who submitted the memoranda numbering 46 till date is given at Appendix I.6. Soon after the first meeting of the Committee, on 18 May, 1972 a letter was addressed to publishers of all daily newspaper in the country requesting them to send copies of the balance sheets and profit and loss accounts, annual reports etc., from 1967 onwards.

Questionnaire Addressed to Daily Newspapers

1.3 The Committee undertook a preliminary study of a few newspaper units, namely, the *Hindu* (English), Madras, the *National Herald* (English), Delhi and Lucknow and the Pratap (Urdu) New Delhi, following which a detailed questionnaire (*vide* Appendix I.7) designed to elicit factual data on different aspects of daily newspaper economics was framed. There was some delay in getting the questionnaire printed, which was sent out to 756 daily newspapers in the first week of September 1972. The newspapers were asked to submit replies to the questionnaire by 15 October 1972. In view of the representations received in this behalf from certain newspapers and newspaper associations, the last date was extended till 15 November 1972. Newspapers were accordingly informed individually and also through a press statement issued by the Chairman of the Committee (*vide* Appendix I.8). In this press statement a reference was also made to para 13 of the Explanatory Note to the questionnaire and the newspapers were asked to send their estimates for 1972 onwards without reference to the ten-page ceiling for allocation of newsprint, which had been struck down by the Supreme Court in its Judgment of 30 October 1972 in the Newsprint (Bennett Coleman & Co. and Others) case. All newspapers were also individually advised accordingly.

Inadequate Response from Newspapers

1.4.1 Despite reminders sent to the newspapers and the aforesaid press statement appealing to the newspapers to send replies to the questionnaire expeditiously, the number of replies received from the newspapers was very inadequate.

1.4.2 At one stage the President of Indian and Eastern Newspaper Society addressed a letter, dated 25 November 1972, to the Minister of State for Information & Broadcasting (a copy of which was endorsed to Member-Secretary of the Committee), saying that the object of setting up of the Fact Finding Committee had become "Infructuous and redundant" in the light of the Supreme Court judgment in the Bennett Coleman & Co. and Others (Newsprint) case, which had struck down certain provisions of the newsprint allocation policy for 1972-73. The IENS President contended that it was in the background of the restrictions imposed by the Newsprint Allocation Policy 1972-73 that the Fact Finding Committee on Newspaper Economics had been set up to find out the effects of those restrictions. He, therefore, requested the Government that the Committee should not continue its work any further as it would not serve

any useful purpose. In a subsequent letter dated 7 December 1972 the IENS President said that the Society's earlier letter "was based on the assumption that perhaps the Committee was appointed with the precise and only purpose of examining the desirability and validity or otherwise of the Government's decision to fix the selling price of newspapers and to restrict the number of pages to 10. However, on subsequent consideration it was felt that members should fully cooperate and furnish the information asked of them. Accordingly, the Society is advising all its members to assist the Committee in its work." Nevertheless, in actual fact many newspapers, including members of the IENS, did not furnish the required information and data asked for by the Committee.

1.4.3 Earlier while forwarding the Society's memorandum to the Committee the IENS President had said in his letter of 3 August 1972 as follows:

"Some of the terms of reference fixed for the Fact-Finding Committee are simply fantastic as they completely ignore the aspects of practicability and constitute gross interference in the administration of daily newspapers. That apart, evolution of fixed norms of expenditure on different heads in newspaper establishments is just not possible. Fixed norms of expenditure are impracticable in any industry and more so in newspapers, which deal with human pursuits and intellectual matters and this fixation will have disastrous consequences on their working. Similarly, any attempt to lay down sale prices of daily newspapers, which are based on a fine balance between revenues derived from advertisements and their sales to meet total production and distribution costs will have adverse effects on the finances of daily newspapers."

While tendering evidence before the Committee in June 1974, a spokesman of the IENS reiterated the objection raised earlier by the Society in its memorandum, to two terms of reference of the Committee relating to determination of fair prices and norms of expenditure as being impracticable and a "futile exercises" as any effort on the part of the Government to act in this regard would contravene the fundamental right guaranteed in the Constitution. The Committee, however, explained to the IENS representatives that it had no preconceived ideas about determination of fair prices or norms of expenditure and that the Committee's recommendations would be objective and based on the facts and information collected in course of the inquiry.

Committee's Resolution Communicated to Government

1.5 In its meeting held on 7-8 March 1973 the Committee considered the position of replies received to its questionnaire and resolved as follows:

The Fact Finding Committee on Newspaper Economics in its meeting held on 7 March 1973 decided that the Government should be immediately informed about the position created by the delay or unwillingness on the part of some of the major papers in submitting replies to the Questionnaire.

2. The Questionnaire was issued in the first week of September 1972. Replies were to be sent by the newspapers on or before October 15, 1972. The last date was extended to November 15 by a subsequent notification. The position at the end of February 1973 is shown in the annexed statement.

3. Among the newspapers that have not submitted the required data are major papers belonging to the *Indian Express*, *the Thanthi*, *the Hindustan Times* and the *Statesman* groups. There has been serious default from other papers as well. Notable among them are: *Kerala Kaumudi*, *Sandesh*, *Sakal*, *Bombay Samachar*, *Gujarat Samachar*, *Kannada Prabha*, *Navakal*, *Maratha*, *Jagaran* and *Aj*. It is, however, expected that any steps that may be adopted for getting data from the major papers will be effective in security information from other papers also.

4. The Committee is of the view that an analysis of the economics of newspapers will be meaningless without material from all the major papers. The data already available cannot be treated as representative samples because these have been supplied by papers which have themselves chosen to supply them. Facts are particularly necessary from the dailies which, for some reasons of their own, appear to be unwilling to supply the information.

5. In principle, the subject of a study should not have the right to opt itself out of the coverage of the study. If this right is conceded, there can never be a dependable study of any important subject required data from different sources.

6. If the study entrusted to the Committee is considered necessary and if the study is not to be allowed to become infructuous simply because the major papers do not supply data, the Government will have to take effective and urgent steps to induce or compel the defaulting papers to supply the information quickly. The Committee will also require powers to examine the data available in the books of the newspapers, in order to check inconsistencies and other more serious deficiencies.

7. As agreed earlier at a meeting of the Committee with the Minister of State for Information and Broadcasting on November 30, 1972, the Committee will require, for processing the data and writing the report, six months' time from the date on which sufficient information has become available.

The above decision of the Committee was communicated by Chairman of the Fact Finding Committee to Minister of State for Information and Broadcasting in his letter dated 8 March 1973.

Powers Conferred under the Commissions of Inquiry Act

1.6 On 26 April 1973 Government conferred on the Committee powers under the Commissions of Inquiry Act 1952 (60 of 1952) by a notification published in the Gazette of India Extraordinary (*vide* Appendix I.9). In a statement made in the Lok Sabha on 27 April 1973 (and later in the Rajya Sabha on 3 May 1973), the Minister of Information and Broadcasting, Shri I. K. Gujral referred to the tardy response to the Committee's efforts to obtain information and data required for the study entrusted to it and observed as follows:

"It was hoped, when the Committee was set up, that newspapers would extend their wholehearted co-operation to it, as its study and findings would be a significant contribution to a proper appreciation of the problems of the newspaper industry as a whole. In view, however, of the considered opinion of the Committee in the light of its experience during the last six months, it has been decided by Government to invest the Committee with powers under the Commissions of Inquiry Act, 1952 so that it may have the legal authority to obtain the necessary information and data from the newspapers and submit its report to Government as early as practicable. A Notification, issued in this connection, is placed on the Table of the House."

Fresh Notices Issued to Newspapers

1.7 On 19 May, 1973, following the conferment of powers under the Commissions of Inquiry Act, fresh notices were issued by the Committee to all defaulting newspapers to furnish replies to the questionnaire on or before 30 June 1973. Although some more replies to the questionnaire were received following this, there were still considerable gaps especially with regard to medium and small papers. The managing director of a major newspaper group, namely, the *Statesman*, Calcutta and Delhi, addressed a very long letter dated 21 June 1973 to Chairman of the Committee objecting to certain terms of reference of the Committee such as those relating to fixation of fair prices and determination of norms of expenditure of newspapers. The managing director requested the Committee not to press for replies to the questionnaire from the *Statesman*. In his reply dated 7 July, 1973, Chairman said:

“ . . . I have consulted my colleagues on the contents of your letter. We have sent the same questionnaire to all the papers. The response is satisfactory. I am sure you will recognise that we cannot treat any individual paper differently from the others.”

Writ Petition and Judgment

1.8.1 Thereafter the *Statesman Ltd.* and its managing director as joint petitioners filed a writ petition before the Calcutta High Court on 19 July 1973 challenging the validity of the constitution of the Fact Finding Committee on Newspaper Economics and conferment of powers of a Commission of Inquiry on the said Committee as being violative of the fundamental rights of freedom of speech and expression of the petitioners. The petitioners also charged the Central Government of *mala fides* and hostility towards the large newspapers having a national circulation, and prayed for a writ of mandamus as well as an interim injunction directing the Government and the Committee not to proceed further with the Committee's work.

1.8.2 Two interim affidavits were filed by the Committee and the Union of India before the High Court on 27 August 1973 opposing the said writ petition and the prayer for interim injunction. Affidavits in opposition in respect of the main writ petition were submitted by the Committee and the Central Government in February 1974. A separate application for interim injunction from the petitioners moved before the Calcutta High Court on 6

March 1974 was not granted by the Court and an early date for hearing of the main writ petition was fixed for 13 March 1974. The hearing in the writ petition case continued till March 27. In his judgment delivered on 22 April 1974, Hon. Justice M. M. Dutt rejected the main contentions of the petitioners and held the constitution of the Fact Finding Committee as valid. The Court, however, held that powers under section 5 of the Commissions of Inquiry Act, including the power to require information, had not been validly conferred on the Committee but gave liberty to Government to amend the Notification dated 26 April 1973 and thereafter issue a further notification to give the Committee necessary powers under Section 5 of the Commissions of Inquiry Act.

Amendment of Notification of 26 April 1973

I.9 An amending Notification No. 195(E) dated 29 April 1974 and a fresh Notification, No. 199(E) dated 30 April 1974 were accordingly issued by Government to confer the necessary powers on the Committee (*vide* Appendices I.10 and I.11).

Fresh Legal Notices to Defaulting Newspapers

I.10 Thereafter on 13/15 May 1974 the Committee issued fresh legal notices to the defaulting newspapers including the *Statesman* to furnish replies to the questionnaire and other information required by the Committee. The managing director of the *Statesman* Ltd., finally submitted combined replies to the Questionnaire for its Calcutta and Delhi editions on 8 August 1974, when he appeared before the Committee at Calcutta for tendering evidence, but not separate replies in respect of each edition as required by the Committee.

Effective Number of Dailies to be Studied

I.11.1 Although the Committee's questionnaire was addressed to 756 dailies, 39 of these came back undelivered to the Committee's office as the addressees had either left or were not traceable or because the newspaper concerned had ceased publication. The Committee started originally with a list of 821 newspapers on the record of the Registrar of Newspapers for India as on 31 December 1971. Later the Committee considered the record of newspapers as at the end of 1972 and eliminated newspapers which had meanwhile ceased publication. The Committee decided not to include in its study dailies which started during 1972 as these would not be able to give data for even one whole year. It was also decided to take into account 1972 circulation data. Where 1972 figure was not available, 1971 circulation was taken into account.

1.11.2 In the course of the Committee's further correspondence some more newspapers either said that they had ceased publication or were found to be not in existence or were not traceable at their registered addresses. Communications came back undelivered to the Committee's office with postal remarks such as 'left', 'press always closed', 'locked', 'not known', 'refused' and 'is not functioning'. A list of 66 such papers was referred to the Newspaper Section of Registrar's office at Simla, which confirmed in August 1973 the cessation of at least 30 among them. Besides, many papers only existed nominally on the record of the Registrar of Newspapers but were not furnishing either annual reports or circulation data. Cases of some other papers came to light which were found by the Circulation Cell of the Registrar's Office to have either ceased publication meanwhile or existed only in name, having neither any office nor press nor any newspaper activity worth mention. After eliminating all such cases and other cases where circulation figures and annual reports had not been received by the Registrar's office either for 1971 or 1972 and which had also not applied for newsprint allocation, only 534 daily newspapers remained to be studied (*vide* Appendix I.12).

Sampling

1.12.1 It was decided by the Committee in May 1973 to have information from all the big newspapers (circulation 50,000 and above) and to resort to sampling in the lower circulation ranges as indicated below:

Circulation range	Percentage
30,001—50,000	50
15,001—30,000	33½
5,001—15,000	20
upto 5,000	5

1.12.2 It was also decided that all dailies belonging to the major chains/groups (described in Press Registrar's reports as "common ownership units*") should be included in the Committee's study *irrespective of the magnitude of their circulation.*

*By "common ownership unit" the Registrar of Newspapers means two or more news interest newspapers, of which one at least is a daily, under the same owner(s). Closely interlinked concerns also come within the Registrar's conception of a common ownership unit.

Chains/groups having at least one daily with a circulation of above one lakh were considered by the Committee as "major groups" for this purpose. Samples of the newspapers in circulation ranges 50,000 and below were drawn with the assistance of the Sampling Division of the Central Statistical Organisation. The number of newspapers selected for study in the various circulation ranges are indicated below:

Circulation category*	Number of newspapers selected for study
Above 50,000 . . .	41
30,001—50,000 . . .	13
15,001—30,000 . . .	13
5,001—15,000 . . .	25
5,000 and below . . .	20
	112

The sampling percentage in the lowest circulation range was raised to bring the number of sample newspapers in this range up to 20. Besides the 112 newspapers selected, 28 other dailies belonging to "major groups" (as explained above) were also selected, thus bringing the total number of dailies to be studied by the Committee to 140 (*vide* Appendix I.13).

1.12.3 Till the time of final compilation of tables and in spite of several reminders including legal notices threatening prosecution to the defaulting newspapers, the Committee was finally able to obtain replies to the questionnaire from 116 papers (*vide* Appendix I.13) out of the 140 papers selected for study. One of the selected newspapers, *Panj Amiruthan* (Tamil) Madras meanwhile ceased publication.

*For the purpose of deciding the circulation category for drawing the samples, average circulation in the year 1971 as well as 1972 were taken into consideration. Where circulation figures for 1972 were not available, circulation for 1971 was considered for categorisation. In case a newspaper was in a higher category in one year and in the next lower category in the other year, the newspaper was assigned the higher category.

1.12.4. The publisher-proprietor of another sample paper; *Vijaya* (Kannada), Mysore—a small paper with a circulation of 495 in 1972—stated that he had not maintained any accounts and that he had started doing so only from January 1974. Six others among the sample papers said that they had no trained staff and hence could not fill the Committee's questionnaire without assistance. A list of the dailies which did not reply to the Committee's questionnaire is given at Appendix I.14.

1.12.5. The Committee drew the samples of the newspapers in the circulation ranges 50,000 and below in November 1973 and thereafter pursued only the selected papers in these circulation ranges for furnishing replies to the questionnaire and for other information and documents required by the Committee. In addition to the 116 replies to the questionnaire received from the selected papers, 77 more replies were received from non-sample papers. Out of these 42 replied to the questionnaire before the use of coercive powers by the Committee and the remaining 35 were received later. A list of the 77 non-sample papers, including the 42 which replied before the use of coercive powers by the Committee is given at Appendix I.15.

Oral Evidences

1.13. The Committee decided to take oral evidence from newspaper managers and others only after sufficient data about the newspapers had become available and been studied. The Committee started taking oral evidence in June 1974 (except for one witness who was examined in January 1974). The taking of evidence continued till November 1974 at Delhi, Bombay, Madras and Calcutta. All parties who had submitted written memoranda before the Committee were considered for being called by the Committee for oral evidence. Besides, newspaper managers and accountants, representatives of associations of newspaper employers and employees, advertisers' and advertising agencies' associations, Government officials and others were also examined by the Committee to elicit information on various aspects of newspaper economics. Newspapers in different circulation ranges, different languages and different regions were selected for evidence. A list of the witnesses examined at the different centres is given at Appendix I.16.

Reconciliation of Discrepancies and Inconsistencies

1.14 Replies to the questionnaire furnished by newspapers were subjected to scrutiny and newspapers were asked to submit missing information and to reconcile any discrepancies or inconsistencies in the replies. A large number of letters and telegrams

were addressed to the newspapers in this connection. Replies from many of the newspapers to these letters have not been prompt and a good deal of effort had to be made before obtaining fuller and more consistent replies from as many newspapers as possible within the time available for completion of the study. Defaulting newspapers were issued summons more than once to appear before the Committee and/or to submit the required information on pain of prosecution in the event of further default. Some newspapers persistently refused, on some pretext or the other, to furnish the required information despite all these efforts of the Committee.

Balance Sheets and Profit and Loss Accounts

1.15. Newspapers were asked by the Committee to furnish copies of their balance sheets and profit and loss accounts from 1967 onwards and including the accounting year ending 1973. The information obtained by the Committee, so far as balance sheets and annual accounts of the newspapers are concerned, has been dealt with in Chapter V, paras. 5.4.3. and 5.4.4. Assistance of Registrars of Companies and of Commissioners of Income-tax in some regions was also sought to obtain copies of the required balance sheets in respect of some companies.

Proformae on Impact of Newsprint Quota Cut and Printing Machinery

1.16. Besides the questionnaire and the balance-sheets and profit and loss accounts, the Committee also obtained information through two other proformae on (i) impact of the cut in newsprint quota, short supply and high prices of newsprint; and (ii) printing and composing machinery equipment of newspaper presses (*vide* Appendices I. 17 and I. 18) which were addressed to selected newspapers in January 1974 and June 1974 respectively. Replies to these proformae were received from 119 and 112 newspapers respectively (*vide* Appendices I.19 and I.20). The names of the dailies which did not reply to these proformae are given at Appendices I.21 and I.22. Seven dailies stated that they did not have their own printing press. A list of these dailies is given at the end of Appendix I.20.

Action against Defaulting Newspapers

1.17. Fourteen newspapers which were persistently refusing to reply to the Committee's questionnaire and to furnish other information required by the Committee, were intimated by letters dated 7-8 November 1974 that the Committee had decided to

launch prosecution against them but that, if within ten days of the receipt of the letter the required information was furnished, the question of prosecution might be reconsidered. The Committee thereafter waited till 25 November 1974 after which it was not found possible to include any fresh data in the major statistical statements compiled by it. The cases of these 14 defaulting newspapers (*vide* Appendix I.23), which did not reply to the Committee's questionnaire were thereafter referred to the appropriate Government department for taking necessary legal steps. It has already been mentioned that the *Statesman*, Calcutta and the *Statesman*, Delhi did not furnish separate replies to the questionnaire as required by the Committee. In reply to the Committee's requisition addressed to the Managing Director of the *Statesman* on 17 September 1974 to furnish separate replies in respect of the two editions of the paper (as in the case of other major multi-edition dailies in the country), the Secretary of the *Statesman Ltd.* sent a lengthy letter dated 8 November 1974 explaining why it was not possible for them to furnish separate replies for the two editions. The Committee considered the reply unsatisfactory and as such the cases of the two editions of the *Statesman* have also been referred to the appropriate Government Department for necessary legal action.

Visits to Newspaper Presses

1.18. The Chairman and Members of the Committee, along with some officials of the Committee, visited the offices and presses of six newspaper establishments representing ten dailies at different centres with a view to obtaining first hand knowledge of the actual working of the newspapers. A list of the newspaper presses/offices visited, with dates, is given at Appendix I.24. The projected visit of the Committee on 5 July 1974 to the *Times of India* press in Bombay had to be cancelled due to dislocation of normal life in the city owing to extraordinarily heavy rain.

Duration of Inquiry

1.19. Hardly any study had so far been made in the field of newspaper economics in India. The Committee had thus to break new ground and a good deal of care and scrutiny had to go into the work. Apart from the delay in sanction and recruitment of staff and availability of office accommodation and even of funds at certain stages, the Committee's work was seriously impeded, first, by lack of adequate response from the newspapers when data were expected to be supplied by the papers on a voluntary

basis and, thereafter, further delayed by a writ petition filed in a High Court challenging the constitution of the Committee as well as the Commission of Inquiry powers conferred on it. The following are some of the important dates to be noted in this connection:

- 14 April 1972 Appointment of the Committee.
- 8-9 May 1972 First meeting of the Committee.
- 7-8 March 1973 Committee expressed disappointment at the lack of response from the newspapers to its questionnaire and passed a resolution requesting for powers to compel compliance.
- 26 April 1973 Government notification conferring on the Committee powers under the Commissions of Inquiry Act.
- 19 May 1973 Fresh notices issued by the Committee to defaulting newspapers in terms of the notification of 26 April 1973.
- 13 July 1973 Writ petition filed by the Statesman in the Calcutta High Court challenging the validity of constitution of the Committee and conferment of powers on it under the Commissions of Inquiry Act.
- 13-27 March 1974 Hearing of the Writ petition case.
- 22 April 1974 Judgment of the Calcutta High Court upholding the validity of constitution of the Committee and conferment of powers under the Commissions of Inquiry Act on the Committee but holding that the Government notification of 26 April 1973 had not validly conferred powers under section 5 of the Commissions of Inquiry Act which includes the power to require information.
- 29-30 April 1974 Amendment of government notification of 26 April 1973 and issue of fresh notification thereafter conferring powers under section 5 of the Commissions of Inquiry Act, including the power to require information.

Twenty Months Lost

1.20.1. The Committee's work has apparently taken 32 months counting from the date of its first meeting. Out of these, nearly 10 months were lost in waiting for voluntary compliance

with the request for data. The ten-page limit on the allocation of newsprint to daily newspapers, imposed by Government in the Newsprint Allocation Policy for 1972-73 was struck down by the Supreme Court in the Bennett Coleman and Others (Newsprint) case on 30 October 1972 (AIR 1973, Supreme Court 106). The Committee thereafter issued a notification amending that part of its questionnaire where information was sought on a ten-page ceiling basis. Many newspapers, however, considered the Committee's study unnecessary after the Supreme Court Judgment and such a view was also initially expressed by the IENS.

1.20.2. Soon after the issue of the Government notification giving powers to the Committee for compelling compliance of its requisition for information under the Commissions of Inquiry Act and the Committee's fresh notice to defaulting newspapers asking for data under that Act, came the Writ petition from the *Statesman* in the Calcutta High Court. It took about 9½ months from the date of filing the case to the date on which amended orders were issued by Government in accordance with Court's judgment. While the *Statesman* case was pending in the High Court, many other papers also held back information waiting for the results of the case. The Committee could start using its full powers only after the end of April 1974 and oral evidence could also start only after the legal position had become clear. The Committee thus lost about twenty months, first, on account of lack of powers and, later on account of the Court case.

Meetings of the Committee

1.21. The Committee held twenty-two meetings on the dates and places shown at Appendix I.23.

Scheme of the Report

1.22.1. The report of the Committee is in two parts, Part I being the main report at the end of which come the appendices and annexures. Part II of the report contains some further Annexures, the summarised balance-sheets and profit and loss accounts of 63 selected newspaper undertakings enterprisewise.

1.22.2. The Report of the Committee as contained in the succeeding chapters, covers the entire field of the economics of the newspaper industry, with particular emphasis on the points listed in the terms of reference. In order to facilitate the full understanding of the problem, the general background of the daily press in India has been described in Chapter II. This Chapter is entirely based upon the material already available in

the published reports and other records of the Registrar of Newspapers for India. This is followed by Chapter III, which deals with the general features and the special problems of the economics of the daily newspapers, with emphasis on the dual sources of revenue and on the crucial factors operating on the cost side. The next chapter, Chapter IV, gives an account of the technique of newspaper production and also studies the problems of capital equipment. An examination is also made of the import policy of the Government in regard to printing machinery, spare parts, etc. The three chapters that follow (Chapters V, VI and VII) analyse the financial data collected by the Committee relating to the capital investments in newspaper undertakings, their profitability and their revenues and costs. These chapters are based on balance sheets and annual accounts and also on the replies obtained by the Committee to the main questionnaire issued by it. Chapter VIII analyses the replies received from newspapers to the supplementary set of questions sent to them regarding the impact of the 30 per cent cut in newsprint quota imposed in July 1973. The non-financial data available in the questionnaire have been analysed with special emphasis on advertisements in Chapter IX and on employment and wages in Chapter X. The next chapter (Chapter XI) deals with the most important single element in the cost of production of newspapers, namely, newsprint. The study covers domestic production, import and distribution of newsprint among the different types of dailies. An attempt has been made in Chapter XII to discover whether any norms of expenditure can be defined either for the newspaper industry as a whole or for particular categories. This chapter also contains the Committee's recommendations on the question of fair prices. Finally, there is Chapter XIII, which includes a study of a number of important matters, which, though not directly within the terms of reference, emerge out of the discussion on the economic problems. The report concludes with Chapter XIV which gives a summary of the recommendations. We have not attempted to summarise the findings because, ours being a fact-finding inquiry, any attempt to summarise the conclusions, torn away from the context, the detailed discussion and the facts presented before arriving at any conclusion, is likely to be misleading in many instances. Summaries have, however, been appended to the chapters analysing the financial data.

Acknowledgement

1.23.1. Before concluding this chapter the Committee would like to express its appreciation of the newspapers and newspaper undertakings which were prompt in furnishing information and data required by the Committee despite the general atmosphere

of reluctance to supply information on the part of a majority of the newspapers. We have given at Appendix I.26 at the end of the report a list of the sample as well as non-sample papers which furnished information before the Committee used the coercive powers vested in it under the Commissions of Inquiry Act.

1.23.2. The Committee is particularly grateful to the management of the three papers—*The Hindu*, Madras; *Pratap*, Delhi and *National Herald*, Delhi and Lucknow—which agreed to give facilities to the Committee for a preliminary study (in the light of which a detailed questionnaire was subsequently framed), and the other newspapers whose offices and presses the Committee visited (*vide* Appendix I.24).

1.23.3. Shri G. Govindan, Registrar of Newspapers for India, was our first Member-Secretary. The Committee was greatly benefited by his wide knowledge and deep understanding of all the problems of the Indian daily press. His clear and balanced judgment was of immense help to the members of the Committee in their evaluation of the conflicting views and opinions that flowed in. It was unfortunate that he had to take long leave on account of illness and then to take up another appointment. The Committee suffered a serious loss in being deprived of his services and advice at a crucial stage of its work.

1.23.4. Shri A. Datta-Majumdar, who had been Joint Secretary to the Committee from the beginning, was appointed Member-Secretary with effect from 13 August 1974. He devoted himself whole-heartedly to the work of the Committee, both administrative and technical, and he bore patiently the burdens and strains that were necessarily connected with the work. The Committee also benefited from his experience as Deputy Press Registrar, which enabled him to provide the necessary background information for all discussions.

1.23.5 The work of collating and processing the financial data supplied by the newspapers through their replies to our questionnaire and of analysing the balance sheets was done by a group in the Cost Accounts Branch, Ministry of Finance, under the supervision of our Member, Shri R. Rajagopalan. The Committee places on record its deep appreciation of the painstaking and efficient work done by the group and, in particular, by Shri A. Kumar, Shri M. L. Mehta, Shri S. R. Rao and Shri C. D. Vashist.

1.23.6 The Committee is happy to record its appreciation of the services of a very devoted band of extremely hardworking and efficient officers and staff on the Committee's secretariat. The

names of the members of the staff are given at Appendix I.27. Special mention may be made of the following: Shri Surendra Mohan (Research Officer), Shri Subhendu Dasgupta (Assistant Research Officer), Shri K. C. Banerjee (Private Secretary to Chairman), Shri J. S. Tuli (Administrative Officer) and Capt. G. Mukherjee (Assistant Research Officer). The two last named officers have been associated with the Committee's work almost from the beginning.

1.23.7. As stated earlier the office of the Registrar of Newspapers rendered secretariat assistance to the Committee in the initial stages, before the recruitment of the Committee's own staff and also furnished various information required by the Committee from time to time. The Press Information Bureau Calcutta, Madras and Bombay, the Directorate of Advertising and Visual Publicity, the office of the Registrar General of India, the State Trading Corporation and the Hindustan Paper Corporation rendered the Committee valuable assistance in supplying information required by the Committee. In particular, the Press Information Bureau, Calcutta was very helpful in various ways before the setting up of a small office of our Chairman in Calcutta. The Registrars of Companies in different regions made available to the Committee copies of balance-sheets and profit and loss accounts of some of the newspaper undertakings, which were not otherwise forthcoming. The Income-Tax Commissioners in the different regions assisted the Committee with information and documents whenever required. The Income-Tax Commissioners, Bombay, Madras and Calcutta, also assisted the Committee by making available their conference rooms and guest house accommodation for officers and members of the Committee during the Committee's tour of the respective centres. An Income-tax Officer at Madras, Shri P. P. Menon, made available his services as an interpreter when a newspaper representative from Kerala gave his evidence in Malayalam.

1.23.8. We are grateful to Shri S. K. Gupta, Joint Director of the Central Statistical Organisation (Sampling Division) and his Assistant Director, Shri Prakasa Rao, who helped the Committee in drawing the samples of the papers in circulation categories 50,000 and below.

1.23.9. Finally the Committee would like to thank the large number of representatives of newspapers, associations of newspaper employers and employees and other official and non-official witnesses who took the trouble of appearing before the Committee and gave the Committee the benefit of their experience.

CHAPTER II

THE DAILY PRESS—GENERAL BACKGROUND

2.1.1. A “newspaper” has been defined in India’s Press and Registration of Books Act, 1867 as meaning “any printed periodical work containing public news or comments on public news”. A newspaper according to this Act, may thus be a daily, a tri or bi-weekly, weekly, fortnightly or a publication which appears at longer intervals. According to the UNESCO, “daily newspaper” means a newspaper issued at least four times a week*. Although the Press and Registration of Books Act in India does not define a daily newspaper in the same manner as the UNESCO *Statistical Year Book*, the Registrar of Newspapers for India in his annual report entitled *Press in India* has adopted the UNESCO definition of a daily newspaper as meaning a publication issued at least four times a week. Apart from the fact of periodicity, a daily newspaper serves, through the printed word, as primary source of news, or comments thereon to the reader. Before publishing a newspaper in India the publisher and printer have to file a declaration in the prescribed form before a competent magistrate. In the case of a daily newspaper the declaration becomes invalid if, during any period of three months, at least half the number of issues which should have been published have not been published. In that event the printer and publisher of the daily have to file a fresh declaration before resuming its publication.

2.1.2. In this chapter an attempt has been made to give a general background of the daily press, mainly based on the information and statistics available in the annual reports of the Registrar of Newspapers for India, before discussing the particular field of newspaper economics. For the year 1973 the figures given in this and subsequent chapters are provisional.

Number and Circulation of Dailies

2.2.1. The number and circulation of dailies during the period 1967 to 1973 are shown in the following table. The percentage increase or decrease in circulation in each year, compared to the previous year, is also shown.

*UNESCO : *Statistical Year Book* 1967, p 443.

TABLE II.1

Number and circulation of dailies (1967—1973)

Year	Total number	Number for which circulation available	Circulation (lakhs)	Percentage increase/decrease in circulation, compared to previous year
1973	830	610	94.36	+6.3
1972	793	557	88.73	-2.5
1971	821	534	90.96	+9.6
1970	695	485	82.99	+8.0
1969	650	449	76.87	+5.0
1968	636	479	73.21	+4.1
1967	588	450	70.30	+5.6

2.2.2. The daily papers for which circulation figures are not available are mostly small ones and, in some cases, it is possible that these have ceased publication. In any case, the total circulation of the non-reporting papers cannot be very large and it is safe to infer that the total circulation of daily newspapers in India has not yet crossed the one crore mark.

2.2.3. The number of daily newspapers in India rose from 588 at the end of 1967 to 830 at the end of 1973 and their combined circulation rose from 70.3 lakhs in 1967 to 94.4 lakhs in 1973. Whereas the number of papers rose by 41.1 per cent during the period, their combined circulation rose by 34.2 per cent.

2.2.4. The number and circulation of dailies (language-wise) in 1967, 1971 and 1973 are given in the following table. As the shortage of newsprint started developing since the beginning of 1972 and became particularly acute in the middle of 1973, the figures for 1971, which may be said to be the last of the years during a phase of comparative normalcy in the newsprint supply situation, are quite significant and would serve as a basis for comparison for the later years when short supply and high prices of newsprint dominated the newspaper scene.

TABLE II.2

*Number and circulation of dailies, 1967, 1971 and 1973
(Languagewise)*

Language	Number of dailies			Circulation in thousands*		
	1973	1971	1967	1973	1971	1967
English . . .	75	78	61	22,30	22,19	1,782
Hindi . . .	255	222	174	16,99	15,16	10,32
Malayalam . . .	65	60	44	11,12	11,11	7,83
Marathi . . .	78	77	48	9,49	9,10	6,29
Tamil . . .	86	97	28	8,74	9,08	7,81
Gujarati . . .	34	43	38	7,48	6,33	5,33
Bengali . . .	17	15	13	5,69	5,97	4,72
Urdu . . .	92	102	83	3,91	3,76	3,62
Kannada . . .	47	39	31	3,34	3,14	2,51
Telugu . . .	14	17	14	2,31	2,37	1,98
Oriya . . .	7	7	6	94	90	76
Punjabi . . .	18	18	15	81	73	54
Assamese . . .	3	2	2	35	..	17
Sindhi . . .	5	4	5	27	21	20
Sanskrit . . .	1	1	..	02	01	..
Others (including bilingual and multilingual)	33	39	26	60	40	40
TOTAL . . .	830	821	588	94,36	90,96	70,30

*Figures relate to a lesser number of dailies which furnished date—as explained in *Table II.1*

2.2.5 Although the largest number of papers were published in Hindi, in circulation the English dailies topped the list, distantly followed by Hindi and Malayalam dailies. It is to be noted that there was one daily in Sanskrit as well, with a circulation of about 2,000 copies only. The number of dailies in Urdu was quite large but not their circulation. There were, at the end of 1973, 33 bilingual and multilingual dailies with a combined circulation of about 60,000 copies.

2.2.6. The relative importance of English as against the Indian languages in newspaper readership in India is brought out in the following table:

TABLE II. 3

Circulation of dailies in English and Indian Languages
(figures within brackets indicate percentage of total circulation)

Language	Circulation (in lakhs)		Growth in circulation (1967-1973) (per cent)
	1973	1967	
English	22.30 (23.6)	17.82 (25.3)	(25.1)
Indian languages (excluding bilingual and multilingual dailies)	71.46 (75.7)	52.08 (74.1)	(37.2)
Bilinguals and multilinguals	60 (0.7)	40 (0.6)	(50.0)
TOTAL (including bilingual and multilingual dailies)	94.36 (100.0)	70.30 (100.0)	(34.2)

2.2.7. The circulation of English dailies accounted for about a fourth of the total daily circulation. Whereas the overall growth in daily circulation during the period 1967-73 was 34 per cent, the circulation of English dailies rose by 25 per cent and that of all Indian languages dailies by 37 per cent. The number of dailies which furnished the circulation data were as follows: 1973-610; 1967-368.

2.2.8 The growth in newspaper circulation in a few selected Indian languages between 1967 and 1973 is shown in the following table:

TABLE II. 4

Growth in newspaper circulation in selected Indian Languages

Language	Circulation (in lakhs)		Growth in circulation (1967-73) per cent
	1973	1967	
Hindi	16.99	10.32	64.6
Bengali	5.69	4.72	20.6
Tamil	8.74	7.81	11.9
Marathi	9.49	6.29	50.9
Malayalam	11.12	7.83	42.0

2.2.9 Although dailies in Indian languages as a whole recorded a higher rate of growth in circulation than those in English dailies some of the Indian languages like Tamil and Bengali showed a lower rate of growth 11.9 per cent and 20.6 per cent respectively than English. Newspaper circulation, however, grew phenomenally in the case of Hindi (65 per cent), Marathi (51 per cent) and Malayalam (42 per cent) during the same period.

Newspaper Circulation and Population

2.3.1 The percentage distribution of circulation of dailies (language-wise) and the percentage distribution of persons speaking the different languages are given below :

TABLE II.5
Newspaper circulation and population (Language-wise)
1973

Language	Percentage distribution of circulation of dailies	Percentage distribution of India's population
	(1973)	(Mother-tongue 1971)
Hindi	18.1	29.67
Malayalam	11.78	4.00
Marathi	10.06	7.70
Tamil	9.26	6.88
Gujarati	7.93	4.73
Bengali	6.03	8.17
Urdu	4.14	5.22
Kannada	3.54	3.96
Telugu	2.45	8.17
Oriya	1.00	3.63
Punjabi	0.86	2.99
Assamese	0.37	1.64
Sindhi	0.29	0.31
Sanskrit	0.02	0.00
Kashmiri	0.44
Others (including bilingual and multi-lingual)	0.63	12.45

2.3.2 Circulation of dailies per thousand population (language-wise) in 1973 is shown in the following tables. The position a decade earlier, in 1963, is also shown alongside.

TABLE II.6

*Circulation of dailies per thousand inhabitants (language-wise), 1963 and 1973**

Language	Newspaper Circulation (number of copies) per thousand population (Mother-Tongue)		Percentage increase/ decrease 1963-1973
	1973	1963	
Malayalam	50.7	36.8	37.8
Gujarati	28.9	19.5	48.2
Tamil	28.2	21.6	7.4
Marathi	22.5	16.4	37.2
Sindhi	16.1
Kannada	15.4	10.2	51.0
Urdu	13.7	13.1	4.6
Bengali	12.7	8.5	49.4
Hindi	10.5	5.7	84.2
Telugu	5.2	4.5	15.6
Punjabi	4.9	5.3	(-)-8.2
Oriya	4.7	4.2	11.9
Assamese	3.9	1.0	290.0
Sanskrit	0.9
Kashmiri
Others (including bilingual and multi-lingual)	0.9

*1963 figures have been taken from *press in India-1966*. 1973 figures have been worked out by the Committee's Office. Tables II.5 and II.6 above do not include the figures for the papers in English because the readers of these papers are mostly people whose mother tongue is not English. If the number of copies of English Language papers is put against the number of persons speaking English, one gets the figures 11150 copies per thousand of the English speaking population in India.

2.3.3 Daily circulation per thousand inhabitants was the highest in Malayalam in 1973 (50.7) as well as 1963. Gujarati rose from the third to the second position compared to a decade ago while Tamil fell from second to third position. Assamese, Oriya and Punjabi, in that order, occupied the lowest position, not counting 'Sanskrit' which is hardly a spoken language. Hindi, Kannada and Bengali showed the highest percentage increase in newspaper circulation per thousand population during the decade whereas Punjabi showed a decrease (-8.2 per cent). In the case of Oriya and Tamil the rate of increase during the decade was small.

2.3.4 Newspaper circulation in India, viewed in the context of the population in different States and Union Territories, is given below. Since the State/Territory-wise break-up of the circulation of all the dailies is not easily available, the circulation of dailies *published* in each State/Territory has been divided by the population to arrive at the number of daily newspaper copies per thousand population. It should be noted that the figures for Union Territories which are mainly urban are not comparable with those for the States. This is important in the case of the Delhi papers, which serve a wide area outside the Union Territories and, relatively speaking, much more important in the case of Chandigarh, which also serves the Punjab and Haryana. Even in the case of the States, western Uttar Pradesh is largely served by Delhi papers while the Calcutta papers reach a wide area in the eastern districts of State. Orissa, Assam and parts of Madhya Pradesh similarly are served by the Calcutta papers. The last column in the table should not be taken as an indicator of the newspaper reading habits in an area for which statewise break-up of circulation of every paper should be taken into account. This calls for further research.

TABLE II.7
Daily newspaper circulation and population, 1973
(Statewise)

State/Union Territory	Circulation of dailies published in the State/ Union Territory (thousand)	Population mid-1973 (lakhs)	Number of newspaper copies per thousand inhabitants
1	2	3	4
Chandigarh	115	3	383.33
Delhi	913	44	207.50
Kerala	1129	222	50.86

1	2	3	4
Goa, Daman and Diu	37	10	37·00
Maharashtra	1758	525	33·39
Tamil Nadu	1192	427	27·92
Gujarat	612	280	21·86
West Bengal	990	464	21·34
Punjab	263	140	18·79
Tripura	15	16	9·38
Jammu & Kashmir	43	48	8·96
Madhya Pradesh	366	437	8·38
Karnataka	543	304	7·86
Andhra Pradesh	336	450	7·47
Uttar Pradesh	612	912	6·71
Manipur	6	11	5·45
Rajasthan	140	269	5·20
Assam	68	158	4·30
Orissa	95	228	4·17
Bihar	205	583	3·52
Himachal Pradesh	1	35	0·29
Haryana	104	..
Meghalaya	10	..
Nagaland	5	..
Pondicherry	5	..
Arunachal Pradesh	5	..
Andaman & Nicobar Islands	1	..
Dadra & Nagar Haveli	1	..
Mizoram	2
ALL INDIA	9436	5697	16·56

Papers Commenced and Ceased

2.4.1 The following table shows the number of dailies which commenced publication and of those which ceased publication during each of the years 1967 to 1973.

TABLE II.8
Number of dailies commenced and ceased 1967-1973*

Year	Number of dailies†	
	Commenced publication	Ceased publication
1973	59	11
1972	55	2
1971	124	24
1970	66	21
1969	43	22
1968	54	22
1967	64	24

2.4.2 About five to six dozen dailies commenced publication in each year (1971 being an exceptional year on account of elections which were held in that year and also in the beginning of 1972). Whereas nearly two dozen papers generally ceased publication during each year, in 1972 and 1973 fewer papers were recorded to have ceased publication.

Circulation Pattern

2.5.1 The following table shows the number and circulation of dailies and their break-up according to circulation ranges—big, medium and small. The big and small categories have been further subdivided into two sub-categories. The break-down for 1967 is also shown.

*Papers which started or ceased in previous year but brought on record or removed from record during the year and changes of periodicity from daily to other periodicities or *vice-versa*, are not reflected in this table.

†Includes tri-weeklies and bi-weeklies.

TABLE II-9

Circulation pattern of dailies, 1973

(Figures for 1967 are given within brackets)

Circulation category/range		Dailies*			
		Number†		Circulation (thousand)	
		1973	1967	1973	(1967)
Big	Above one lakh	21	} (32)	31,29	} (32,22)
	above 50,000—1,00,000	21		15,06	
Medium	above 15,000—50,000	97	(81)	27,40	(22,82)
Small	above 5,000—15,000	170	} (371)	14.63	} (16,32)
	5,000 and below	346		7,05	
TOTAL		655	(484)	95.43	(71.36)

2.5.2 The figures given above are higher than for those given in Table II.1 because these figures include tri-weeklies and bi-weeklies. Out of 655 dailies including bi-weeklies and tri-weeklies, 610 were dailies in the accepted sense of the term. There were thus, in 1973, 45 bi-weeklies and tri-weeklies with a total circulation of 1.07 lakhs, which was just about 1 per cent of the total circulation of all the daily papers.

2.5.3 Only 42 out of the 655 dailies in 1973, which furnished circulation data, were in the big circulation category above 50,000; half of these had circulation above one lakh each. Ninety-seven dailies were in the medium category (15,001-50,000). The remaining 516 dailies were in the small circulation category (15,000 and below), nearly two-thirds of these having circulation of 5,000 or less. In circulation, however, the big category papers accounted for a little less than one half; a little more than half the remainder going to the medium category papers and a little less than half of it to the small category papers.

*Including tri-weeklies and bi-weeklies.

†Figures refer to the number of dailies for which circulation data were available.

2.5.4 According to provisional figures for 1973, four dailies rose from the medium circulation category to the big category whereas three others fell from big to medium category. One small category paper rose to medium category in 1973 while one medium category paper went down to the small category. The circulation figures for 1972 and 1973 of the concerned papers are given below:

TABLE II.10

Circulation of dailies which crossed from one category into another, 1972-1973

Name of dailies	Circulation	
	1973	1972
<i>From Big to Medium</i>		
1. <i>Kesari</i> , Marathi, Poona	44,616	51,681
2. <i>Indian Express</i> , English, Bangalore	49,994	51,858
3. <i>Indian Express</i> English, Vijayawada	46,143	52,108
<i>From Medium to Big</i>		
1. <i>Dinamalar</i> , Tamil, Tirunelveli	50,794	32,947
2. <i>Samaj</i> , Oriya, Cuttack	51,569	48,967
3. <i>Alai Osai</i> , Tamil, Madras	61,478	46,790
4. <i>Indian Nation</i> , English, Patna	53,043	48,963
<i>From Medium to Small</i>		
<i>Sainik Daily</i> , Hindi, Agra	13,108	15,034
<i>From Small to Medium</i>		
<i>Janayugam</i> , Malayalam, Quilon	19,026	14,298

2.5.5 The percentage share of big, medium and small category dailies in the total circulation of dailies in 1967 and during the last three years is shown in the following table:

TABLE II.11

Share of big, medium and small dailies in total daily circulation

(Figures relate to the number of dailies for which data were available)

Category	Year	Number of papers*	Circulation† (in lakhs)	Percentage of total circulation of all dailies
1	2	3	4	5
Big	1973	42	46.4	48.6
	1972	44	45.0	50.0
	1971	49	50.7	55.1
	1967	32	32.2	45.2

1	2	3	4	5
Medium	1973	97	27.4	28.7
	1972	85	24.8	27.6
	1971	88	23.5	25.4
	1967	81	22.8	32.0
Small	1973	516	21.7	22.7
	1972	474	20.3	22.6
	1971	439	17.8	19.5
	1967	371	16.3	22.8

*Including tri and bi-weeklies. The circulation of these was, however very small.

†Total circulation of dailies (lakhs):
1973: 95.43; 1972: 90.02; 1971: 92.00; 1967: 71.36

Centres of Newspaper Publication

2.6.1 The following table shows the number and circulation of dailies according to centres of publication:

TABLE II.12
Circulation of dailies according to centres of publication, 1973*
(Figures within brackets indicate percentages of the total)

Centres of publication	1973	
	Number	Circulation† (1000)
Metropolitan Cities (Delhi, Bombay, Calcutta and Madras)	110 (16.8)	37,32 (39.1)
State Capitals (excluding metropolitan cities)	115 (17.7)	17,38 (18.2)
Cities with a population of more than one lakh (excluding metropolitan cities and State Capitals)	275 (41.9)	30,32 (31.8)
Towns with a population of less than one lakh	155 (23.6)	10,41 (10.9)
TOTAL	655 (100.0)	95,43 (100.0)

*Including tri-weeklies and bi-weeklies. The number of these was, however, very small.

†Figures relate to the number of papers for which circulation data were available.

2.6.2 About 42 per cent of all the dailies were published from cities with a population of more than one lakh excluding the metropolitan cities (Delhi, Bombay, Calcutta and Madras) and the State Capitals. Each of these two latter categories accounted for about one-sixth of the total number of papers. Towns with a population of less than one lakh accounted for a little less than one-fourth. In circulation, however, the metropolitan dailies had the largest slice, namely, 39 per cent. Cities with a population of more than one lakh accounted for less than a third of the total circulation.

Metropolitan Dailies

2.7.1 The share of daily circulation commanded by the metropolitan dailies on the one hand and towns with a population of less than one lakh on the other are shown below:

TABLE II.13

Percentage share of Metropolitan Cities and Small Towns in total daily circulation

Year	Percentage share in total daily circulation	
	Metropolitan cities (Delhi, Bombay, Calcutta and Madras)	Towns with a population of less than one lakh
1973	39.1	10.9
1972	41.3	9.5
1971	42.0	8.1
1970	40.9	7.5
1969	43.2	5.3
1968	44.9	6.7
1967	46.5	6.3

The above table shows that the percentage share of metropolitan dailies in total daily circulation has been going down and that of the small towns going up over the period.

2.7.2 The circulation of the metropolitan dailies within the metropolis, within the State excluding the metropolis and outside the State, is shown below for each of the metropolitan areas:

TABLE II.14
Circulation of Metropolitan Dailies, 1973

Metropolitan area	Number dailies	Circulation (thousand)			
		Within the Metro- polis	Within the State (excluding the Metro- polis)	Outside the State	Total
Bombay . . .	23	7,41	2,16	1,09	10,66
Delhi . . .	25	3,97	..	5,21	9,18
Calcutta . . .	15	4,57	2,70	1,57	8,84
Madras . . .	14	2,37	1,18	0,58	4,13
TOTAL . . .	77	18,32	6,04	8,45	32,81

2.7.3 The following table gives the break-up of the circulation of metropolitan dailies for which data were available (i) within the metropolis, (ii) within the State, excluding the metropolis, and (iii) outside the State, in terms of percentage of total circulation of metropolitan dailies, for the years 1967 to 1973:

TABLE II.15
Circulation of Metropolitan dailies
(Percentage of total circulation of metropolitan dailies)

Year	Circulation of metropolitan dailies			
	Within the metro- polis	Within the State (exclu- ding the metro- polis)	Outside the State	Outside the metro- polis
1973	55.8	18.4	25.7	44.1
1972	52.8	20.4	26.8	47.2
1971	53.1	22.1	24.8	46.9
1970	52.0	21.1	26.9	48.0
1969	50.8	20.2	29.0	49.2
1968	49.2	24.6	26.2	50.8
1967	47.6	24.5	27.9	52.3

2.7.4 In 1973, 55.8 per cent of the total circulation of the metropolitan dailies were within the metropolis and only 44.1 per cent outside the metropolis. This is in sharp contrast to the position in 1967 when the respective percentages were 47.6 and 52.3. The percentage share of circulation of the metropolitan dailies outside the metropolis has almost steadily been diminishing since 1967 and fell from 52.3 to 44.1 per cent during the period. This shows either that the hold of the metropolitan dailies on the mofussil readers has been declining owing to the growth of provincial and local dailies or that newspaper readership in the metropolitan areas increased much more than readership in the non-metropolitan areas.

Non-metropolitan Dailies

2.8.1 The table below shows the number and circulation of non-metropolitan dailies during the period 1967-1973:

TABLE II.16
Growth of the Non-Metropolitan Daily Press

Year	Number of papers*	Circulation† (thousand)	Percentage share in total daily circulation	
			Non-metropolitan dailies	Metropolitan dailies
1973	545	58,11	60.9	39.1
1972	488	52,87	58.7	41.3
1971	456	53,36	58.0	42.0
1970	608	49,78	59.1	40.9
1969	574	44,28	56.8	43.2
1968	557	40,83	55.1	44.9
1967	531	35,75	53.5	46.5

*Including tri-weeklies and bi-weeklies.

†Figures relate to the number for which circulation data were available.

2.8.2 While the share of metropolitan dailies in total daily circulation fell from 46.5 per cent in 1967 to 39.1 per cent in 1973, the non-metropolitan dailies correspondingly increased their share from 53.5 per cent to over 60 per cent. This shows that the provincial and local papers are successfully competing with and holding their own, against the metropolitan daily papers.

2.8.3 Although the break up of circulation of the metropolitan papers as given at para 2.7.2 above is available, similar break up in respect of the dailies published from the State capitals, other cities and smaller towns is not available. There is scope for research on the character and composition of readership of the dailies published from the respective areas.

Ownership Pattern of Dailies

2.9.1 The following table shows the break-up of the dailies in 1967 and 1973 according to their form of ownership:

TABLE II.17

Ownership Pattern of dailies, 1967 and 1973

(Figures within brackets indicate percentage of the total)

Form of ownership	Number	
	1973	1967
Individual	516 (62.2)	332 (56.5)
Joint Stock company	143 (17.2)	116 (19.7)
Firm and partnership	99 (11.9)	82 (13.9)
Trust	32 (3.9)	18 (3.1)
Society/Association	29 (3.5)	31 (5.3)
Political parties	10 (1.2)	8 (1.3)
Government (Central and State)	1 (0.1)	1 (0.2)
TOTAL	899 (100.0)	588 (100.0)

2.9.2 More than three-fifths of all dailies in 1973 were owned by individuals. In 1967 less than three-fifths were so owned. Joint stock companies owned the next largest slice of the dailies followed by firms and partnerships. The above table (Table II.17) does not give the circulation figures which are available only for 610 papers in 1973 and for 450 papers in 1967. A separate table is given below showing the data in respect of the dailies for which circulation figures were available. The data for this table have been derived from information supplied by the Registrar's office.

TABLE II.18

Circulation of Dailies according to ownership forms, 1967 and 1973

(Figures within brackets indicate percentages of the total)

Form of ownership	1973		1967	
	Number	Circulation (thousand)	Number	Circulation (thousand)
Private Ltd.	79 (13·0)	30,32 (32·1)	57 (12·7)	22,51 (32·0)
Public Ltd.	49 (8·0)	28,08 (29·8)	59 (13·1)	20,05 (28·5)
Individual	336 (55·0)	15,00 (15·9)	212 (47·1)	12,19 (17·3)
Firm/Partnership	84 (13·8)	10,73 (11·4)	73 (16·2)	7,26 (10·3)
Trust	31 (5·1)	7,40 (7·9)	21 (4·7)	6,28 (8·9)
Society/Association	15 (2·5)	2,02 (2·1)	14 (3·1)	1,21 (1·7)
Cooperative Society	9 (1·5)	42 (0·4)	4 (0·9)	45 (0·7)
Political Party	7 (1·1)	39 (0·4)	9 (2·0)	34 (0·5)
State Government	1 (0·2)	1 (0·1)
TOTAL	610 (100·0)	94,36 (100·0)	450 (100·0)	70,30 (100·0)

2.9.3 It will appear that though in 1973, 62.2 per cent of the papers were owned by individuals and only 17.2 per cent by joint stock companies (vide Table II.17), circulation-wise, the public limited companies accounted for 29.8 per cent and private limited companies 32.1 per cent.

Common Ownership

2.10.1 A large percentage of the dailies and a still larger share of the total circulation are accounted for by dailies owned by common ownership units, also described as chains, groups and multiple units. 'Common Ownership Unit' has been defined as "a newspaper establishment owning two or more news-interest newspapers, at least one of which is a daily."

2.10.2 The total number of common ownership units at the end of 1973 was 94 which together owned 206 dailies with a combined circulation of 66.92 lakhs. The corresponding figures for 1967 were: 62 common ownership units owning 142 dailies with a combined circulation of 49.66 lakhs.

TABLE II.19

Number of Common Ownership Units and Number and Circulation of Dailies owned by them

Year	Number of ownership units	Number of dailies	Circulation (thousand)
1973	94	206	66,92
1972	95	211	64,30
1971	98	217	67,94
1970	72	182	60,69
1969	65	170	54,99
1968	64	165	49,88
1967	62	142	49,66

2.10.3 The number and circulation of dailies under common ownership rose by 45.1 per cent and 34.8 per cent respectively during the period against 41.2 per cent and 34.2 per cent in the case of all dailies. The relative proportion of the circulation of common ownership papers to total circulation of news-interest papers has thus remained more or less stable during the period.

2.10.4 In 1973, there were 19 common ownership units each claiming a combined daily circulation of one lakh copies and above. The ten leading common ownership units, the number of dailies owned by them and their combined circulation are shown below. The percentage shares in the circulation of dailies in different languages commanded by these units are also shown.

TABLE II.20

Number and Circulation of Newspapers owned by leading Common ownership units (1973)

Common ownership unit	Dailies*			
	Number	Circulation (thousand)	Percentage share in circulation of dailies in different languages	
1. Express Newspapers	14	9,09	English	18.8
			Marathi	15.2
			Kannada	14.2
			Tamil	20.4
			Telugu	49.3
2. Bennett Coleman & Co. Ltd.	8	7,28	English	15.6
			Hindi	14.5
			Marathi	13.1
3. Hindustan Times and allied publications	6	3,78	English	8.3
			Hindi	11.0
4. Ananda Bazar Patrika Pvt. Ltd.	3	3,66	English	2.8
			Bengali	52.4
5. Thanthi Trust and allied publications	13	3,41	Tamil	39.0
6. Amrita Bazar Patrika and allied publications	4	3,37	English	6.6
			Bengali	32.9
7. Malayala Manorama Co. Ltd.	2	3,16	Malayalam	28.4
8. Mathrubhumi Printing & Publishing Co. Ltd.	2	2,75	Malayalam	24.7
9. Kasturi & Sons Ltd.	3	2,05	English	9.2
10. Statesman Ltd.	2	1,95	English	8.7

*Including tri-weeklies and bi-weeklies. The number and circulation of tri-weeklies and bi-weeklies are, however, very small.

The Express Newspapers group, with 14 dailies and a combined circulation of over 9 lakhs, was the leading common ownership unit in 1973 followed by the Bennett Coleman & Co. Ltd., with 8 dailies and a combined daily circulation of 7.3 lakhs. The following are the cases of large shares of the total circulation in particular languages commanded by one group:

TABLE II.21

Group	Language	Percentage share in total daily circulation
1. Ananta Bazar Patrika Pvt. Ltd.	Bengali	52.4
2. Express Newspapers	Telugu	49.3
3. Thanthi Trust and allied publications.	Tamil	39.0
4. Amrita Bazar Patrika Pvt. Ltd. and allied publications.	Bengali	32.9

2.10.6 Each of these groups thus controlled 33 per cent or more of the total market supply in the respective fields indicated*. The question of application of the Monopolies and Restrictive Trade Practices Act to the field of newspaper production in different languages has been dealt with in Chapter XIII of our report.

Multi-edition Dailies

2.11 In 1973 there were 36 multi-edition dailies with a total of 91 editions. The *Indian Express*, with a combined circulation of 4,10,863, had the largest number of editions, namely, seven (Ahmedabad, Bangalore, Bombay, Delhi, Madras, Madurai and Vijayawada). Next came *Thanthi* (Tamil) with six editions (Coimbatore, Madras, Madurai, Tiruchirapalli, Tirunelveli and Vellore), and a combined circulation of 2,42,191. The Malai Murasu group of evening papers, allied to the Thanthi Trust, published from different centres also number seven but have been treated, for technical reasons, as a multi-edition daily since the titles are slightly different from edition to edition. The difference, however, lies only in the prefixes like 'Nellai', 'Kovai', 'Thanjai' (which are all place-names) added to the main title

*The Amrita Bazar group fell slightly short of this limit in respect of Bengali dailies.

Malai Murasu. It has been noticed in Chapter XIII that the ownerships of all these dailies are not nominally different from one another. Multi-edition dailies with circulation above one lakh are shown below.

TABLE II.22

Multi-Edition Dailies with circulation above one lakh, 1973

Name of the Paper	Circulation	
	1973	1972
<i>Indian Express</i> , English (Ahmedabad, Bangalore, Bombay, Delhi, Madras, Madurai and Vijayawada)	4,10,863	4,22,428
<i>Malayala Manorama</i> , Malayalam (Calicut and Kottayam)	3,15,813	3,05,754
<i>Times of India</i> , English (Ahmedabad, Bombay and Delhi).	2,95,900	2,71,759
<i>Mathrubhumi</i> , Malayalam (Calicut and Ernakulam)	2,75,292	2,65,821
<i>Nav Bharat Times</i> , Hindi (Delhi and Bombay)	2,51,584	2,46,614
<i>Thanthi</i> , Tamil (Coimbatore, Madras, Madurai, Tiruchirapalli, Tirunelveli and Vellore)	2,42,191	2,80,081
<i>Hindu</i> , English (Bangalore, Coimbatore and Madras)	2,05,451	1,84,019
<i>Statesman</i> , English (Calcutta and Delhi)	1,95,125	1,90,968
<i>Dinamani</i> , Tamil (Madras and Madurai)	1,78,730	1,69,659
<i>Andhra Prabha</i> , Telugu (Bangalore and Vijayawada)	1,14,023	1,14,807
<i>Sakal</i> , Marathi (Bombay and Poona)	1,02,012	84,461

Circulation Levels Attained

2.12.1 At the end of 1973 there were 21 dailies, each having a circulation of one lakh and above, taking only single edition papers into account. In 1972 and 1967, dailies with a circulation of one lakh and above numbered 20 and 13 respectively. A list of the dailies having circulation of one lakh and above in 1973 is given below. The circulation of these papers in 1972 and 1967 is also shown alongside.

TABLE II.23

Dailies with Circulation above one Lakh (1973)

Name of paper, language and place of publication	Circulation (thousand)		
	1973	1972	1967
1	2	3	4
1. <i>Ananda Bazar Patrika</i> , Bengli, Calcutta	3,02	3,10	1,92
2. <i>Malayala Manorama</i> , Malayalam, Kottayam	2,07	2,04	1,60
3. <i>Jugantar</i> , Bengali, Calcutta	1,90	1,94	1,43
4. <i>Nav Bharat Times</i> , Hindi, Delhi	1,85	1,80	1,13
5. <i>Times of India</i> , English, Bombay	1,77	1,59	1,48
6. <i>Hindustan</i> , Hindi, Delhi	1,57	1,61	1,06
7. <i>Hindustan Times</i> , English, Delhi	1,53	1,44	1,21
8. <i>Mathrubhumi</i> , Malayalam, Ernakulam	1,50	1,44	1,01
9. <i>Hindu</i> , English, Madras	1,47	1,31	1,42
10. <i>Statesman</i> , English, Calcutta	1,46	1,46	1,34
11. <i>Lokasatta</i> , Marathi, Bombay	1,46	1,37	1,32
12. <i>Kerala Kaumudi</i> , Malayalam, Trivandrum	1,40	1,35	99
13. <i>Maharashtra Times</i> , Marathi, Bombay	1,26	1,19	74
14. <i>Mathrubhumi</i> , Malayalam, Calicut	1,25	1,22	1,12
15. <i>Dinamani</i> , Tamil, Madurai	1,18	1,12	94
16. <i>Tribune</i> , English, Chandigarh	1,15	1,07	74
17. <i>Bombay Samachar</i> , Gujarati, Bombay	1,13	1,01	70

	1	2	3	4
18. <i>Milayala Minorama</i> , Malayalam, Calicut.		1,09	1,02	36
19. <i>Anrita Bazar Patrika</i> , English, Calcutta		1,08	1,06	1,12
20. <i>Gujarat Samachar</i> , Gujarati, Ahmedabad.		1.06	96	59
21. <i>Sandesh</i> , Gujarati, Ahmedabad		1.05*	1.00*	65
TOTAL		31,25	30.10	22,87

*Includes the circulation of the paper in the Baroda-Surat region where it circulates along with the Baroda supplement added to it. In 1967 there was no Baroda supplement of the paper, which started in 1969.

2.12.2 The three top circulation papers in 1973 as well as 1972, it is to be noted, were Indian language papers. *Ananda Bazar Patrika*, Bengali, Calcutta, has remained the highest circulated single edition daily in India for several years past. In 1967, however, the paper with the third largest circulation was an English language paper, namely, the *Times of India*, Bombay. The 21 papers having circulation above one lakh together accounted for a circulation of 31,25 lakhs or just about a third of the total daily circulation in India.

Need for more Realistic Press Statistics

2.13 The Committee has given the above position of the daily press as derived from the data already available with the Press Registrar. Even in regard to these, there is a special point to be noted. To take any single year, say 1973, the total number of dailies on the Registrar's list was 830 while the number of dailies for which circulation figures were available was only 610. The total number of dailies which received newsprint allocation in the licensing year 1973-74 was much less—only 438. Our Committee sent out the questionnaire, in 1972, to 756 dailies taking into account 821 dailies on the record of the Registrar at the end of 1971, and then screening out papers which were known to be non-existent. As explained in Chapter I, the Committee was ultimately left with a list of 534 dailies which could really be said to exist at that point of time. The remaining papers numbering nearly 300 did not seem to exist at all. This underlines the need for regular and systematic weeding out of non-existent papers from the record of the Registrar so as to make the annual data on the press more realistic. The collection of press statistics has been dealt with in Chapter XIII.

CHAPTER III

THE ECONOMICS OF DAILY NEWSPAPERS

"One of the objects of a newspaper is to understand popular feeling and give expression to it; another is to arouse among the people certain desirable sentiments; and the third is fearlessly to expose popular defects".

Mahatma Gandhi

Press Commission Study

3.1.1 The detailed data regarding the balance sheets, profit and loss accounts and other material available in the annual reports of the daily papers and of the replies to the questionnaire on costs and revenues have to be analysed in the light of certain essential features of the economics of the papers. There was a thorough study of the subject in the report of the Press Commission, 1954, but there have been very substantial changes in some of the elements in the last twenty years. The Press Commission gave a breakdown of the elements going into the cost of production, emphasising the significant role (about 32 per cent) of the cost of materials. Here again, the cost of newsprint was the really important element, while the cost of ink and other materials was negligible as a proportion of the total cost. The Press Commission also studied the share of advertisement and sales revenues in the total revenues of some selected papers. Of the total of 127 papers studied by them (1951) 18 had more than 60 per cent of the total revenue from advertisement. The selling price in 1951 was low, the highest being 2 annas and 6 pies (16 paise). It was noted that when the selling price was increased, there was an immediate decline in demand, but there was a subsequent recovery in most cases. Another important aspect of the problem studied by the Press Commission was the element of competition which sometimes took the form of price cut (or offering a larger number of pages at the same price) and sometimes there were devices like crosswords and other competitions for attracting customers. Unfair practices in the form of pressures upon advertisers and news agents were also noticed. Papers owned by chains or groups created problems of analysis which the Commission noted. There was also a discussion on the price-page schedule.

3.1.2 As already stated above, there have been some significant changes in the nature and magnitude of the variable involved in the last twenty years. The most significant change is the increase in the price of newsprint and the shortages in supply. In 1951, the price of imported newsprint was below Rs. 1,000 per tonne. There was no production of newsprint in India at that time. As well appear from the information given in the subsequent chapters, the price of newsprint has gone up to nearly Rs. 4,000 per tonne for imports and Rs. 2,300 per tonne in the case of indigenous Nepa products. Certain types of competition between papers through price cuts or offering a larger number of pages have become difficult now because of the absolute shortage of newsprint and also because the newspapers have had to increase their prices to meet increased costs. In absolute terms, advertisement revenues and sales revenues have both increased substantially and there is the basic fact that the total circulation of all dailies now is 94 lakhs (1973) as against 25 lakhs in 1951*.

Two Basic Features

3.2 Any study of the economics of the newspaper industry must take into account two important factors, one on the side of demand and the other on the side of supply. Newspapers provide a joint service to the readers and to the advertisers. These two joint products—advertisement service and news service, or, in physical terms, advertisement space and news space—present two peculiarities. First, they are not produced in a fixed ratio as in the case of many other joint products, but the proportion between news space and advertisement space can be varied within a wide range. In fact, there are papers in which advertisement space is only 10 per cent of the total space. On the other hand, there are papers where the advertisement space is more than 65 per cent of the total. Secondly, while the proportion is variable within a wide range, the two services are not independent of each other. An increase in circulation increases the demand for advertisement space. It is obvious that if the potential readers do not buy the paper, the advertisers will not be interested in advertising in it. If a paper devotes a disproportionately large amount of space to advertisement it may lose readers which may rebound on the advertisement revenue itself. A newspaper has got to strike a proper balance between the two different lines of earning revenue. It

*1951 figures for 330 dailies are taken from Press Commission Report (page 15) and 1973 figures (for 830 dailies) from the office of the Registrar of Newspapers.

is impossible, however, to generalise about the optimal ratio between news space and advertisement space. This will depend upon a large complex of factors. The construction of a hypothetical model, which may be neat and internally consistent, will be difficult to use in practice, particularly when there are so many varieties of cases. The upper and lower constraints will be given by the availability of advertisement and by the minimum advertisement revenue that will enable the newspaper to sell it at a price acceptable to the customers.

Special Constraints

3.3 Some of the special constraints in the situation may be noted here. First, the Indian language papers, even when they have large circulation, do not receive the same volume of advertisement and do not get the same rate for space sold as the English language papers. For reasons which are partly historical, there is a great pressure of demand for advertisement space in the top level English dailies, while dailies in the Indian languages with very large circulations sometimes find it difficult to get comparable advertisement revenue. Secondly, the problem has been made complicated by the compulsions enforced by the shortage of newsprint. A ten-page paper (80 columns) which devotes 50 per cent of its space to advertisement still gives 40 columns of news to its readers, while a six-page paper (48 columns) providing as much as 75 per cent of its space for news is offering its readers only 36 columns. In general, a reduction in the number of pages of newspapers would be likely to increase the proportion of space devoted to advertisement but that may not increase the total space given to advertisement. The newspapers take compensatory action through an increase in advertisement rates. Thirdly, it has been argued by some newspapers that the demand for advertisement space is affected by recessions especially in the production of widely advertised consumer goods. It is difficult to generalise about this because the available data do not indicate any reduction of advertisement except to the extent that would be explained by a decline in the total space available.

Waste

3.4 The Press Commission gave attention to the element of waste in newspaper production. This is relevant at a number of different stages, at the newsprint production stage, at the stage of unloading in the case of imports, in internal transport and storage and in the process of printing. This question is examined in detail in a subsequent chapter. A new element is the

very sharp increase in the price of waste -paper and of used newspapers. If newspapers were free to increase the number of pages, the high resale value of used newspaper copies would have been a strong inducement to the consumer. As facts stand now, the newspapers are not free to increase the number of pages, but if there is unsold waste or if there is excess production, the loss on account of that is not very important. There may even be a profit in selling waste newsprint or unsold newspapers at the prevailing high prices in the *raddi* market, particularly when the sale commission rates payable by publishers are high and the net receipts from sale of copies to readers are comparatively low.

Newsprint Cost

3.5 On the cost side, there are three major components. The most important component is the cost of newsprint. It was about 32 per cent of the total cost (including commissions) in 1951 (according to the Press Commission), about 35 per cent before 1972 and somewhat more (sometimes going to more than 40 per cent) in the recent period. If one taken into account the two other major components, namely, salaries and wages and the cost of distribution and sale, the three major items together would explain more than 90 per cent of the cost. The wage rates applicable to a newspaper are determined by the Wage Board gradation. The cost of distribution and sale as a percentage of the total cost is generally between 25 and 30 per cent but there are marked exceptions. The really important factor, therefore, is the cost of newsprint.

Price Increase

3.6 As will appear from the later chapters, the newspapers have responded to the increase in the cost of newsprint and to the shortage in supply in a number of ways. The number of pages has been cut down practically in all papers though the circulation figures have increased in a number of cases. The advertisement revenues have been sought to be maintained or increased through surcharges and also through special rates for special positions or for urgent publication and other devices, and practically all the papers have increased the retail selling price. There are instances of large circulation popular papers selling at prices below 20 paise (on an average of 5 to 6 pages per day) but most of the major dailies have raised the prices to 30 paise or 35 paise and a few to 40 paise. Newspaper prices now are about three times what they were in 1961-62. One can argue

that this increase is in line with the increase in the general level of prices in the country but the three-fold increase in price in the case of newspapers is charged on a 6-page or an 8-page paper while the same papers in 1961-62 used to provide about 12 or 16 pages per day. Information on prices and page-levels of eight major dailies derived from replies to Committee's Questionnaire and the proforma on the Impact of 30 Per Cent cut in Newsprint Quota, is given in the table appearing on the next page. The data for October 1974 have been compiled by the Committee's office.

Price-Page Schedule

3.7.1 While the apparent increase in the price of newspapers is about three-fold since 1961-62, the real increase in terms of the price per page is four to five fold. This has given a new colour to the old debate on the price-page ratio. Following a recommendation of the Press Commission, the Government of India attempted to enforce a price page schedule in 1960 but this was defeated by the Court Judgment in *Sakal* case (A.I.R. 1962, Supreme Court 305) (For details *vide* Appendix-III. 1). The case for price-page schedule rested mainly on the fear that the larger papers would out-sell the smaller papers by offering a larger number of pages or by selling at a low price. The fear was particularly great in non-metropolitan towns where existing local papers were threatened by the entry of new editions of strong metropolitan papers.

3.7.2 The position has now entirely changed. At present, particularly because of the large increase in price and shortage of newsprint, there is no danger of a large paper trying to out-sell a smaller paper by charging a low price. The trend is now in the opposite direction. If there has to be any check, it has to operate by fixing a maximum or ceiling price rather than a floor price. Price competition between large papers and small papers has now become unimportant. The shortage in the supply of newsprint means that there cannot be much competition in regard to the number of pages offered. There is, however, a possible field of competition in regard to the commission paid to the distributors.

3.7.3 If small local papers suffer in competition with the larger papers, it is mainly because the improvement in the facilities of communication has made it possible for the metropolitan papers to reach the outlying stations quickly. A paper from Madras reaches Bangalore at exactly the same time as the local morning paper is out. In case of certain areas in Assam, Bihar,

TABLE III-1

Prices and Page Levels of Major Dailies (1967-74)

(Prices in paise)

		1967	1968	1969	1970	1971	1972	1973	Jan. 1974	Oct. 1974
1	2	3	4	5	6	7	8	9	10	11
1. <i>Statesman</i> , Calcutta	(1) Price per copy	18	18	18	18	18	20	20	28	28
	(2) Average number of pages per copy	12.9	13.6	14.6	14.4	14.4	12.0	11.0	8.2	7.87
2. <i>Times of India</i> , Bombay	(1) Price per copy	20	20	20	20	25	25	25	30	35
	(2) Average number of pages per copy	14.5	16.1	17.4	17.6	16.3	14.5	13.5	8.0	9.20
3. <i>Hindustan Times</i> , Delhi	(1) Price per copy	18	18	18	18	20	20	20	25	35
	(2) Average number of pages per copy	12.7	13.3	15.2	14.5	14.5	13.0	11.5	8.0	9.43
4. <i>Anand Bazar Patrika</i> , Calcutta	(1) Price per copy	18	18	18	20	22	20	24	30	30
	(2) Average number of pages per copy	9.4	10.2	10.3	10.1	10.0	10.3	10.4	10.3	7.92
5. <i>Hindu</i> , Madras	(1) Price per copy	18	18	18	18	20	20	26	30	40
	(2) Average number of pages per copy	13.7	14.7	15.5	15.7	16.3	14.9	14.2	10.5	11.31

6. <i>Navbharat Times</i> , Delhi	(1) Price per copy	13	13	14	15	16	16	16	20	20
	(2) Average number of pages per copy	8.63	8.07	9.14	9.12	8.26	9.2	7.9	5.0	5.87
7. <i>Malayala Manorama</i> , Kottayam	(1) Price per copy	11	11	12	12	12	12	13	17	17
	(2) Average number of pages per copy	6.8	6.9	7.2	7.3	7.4	7.5	6.5	4.6	5.38
8. <i>Daily Thanti</i> , Madras	(1) Price per copy	13	13	13	13	18	18	16	16	25
	(2) Average number of pages per copy	8.45	9.1	9.5	10.18	9.95	10.35	9.3	7.7	7.38

and Orissa, the Calcutta papers reach the outlying stations by air sometimes a whole day earlier than the papers originating in the State. The morning papers published in Calcutta reach places like Digboi or Dibrugarh in Assam within a few hours of the publication.

Capital-Intensive Production

3.8 Competition is also seriously restricted by the fact that the production of a newspaper is highly capital-intensive. A new entrant in the field of newspapers publication wanting to bring out a full-scale daily paper with a large circulation will have to incur a very high initial capital investment expenditure. There is also the fact that, at least in the initial stages, a large part of the machine capacity will remain unutilised. The development of air mail services, improvement in road transport and the publication of new editions in non-metropolitan towns have reduced the importance of the dak edition. Evening papers have not become common in the country. There are two groups in Bombay and one in Delhi publishing evening papers in addition to their major morning publications. There are also full-scale evening papers in Tamil Nadu. But in general, the heavy investment in plant and machinery is under-utilised in most cases. One can also note that some of the very costly new investments (like the facsimile plant of one of the major papers) are also under-utilised. This, however, is sometimes unavoidable and the main consideration is that of the comparative costs of alternative techniques. It is difficult to define the exact degree of monopoly or imperfections of competition in the newspaper industry. But whatever monopoly element is there is protected by the high investment cost necessary to be incurred by a new entrant. This question of monopoly in the field of newspaper publication is discussed more fully in Chapter XIII.

Groups and Chains

3.9.1 The study of the economics of newspapers is rendered complex not only by the existence of different types of ownership organisations-public companies, private companies, partnerships, individual ownership, trusts, political parties etc.-but also by the existence of inter-links of different types. The same company or partnership may operate different newspapers from the same centre or the same newspaper from different centres. The publishing unit may publish not only daily papers, but other periodicals also. Different companies or other types of organisations appearing to own and operate different papers may be linked

by inter-unit holdings. Newspaper companies may invest in non-newspaper activities either directly or through subsidiary investment companies. The cases of the inter-related operations of the *Express* or *Thanthi* or *Malai Murasu* groups of papers are some of the well-known examples of this type of inter-links. Some of the types of inter-links are described below:

- (a) Different companies, all publishing newspapers from the same centre (e.g., Patrika Ltd. and Jugantar Ltd.)
- (b) Different companies, each at a different centre (e.g., Indian Express, Madurai and Indian Express, Bombay.)
- (c) Partnership or ownership units linked with joint stock companies (e.g., the two Indian express companies and Express Traders Private Ltd. or/the Malai Murasu companies together with a partnership and a proprietorship unit.
- (d) Sometimes there are subsidiary non-newspaper companies which are, however, related to the general field of printing and publishing (e.g., the Patrika Syndicate of Amrita Bazar, Ananda Publishers of Ananda Bazar, Nachiketa of the Statesman).
- (e) Sometimes the subsidiary companies are entirely unrelated to printing and publishing. To take an instance, the Indian Express Newspapers (Bombay) Pvt. Ltd. and its three subsidiaries, namely, Indian Express (Madurai) Pvt. Ltd., Andhra Prabha Pvt. Ltd. and Express Newspapers Pvt. Ltd. own jointly a firm known as Express Traders which dealt in Indian Iron shares. Indian Express (Madurai) had also a subsidiary of its own, namely, Ace Investment Co. Ltd., which have been holding the shares of National Company. The Indian Express's own relations appeared to be as follows:

Indian Express Newspapers (Bombay) Ltd. owns all the shares of Indian Express (Madurai) Ltd. and of Andhra Prabha Pvt. Ltd. The three companies and Express Newspapers Pvt. Ltd. jointly own the firm of Express Traders. Ace Investment Pvt. Ltd. and Express Traders also own shares in Indian Iron and Steel Co. Ltd. Ace Investments Pvt. Ltd. also holds shares in the National Company, Calcutta. The National Company, Calcutta, holds a large block of shares in the Indian Express (Bombay) Ltd. thus, completing the circle.

- (f) Sometimes, the same company publishes newspapers and undertakes non-newspaper activity. The Pioneer Ltd. publishes the *Pioneer* and *Swatantra Bharat* and the company also buys and sells cotton yarn and cloth on behalf of a mill. The total value of newspaper transactions is about Rs. 60 lakhs per year; the total value of yarn transactions is about Rs. 2 crores per year.

3.9.2 Apart from the concentration of ownership, such inter-links make it difficult to analyse the costs, revenues and profits earned by the individual units. A good part of the overheads will be common within a group of chain and there will be some economies of scale resulting from common control. It is, however, difficult to discover what the costs are for individual papers, because there are many groups which do not maintain separate accounts for each of the papers and there are others which follow a wide variety of practices in allocating their common costs among the different units. There may be various types of motivation behind the creation of such inter-links, but there is no doubt that these involve difficulties not only for the tax administration and other government departments, but also for the economists studying the subject.

Trusts

3.10.1 There were 32 daily papers owned by Trusts in 1973. In the case of some newspapers, not owned by trusts, the shares are often held by family trusts as well as by individuals and investing companies. The investing companies themselves may again be owned by individuals and family trusts. This is not only a matter of organisation but also of profit distribution and tax management.

3.10.2 There are, on the other hand, some papers which are fully owned by charitable or educational trusts. Some of the best examples are the *Tribune* of Chandigarh the *Samyukta Karnataka* of Hubli, the *Samaj* of Cuttack and the *Janmabhoomi* of Bombay. Some of these trusts have no major financial problem at all. In the case of the *Tribune*, it was stated that the profits, even after the newsprint cut, were adequate. The profits were all ploughed back into the paper and were used to maintain the price at a low level and the quality at a high level. Profits were also used for providing amenities to employees, especially in the matter of housing. On the other hand, the trust owning the *Samyukta Karnataka* has faced difficulties, presumably due to heavy over-investment in plant and equipment. There have been

certain management problems as well. A major complaint of the trust newspapers is that the amended income-tax law does not regard them as educational or charitable bodies and their profits are, therefore, made taxable. The matter is now before the Supreme Court.

Small Papers

3.11.1 It was expected that the small papers would cooperate fully with the Committee by providing all relevant materials. This expectation has not been fulfilled. It is stated by the Indian Languages Newspapers Association that the failure of the small papers to supply data is due mainly to their inability to keep detailed records. This, however, is no excuse for not supplying even the broad data regarding circulation, major items of costs, sale and advertisement revenues, etc. It appeared from a study of the information available and from discussions that the position in this field is very nearly the same as that in the case of other small industries. A small newspaper may exist simply for the purpose of acquiring newsprint allocation and depending for its revenue on black-market sales of the quota or a part of the quota. This would not be possible on a large scale if only other small newspapers are buying newsprint in the black-market. Substantial sales of newsprint in the black-market would be possible either if the larger newspapers are buyers and/or if there are publishers of books, etc., who use newsprint for their publications. In the case of small industries in general, there are many which are open or concealed subsidiaries of larger units. It is necessary to institute a special enquiry as to whether such relationship exists between small papers and large papers.

3.11.2 An important point that came out in the discussions relates to the viability of small papers, particularly those with a circulation of a few hundreds only. Their sales revenue is small and advertisement revenue is often negligible. They have to pay high commission for sales and also offer discounts on advertisement rates. Some of them are maintained because of the existence of local support, while there are others which can continue to exist only because the owners have their own printing press or other sources of income. The support they get from government advertisements is not always firm and substantial and the delay in receiving payments hurts them more than the larger papers. With the present prices of newsprint, it is extremely difficult to make a small paper pay its way, unless assistance is given in the form of concessional supplies of newsprint or in the form of direct financial assistance. This question is discussed more fully in Chapter XI.

Urdu Papers

3.12 A special mention is necessary about newspapers in Urdu. There are a few Urdu papers with fairly large circulation ranging up to over 40,000, but most of the 92 Urdu papers in the country are small circulation papers and serve local population only. These papers have to bear additional costs for calligraphic work, as the readers are reported to be against any form of type-set presentation. The more important problem is that the readership is not expanding, unlike in the case of papers in other Indian languages, and the future seems to be uncertain, unless some special assistance is given, for example, in the form of bulk purchase of copies or supply of low-cost paper. Any steps that can induce the Urdu readers to accept type-set newspapers will bring down the cost of production.

Papers Owned by Political Parties

3.13 The newspapers owned by political parties do not come within any economic criteria that can be laid down. The Committee had discussed the problem with some of the party newspapers in Calcutta, Madras and also in Kerala. There is, however, no uniformity. In the case of a daily newspaper of Calcutta, the losses appeared to be large and these losses were covered by party funds. The advertisement revenue appeared to be negligible and the sales revenue arose largely because of the fact that the retail sellers were often party members. In case of another paper (Madras), however, it was noticed that there were no funds for meeting the losses, but the paper could operate because of the personal popularity of the editor or of the political leader whose spokesman the paper was. In Kerala, the party papers are very important, but even there it is not possible to lay down any definite economic framework within which they can be placed.

Newspapers as Public Service

3.14 Before concluding this chapter, we should like to mention about the special position of newspapers as a public service. The newspaper owners sometimes emphasise the fact that their investment must earn a sufficiently high rate of return to make their investment worthwhile. On the other hand, the same newspaper owners point out that their papers deserve special treatment on the ground that they disseminate information and educate public opinion. While the first of these two aspects undoubtedly needs full consideration, it is the second aspect which is socially more important. Newspapers are an essential element in

the education of the people and the spread of the habit of reading newspapers is one of the direct indicators of the improvement of the quality of a country's population. Particularly in a country where the level of education is low, there is no better substitute than newspapers in offering continuous education to those who have crossed the barrier of illiteracy. Newspapers provide a supplement to education at all stages and they also provide a substitute for formal education for those who are not able to pursue further institutional education after learning to read and write. If there is a strong case for making primary education and adult literacy universal and free and for providing text books free of cost, there is also a case for doing whatever is possible for increasing the number of newspaper readers and for providing newspapers at a reasonably low price. In a country with a population of nearly 60 crores (of whom nearly 40 crores are adults) and in a country with universal adult suffrage, the fact that the number of copies of newspapers sold is not even one crore is distressing. Even if there are five readers per copy of a daily newspaper, the total number of newspaper readers will not be more than five crores. It should be a clearly recognised policy in planning for socio-economic improvement that cheap newspapers should be available to a much larger number of readers than at present.

CHAPTER IV

NEWSPAPER PRODUCTION AND CAPITAL EQUIPMENT

Production Technique

4.1.1 Composing and printing form the mechanical part in newspaper production. The editorial department sends the edited copy to the composing room where the copy is distributed to the lino/mono or hand composing section for type-setting. After type-setting, the proofs are taken in a proofing press and sent to the proof-readers for making corrections. The headlines are set either by hand or by machines. After the necessary corrections have been carried out, the proofs are sent to the editorial department.

4.1.2 The advertisement department sends all material pertaining to advertisements to the composing room together with a dummy indicating the pages and positions where the advertisements are to appear. A separate section in the composing department handles this work. Generally, advertisement material is sent much in advance of the publication date. Proofs are taken of the advertisements and checked by proof readers. Wherever necessary, the proofs are sent to the clients for approval through the advertisement department.

4.1.3 As soon as the text matters, headlines and advertisements are ready, they are passed on to the make-up section, where, under the guidance of the Chief Sub-editor, the compositor makes up the pages. Proofs are taken of the made-up pages and the Chief Sub-editor goes through the proofs. Necessary corrections are made and the pages released for the next operation, namely, matrix moulding. The pages are locked in a steel frame called the "Chase".

4.1.4 The locked-up pages are cleaned and placed one by one either in a mangle or in a hydraulic press for taking a matrix. The dry flong which is imported and looks like a thin sheet of boxboard is then placed over the page and an impression taken under pressure. After this operation, the dry flong is known as matrix.

4.1.5 The matrix is dried in a scorcher and shaped into a cylindrical form for making curved stereo plates. The rear of the dried matrix is packed with packing felt to prevent black patches appearing on the printed sheet. In foreign countries, a special type of flong known as non-pack flong is used, with a view to shortening the time required for the packing operations.

4.1.6 The packed matrix is now placed in a stereo type caster for making curved stereo plates. The stereotype caster is divided into two parts, viz., the cylinder assembly and the back assembly. The cylinder assembly revolves in half revolutions around the cylinder, while the back assembly moves back and forth on a horizontal guide rail. The matrix is attached to the back assembly and secured by clips on both sides of the assembly. The back assembly is then set against the cylinder assembly, and hot metal is poured by a pump.

4.1.7 The metal is cooled by water passing through both assemblies, which speeds up its hardening process. When the metal hardens, the back assembly recedes and the cylinder makes a half revolution.

4.1.8 The cutter then shaves the stereotype to a predetermined size. After the finishing operations like back shaving and routing, etc., the plate is ready for printing.

Rotary Printing

4.2.1 The Rotary presses are either two-plate wide or four-plate wide machines. While big newspapers use four-plate wide machines, the small and medium newspapers prefer two-plate wide ones. These are reel-fed machines which print from newsprint rolls. The press comprises paper feeding, printing and folding parts and a driving unit. Generally the paper feeding part is located in the basement and it feeds newsprint to the printing unit on the floor above the basement. In some printing plants, however, the feeding part is on the same floor as the printing and folding parts.

4.2.2 The printing takes place when newsprint passes between two cylinders, namely, plate cylinder and impression cylinder revolving in unison. The printed sheet automatically passes on to the folder where the required number of sheets are folded and cut to page length, after which the copies emerge in newspaper form with the fold in the centre.

4.2.3 The printed copies are either collected manually at the side of the folder and sent to the despatch section or alternatively sent to the despatch section by a conveyor.

4.2.4 The output of a rotary press is expressed in terms of copies per hour, four pages being counted as one copy. Printing speed depends on such factors as ink drying, quality of newsprint roll and condition of the press. Printing speed is usually between 1,20,000-1,30,000 copies per hour with a capacity of 1,50,000 copies per hour.

4.2.5 Newspapers are printed by one or more printing parts and one folder, depending on the number of pages in the newspaper. The combination of one or more printing parts and one folder is called one unit. The printing capacity is expressed in terms of number of printing parts. Each printing part consists of: (i) plate cylinder, (ii) impression cylinder, and (iii) inking arrangement.

4.2.6 High speed rotary presses are fitted with a gadget called Auto Paster. This gadget automatically pastes the new newsprint roll to the one being used while the press is being run at ordinary printing speed or in a state approaching this.

Printing Facilities

4.3 According to the data for 1973 available with the Registrar of Newspapers for India, 284 dailies (35 big, 55 medium and 194 small), had their own printing presses while 146 (1 big, 15 medium and 130 small) did not have their own presses.

TABLE IV.1

Printing Facilities with Dailies (1973)

Circulation category	Number of dailies		
	Dailies which owned press	Dailies which did not own a press	Total
Big	35	1	36
Medium	55	15	70
Small	194	130	324
Allpapers	284	146	430

4.4.1 In Indian newspapers, three methods of composing are used. These are: (i) lino or mono composition, (ii) hand composing, and (iii) calligraphy, that is writing the text by hand.

4.4.2 In the case of 219 dailies (201 small, 17 medium and 1 big) out of 372 for which data were available, the text matter was composed by hand, while in the case of 67 (20 big, 19 small and 28 medium) composing was done wholly by machine. In the case of 58 papers (21 medium, 23 small and 14 big) the text

matter was composed partly by hand and partly by machine. in the case of 28 newspapers (3 medium and 25 small) calligraphy was used.

TABLE IV.2

Composing Facilities in Dailies (1973)

Circulation category	Partly hand composed and partly machine composed	Wholly machine composed	Hand composed	Written by calligraphists	Total
Big	14	20	1	..	35
Medium	21	28	17	3	69
Small	23	19	201	25	268
All papers	58	67	219	28	372

4.4.3 Most of the English newspapers use mechanical composition for setting the text. Some Indian language papers are wholly hand composed, while others are composed partly by hand and partly by mechanical composition. Urdu papers use calligraphy.

4.4.4 Mechanical composition needs more capital outlay, though it is more efficient and saves time. Due to paucity of funds and high cost of machinery, the Indian language papers have not been able to change over completely to mechanical composition, even though machines are available in various Indian languages for this purpose. We were informed that Urdu readers in India do not like the script used in the Middle East countries where mechanical composition is used. Thus the Urdu newspapers have no alternative but to continue with calligraphy even though it is a very costly method of setting the text matter.

Printing Methods

4.5.1 The various methods of printing adopted by the newspapers in India are: (i) stereo rotary printing, (ii) letterpress flat-bed cylinder, (iii) flat-bed litho and (iv) web offset.

4.5.2 Most of the metropolitan, provincial and even some district newspapers having a substantial circulation print on stereo rotary presses, with a view to carrying as much late news as possible and to reach the readers in time. This applies to Indian language newspapers as well, though some use web-offset machines. Most district papers and even some of the small newspapers in English and Indian languages use letterpress flat-bed cylinder machines meant for job work. These machines require much less capital outlay than a stereo rotary. The cost of this class of machinery has also gone up considerably though they are cheaper as compared to rotary presses. Urdu papers are printed on flat-bed litho machines or offset presses using either stones or plates. One leading Urdu newspaper uses web offset for printing.

Composing in Indian Language Papers

4.6.1 There are certain factors which tend to make the cost of composing Indian language papers higher than that of English language papers. One is the comparatively lower output of the composing room staff. In the case of hand composing, the higher cost is due to the much larger number of characters a compositor has to use, and the time taken to compose a column is much more than in the case of English setting. In the case of mechanical composition also, a similar disparity exists. The composing machines made in the West are designed primarily for composing in Roman script and the same machines have been adapted for the various Indian languages, thus making the performance rather slow. The volume of editorial matter carried in Indian language papers is less, as the material received has to be translated or prepared in original by the editorial staff. The majority of the English language newspapers have more pages than newspapers in Indian languages. For instance, the amount of editorial matter that a page of an English language paper can carry, is much greater than the amount of similar material that can be carried in an Indian language paper of the same size. This is due to the difference in the size of the type normally used for printing in the respective languages. The English dailies usually set the news columns by mechanical composition in 8-point type and a column length of 53.34 cms. will accommodate 940 words as against 660 words in Devanagari 10-point type (the smallest size available in mechanical composition so far) in the same column length of 53.34 cms.

4.6.2 The high cost of composing machines and the lower output of these machines in Indian languages are probably the main reasons why the language newspapers have not gone in for

mechanical composition on a large scale though some are gradually switching over to mechanical composition.

Sophisticated Technology

4.7.1 The Indian and Eastern Newspaper Society in its memorandum to the Committee stated that the Indian newspaper establishments lagged far behind their counterparts in other countries in newspaper production technology and news transmission techniques. It added that in the USA remarkable developments in such areas of newspaper production as photo composition, high speed line casting, rapid etchers, electronic engraving, supermatic stereos, counter stackers and facsimile transmission have taken place. In Japan, news transmission time has been shortened, production costs have been reduced and newspaper establishments are equipped with the latest technological developments and innovations in newspaper production techniques. Adoption of such latest techniques by newspaper establishments in India will involve very high costs.

4.7.2 The growing demand for newspapers, shortage of skilled manpower and high cost in the post-World War II period were the reasons for the rapid technological advancement in the developed countries. The per capita consumption of newsprint in India is 0.4 kilogram, perhaps one of the lowest in the world, as against 44.7 kilograms in the USA and 28.5 kilograms in the U.K.

4.7.3 The question that needs consideration is whether such sophisticated technology is needed for our level of production, and, particularly in a country where 40 per cent of the population live below the poverty line and there is growing unemployment. Further when as many as 219 dailies out of 372 (Table IV.2) set the text matter by hand composing and have not introduced even mechanical composition for the reasons already mentioned, it is premature to think of highly sophisticated technology. A leading English daily in the South was, however, allowed to import facsimile equipment, presumably as an exception, to start editions in Bangalore and Coimbatore.

4.7.4 In this context we may note what the UK Royal Commission on the Press (1961-62) stated at para 88, page 35 of its Report. "Developments in technique have as their object either the actual reduction of the labour force or the production of more, better or quicker work with the existing force. It is the function of management to decide whether new machinery or techniques should be introduced and upon the objective to be

achieved by their introduction. If the purpose is merely to secure economy in labour, redundancy is bound to result. Employees cannot be expected to show any enthusiasm in cooperating with management in the introduction of new machinery or processes which will put them out of employment unless an effort is made by managements to mitigate the effects of redundancy and share the benefits of improved efficiency."

Research Organisation

4.8.1 If the newspaper industry, and particularly the Indian language newspaper industry, has to progress it is essential to develop a technology to suit the Indian conditions and not to merely imitate western technology. With a view to achieving this goal, a research organisation similar to the Printing and Allied Trades Research Association (PATRA) in the U.K. should be set up. The Government should levy a cess on all newsprint sold in the country and use the amount collected for setting up a research organisation. Both the government and the newspaper industry including big, medium, small and language papers, should be represented on this organisation.

4.8.2 Another scheme could be that the industry itself form a body on the lines of the Nihon Shinbun Kyokai (NSK) in Japan. The NSK is a joint body of all the Japanese newspapers in which they study and find out solutions for all sorts of problems related to the management, editing, sales activities, advertising, printing etc. On production problems, printing plant managers of 34 leading NSK member newspapers have formed a technical Committee. This Committee has three sub-committees, namely, (i) Technical (ii) Labour Problems and (iii) "Printing Technique" (a magazine on printing technique). Exchange of information on technical and management problems and finding out solutions jointly through such a common body as the NSK is most effective in raising the technical and management standards of the newspapers in Japan.

Present Position and Import Policy

4.9.1 The Indian and Eastern Newspaper Society drew the Committee's attention to the fact that in a study made by it on the age of printing machinery in this country, it emerged that in most of the established newspaper houses, the bulk of the machinery was found to be more than 25 years old and in some cases it was as much as 40 years old. The relevant data pertaining to this study were furnished to the Committee on request. We were also informed that some foreign manufacturers of the

machines had told the users in India that some particular models of machinery now in use here were being withdrawn as being obsolete and that spare parts for such machinery would no longer be available. Yet the Indian technicians managed to continue with them.

4.9.2 The Committee also issued a supplementary set of questionnaire to the 140 dailies selected for study, with a view to ascertaining the age of composing and printing machinery (*vide* Appendix IV.1). Replies to this questionnaire were received from 112 out of the 140 sample dailies addressed. Of these, 66 were either in the big circulation category or were dailies linked with major groups, 19 in the medium circulation category, 16 in the circulation range of 5,001—15,000 and 11 in the range 5,000 and below. Some of the papers did not give sufficient details. An analysis of the data obtained (*vide* Annexures IV.1 and IV.2) show that the big dailies, along with the 'linked' papers, had 410 Lino machines of which 97 were over 25 years old, 194 between 10 and 25 years old and 93 were 10 years old or less. Besides, this group had 81 Mono machines, out of which 5 were 25 years old, 53 were between 10 and 25 years old, and 17 not more than 10 years of age.

4.9.3 This group had 74 letterpress rotary machines, 51 of which were bought new and 23 second-hand (including one re-conditioned). The age of these second-hand machines was not given in the replies. Of the 51 rotaries purchased new, 15 were over 25 years old, 34 between 10 and 25 years and the remaining two less than 10 years old.

4.9.4 The same group had four new web offset machines acquired within the last four years. The details are given in the Annexure IV.1.

4.9.5 From the broad survey given above it would appear that a phased replacement programme for capital equipment of newspaper presses has to be undertaken as the cost of machinery has gone up very high.

4.9.6 It has been represented to the Committee by the IENS that "with severe restrictions on import of up-to-date machinery and equipment and hardly any indigenous manufacture of printing machinery and equipment in the country, most large-scale latest newspaper establishments in the country have of necessity

to depend on antequated machinery and equipment for the production of newspapers." The present import policy for printing and composing machinery and allied items can be summed up as follows:

- (a) 50 per cent of the total availability in foreign exchange is reserved in the first instance for small newspapers (circulation 15,000 and below).
- (b) 35 per cent is reserved for medium newspapers (circulation between 15,001 and 50,000).
- (c) The remaining 15 per cent is left for big newspapers (circulation above 50,000) for inescapable replacement of plant.

4.9.7 Apparently this policy flows from Government's declared objective of helping the small and medium newspapers and of discouraging monopolistic trends in the newspaper industry. The allocation of resources in the ratio of 15, 35 and 50 per cent for the big, medium and small categories of newspapers respectively is apparently based on the recommendations of the Diwakar Committee. Any unutilised balance of foreign exchange from the quota meant for the small category newspapers is utilised, first, in satisfaction of pending applications from medium newspapers and thereafter to meet the essential requirements of big newspapers. A statement showing the value of actual import licences issued for printing and composing machinery, spare parts and other specialised requirements of newspapers since 1968-69 is given below:

TABLE IV.3

*Value of Import Licences for Printing and Composing Machinery,
Spare Parts and Allied Requirements of Newspapers*

(Figures within brackets indicate percentages of the total)
(Rs. lakhs)

	Big	Medium	Small	Total
1	2	3	4	5
1973-74	112.9 (42.7)	67.7 (25.6)	83.6 (31.7)	264.2 (100.0)
1972-73	47.5 (30.2)	64.8 (41.3)	47.7 (28.5)	157.0 (100.0)

1	2	3	4	5
1971-72	81.6 (49.6)	47.2 (28.7)	35.6 (21.7)	164.4 (100.0)
1970-71	107.8 (40.2)	88.0 (32.8)	72.2 (27.0)	268.0 (100.0)
1969-70	73.1 (32.9)	99.0 (44.5)	50.2 (22.6)	222.3 (100.0)
1968-69	212.9 (61.1)	90.6 (26.0)	45.2 (12.9)	348.8 (100.0)

Source: Office of the Registrar of Newspapers for India.

4.9.8 It appears, however, from the table above that the small papers could not utilise the 50 per cent quota reserved for them. The present import policy is based on the laudable objective of encouragement to small and medium newspapers but it represents some anomalous features when seen from the circulation angle. According to the provisional figures of circulation in 1973 available with the Registrar of Newspapers, "big dailies numbering only 42 claimed 48.6 per cent of the total circulation of all dailies, 97 medium dailies shared 28.7 per cent, while 516 small dailies had a 22.7 per cent share." It will be seen that the big dailies claiming 48.6 per cent of the total circulation of all dailies are, in terms of the present policy, eligible for an allocation of only 15 per cent of the available foreign exchange, while small and medium dailies covering 51.4 per cent of the total circulation are allotted 85 per cent of the foreign exchange for import of machinery.

4.9.9 We have carefully considered the matter. In the interest of essential replacement and modernisation of machinery in the bigger newspapers, we recommend the following percentages for big, medium and small newspapers, the definition of the categories remaining the same as at present laid down by the Registrar of Newspapers.

Small	40 per cent
Medium	35 per cent
Big	25 per cent

(for replacement of plant and to meet increased circulation of existing dailies but not for starting new ones)

Import Duty

4.10.1 The import of printing machinery used to enjoy preferential duty till 1972.

4.10.2 It seems that due to devaluation of the rupee in 1966 the cost of imported printing and composing machinery shot up by 56 per cent and since then, due to inflation abroad, the cost has been going up steadily. Printing machinery which forms the most important part in the production of a newspaper was assessable for duty earlier at a special concessional rate of 10 per cent as this was a GATT item. This duty was raised from 10 per cent to 40 per cent in 1972-73. Details for various items of printing and composing machinery and allied items are given in the table below:

TABLE IV·4

Description	I. T. C.	I. C. T.	Rate of Duty
Stereo Flongs	115/V	87 FN	40%+1/60 kg
Rubber Blankets	68 (A)/V	72 (2)	40%
Newsprint	44/v	44 FN	Nil+5% AUX
Highly polished copper sheets	41 (1) 1	72 (2)	40%+Rs. 2,000 per Tonne
H. P. zinc	44 B specific licence	68 (2)	40%+5%+Rs. 800 per Tonne
Printing, composing and book binding	67 (i) (i)/V	72 (2)	40%
Cutting machines and engraving machines	65 (5)/V	72 (B)	40%
Process camera	305/IV	77 (2)	40%+20% CVD
Process films	303/IV	77 (5)	120%

I. T. C. : Import Trade Control Schedule.

I. C. T. : Indian Customs Tariff Schedule.

4.10.3 Apart from the exorbitant duty levied on printing machinery, another hardship experienced by newspapers is due to the restrictions on the import of certain essential spare parts. The import policy clearly states that all screws, bolts, nuts, washers, springs and electrical parts are banned items. These items used in the machinery imported by newspapers are not common hardware items which are generally manufactured in the country. Most of these are specially shaped, made of special material, tempered and given a particular grade of hardness. Even if some local manufacturer agrees to make them, the cost is prohibitive and it is reported that they wear out very quickly, resulting in stoppage of machinery.

4.10.4 Under these circumstances, all parts which are mentioned in the spare parts catalogue of the printing machinery should be freely allowed for import under the spare parts licences issued to the newspapers. This is all the more important in the case of electrical parts as all these are made to different standards and sizes as prevalent in the country of their original manufacture. These are shaped to fit into the limited space provided in the machines. Parts made indigenously, if at all the equivalents are available, cannot be accommodated in such limited space.

4.10.5 In our opinion the newspaper industry is a public service industry and should not be placed on par with other industries like cement, jute etc. If this view is accepted, it should also be readily conceded that the rates of import duty at present levied on items used by the newspaper industry needs revision. Apart from this, as mentioned before, the cost of imported machinery has gone up considerably and the additional burden implied in the ad valorem basis of import duty will make it almost impossible to replace old machinery.

4.10.6 In view of the above considerations, we recommend that the import duties on composing and printing machinery, fongs and other allied requirements of the newspaper industry should be as low as possible and should not, in any case, be higher than the originally operative rate of 10 per cent ad valorem.

Printing Machinery Manufacture

4.11.1 A communication was sent to the Directorate General of Technical Development by the Committee enquiring about

the manufacture of printing machinery in India. The information received is reproduced below:

(i) *Total printing and composing requirements and allied items in the country:*

Demand figures for different types of printing machines are not available separately. The Fifth Plan document shows the following figures of capacity and production:

(a) Capacity target (1978-79)—Rs. 160 million.

(b) Production target (1978-79)—Rs. 110 million.

(ii) *Indigenous production of printing machinery since 1967:*

1973 Rs. 115 lakhs; 1972 Rs. 93 lakhs; 1971 Rs. 37 lakhs; 1970 Rs. 33 lakhs; 1969 Rs. 24 lakhs; 1968 Rs. 10 lakhs; and 1967 Rs. 10 lakhs.

(iii) *Future plans of development in this industry:*

A number of units have been registered with DGTD for the manufacture of various types of printing machinery such as cylinder presses, platen presses, paper cutting machines, offset presses (both sheet fed and web fed), type setting machines, varnishing and gumming machines, punching, creasing and embossing presses, etc. Letters of Intent have been granted to a few units for the manufacture of hot metal composing machines also. The capacities approved/registered are:

(a) Approved/registered capacity—Rs. 1280 lakhs per annum.

(b) Letters of Intent—Rs. 2054 lakhs per annum.

(c) Capacity proposed to be set up under automatic registration—Rs. 480 lakhs per annum.

Majority of the units which have been approved/registered or which have been granted Letters of Intent have yet to come up to full production. Keeping in view the complicated nature of the printing machinery, foreign collaboration is also permissible.

4.11.2 Some Indian manufacturers have started producing not only small cylinder machines but are in the process of producing medium speed web-offset presses. Hindustan Machine Tools, with Italian collaboration, is manufacturing automatic letterpress printing machines. This public sector undertaking might also explore the possibility of manufacturing composing machines and rotary presses (letterpress and offset) to suit the requirements of small and medium newspapers.

4.11.3 The acquisition of printing machinery has large financial implications. This question (including the proposal for a Newspaper Finance Corporation) has been discussed in Chapter XIII.

CHAPTER V

CAPITAL INVESTMENTS IN NEWSPAPER UNDERTAKINGS

The Daily Press in India

5.1 According to information provided by the Registrar of Newspapers for India (RNI), there were 793 daily newspapers in his records as on 31st December 1972. The effective number of dailies, however, was only 534 as explained in Chapter I. The total circulation of all these dailies during the calendar year 1972 was estimated to be of the order of 88 lakhs in terms of copies which were paid for.

Selection for Detailed Study

5.2 The Committee finally selected 140 dailies for the purpose of a detailed study on the following basis:—

	Circulation Range	Sampling Percentage	Number of dailies selected
Above	50,000	100	41
	30,001 —50,000	50	13
	15,001 —30,000	33.3	13
	5,001 —15,000	20	25
Upto	5,000	7.5	20
Other dailies belonging to common ownership units having at least one daily with a circulation of over one lakh			28
TOTAL			140

The 140 dailies selected as above had a total circulation of 61 lakhs during 1972 which accounted for approximately 70% of the estimated circulation of all dailies in India during that year.

Ownership of Selected Daily Newspapers

5.3 The term 'Ownership' is used here in a broad sense indicative of the types of organisations which owned the newspapers. The table given below shows the ownership of the selected 140 dailies and their circulation during 1972 for the respective groups.

TABLE V-1

Ownership of Selected Newspapers

Types of Organisations	Number of Under-takings	Number of Dailies published	Circulation 1972 (Lakhs)
Public Limited Companies	21	39	25.7
Private Limited Companies	24	39	23.3
Trusts	9	17	6.7
Registered Societies	3	3	0.1
Firms (Partnership Concerns)	15	16	2.8
Organs of Political Parties	2	2	0.2
Individuals	24	24	2.2
TOTAL	98	140	61.0

Data that could be secured

5.4.1 The procedure that the Committee followed in seeking to secure the desired data and information has already been indicated in Chapter I. The data that the Committee needed for its study of facts relating to the economics of newspapers in India broadly related to:

- (a) The annual accounts of the newspaper undertakings containing the Balance Sheets and the Profit and Loss Accounts;
- (b) The data relating to costs and revenues as detailed in the questionnaire issued by the Committee to the newspapers; and
- (c) Supplementary data, information, clarifications and explanations that were found necessary by the Committee with regard to (a) and (b) above.

5.4.2 The Committee found to its great surprise that most of the undertakings were generally reluctant even to furnish the information at (a) above. Many of the newspaper undertakings which were companies, in which case the Balance Sheets and Profit and Loss Accounts were the published ones or public documents filed with the Registrar of Companies, also exhibited a general reluctance to make available to the Committee even such documents. Almost all the small newspapers simply

ignored the communications of the Committee. Even after the Committee was vested with the powers of a Commission of Inquiry, the response from these undertakings was poor. When they were summoned by the Committee under the Commissions of Inquiry Act, many undertakings, particularly the small newspapers, simply pleaded inability to produce their accounts as they said that they had not maintained any accounts at all. It was very surprising indeed, under these circumstances, as to how these undertakings obtained their newsprint quota on auditors' certificates.

5.4.3 Faced with a time constraint and practical difficulties in enforcing by legal means compliance by the newspapers of the requirements of the Committee, it had to limit the study to whatever data and information that could be secured under these constraints. The Committee was able to secure upto 25th November 1974—

- (a) The annual accounts of 63 undertakings out of 68 selected for detailed study;
- (b) The annual accounts of 34 undertakings not selected for detailed study; and
- (c) Answers to the questionnaire issued by the Committee in respect of 116 daily newspapers out of 140 selected for detailed study.

5.4.4 The 63 newspaper organisations of the selected group which furnished the annual accounts for the several years as required by the Committee are listed in Annexure No. V/1. The dailies published by the above 63 undertakings are tabulated in Annexure No. V/2. Dailies selected as samples which defaulted in furnishing even the annual accounts are indicated in Annexure No. V/3. This list comprised the following:

Types of Organisations	Number of Undertakings	Number of Dailies published
Private Limited Companies	3	3
Trusts	3	8
Registered Societies	3	3
Firms (Partnership Concerns)	5	5
Organs of Political Parties	2	2
Individuals	19	19
TOTAL	35	40

5.4.5 Though 116 newspapers finally responded to the questionnaire issued by the Committee, some of them furnished answers which were too scanty and incomplete to be of any use and therefore had to be rejected. In the case of many dailies, data required in respect of some material facts were left blank in the answers to the questionnaire. They also failed to respond to repeated communications seeking further information or clarifications.

Major Newspapers which failed to Respond

5.5 While almost all the small newspapers defaulted in furnishing to the Committee the data that were called for, mention may be made of the following major newspaper groups which did not respond to the Committee's communications:

- (a) Thanthi Trust with a combined daily circulation during 1972 of 2.8 lakhs which did not furnish their annual accounts;
- (b) Malai Murasu Group which did not furnish the answers to the questionnaire; and
- (c) Statesman Limited, Calcutta which pleaded inability to furnish answers to the questionnaire separately for each of their two dailies (Delhi and Calcutta).

The Extent of Coverage in this Study

5.6.1 The study dealt with in this Chapter covered the following:

TABLE V-2

The Extent of Coverage

Types of Organisations	Number of under-takings	Number of dailies published	Circulation 1972 (Lakhs)
Public Limited Companies	21	48	27.3
Private Limited Companies	21	36	22.9
Trusts	6	9	3.6
Firms (Partnership Concerns)	10	20	4.1
Individuals	5	5	0.8
TOTAL	63	118	58.7

In terms of circulation corresponding to the average number of copies per day which were paid for, the coverage in this study represented 66.7 per cent of the total estimated circulation of approximately 88 lakhs of dailies published in India during 1972.

5.6.2 For the purpose of estimating the capital investments in newspaper undertakings as a whole, the quantities of newsprint/paper consumed would perhaps be a more appropriate basis. For the financial year ended on 31st March 1973, the newsprint entitlements of all daily newspapers as determined by RNI with reference to the actual circulation relating to the previous financial year aggregated to 1,782 lakh tonnes according to information provided to the Committee. The total newsprint entitlements so determined for the 118 dailies covered in this study for the same year 1972-73, amounted to 1,519 lakh tonnes representing 85.3 per cent of the total entitlements authorised by the RNI to the daily newspapers in India during that year. Such newsprint allocations to the 118 daily newspapers for 1972-73 are listed enterprisewise in Annexure No. V/4.

Limitations

5.7 The facts disclosed in the paragraphs that follow are primarily based on the analysis and interpretation of data contained in the balance sheets of the newspaper undertakings studied for this purpose. Such balance sheets in the case of companies were the audited ones under the provisions of the Companies Act, while most of the accounts of the rest of the organisations included in the study had also been certified by Chartered Accountants. These were supplemented by more detailed data, information, clarifications and explanations as could be secured by the Committee within the limitations already indicated.

Balance Sheets of Newspaper Undertakings

5.8.1 50 of the 63 organisations listed in Annexure No. V/1 furnished balance sheets for a period of seven years from 1967 to 1973 while the rest provided balance sheets only upto 1972. Summarised balance sheets as at the close of each financial year of the respective undertakings are given in Annexure Nos. V/5/1 to 63.

5.8.2 A consolidated balance sheet for the 50 organisations in respect of which balance sheets were available upto 1973 is exhibited in Annexure No. V/6/1. Annexure No. V/6/2 is a similar balance sheet for the remaining 13 units. With reference

to the data available in the above statements, an estimated balance sheet for all the 63 undertakings upto 1973 is given in Annexure No. V/6/3. Financial years for the various organisations were different as indicated in Annexure No. V/1. For the purpose of consolidation, balance sheets of individual enterprises as on any day falling within a calendar year were grouped together.

Sources of Funds

5.9.1 From the information available in the balance sheets of the several organisations, the sources of funds of the newspaper undertakings could be listed as under:

- (a) Subscribed share capital in the case of companies and funds brought in by the owners in the case of other types of organisations;
- (b) Retained profits;
- (c) Depreciation earned;
- (d) Commercial banks;
- (e) Other financial institutions, principally the State Financial Corporations;
- (f) Deposits or loans from the public;
- (g) Deferred credits by machinery suppliers;
- (h) Deposits from agents etc., and Sundry creditors for goods and services.

5.9.2 Capital provided by the shareholders/owners of the 63 undertakings were of the following order:

TABLE NO. V-3

Owners' Capital in Selected Undertakings

	Rs. In Lakhs	
	1967	1973
(a) Subscribed Capital—		
(i) Ordinary shares	378	420
(ii) Preference shares	77	81
(iii) Bonus shares	57	83
(b) Trust Capital	107	224
(c) Capital of Firms	15	16
(d) Capital of Individuals	1	1
TOTAL	635	825

Seventeen organisations owned by individuals, firms and a few trusts did not have fixed capital. Retained profits or losses sustained were adjusted to capital account in the accounts of these enterprises. Such net profits adjusted to capital during the six year period were Rs. 98 lakhs. The fresh capital introduced during the six years, therefore, aggregated to Rs. 92 lakhs which worked out to an average of Rs. 15 lakhs per annum.

5.9.3 Profits earned and retained in the business by the above undertakings, which were of the order of Rs. 673 lakhs upto 1967 increased to Rs. 910 lakhs upto 1973. Taking into account Rs. 98 lakhs transferred to capital during the same period as indicated in the previous paragraph, the retained profits increased by Rs. 335 lakhs during the above period, giving an average of Rs. 56 lakhs per annum.

5.9.4 Depreciation provisions in the accounts of the above enterprises during the six years aggregated to Rs. 891 lakhs which amounted to Rs. 149 lakhs per year on average.

5.9.5 Commercial banks provided substantial amounts to the newspaper undertakings, principally for meeting working capital needs. The amounts advanced by banks to the 63 undertakings and outstanding in 1967 were Rs. 679 lakhs which increased to a peak figure of Rs. 1251 lakhs in 1972. In 1973, the outstanding amounts were Rs. 1030 lakhs. Loans from commercial banks to selected newspaper undertakings are tabulated in Annexure No. V/7. It may be observed that both in 1967 and 1973, the Indian Express Group alone accounted for more than 25% of the total amount outstandings to banks from these enterprises.

5.9.6 Twelve organisations secured funds from State Financial Corporations. In 1973 the outstanding loans due to these Corporations were Rs. 53 lakhs. Only one out of the 63 undertakings, namely, Hindustan Times Limited secured loans to the extent of Rs. 45 lakhs from Life Insurance Corporation of India. Outstanding loans from these financial institutions to the selected newspaper undertakings are listed in Annexure No. V/8.

5.9.7 Funds secured from the public in the form of fixed loans or deposits or in other forms were considerable. The amounts outstanding from the 63 newspaper concerns in 1967 were Rs. 223 lakhs which rose to a peak figure of Rs. 1525 lakhs in 1971. A disturbing trend revealed in the analysis is that some of these

undertakings have been resorting to this form of raising funds in an increasing measure over the years, particularly those whose financial positions have been deteriorating. To the extent data could be collected by the Committee for this purpose, a tabulation has been made in Annexure No. V/9, of loans in the form of Fixed Deposits obtained by these newspaper organisations which were outstanding. It may be observed therefrom that the Indian Express Group tops the list which on 30th April 1971 owed Rs. 1067 lakhs on such account, of which fixed deposits from the public were Rs. 908 lakhs.

5.9.8 Deferred credits from suppliers of machinery were insignificant. Only one company, namely, Indian Express Newspapers (Bombay) Private Limited availed such a credit the outstanding amount of which on 30th April 1973 was Rs. 45 lakhs.

5.9.9 Most of these undertakings collected trade deposits from newspaper agents. For the 63 concerns covered in this study, the current liabilities to sundry creditors for goods and services including the deposits from agents and provisions for current expenditure, were of the order of Rs. 967 lakhs in 1967. They increased to Rs. 2650 lakhs in 1973 which are listed enterprise-wise in Annexure No. V/10. It may be noted therefrom that a number of major newspapers would appear to have depended heavily on over-extensions of credits from these current sources, as a means of financing their operations. The following organisations are on the top of this list:

- (a) Indian Express Group;
- (b) Hindustan Times Limited; and
- (c) Ananda Bazar Patrika Private Limited.

5.9.10 The sources of funds that were available to the 63 undertakings covered in this study during each of the six years 1968 to 1973 may be summarised at Table V.4.

While the cumulative position is indicated in the consolidated balance sheet given in Annexure No. V/6/3, the above Table reveals the net inflow of funds from the various sources as listed therein, during each year covered in the study. During 1973 significant amounts were repaid to commercial banks and to the public against loans/deposits from them, while greater dependence was made on extended credits from suppliers of goods, services and for other obligations.

TABLE V-4

Net Inflow of Funds in Selected Undertakings

Rs. In Lakhs

S. No.	Sources of Funds	1973	1972	1971	1970	1969	1968	Total for six years	Average per year
A INTERNAL									
1	Depreciation Earned	177	168	167	144	126	109	891	149
2	Retained Profits	136	108	(9)	38	10	57	335	56
B EXTERNAL									
3	Loans/Deposits from Public	(217)	(104)	195	510	247	345	976	163
4	Commercial Banks	(221)	116	111	122	33	190	351	58
5	State Financial Corporations	(7)	(5)	7	3	4	9	11	2
6	Life Insurance Corporation of India	(3)	10	15	20	42	7
7	Deferred credits from machinery Suppliers	(12)	8	1	4	X	X	1	..
8	Fresh Capital from owners	13	9	1	25	43	1	92	15
9	Sundry Creditors for goods and services	499	529	101	362	53	139	1683	280
TOTAL		365	834	589	1228	516	850	4382	730

NOTES.—Figures in brackets are refunds of borrowings/and withdrawals from reserves.

X—Separate figures were not available. These are included in Sl. No. 3 for these two years.

Investments in Business Assets

5.10.1 The book values of the fixed block corresponding to the historical costs of land, buildings, plant and machinery and other fixed capital expenditure less cumulative depreciation thereon, amounted to Rs. 1280 lakhs in 1967 which increased to Rs. 2263 lakhs in 1973 indicating a net additional investment of Rs. 983 lakhs during the six years. It has been earlier observed that depreciation provisions during the same period were Rs. 891 lakhs. Thus the fresh investments in gross block were of the order of Rs. 1874 lakhs during the above six years.

5.10.2 In the case of some newspaper undertakings, the amounts expended on land and buildings were considerably in excess of the requirements of the newspaper business and therefore, these were mostly of the nature of investment in immovable properties unrelated to newspaper business. This was obvious from the fact that gross rental income of the 63 undertakings from such properties were Rs. 143 lakhs during 1973 (of which Rs. 114 lakhs related only to the Indian Express Group). Newspaper concerns which possessed considerable properties of this nature are listed in Annexure No. V/11 together with the book values of such properties. Rental income earned by these undertakings are also shown therein. This tabulation reveals that the following undertakings acquired large properties during the six years studied which were not required for the newspaper business.

- (a) Indian Express Group; and
- (b) Hindustan Times Limited.

5.10.3 Fifty three of the selected newspaper concerns owned plant and machinery as listed in Annexure No. V/12. The net book values of these assets were Rs. 532 lakhs in 1967 and Rs. 782 lakhs in 1973.

5.10.4 Only one Company namely, Kasturi & Sons Limited (The Hindu) owned Aircrafts the gross book value of which was Rs. 15 lakhs. The net depreciated value as on 30th June 1973 of these aircrafts was Rs. 4 lakhs.

5.10.5 Other fixed assets were relatively insignificant in these organisations.

5.10.6 Many newspaper undertakings had invested funds in acquiring shares in other Companies. These are tabulated in Annexure No. V/13. The Indian Express Group stands out prominently in this list also.

5.10.7 Investments made by these concerns in Government Securities were negligible.

5.10.8 Current assets in the newspaper industry consist of—

- (a) Stock-in-trade, mainly newsprint and paper, and stores and spares;
- (b) Sundry Debtors;
- (c) Advances, deposits etc. recoverable in cash or in kind; and
- (d) Cash and bank balances.

Current assets which amounted to Rs. 1784 lakhs in 1967 rose to Rs. 3600 lakhs in 1973. The amounts of current assets in major enterprises are listed in Annexure No. V/14.

5.10.9 The above current assets in the case of some companies, particularly those in the Indian Express Group, contained significant amounts of inter-company transactions appearing generally under the head of 'Loans and Advances'. They were of the order of Rs. 250 lakhs in 1973. On the current liabilities side also, there were similar intercompany transactions, more or less of the same magnitude. Thus, both the sides of the balance sheet have been inflated to this extent. For the purpose of computations made in this study, such inter-company transactions inflating both the sides of the balance sheet have not been set off against one another for want of precise information. In another case, namely, Pioneer Limited, Lucknow, they included assets relating to yarn business also.

5.10.10 In 1967 there had been accumulated losses aggregating to Rs. 21 lakhs. In 1973 the corresponding figure was Rs. 250 lakhs. Ignoring those undertakings which individually had less than Rs. 1 lakh of accumulated losses, there were only six organisations in 1967 and 11 organisations in 1973 having such accumulated losses. These are listed in Annexure No. V/15. The Indian Express Group alone accounted for Rs. 138 lakhs of these losses in 1973 the reasons for which are being explained in Chapter VI.

5.10.11 The uses of funds during each of the six years 1968 to 1973 may be summarised as follows:—

TABLE V.5

Net Outflow of Funds in Selected Undertakings

S. No.	Uses of Funds	Rs. In Lakhs						Total for six years	Average per year
		1973	1972	1971	1970	1969	1968		
ADDITIONS TO									
1	Gross Block	160	277	373	379	384	301	1874	312
2	Investments in shares etc.	8	15	180	174	(78)	164	463	77
3	Current Assets	264	327	5	651	196	373	1816	303
4	Losses	(67)	215	31	214	14	12	229	38
	TOTAL	365	834	589	1228	516	850	4382	730

NOTE.—Figures in brackets are reductions.

Uses of Funds Unrelated to Newspaper Business

5.11 The facts indicated in the earlier paragraphs reveal that some major newspaper concerns have diverted large funds for use unrelated to newspaper business. They were of the order of Rs. 17 crores upto 1973 as indicated in the following table, of which Rs. 11 crores related to the Indian Express Group.

TABLE V.6

Uses of Funds Unrelated to Newspaper Business

S. No.	Nature of use	Rs. In Crores	
		Total	Indian Express Group only
1	Investments in immovable properties (Refer Annexure No. V/11)	10.0	4.5
2	Investments in shares of joint-stock companies (Refer Annexure No. V/13)	5.0	4.8*
3	Losses on trading in shares (Refer Annexure No. VI/3 discussed in Chapter VI)	6.3	6.3
4	Investments in yarn business by Pioneer Limited, Lucknow (Refer Para 5.10.9)	0.1	..
	TOTAL	21.4	15.6
5	Less: Loans secured to finance investments in shares	4.4	4.4
	NET	17.0	11.2

*Of which Rs. 1.95 crores were known to have been lost on account of fall in the market values of shares held by them, but not provided for in the books of the Group.

Capital Investments Relating to Newspaper Activity

5.12 The capital investments in 1973 by the 63 undertakings covered in this study (which accounted for nearly 67% of the total circulation of all daily newspapers in India and a little over

85% of the total entitlements of newsprint authorised by the RNI to the daily newspapers in India during 1972-73), that related only to newspaper activity may be assessed as under:

TABLE V.7

Capital Investments—Newspaper Activity

S. No.	Assets Employed	Total	Rs. In Crores	
			Less : Unrelated to News- paper Busi- ness	Newspaper Activity
1. Net Block		22.4	10.0	12.4
2. Investments		6.0	5.0	1.0
3. Current Assets		36.0	..	36.0
4. Total Assets Employed		64.4	15.0	49.4
5. Less: Current Liabilities		26.5	4.4	22.1
6. Net Assets Employed		37.9	10.6	27.3

Capital investments in the Daily Press

5.13 Out of the 63 newspaper concerns included in this study, 45 published only dailies. The rest of them published periodicals also in addition to dailies. The sales of publications other than dailies approximately worked out to 10 per cent of the total sales of the 63 organisations, taken as a whole. If the assets employed are allocated on the above basis, the capital investments in the dailies only, would be of the following order:

(a) Total assets employed: Rs. 45 crores.

(b) Net assets employed: Rs. 25 crores.

Considering that this study did not cover nearly 33 per cent in terms of circulation and 15 per cent in terms of newsprint authorisation for all dailies in India, the capital investments in the Daily Press may be assessed at Rs. 55 crores on the basis of total assets and Rs. 30 crores on the basis of net assets employed.

Conclusions

5.14.1 This study covered 73 newspaper undertakings which accounted for nearly 67 per cent of the total circulation of all dailies in India during 1972 and little more than 85 per cent of the total newsprint entitlements authorised for 1972-73 by the RNI to the Daily Press as a whole in India.

5.14.2 The net cash inflow in these organisations over a period of six financial years studied for this purpose average Rs. 730 lakhs per year, of which only Rs. 15 lakhs came as fresh capital from owners. A disturbing trend revealed in this analysis was, that some of these undertakings have been resorting to raising funds in an increasing measure over the years from the public in the form of fixed loans and deposits, particularly by those whose financial positions have been deteriorating. This trend, however, was reversed in 1973. Commercial banks provided sizeable amounts to these newspaper undertakings. Other principal sources of funds were depreciation earned, retained profits and extended credits from suppliers of goods and services.

5.14.3 Sizeable investments had been made over the six years studied, in gross block and current assets. Facts indicated in this study, reveal that some major newspaper concerns have diverted large funds for use unrelated to newspaper business. The Indian Express Group accounted for a major portion of such diversions.

5.14.4 The total assets employed in these organisations in the form of net block and current assets were of the order of Rs. 65 crores. These included approximately Rs. 15 crores of investments in assets unrelated to newspaper activity, leaving a balance of Rs. 50 crores as total assets employed in the newspaper business. On the basis of net assets employed, they were of the order of Rs. 23 crores. After allocating, on an appropriate basis, the proportion relating to publications other than dailies published by 18 of these undertakings, the capital investments in the dailies alone of these undertakings were of the following order:

- (a) Total assets employed: Rs. 45 crores.
- (b) Net assets employed: Rs. 25 crores.

After taking into account the dailies published in India, but not covered in this study, the over-all capital investments made in the Daily Press in India are estimated by the Committee to be of the order of Rs. 55 crores in terms of total assets and Rs. 30 crores in terms of net assets employed.

CHAPTER VI

PROFITABILITY OF NEWSPAPER UNDERTAKINGS

Coverage

6.1 The profitability analysis presented in this Chapter relates to the same 63 newspaper undertakings referred to in Chapter V. The facts contained in the various annexures are similarly based on the audited statements of accounts of the respective undertakings to the extent indicated in paragraph 5.7 of the previous Chapter and supplemented by further detailed analysis, information, clarifications and explanations that could be obtained for this purpose.

Summarised Profits and Loss Accounts

6.2 For each of the 63 undertakings and for each of the seven years covered in the study, summarised profits and loss accounts are annexed *vide* Annexure Nos. VI/1/1 to 63 in Part II of this Report. (In the case of 13 concerns only actual figures for 1973 were not available till the time of finalising these statements in December, 1974).

Consolidated Profit and Loss Accounts

6.3 The consolidated profit and loss accounts of the 63 selected undertakings are given in Annexure No VI/2. For the purpose of consolidation, profit and loss accounts of individual enterprises for the financial year ending on any day falling within a calendar year were grouped together, as was done in the case of balance sheets dealt with in Chapter V. The figures for 1973 shown in this Annexure, however, did not include those of the 13 organisations which did not furnish the annual accounts for 1973. (The actual total revenues of these 13 enterprises in 1972 were approximately 4% only of such revenues of all the 63 undertakings). Projecting the figures for these 13 units also for 1973, the position is summarised below:

TABLE VI.1
Consolidated Profit and Loss Accounts of Selected Undertakings

S. No.	Rs. In Lakhs	
	1967	1973
1	2	3
A INCOME		
1 Net Sales and Net Advertisements	3866	7400
2 Job Income	197	170

1	2	3
3 Interest Received	11	30
4 Other Income	265	440
TOTAL	4339	8040
B EXPENSES		
1 Materials Consumed	1694	3100
2 Employees	1046	2037
3 Depreciation	95	187
4 Managerial Remuneration	13	19
5 Interest Paid	90	280
6 Outside Printing Charges	26	62
7 Other Expenses	1068	1755
TOTAL	4032	7440
C PROFIT	307	600

The losses on trading in shares (before providing for interest) sustained by the Indian Express Group being wholly unrelated to the newspaper business have been excluded from the above figures.

Trading in Shares

6.4 The fact that large funds had been invested by the Indian Express Group in shares was already referred to in paragraph 5.11 of Chapter V. Considerable losses were incurred by this group on trading in shares as indicated in Annexure No. VI/3. This statement reveals that the order of losses incurred by the three newspaper companies upto 30th April 1973 was Rs. 630 lakhs. It is further known that the partnership firm of Express Traders which is wholly owned by the Indian Express Group has not provided for losses known to have arisen on account of fall in the market value of shares held by it as on 31st March, 1973, amounting to Rs. 217 lakhs, of which Rs. 195 lakhs are to be borne by the three newspaper companies of this group.

Extraneous Income and Expenditure

6.5.1 Many newspaper concerns, as already pointed out in paragraph 5.10.2 of Chapter V, had invested substantial amounts in land and buildings which were considerably in excess of the requirements of the newspaper business. They were mostly of the nature of investments in real estate. The gross rental income included in the figures under the head "Other Income" in the tabulations was Rs. 143 lakhs in 1973. The net income from properties could not be readily and precisely calculated for want of further detailed information. It has, therefore, been assumed that for the purpose of this study, such income belonged to the newspaper activity.

6.5.2 In the case of one newspaper undertaking, namely the Pioneer Ltd., Lucknow, there were sales relating to yarn business which have been included under the head "Other Income" in the tabulations. For the purpose of determining the income relating to the newspaper activity only, these extraneous sales have also to be ignored. Correspondingly, the related costs included in the expenses have also to be reduced.

Net Sales and Net Advertisement Revenues

6.6 Seven newspaper concerns included in the study did not furnish separate figures for net sales and net advertisement revenues. Separate figures for the remaining 56 units have been indicated in the summarised profit and loss accounts given in the annexures for each of the newspaper undertakings. The proportion of net advertisement revenues to the total revenues in terms of percentages, enterprise-wise, has been worked out and exhibited in Annexure No. VI/4 a summary of which is given in the following table. (In respect of 13 organisations for which 1973 figures are not available, the figures for 1972 have been adopted in the tabulation).

TABLE VI.2

Net Advertisement Revenues as a Proportion of Total Revenues

S. No.	Range %	No. of newspaper undertakings
1	2	3
1	Over 70	1
2	65—70	3
3	60—75	2

1	2	3
4	55—60	6
5	50—55	10
6	45—50	10
7	40—45	6
8	35—40	7
9	30—35	3
10	Below 30	8
Average	53.3	Total 56

It may be noted from the above that net advertisement revenues accounted for 53.3 per cent of the total revenues. The proportion of net sales to total revenues can similarly be inferred from the above Table, the average of which works out to 46.7 per cent.

Managerial Remuneration

6.7 To the extent information was available in the annual accounts of the selected undertakings, the amounts of managerial remuneration paid are tabulated, enterprisewise, in Annexure No. VI/5. The total managerial remuneration paid in 1967 was approximately Rs. 13 lakhs, and the corresponding figures for 1973 was Rs. 19 lakhs.

Consolidated Profit and Loss Accounts relating to Newspaper Activity

6.8 After eliminating the extraneous income and expenses of the kind discussed in paragraphs 6.4 and 6.5.2, consolidated profit and loss accounts for the 63 newspaper concerns are given below:

TABLE VI.3

*Consolidated Profit and Loss Accounts of Selected Undertakings—
Newspaper Activity*

S. No.	Rs. In Lakhs	
	1967	1973
1	2	3
A INCOME		
1. Net Sales and Net Advertisements	3866	7083
2. Job Income	197	161

1	2	3
3. Interest received	11	30
4 Other Income	42	263
	4116	7537
B EXPENSES		
1 Materials Consumed	1694	2949
2 Employees	1045	1978
3 Depreciation	95	117
4 Managerial Remuneration	13	18
5 Interest Paid	90	209
6 Outside Printing Charges	26	53
7 Other Expenses	849	1526
	TOTAL	6910
C PROFIT	304	627

It will appear from Tables VI.1 and VI.3 that in 1973 the newspaper activity of the selected undertakings yielded a profit of Rs. 627 lakhs, while the total profit of these undertakings was Rs. 600 lakhs. Thus, the non-newspaper activity of these undertakings meant a total net loss of Rs. 27 lakhs in addition to the loss on trading in shares amounting to Rs. 82 lakhs excluded from the computations.

Relative Proportions of Income and Expenditure

6.9.1 The various items of income and expenditure are expressed in Annexure No. VI/6 in terms of proportions relating to total revenues from net sales and net advertisements. It may be observed therefrom that the income from jobs, interest received and other miscellaneous income taken together ranged from 5.3% to 6.5% over a period of seven years covered in this study. The figure for 1973 for such income was 6.4%.

6.9.2 Material costs which consisted of consumption of newsprint and paper, stores and spare parts less the credit for sales of waste materials ranged between 41.6% and 46.3%, the lowest being in 1973.

6.9.3 The employees' cost ranged from 26.5% to 28.9% of the total revenues over the years. In 1973 this worked out to 27.9%. Depreciation, managerial remuneration and outside printing charges remained, more or less, constant over the years and accounted for only approximately 3.5%.

6.9.4 All other expenses ranged between 20.8% and 23.4%. In 1973 they accounted for 21.6%.

6.9.5 The profit earned in 1973, worked out to 8.9% of net sales and net advertisement revenues taken together, which was the highest rate amongst the seven years from 1967 to 1973.

Dividends Declared

6.10 An index of profitability from the point of view of investors of capital is the rate of dividend that is being declared from time to time. Such dividends declared over the years by the selected newspaper undertakings are exhibited in Annexure No. VI/7. Bennett Coleman and Company Ltd., Bombay, tops this list with a dividend rate of 40% in 1973, followed by Mathrubhumi Printing and Publishing Company, Calicut, which declared 30%.

Retained Profits

6.11 Profits after taxes which are retained in the business have the effect of enhancing the break-up/market value of shares. A few major newspaper undertakings added substantial amounts to their retained earnings from year to year. They are tabulated in Annexure No. VI/8.

Return on Capital Employed

6.12.1 Another index of profitability is normally based on the rate of return on capital employed. Capital employed for this purpose is reckoned to be net fixed block and working capital, the latter consisting of current assets, less current liabilities. Return is computed as the profit before providing for taxation, interest and other financial charges, bonus to employees and extraneous income and expenditure.

6.12.2 The Committee could not get the information required with regard to the amounts of bonus paid to employees, for the purpose of this study. Taking bonus, therefore, as an item of expenditure, the rates of return on capital employed earned by the selected newspaper undertakings are tabulated in

Annexure No. VI/9. It may be observed from the tabulation that quite a few major newspaper undertakings have earned rates of return considerably in excess of the normal rate of return which Government generally allows in price fixation.

Newspaper Undertakings which Made Losses

6.13.1 31 out of the 63 undertakings, accounting for a little over 61% of the total revenues from net sales and advertisements, made profits in all the years from 1967 to 1973 as can be computed from the summarised profit and loss accounts given in Annexure Nos. VI/1/1-63. Fourteen concerns made only nominal losses in some years, which were less than Rs. one lakh per annum in the respective years. The number of years for which losses were suffered by the rest of the units numbering 18, are indicated below:—

TABLE VI·4

Newspaper Undertakings which made Losses

Number of years for which losses were made	Number of undertakings
7	2
6	3
5	4
4	2
3	2
2	3
1	2
TOTAL	18

They are listed enterprise-wise in Annexure No. VI/10. The losses suffered by two companies belonging to the Indian Express Group were for reasons unrelated to the newspaper business, namely, on account of heavy interest charges incurred on capital investments such as the construction of 'Express Towers' in Bombay which did not start earning income during those years and the acquisition/holding of shares which were unproductive. The losses of these two companies have, therefore, to be ignored. The tabulation in the annexure reveals that the maximum losses made by the remaining 16 units in any year in the aggregate

were of the order of Rs. 42 lakhs only. The total losses for all the seven years taken together, namely, Rs. 217 lakhs shown in the annexure are exclusive of profits earned by those units in particular years during the seven-year period. If such profits are taken into account, there will remain only 13 undertakings which have incurred losses for the seven-year period as a whole, aggregating to Rs. 128 lakhs in all, giving an average of Rs. 18 lakhs per annum.

6.13.2 There were abnormal but justifiable circumstances in particular years which resulted in losses being shown in the books of account in those years in the case of a few undertakings. An example of this nature relates to provisions for gratuity which have not been made in the earlier years being charged to the profit and loss accounts in particular years on account of statutory provisions etc. Instances are:

- (a) Ananda Bazar Patrika Private Limited Rs. 33 lakhs in 1972; and
- (b) Amrita Bazar Patrika Private Limited Rs. 13 lakhs in 1971.

over and above the normal provisions for gratuity for the year.

6.13.3 The newspaper undertakings which have made some significant losses over the seven-year period covered in this study are listed below:—

- (a) Associated Publishers (Pvt) Ltd., Madras.
- (b) Jansatta Karyalaya, Ahmedabad.
- (c) Associated Journals Ltd., Lucknow.
- (d) Indian National Press (Bombay) Ltd.
- (e) Kesari Mahratta Trust, Poona.
- (f) Lok Shikshana Trust, Hubli, and
- (g) Deepika (St. Joseph's Province of the Carmelities of Mary Immaculate, Malabar), Kottayam.

Plausible reasons, within the limited scope of the study, could not be established for the continuing losses of some of these organisations.

Sales of Publications other than Dailies

6.14 It has earlier been observed in Chapter V that out of the 63 newspaper concerns included in this study 45 published only dailies and the rest of them published periodicals also in addition to dailies. However, separate figures for these sales and the related costs were not made available and therefore not dealt with in this Chapter.

Conclusions

6.15.1 This study covered the profitability of the same 63 newspaper undertakings dealt with in Chapter V. In arriving at the profit figures, extraneous income and expenditure have to be excluded, for obvious reasons. Such items have been identified and excluded in the computation of the profits earned by the industry. One such major item relates to the substantial loss sustained on trading in shares by the Indian Express Group.

6.15.2 Consolidated profit and loss accounts relating to newspaper activity have been worked out. The total revenues from net sales and net advertisements in 1973 for the 63 newspaper concerns taken together were of the order of Rs. 71 crores. Miscellaneous income such as income from jobs interest received and other items aggregated to nearly Rs. 4 crores for the same year.

6.15.3 The various income and expenditure items appearing in the consolidated profit and loss accounts have been reduced to their relative proportions in terms of the total revenues from net sales and net advertisements.

6.15.4 Net advertisement revenues in 1973 accounted for 53.3% of the total revenues, while revenues from sales of newspapers/periodicals were 46.7%. Miscellaneous income amounted to an equivalent of a little over 6%.

6.15.5 Amongst the expenditure items material costs in 1973 of the order of 42%, while the employees' costs accounted for 28%. All other expenses amounted to 27%.

6.15.6 The profits before taxes earned by the industry as a whole in 1973 worked out to very nearly 9% of the total revenues, which was the highest rate amongst the seven years from 1967 to 1973.

6.15.7 Profitability figures were studied in terms of dividends declared, additions to retained earnings and rates of return on capital employed. These revealed that quite a few major newspaper concerns have been earning profits considerably in excess of the normal rate of return which Government generally allows in price fixation.

6.15.8 Losses suffered by the newspaper undertakings were generally insignificant. Those undertakings which made losses of some significance have been identified. Plausible reasons could not be established for losses in these undertakings within the limited scope of this study. It is recommended that a more detailed study of these concerns may be undertaken to identify the causes that may lead to possible remedies.

CHAPTER VII

REVENUES AND COSTS OF DAILY NEWSPAPERS

Scope of Study

7.1.1 Revenues, costs and profitability of 63 selected newspaper organisations have been analysed in the previous Chapter. Some of these organisations also published periodicals in addition to dailies. Since the Committee is concerned primarily with the daily newspapers, the study in this Chapter deals with the revenues, costs and profitability attributable to dailies.

7.1.2 Forty-five of the above 63 organisations did not have any publications other than daily newspapers. A part of the study in this Chapter presents a summarised picture of the revenues, costs and profitability of these organisations publishing only dailies. In terms of 1972 circulation the 72 dailies published by this group of 45 newspaper undertakings accounted for 27 per cent of the total circulation of all dailies in India. In terms of newsprint entitlements authorised by the RNI for 1972-73, they accounted for 30 per cent of the total entitlements authorised by him for all the dailies.

7.1.3 Another part of the study relates to the analysis of revenues, costs and profitability of 43 other daily newspapers based on answers to the questionnaire issued by the Committee. They accounted for approximately 39% in terms of circulation and 54% in terms of newsprint entitlements authorised by the RNI for all dailies in India for the same period as referred to in the previous paragraph.

Limitations

7.2 One hundred and sixteen dailies finally responded to the questionnaire issued by the Committee. However in the case of many dailies the answers furnished were too scanty and incomplete to be of any use. In the case of a few other dailies data required in respect of some material facts were left blank in the answers to the questionnaire. In addition to these factors, the data given in the answers to the questionnaire were not verified by the Committee by actual inspection. This study therefore, is subject to the above limitations.

Summarised Profit & Loss Accounts for 72 Dailies

7.3.1 Summarised profit and loss accounts based on annual accounts for 72 dailies published by 45 of the selected newspaper undertakings are given in Annexure No. VII/1 for each of the seven years from 1967 to 1973. The various items of income and expenditure indicated in the above annexure have been reduced to their relative proportions and exhibited in Annexure No. VII/2. The following salient features may be noted therefrom.

7.3.2 When expressed in terms of net sales and advertisements—

- (a) Cost of materials ranged from 42.7% in 1973 to 49.4% in 1971;
- (b) Employees accounted for 22.9% to 25%, the maximum being in 1973;
- (c) Depreciation which accounted for 2.6% in 1967 was 2.7% in 1973;
- (d) Managerial remuneration was, more or less, constant at about 0.3%;
- (e) Outside printing charges were less than 2% in all the years;
- (f) All other expenses ranged from 28.5% in 1973 to 46.5% in 1968. (Presumably there were certain extraneous items included under this category in 1968); and
- (g) Profits before taxation and interest amounted to 12.4% in 1973 while the lowest figure was 8.1% in 1968.

Summarised Profit and Loss Accounts for 43 other Dailies

7.4.1 Eighteen of the selected undertakings published 46 dailies in addition to periodicals. Two dailies belonging to this group were not included in the samples chosen for detailed study. In the case of one other daily, the answers to the questionnaire were so incomplete that it could not be made use of. For the remaining 43 dailies answers to the questionnaire were available. Based on the data available in such answers, summarised profit and loss accounts for a period of five years from 1967 to

1971 are tabulated in Annexure No. VII/3. A summary for 1971, the latest year for which data were available, is given below:

Summarised Profit and Loss Accounts for 43 selected Dailies—1971

S. No.	Rs. In Lakh	Per Cent
A. INCOME		
1. Net Sales and Net Advertisements	3658	100.00
2. Job and other Miscellaneous Income	82	2.2
	<u>3740</u>	<u>102.2</u>
B. EXPENSES		
1. Net Materials cost	1551	42.4
2. Employees	945	25.8
3. News Gathering Expenses	155	4.2
4. Depreciation	108	3.0
5. Repairs and Maintenance	47	1.3
6. General Administration Expenses	318	8.7
7. Packing and Transport	244	6.7
8. Outside Printing Charges	6	0.1
	<u>3374</u>	<u>92.2</u>
C. NET PROFIT (Before taxation, Interest and Bonus)	366	10.0

7.4.2 From the figures given in Annexure No. VII/3, it may also be computed that the proportion of net advertisements to total net revenues (from sales and advertisements) in 1971 was 54.1%. For the same year, commission on sales worked out to 25.6% on retail price, while the commission on advertisements was 12.7% on gross rates.

Revenues

7.5 Revenues derived by dailies are principally from two sources, namely readers and advertisers. Another source of revenue is income from job printing. Not all the newspaper undertakings derive job income on a regular basis. For the 63 undertakings covered in the study, the total income from job printing

in 1973 accounted for 2.3% of the total revenues from net sales and advertisements. Other incomes of a miscellaneous nature amounted to 3.7% of the net revenues for the same year.

Commission to Distributors

7.6.1 The revenues which readers of newspapers contribute do not wholly accrue to the newspaper undertakings. A substantial portion of the retail price to the reader generally accrues as commission to distributors. Such a commission varied for different newspapers and also for different cities and towns. Most of the newspaper organisations pleaded inability to give the actual figures of commission paid to distributors since they did not keep separate accounts for such payments. The information furnished in the answers to the questionnaire was therefore an approximate indication. However, according to the certified figures of the Audit Bureau of Circulation for the half year January-June 1973, the average commission paid by 94 daily newspapers accounting for a circulation of a little over 58 lakhs amounted to 29.5% of the retail price. The commission ranged from 22.6% to 39.6%. In the case of language papers, the average commission was 29.7%, while for English dailies it was 28.4%.

7.6.2 Direct subscriptions were generally insignificant.

Commission to Advertising Agents

7.7.1 It was claimed that advertising agents served the advertisers by advising them on advertisement policy and selection of media. They generally handled most of the display advertisements. They also claimed that they were the agents of the advertisers. However, their commission was paid not by the advertisers but by the publishers. This anomalous position was explained to be due to historical reasons.

7.7.2 Here again, the newspapers did not keep separate accounts for the commission paid to advertising agencies and therefore the information provided in the answers to the questionnaire was only approximate. The general rate of commission paid to advertising agencies was 15%. Many newspapers however received advertisements directly from customers involving no payment of commission. On classified advertisements generally no commission is paid. The average incidence was therefore of the order of only 12%. English newspapers, particularly the bigger ones, had an average incidence of only 10 or 11 per cent. Language papers generally had to pay a higher rate of commission.

Newsprint/Paper

7.8 For a single copy of a 10-page newspaper of normal size of approximately 2500 sq. cms., the cost of newsprint/paper alone amounted to 9 Paise to 11 Paise. The variations in the cost of paper consumed as between the different newspapers are attributed to factors such as the following:

- (a) Delivered costs at the press being different for different newspapers on account of transportation involved from the sources of supply as well as the mix of newsprint received from different sources of supply;
- (b) Differences in the grammage of the newsprint uses; and
- (c) Waste which may either be white waste on account of damage in packing and handle or printing waste arising either on account of spoilage during the process or on account of unsold copies, less the recovery value of such waste.

As a ratio of the total cost of production, newsprint/paper accounted for nearly 37% in 1973.

Other Materials

7.9 The cost on account of ink represented a very small proportion of the total cost, namely less than 2% generally. Other material costs such as flongs, lead etc. accounted for roughly 5% of the total cost of production for the industry as a whole, though variations upto 3% were noted in the case of some newspapers.

Employees

7.10 Payments to and provisions for employees represented the second biggest item of cost of production, next in importance to newsprint. Such costs accounted for nearly 29.5% of the total cost of production in 1973.

News Gathering Expenses

7.11 Newspapers primarily depend for the news which they publish in the dailies, on News Agencies such as the PTI, UNI etc. The amount of subscription paid by any individual newspaper to those News Agencies represented only a very insignificant portion of its cost of production, namely 1.5 per cent. For any

special features that may be published in a newspaper, if correspondents were paid on a piece-rate basis, such remuneration has also been included under this group of expenses. This category of cost also represented an insignificant proportion of the total cost of production. However, where correspondents are on the pay roll of a newspaper enterprise, such cost have been excluded under this head, as they have already formed part of the employees' costs for the purpose of this study.

Depreciation and Other Expenses

7.12 Depreciation of fixed assets accounted for approximately 2.5% of the total cost of production. Managerial remuneration was 0.3%. Where a newspaper undertaking does not own a printing press, outside printing charges are also involved. They accounted for 0.7% of the total cost of production of all dailies whether owning presses or not, taken together. All other expenses such as repairs and maintenance, general and administrative expenses, packing and transport, etc., taken together accounted for approximately 23% of the total cost of production in 1973.

Cost of Production and Distribution of a Representative Daily in 1973

7.13.1 Dailies are of varying sizes. The 112 newspapers for which data were available are classified below under the different ranges of such sizes.

TABLE VII-2

Dimensions of a Page of Daily Newspapers

Range in Sq. Cms.	Number of Dailies
Over 2600	2
2501 -- 2600	17
2401 -- 2500	43
2301 -- 2400	19
2201 -- 2300	2
2001 -- 2200	3
1901 -- 2000	2
1801 -- 1900	5
1301 -- 1800	6
Below 1300	10
TOTAL	112

7.13.2 Moreover, the number of pages of the various dailies also differs considerably. A tabulation of classified groups with reference to the average number of pages per copy is also given below:

TABLE VII-3

Number of pages of Daily Newspapers—1971

Number of Pages	Number of Dailies	
	English	Indian languages
Over 16	5	..
14 -- 16	6	..
12 -- 14	7	3
10 -- 12	3	6
8 -- 10	5	25
6 -- 8	2	16
Below 6	1	7
TOTAL	29	57

7.13.3 In order that a meaningful cost comparison is possible the data provided by the newspapers have been reduced to a standard size of 2500 sq cms. and 10 pages per copy. Based on the industry's average, the cost in 1973 of a daily of a standard size of the above dimensions was estimated to be 33 paise, as indicated in the table that follows:

TABLE VII-4

Cost of a Daily Newspaper of a Standard size of 2500 sq. Cms. and Ten Pages per Copy—1973

S. No.	Elements of Cost	Paise per Copy
1	2	3
1. Newsprint/Paper		10.0
2. Ink	}	1.9
3. Indirect Materials		

1	2	3
4. Employees		8.0
5. Depreciation		0.7
6. Other Expenses (excluding S. Nos. 10 and 11)		6.4
7. Total 1 to 6		27.0
8. Less : Miscellaneous Income		1.7
9. Net (7 less 8)		25.3
10. Commission to Distributors		5.7
11. Commission to Advertising Agents		2.0
12. Cost of Production and Distribution		33.0

Profitability

7.14.1 Profits for the purpose of this study are reckoned to be profits before providing for taxation, interest in borrowed capital and extraneous income/expenses. Such profits for the 115 dailies included in this study amounted to 11.4 per cent of the total revenues from net sales and advertisements. Thus, the profit margin that was available to a paper of the standard size referred to in the previous paragraph was 3.3 paise per copy, in 1973.

7.14.2 The net assets employed in the newspaper activity by the sixty-three undertakings covered in this study, were of the order of Rs. 27 crores in 1973, as indicated in paragraph 5.12 of Chapter V. Their turnover, namely net sales and net advertisements, for the year was of the order of Rs. 71 crores, as revealed in Table VI. 3 of Chapter VI. Thus, the turnover works out to approximately 2.6 times of the net assets employed. It has earlier been observed that the profitability of the 115 dailies amounted to 11.4 per cent of the total revenues from net sales and advertisements. This will, therefore, be equivalent to 29.6 per cent on capital represented by net assets employed.

Net Realisations:

7.15 The average net realisation in 1973 for the 115 dailies covered in this study amounted to 36.3 paise per copy of a standard size of approximately 2500 sq. cms. and 10 pages, of which contributions from advertisements and sales were 19.6 and 16.7 paise, respectively.

Profitability of Individual Dailies:

7.16. For the 72 dailies (published by 45 undertakings which did not have any publications other than daily newspapers) referred to in paragraphs 7.1.2. and 7.3.1, the profits of the newspaper organisations themselves reflected the profits of the dailies. The profits of these undertakings have already been indicated enterprisewise in Annexure Nos. VI/1/1-63. In respect of the 43 *other* dailies referred to in paragraphs 7-1-3 and 7.4, profits earned or losses sustained in newspaperwise are tabulated in Annexure Nos. VII/4 and VII/5. It may be observed from Annexure No. VII/4 that 25 dailies earned profits in 1971, of which ten dailies earned more than 10% on net sales and advertisement revenues. In terms of capital employed, the profitability of these dailies would be 2.6 times the rates indicated in the above annexure.

Dailies which made Losses

7.17 Annexure No. VII/5 reveals that 18 dailies made losses in 1971. An analysis reveals that in the case of 6 dailies, costs of newsprint/paper consumed were abnormal and in the case of 5 dailies, packing and transport costs were considerably higher than the average for the industry, primarily on account of air freight charges in most of these cases. These are detailed newspaperwise in Annexure No. VII/6, which also gives other specific reasons, if any, that could be established from the data available to the Committee in the case of other dailies that made losses.

Conclusions

7.18.1 The study in this chapter relates to revenues, costs and profitability of dailies. The data used for analysis were primarily those furnished by the newspapers in the answers to the questionnaire. The various items of revenues and costs attributable to dailies have been identified and discussed in detail.

7.18.2 Revenues derived by dailies are principally from two sources, namely readers and advertisers. Another source of revenue is income from job printing. Not all the newspaper undertakings derived job income on a regular basis. For the sixty-three undertakings covered in this study, the total income from job printing and other incomes of a miscellaneous nature were of the order of 6% of the total net sales and advertisements in 1973.

7.18.3 Commission to distributors ranged from 22.6% to 39.6% on the retail price as per the certifications of the Audit Bureau of Circulations, the average for the industry being of the

order of 29.5%. The general rate of commission to advertising agents was 15%. Many newspapers, however, received advertisements directly involving no payment of commission. On classified advertisements, generally no commission was paid. The average incidence of commission was, therefore, of the order of 12% for the industry as a whole.

7.18.4 The various items of cost of production of dailies have been analysed and reduced to their relative proportions in terms of total cost of production. In 1973, such proportions were of the following order:

Elements of cost	Per cent of total cost production
(a) Newsprint Paper	37.0
(b) Ink and indirect materials	7.0
(c) Employees	29.5
(d) Depreciation	2.5
(e) All other expenses	24.0
TOTAL	100.0

7.18.5 The industry's average cost of production and distribution of a daily of a standard size of approximately 2500 sq. cms. and ten pages per copy, was 33 paise in 1973. The profit margin per copy was 3.3 paise.

7.18.6 The average rate of profit before taxation, interest and bonus earned by the 115 dailies included in this study amounted to 11.4% of the total net revenues of 29.6% on capital represented by net assets employed, on average. Profitability figures newspaper-wise have also been tabulated. Many major newspapers have earned rates of return considerably higher than the normal rate of return which Government generally allows in price fixation.

7.18.7 Dailies which made losses and specific reasons therefore have also been identified, so that remedial measures may be taken.

CHAPTER VIII

THE IMPACT OF 30 PER CENT CUT IN NEWSPRINT QUOTA

Introduction

8.1.1 An account has been given in Chapter XI of this report about the steps taken by the Government from 1971 onwards in regard to the shortage in newsprint supply and the rising prices of newsprint that emerged later. A tenpage limit for the allocation of newsprint was imposed by the Government in the last quarter of 1971-72. This policy affected all daily newspapers whose average number of pages per issue exceeded ten. The ten-page limit was continued in the newsprint allocation policy for the year 1972-73 also until it was struck down by the Supreme Court in October 1972. The policy of the Government was accordingly modified and the present operative policy is indicated in the Public Notices dated 7 June 1974 and 13 August 1974 (*vide* Appendices VIII/1 and VIII/2). In July 1973 Government announced a 30 per cent cut in the newsprint quota of all papers calculated on the previous year's performance, but dailies with circulation of 15,000 copies of not more than eight pages of standard size were not affected by the cut.

8.1.2 The prices of newsprint also began to rise. The price of indigenous newsprint from the Nepa mills was increased from Rs. 1,362 per tonne to Rs. 1,500 per tonne with effect from October 1973 and to Rs. 1,800 per tonne with effect from February 1974. Contracts entered into for newsprint supplies from imported sources were at higher prices from the financial year 1973-74. Newsprint under these contracts at higher prices, according to information made available to this Committee, reached the newspapers later than December 1973. Therefore, the effect of any substantial increase in the price of newsprint could hardly have been felt by the newspaper industry before 1974, particularly by those who buy on the basis of pre-arranged contracts. We are dealing in this chapter with the impact of the 30 per cent cut in newsprint quota before the effect of any increase in the newsprint price was felt by the industry. Besides, we are also giving the data based on a study of 17 selected papers, which brings the study up to October 1974. It may be noted here that the Newsprint allocation policy for 1974-75, announced in June 1974, imposed a 40 per cent cut in newsprint allocation. The cut was, however, reduced to 30 per cent in August 1974.

Supplementary Set of Questions

8.2.1 In January 1974 the Committee addressed a supplementary Set of Questions on the impact of the 30 per cent cut in newsprint quota, to all the sample dailies. The information sought comprised the following: (i) average number of pages per issue; (ii) average number of copies printed; (iii) price per copy; (iv) advertisement space as percentage of total space; (v) advertisement rates per column centimetre; and (vi) consumption of newsprint. For each one of these items information was sought separately for the following periods: (a) July-December 1972, (b) January-June 1973, (c) July-December 1973, and (d) January 1974.

8.2.2 Out of the 140 sample papers addressed, 112 gave complete replies (*vide* Annexure VIII/1.) Incomplete replies were received from 7 papers, 20 papers did not send any data and one paper had ceased publication. The 112 papers which sent complete replies included 40 with a circulation of above 50,000 (out of 41 addressed), 36 with circulation between 5001 and 50,000 (out of 51 addressed), 12 with circulation up to 5000 and below (out of 20 addressed) and also 24 other papers belonging to the major groups, that is those having at least one daily with circulation of above 1 lakh (out of 28 such papers addressed). The 40 papers in the first category command a circulation of 44.25 lakhs. The only daily in this category which did not send any reply was the *Gujarat Samachar* (Ahmedabad) in the topmost group.

TABLE VIII-I

Committee's Questionnaire on Effect of 30 per cent cut in Newsprint Quota

Circulation range	Total number of papers	Number of papers from which		
		Complete reply received	Incomplete reply received	No reply received
1	2	3	4	5
A. BIG				
I. Above 1 lakh	21	21
II. 50,001—1,00,000	20	19	..	1
	41	40	..	1

	1	2	3	4	5
B. MEDIUM					
I. 30,001—50,000 . . .		13	13
II. 15,001—30,000 . . .		13	9	..	4
		26	22	..	4
C. SMALL					
I. 5,001—15,000 . . .		25*	14	3	7
II. Up to 5,000 . . .		20	12	4	4
		45	26	7	11
D. Other dailies belonging to major groups . . .		28	24	..	4
TOTAL . . .		140*	112	7	20

*Including Panj Amiruthan, Madras (ceased).

8.2.3 As already stated, the replies to the Impact Study Questionnaire covered the period from July 1972 to January 1974. The Committee felt that more recent data should be studied, but it was not possible to secure such recent data by sending out forms, as there would be some unavoidable time-lag between the sending out of the forms and the receipt of the replies. It was, accordingly, decided to make a limited study in the Committee's office for 17 selected papers, specifically in regard to changes in the number of pages, proportion of advertisement space (by actual measurement and calculation) and price per copy. This was done for the following selected months. May 1973; November 1973; February 1974; June 1974; August 1974 and October 1974.

Analysis of Data: Big Papers

8.3.1 Newspapers could adjust themselves to the shortage (and high price) of newsprint by any one or more of the following steps: (i) reducing the number of pages; (ii) reducing the number of copies printed; (iii) raising the price per copy; (iv)

increasing the advertisement space ratio; (v) raising the advertisement rates; and (vi) other economy measures like compression of news reports, saving of space in printing, reduction of wastage, etc. Most of the papers took all the different steps.

8.3.2 The information obtained from 112 papers on the Impact Study Questionnaire shows that, in general, there was a marked decline in the average number of pages as a result of the 30 per cent newsprint cut, though the decline was in some cases considerably less than 30 per cent. This is partly explained by the fact that the impact of the newsprint cut was distributed between the number of pages and the number of copies printed. In the case of one paper, for example, *Ananda Bazar Patrika*, the average number of pages fell between January-June 1973 and January 1974 from 11.04 to 10.28 i.e., by 6.9 per cent only, while the number of copies printed fell from 2,98,000 to 2,49,000, i.e., by 16.4 per cent, thus producing a total decline in the newsprint requirement to the extent of 22.2 per cent. The comparison is made with the average for January-June 1973, as this period immediately preceded the imposition of the 30 per cent cut. The actual consumption of newsprint during the period shows a decline from 683 tonnes per month to 542 tonnes per month, i.e., by 20.6 per cent. Such discrepancies may, however, be due to the existence of stocks or due to the use of white printing paper by some of the newspapers, if not of newsprint obtained without authority. There are some cases of large difference between the derived percentage and the actual percentage of the fall in newsprint consumption. This may be due to the transfer of newsprint from one edition to another of the same paper, but all such cases deserve full scrutiny at the time of actual newsprint allocation. Annexure VIII/2 gives percentage changes in page number of dailies, copies printed, newsprint requirement (derived) and newsprint consumed, for the 41 big dailies.

8.3.3 It is interesting to note that some papers even increased the number of copies printed, by reducing the number of pages very sharply. In the case of the *Hindu*, for example, the number of copies printed increased between January-June 1973 and January 1974 from 1,99,850 to 2,23,170, i.e. by 11.5 per cent when the number of pages fell from 15.33 to 10.53, i.e., by nearly 31 per cent. The combined effect of this would be to reduce newsprint requirement by about 23 per cent. The actual consumption of newsprint, as reflected in the newspapers' reply to the supplementary questionnaire, fell from a monthly average of 669 tonnes during January-June 1973 to 510 tonnes in January 1974, that is by 24 per cent.

8.3.4 The 40 papers in the group with circulation above 50,000 reveal the following changes in the number of pages and in the number of copies printed between January-June 1973 and January 1974:

Decline in number of pages and decline in number of copies printed	Decline in number of pages and increased in number of copies
1. Ananda Bazar Patrika, Calcutta	1. Hindu, Madras
2. Malayala Manorama, Kottayam	2. Nav Bharat Times, Delhi
3. Jugantar, Calcutta	3. Times of India, Bombay
4. Hindustan, Delhi	4. Hindustan Times, Delhi
5. Statesman, Calcutta	5. Lokasatta, Bombay
6. Mathrubhumi, Ernakulam	6. Maharashtra Times, Bombay
7. Kerala Kaumudi, Trivandrum	7. Thanthi, Madras
8. Mathrubhumi, Calicut	8. Bombay Samachar, Bombay
9. Dinamani, Madurai	9. Indian Express, Delhi
10. Tribune, Chandigarh	10. Prajavani, Bangalore
11. Amrita Bazar Patrika, Calcutta	11. Sakal, Poona
12. Malayala Manorama, Calicut	12. Deccan Herald, Bangalore
13. Sandesh, Ahmedabad	13. Nav Bharat Times, Bombay
14. Indian Express, Bombay	14. Nai Dunia, Indore
15. Andhra Prabha, Vijayawada	
16. Times of India, Delhi	
17. Hindustan Standard, Calcutta	
18. Aryavarta, Patna	
19. Indian Express, Madurai	
20. Free Press Journal, Bombay	
21. Dinamani, Madras	
22. Deepika, Kottayam	
23. Indian Express, Vijayawada	
24. Indian Express, Bangalore	
25. Kesari, Patna	
26. Jagaran, Kanpur	

8.3.5 Among the papers which reduced the number of pages sharply were the following 23 papers:

Name of daily	Decline in number of pages		
	From	To	Per cent
1. Times of India, Bombay	16·06	8·00	50·2
2. Navbharat Times, Bombay	8·59	4·72	45·1
3. Navbharat Times, Delhi	8·99	5·00	44·4
4. Maharashtra Times, Bombay	8·53	4·80	43·7
5. Times of India, Delhi	13·63	8·00	41·3
6. Lokasatta, Bombay	11·10	6·65	40·1
7. Hindustan, Delhi	8·79	5·39	38·7
8. Indian Express, Delhi	11·71	7·21	38·4
9. Tribune, Chandigarh	10·18	6·35	37·6
10. Prajavani, Bangalore	11·94	7·45	37·4
11. Malayala Manorama, Calicut	7·31	4·60	37·1
12. Indian Express, Bombay	13·97	8·88	36·4
13. Kerala Kaumudi, Trivandrum	6·43	4·13	35·8
14. Deepika, Kottayam	6·60	4·30	34·8
15. Mathrubhumi, Calicut	7·44	4·93	33·7
16. Mathrubhumi, Ernakulam	7·29	5·00	31·4
17. Hindu, Madras	15·33	10·53	31·3
18. Bombay Samachar, Bombay	11·50	8·10	29·6
19. Amrita Bazar Patrika, Calcutta	12·82	9·10	29·0
20. Hindustan Times, Delhi	13·06	8·00	28·7
21. Malayala Manorama, Kottayam	7·30	4·60	27·0
22. Indian Express, Bangalore	13·54	10·64	21·4
23. Indian Express, Madurai	12·98	10·21	21·3

8.3.6 On the other hand, the extent of reduction in the number of pages was small for *Ananda Bazar Patrika*, Calcutta, *Jugantar*, Calcutta and a few others. In the main, the majority of the large circulation papers effected a fairly sharp reduction in the number of pages.

8.3.7 Circulation increased markedly in a smaller number of cases:

Name of the daily	Increase in circulation		
	From	To	Per cent
1. Prajavani, Bangalore	90,710	109,290	20.5
2. Hindu, Madras	199,850	223,170	11.7
3. Times of India, Bombay	168,310	187,630	11.5
4. Deccan Herald, Bangalore	68,370	75,790	10.9
5. Thanthi (all editions)	253,380	277,230	9.4
6. Bombay Samachar, Bombay	108,000	117,000	8.3
7. Navbharat Times, Bombay	64,470	69,410	7.7
8. Indian Express, Delhi	95,690	100,300	4.8

There were a few other cases where there was a marginal increase in circulation, while, as indicated earlier, the number of copies printed dropped substantially in most cases. Three were a few extreme cases of decline in circulation, like the *Hindustan Standard*, Calcutta (from 68,350 to 27,720) or the *Indian Express*, Madurai (from 72,000 to 30,000). The *Hindustan Standard* lost circulation presumably because a competing paper, *Amrita Bazar Patrika*, did not raise its price initially. In the case of the *Indian Express*, Madurai, the drop in circulation was due to starting of a new edition of the paper from Cochin, an area formerly served by the Madurai edition.

8.3.8 It is difficult to say to what extent the drop in circulation was caused by a deliberate policy of adjustment to the shortage of newsprint and to what extent by the increase in sale price and changes in relative selling prices as between the papers. Except the *Navbharat Times*, Delhi; *Hindustan*, Delhi; *Times of India*, Bombay; *Maharashtra Times*, Bombay *Thanthi*, Madras and *Navbharat Times*, Bombay, all the remaining 34 papers increased their prices between the two points of time. Increase in advertisement rates was noted in respect of all the 40 papers in this group.

Advertisement Rates

8.4.1 It will thus be seen that the newspapers responded to the shortage and high price of newsprint by reducing the

number of pages in all cases, by reducing (or being forced to reduce) the number of copies printed and also by increasing the selling prices. They also tried to recoup themselves by raising the advertisement rates and by increasing the proportion of the total space diverted to advertising. This second type of action did not generally result in an absolute increase in the space allotted to advertisement (because of the decline in the number of pages), but together with a rise in the advertisement rates, the increase in the ratio between advertisement and news space acted as an additional corrective for what the newspapers must have considered a very difficult situation. The changes in advertisement space ratios of newspapers during the period, are dealt with in Chapter IX.

8.4.2 It appears from the data relating to 40 papers with circulation above 50,000 that there were substantial increases in advertisement rates in all the papers and particularly in the case of 'display' advertisement. To take an example, the *Hindu* (Madras) increased its rate for 'classified' advertisements from Rs. 27.60 per col. cm. to Rs. 33.12 and the rate for 'display' advertisements from Rs. 28.00 to Rs. 33.60. For the *Times of India*, Bombay, the corresponding rate increases were from Rs. 56.45 to Rs. 67.75 and from Rs. 29.33 to Rs. 33.20, respectively. There were, besides, many types of special rates, about which full details were not available. Some papers introduced special rates for "special positions" or for "urgent publication". These special rates tended to become general rates because of the pressure of demand for advertisement space.

8.4.3 Advertisement space as a percentage of total space increased in the case of 28 papers in the group, fell in the case of 6 papers, remained nearly constant in case of 4 papers and unchanged in the case of two papers during the period in question. The details are given below.

Increase in advertisement space ratio

Malayala Manorama (Kottayam), Hindu, Navbharat Times (Delhi), Hindustan (Delhi), Statesman (Calcutta), Hindustan Times (New Delhi), Mathrubhumi (Ernakulam), Lokasatta (Bombay), Kerala Kaumudi (Trivandrum), Mathrubhumi (Calicut), Maharashtra Times (Bombay), Dinamani (Madurai), Thanthi (Madras), Malayala Manorama (Calicut), Indian Express (Delhi), Andhra Prabha (Vijayawada), Prajavani (Bangalore), Sakal (Poona), Hindustan Standard (Calcutta), Aryavarta (Patna), Indian Express (Madurai), Free Press Journal (Bombay), Deccan Herald

(Bangalore), Navbharat Times (Bombay), Dinamani (Madurai), Deepika (Kottayam), Indian Express (Vijayawada) and Indian Express (Bangalore).

Decrease in advertisement space ratio

Ananda Bazar Patrika (Calcutta), Times of India (Bombay), Amrita Bazar Patrika (Calcutta), Indian Express (Bombay), Times of India (Delhi) and Jagaran (Kanpur).

Advertisement space ratio nearly constant

Tribune (Chandigarh), Sandesh (Ahmedabad), Nai Dunia (Indore) and Kesari (Poona).

Advertisement space ratio unchanged

Jugantar (Calcutta) and Bombay Samachar (Bombay).

8.4.4 Examination of a few typical cases show interesting results. In the case of the *Hindu*, the number of pages fell by nearly 33 per cent while the advertisement space ratio increased by nearly 14 per cent. The actual advertisement space, therefore, fell by nearly 24 per cent. The effect of this on the total advertisement revenue could be neutralised by a 31 per cent increase in advertisement rates. The records show in this case an increase of 20 per cent in the rates (as agreed under the general settlement between the newspapers and advertisers), but there is no information about special rates, etc.

8.4.5 As will appear from the results of the limited study regarding 17 selected papers dealt with in a later section in this chapter, the percentage of space devoted to advertisement increased substantially after January 1974. In the particular case of the paper mentioned above, advertisement space was 4.64 columns per 8-column page on an average in February 1974 and 4.73 columns in June 1974, i.e., 58 and 59 per cent respectively of the total space. Compared with January-June 1973, this meant an increase of 17 and 18 per cent respectively, thus further recouping the advertisement revenue.

8.4.6 It would appear, therefore, that the rise in selling price and the adjustments made in the advertisement rates had substantial compensating effects on the total revenue. There was on the other side the increase in the newsprint cost per tonne, but the decline in total newsprint consumption by 30 per cent reduced substantially the impact of the rise in the price of newsprint.

8.4.7 It should also be noted that even after the newsprint cut, there were 16 papers in the big circulation category, which could maintain an average of eight pages or more. This was possible mainly because the average was high in January-June 1973 (above 15 pages in the case of 2 papers and between 12 and 15 pages in the case of 6 papers). Besides, there were 5 papers in the "linked" group, which maintained eight pages or more (vide Annexure VIII/1).

Papers in Circulation Range 5,001-50,000: Size and Circulation

8.5.1 Among the daily newspapers with circulation between 5,001 and 50,000, the number chosen for sample study was 51. Out of these, 36 sent complete replies, incomplete replies were received from 3 and there were 12 others (including one which had ceased publication) from which no replies were received. Among the 36 which sent complete replies, all but one (*Tarun Rajasthan*, Jodhpur) reduced the number of pages or maintained the number at about the old level. The second alternative was practicable in the case of papers with circulation up to 15,000 because the 30 per cent cut did not affect them. In fact, some papers with circulation above 15,000 also did not come within the cut, because the 30 per cent cut was applicable to dailies showing a circulation of 15,000 copies and 8 pages of standard size. If a daily published less than 8 pages, with circulation proportionately higher than 15,000 it would come within the exemption limit for the 30 per cent cut. Thus a 4-page daily with circulation of up to 30,000 was not affected by the cut in quota. It could, therefore, maintain its page level.

8.5.2 Even in this group, there were papers which could maintain an average of 8 pages or more in January 1974. Among these were *Samaj*, Cuttack (8.30 pages), *Aj*, Varanasi (8.70 pages), *National Herald*, Lucknow (9.00 pages), and *Swatantra Bharat* Lucknow (8.10 pages). At the other extreme, papers like *Alai Osai*, Madras, *Janayugam*, Quilon, *Ganashakti*, Calcutta, *Janayugam*, Calicut, *Theekkaiher*, Madurai, *Keralabhushanam*, Kottayam and *Shivashakti*, Akola, which had already reduced the average to 6 or 4 pages in 1973, could maintain their size and circulation. The circulation in this group showed a sharp decline in some cases and substantial increase in others. Among the papers which showed a substantial increase in the number of copies printed were *Samaj*, Cuttack (51,280—58,000), *Hind samachar*, Jullundur (44,070—47,540), *Janmabhoomi* (40,300—45,700), *Jai Hind*, Rajkot (46,600—55,500), *Phulchab*, Rajkot (42,390—48,960), *National Herald*, Lucknow (34,000—38,000) *Janasatta*

Rajkot (14,880—22,130), *Janayugam*, Quilon (15,640—22,080), *Pratap*, Surat, (13,000—24,000), *Janayugam*, Calicut (10,790—13,110), and *Daily Action*, Kanpur (9,400—12,200).

8.5.3 The following papers, on the other hand, recorded a sharp decline in circulation: *Indian Nation*, Patna (53,110—46,690), *Alai Osai*, Madras (71,100—51,020) and *Dinamalar*, Tirunelveli (51,720—45,730). [Here the first figure within brackets gives the average daily circulation in the first half of 1973 and the second figure gives the average daily circulation in January, 1974.]

8.5.4 It would thus appear that a number of papers in this group were not only unaffected by the newsprint cut, but could increase their circulation. Some of them actually became qualified to be classified as big papers.

Circulation Range 5,001—50,000: Prices and Advertisement

8.6 With the exception of seven papers, all the others increased their selling prices. The degree of increase ranged between 10 per cent and 25 per cent. In the case of all but 9 papers, the revised price did not go above 20 paise. The space devoted to advertisement as a percentage of total space increased in most cases, and in some cases, the net combined effect of reduction in the number of pages and increase in the advertisement space ratio meant only a small decline in the total space allotted to advertisement. When this was combined with an increase in the advertisement rates, the total effect on advertisement revenue was small and in some cases even favourable. The advertisement rates, it should be noted, were generally increased, but in the case of papers with circulation of less than 15,000, the advantage of 'special' or 'urgent' rates was not presumably available.

Small Papers (Circulation upto 5,000)

8.7 Twenty papers were selected for sample study from the group of small papers with circulation 5,000 and below. Out of these, only 9 gave complete replies, 5 sent incomplete replies and there were another 5 from which no data were available. It has already been pointed out that the small papers responded very poorly and reluctantly to the questions asked. The records of the nine papers which gave data are inadequate for coming to any general conclusion. One notes, however, certain characteristic features. These papers were not affected by the 30 per cent newsprint cut, but even then some of them

reduced the number of pages—because of the prevailing acute shortage in supply of newsprint and partly the burdens of the high cost of newsprint. The big papers did not face the high cost of newsprint immediately, because of the long-term contracts, but the small papers which could not maintain stocks and got their supplies from the newsprint dealers must have found that their prices had increased substantially. The circulation figures were more or less constant and there was practically no case of any increase in circulation. The selling price was increased in only 5 cases, but these were papers the prices of which were very low—10 paise in some cases and even 5 paise for a few. These papers increased their advertisement rates to some extent, but their ability to get advertisement depended on a variety of local factors. The ratio of advertisement space to total space was as low as 5 per cent in two cases and between 10 and 20 per cent in 5 cases. There were only 5 papers in the sample with an advertisement space ratio of 30 per cent or more. As has been pointed out later in Chapter IX, the economics of the small papers depends on a wide variety of factors and it is difficult to generalise about the attempts made by them to adjust to the changed newsprint situation.

Papers Linked with Big Papers

8.8.1 The sample selected for study included 28 papers which, though not 'big' in themselves, were linked by common ownership with "major groups". Of these 28 papers, 24 sent complete replies while no data were received from four papers—two belonging to the *Malai Murasu* group, the other two being the Patna papers (*Searchlight* and *Pradeep*) which suffered damage recently on account of attacks by rowdies. With the exception of *Vellore Malai Murasu* and *Salem Malai Murasu*, all the papers in this group show a reduction in the number of pages, the decline being quite marked in the case of *Kannada Prabha*, Bangalore (10.62—7.11), *Indian Express*, Madras 13.54—10.02, *Indian Express*, Ahmedabad (13.35—8.93), *Times of India*, Ahmedabad (16.81—8.41) and the *Evening News of India*, Bombay 12.37—8.80). Only 6 papers out of the 28 could maintain an average of 8 pages or more in January 1974. The number of copies printed increased substantially in the case of 4 papers: *Kannada Prabha*, Bangalore (48,000—53,000), *Sevak*, Ahmedabad (8,940—14,300), *Economic Times*, Bombay (30,990—38,410) and *Evening News*, Bombay (19,800—26,970). On the other hand, relatively large reduction is shown by *Andhra Prabha*, Bangalore (29,000—26,000) and

Indian Express, Madras (36,000—32,000). *Kannada Prabha*, it may be noted, entered the category of 'big' papers in this period.*

8.8.2 The *Thanthi* group of papers show a reduction in price from 18 paise in the second half of 1973 to 16 paise in January 1974, while all others show an increase in price. The advertisement space ratio increased substantially in the case of *Andhra Prabha* Bangalore (38.8 per cent—55.00 per cent), *Northern India Patrika*, Allahabad (48.54 per cent—55.96 per cent), *Indian Express*, Madras (49.69 per cent—57.85 per cent) and in the case of all the *Thanthi* group papers. In most cases, there were large increases in advertisement rates.*

Analysis of 17 Selected Papers up to October 1974

8.9 It was stated at the beginning of this chapter that a special study was made of 17 selected papers covering the period up to October 1974. The data given in the earlier sections of this chapter were supplied by the papers themselves, while the data for this limited study was collected in the committee's office. Annexures VIII/3, VIII/4 and VIII/5 show the effect of 30 per cent cut in newsprint quota on the 17 selected dailies, with regard to (a) variation in page level; (b) variation in advertisement space per page; and (c) price per issue. These show in general the same trends as revealed by the analysis given above, and it appears that after January 1974 there was a further fall in the average number of pages till June 1974. From August 1974 to October 1974 an increase in the number of pages was noted in almost all the selected dailies. This reflects the slight improvement in the position of newsprint supply which made it possible for Government to reduce the extent of cut in newsprint allocation from 40 per cent to 30 per cent in August 1974. Advertisement space per page increased in respect of all these dailies after January 1974. There was a further round of price rise in 1974, with some papers raising their prices to 35 paise and a few going up to 40 paise.

Concluding Remarks

8.10 It would appear that practically all the papers reduced the number of pages, increased the selling prices, increased the advertisement space ratio and also increased the advertisement

*The first figure within brackets relates to the first half of 1973 and the second figure to January 1974.

rates. The combined effect of all this would depend on the relative proportions of these various steps and the net effect on profitability would depend on all factors affecting costs. It is worth noting, however, that after 1973, the increase in newsprint cost per page was the most important element of cost escalation and that this was substantially compensated by the reduction in the consumption of newsprint, increase in sales revenue and in some cases by increase in advertisement revenue. The advertisement data sent by the papers do not, however, include the space sold and revenue derived from special supplements like "pull-outs" containing advertisement only.

CHAPTER IX

ADVERTISEMENTS

Optimum Ratio

9.1.1 The question of striking an optimum balance between the space allotted to advertisement and that devoted to reading matter (news, editorials and feature articles) is a difficult one, in view of the fact that it is advertisement which makes it possible to sell a newspaper below its unit cost of production and the further fact that without a good coverage of news a paper will lose readers and, therefore, lose advertisements also. Besides, a newspaper can claim special privileges only to the extent that it serves the community through the provision of news at a price which can be paid by the large majority among the literate public.

9.1.2 If it is accepted as a working rule that the net price received by a newspaper publisher should at least cover the direct cost of material, especially newsprint, one gets an upper limit for advertisement revenue as around 65 per cent of the total gross revenue. The ratio may of course be higher than 65 per cent and this should make it possible for the paper to be sold at a very low price. What this means in terms of advertisement space will depend on the rates charged which are appreciably higher for English language papers and for large circulation papers. Besides, the limitation on the number of pages resulting from the shortage of newsprint has complicated the situation. As is apparent from the data available, most of the papers have increased the proportion of space devoted to advertisement, though it has not meant an increase in the absolute amount of advertisement space.

9.1.3 The Committee asked for data about advertisement space as percentage of total space from all the sample papers to which its questionnaire was addressed. The questionnaire was addressed to newspapers in September 1972. Some newspapers in 1972, others in 1973 and still others in 1974. Actual figures of advertisement space could, therefore, be obtained from replies to the questionnaire for all the years from 1967 to 1971 and in some cases for 1972 and 1973 as well. Annexure IX/1 gives the relevant data on advertisement space ratio, derived from replies to the Committee's questionnaire, supplemented by data obtained from the Registrar of Newspapers for India. It

appears from the data supplied that in many cases the newspapers did not actually measure the space and work out the space ratio but gave round figures which might have been only estimates.

The Position 1967-71: Big Category

9.2.1 The data on advertisement space ratio (percentage of total space devoted to advertisement) for the 41 big papers with circulation above 50,000 have been analysed in the following table according to advertisement space percentage ranges. The advertisement space percentage figures given in this table refer to the normal issues of newspapers only. The festival supplements, sponsored supplements and other supplements generally had much higher advertisement space ratios.

TABLE IX-1

Advertisement space percentage of big circulation papers, 1967 and 1971

Advertisement space range (per cent of total space)	Number of newspapers					
	1971			1967*		
	A	B	C	A	B	C
(i) above 60	2(2)	—(—)	2(2)	1(1)	—(—)	1(1)
(ii) above 50-60	3(2)	4(4)	7(6)	3(3)	—(—)	3(3)
(iii) above 40-50	10(2)	6(3)	16(5)	6(1)	6(5)	12(6)
(iv) above 25-40	6(—)	8(1)	14(1)	8(1)	10(3)	18(4)
(v) 25 and below	—(—)	2(1)	2(1)	3(—)	4(1)	7(1)
TOTAL	21(6)	20(9)	41(15)	21(6)	20(9)	41(15)

(Figures within brackets indicate the number of English language papers)

A-Circulation above one lakh B-Circulation above 50,000 and up to one lakh

C = A + B (Circulation above 50,000).

*In four cases 1968 figures of advertisement space percentage have been taken in place of 1967 figures which were not available.

9.2.2 Most of the big category papers had advertisement space percentage within the two ranges 25-40 per cent and 40-50 per cent. In 1967, more papers were in the former range than in the latter, while in 1971 there were more papers in the 40-50 per cent range than in the lower one. Whereas in 1967 as many as 7 papers in the big category (including one English daily) devoted 25 per cent or less space to advertisement, there were in 1971 only two such papers including the same English language daily (*Hindustan Standard*, Calcutta).

9.2.3 The number of papers with more than 50 per cent space devoted to advertisement was 4 in 1967. The number of such papers rose to 9 in 1971. Whereas one big category paper devoted more than 60 per cent space to advertisement in 1967 there were two such papers in 1971. It is interesting to note that all the four dailies giving more than 50 per cent space to advertisement in 1967 were English language papers. In 1971, all but one such paper were in the English language. *Thanthi* (Tamil), Madras was the lone Indian language paper in the big category, which devoted more than 50 per cent space to advertisement. There was no medium or small paper, either in 1967 or in 1971, among the Indian language papers which devoted more than 50 per cent space to advertisement, except four other editions (Tiruchirapalli, Coimbatore, Madurai and Tirunelveli) of the *Thanthi* in the 'linked' papers category. Even the *Thanthi* did not have the same position in 1967. There was only one English paper which devoted 25 per cent or less space to advertisement. In 1967, there were 10 English dailies in the big category which devoted 25 to 50 per cent space to advertisement, but only 6 such papers in 1971. In 1967 in the sub-category 50,001—1 lakh no papers devoted more than 50 per cent space to advertisement, in 1971 there were four papers in this sub-category in the 50—60 advertisement range.

9.2.4 The above account shows an increasing trend over the period 1967-71 to devote more space to advertisement among all the dailies. The trend was more pronounced in the case of English papers which appeared to have an advantage in the matter over the Indian language papers.

Medium Category Papers

9.3.1 Data for 1971 as well as 1967 were available for 22 out of the 26 sample papers in medium category (not belonging

to any major group). The advertisement space percentages of these papers were as follows:

TABLE IX.2

Advertisement space percentage of medium circulation papers, 1967 and 1971

(Circulation 15,000—50,000)

Advertisement space range (per cent of total space)	Number of newspapers	
	1971	1967
(iv) above 25-40	12(4)	8(2)
(v) 25 and below	10(—)	14(2)
TOTAL	22(4)	22(4)

(Figures within brackets indicate the number of English language papers)

9.3.2 Among the medium category papers none devoted more than 40 per cent space to advertisement in 1967 as well as in 1971. The majority of the papers in 1967 were in the lowest range (25 per cent and below) whereas in 1971 the majority of the medium category papers devoted space between 25 and 40 per cent to advertising. There were two English language papers in each of these ranges in 1967, all the four English language papers in 1971 were in the 25-40 advertisement space range. The *Indian Nation*, Patna and *Nagpur Times*, Nagpur rose from the lower to the higher advertisement space range between 1967 and 1971. While the maximum space devoted to advertisement by a medium category paper in 1967 was 40 per cent (for *Samyukta Karnataka* (Kannada), Hubli; *National Herald* (English), Lucknow and *Sainik* (Hindi), Agra, the same maximum of 40 per cent space was devoted to advertisement in 1971 by two papers, *Samyukta Karnataka*, Hubli and *National Herald*, Lucknow. In 1967 the minimum space devoted to advertisement by a medium paper was reported by *Chandrika* (Malayalam), Calicut, as 12 per cent only. The minimum advertisement ratio reported by a medium paper in 1971 was 15 per cent in the case of *Rajasthan Patrika* (Hindi), Jaipur.

Small Category Papers

9.4.1 The advertisement space percentages of small category papers (not belonging to any major group), showing separately the circulation ranges 5,001—15,000 and 5,000 and below, are shown in the following table.

TABLE IX·3

Advertisement space percentage of small circulation papers, 1967 and 1971

Advertisement space range (per cent of total space)	Number of newspapers					
	1971			1967		
	A	B	C	A	B	C
(iii) above 40-50	—(—)	—(—)	—(—)	—(—)	1(1)	1(1)
(iv) above 25-40	5(—)	7(1)	12(1)	3(—)	4(1)	7(1)
(v) 25 and below	14(—)	9(1)	23(1)	11(—)	4(—)	15(—)
TOTAL	19(—)	16(2)	35(2)	14(—)	9(2)	23(2)

(Figures within brackets indicate the number of English language papers)

A—Circulation 5,001—15,000.

B—Circulation 5,000 and below.

C—A + B (Circulation 15,000 and below).

9.4.2 Out of 25 papers in the circulation range 5,001—15,000 advertisement space ratio for 1967 was available for 14 papers. The advertisement space ratio of 11 of these 14 papers amounted to 25 per cent or less and only three papers were in the 25—40 per cent range. *Gomantak* (Marathi), Panaji, had the highest percentage in this range whereas the lowest percentage was that of *Ganashakti* (Bengali), Calcutta, a paper owned by the Communist Party of India (Marxist), namely, 0.5 per cent. In other words, this (evening) daily run by a political party hardly carried any advertisement. Apart from *Ganashakti*, *Yugadharm* (Hindi) Raipur, had the minimum advertisement space percentage, namely 10 per cent in 1967.

9.4.3 Out of 19 papers in this category, for which advertisement space data were available in 1971, the majority (14) were in the range 25 per cent and below, whereas only 5 papers were in the 25—40 per cent range. The maximum again was that of *Gomantak* and the minimum that of *Ganashakti*. Next to *Ganashakti* in 1971, *Janayugam* (Malayalam), Calicut, which again is a political party paper owned by the Communist Party of India, had the lowest advertisement space percentage, namely, 8 per cent.

9.4.4 Out of 20 papers in the circulation category 5,000 and below, advertisement space data for 1967 were available for only nine, including two English language papers. None of

these papers (excepting one) devoted more than 40 per cent space to advertisement, the maximum (40 per cent) in case of *Hindustan* (Marathi), Amravati, and the minimum (10 per cent) in the case of *Salar* (Urdu), Bangalore. The advertisement space ratio of *Daily News* (English), Hyderabad, in 1967 was given as 50 per cent which, however, is very doubtful.

9.4.5 Advertisement space data for 1971 were available for 16 papers in this circulation sub-category, including two English language papers. None of these devoted more than 40 per cent space to advertisement. The majority (9) gave 25 per cent or less space to advertisement. Among these was one English language paper, *Kashmir Times* (English), Jammu, which devoted 18 per cent space to advertisement. The maximum advertisement space devoted by papers in this circulation range was 35 per cent in the case of *Sadhvi* (Kannada), Mysore, and the minimum 5 per cent in case of *Kosala* (Oriya), Sambalpur. *Antarlok* (Hindi), Ballia, as well as *Salar* (Urdu), Bangalore, devoted only 10 per cent space to advertisement.

Other Dailies Belonging to "Major Groups"

9.5.1 Advertisement space ratio was available for 19 out of 28 dailies in the circulation range 50,000 and below belonging to "major groups"* for the year 1967, and for 20 such dailies for 1971. There were no papers in this group with circulation 5,000 and below. The advertisement space ratios of these papers are analysed below:

TABLE IX-4

Advertisement space ratio of other dailies belonging to Major groups, 1967 and 1971

(figures within brackets indicate the number of English language papers)

Advertisement space range (per cent of total space)	1971	1967
(i) above 60	1(1)	-- (-)
(ii) above 50-60	8(3)	1(1)
(iii) above 40-50	3(2)	4(3)
(iv) above 25-40	1(1)	7(-)
(v) 25 and below	7(3)	7(3)
TOTAL	20(10)	19(7)

* Having at least one daily with circulation above one lakh.

9.5.2 In 1967 none of the papers, except one, in this group devoted more than 50 per cent space to advertisement whereas in 1971 as many as 9, including 4 English language newspapers, devoted more than 50 per cent space to advertisement. One "linked" English paper (that is, belonging to a major group), *Times of India*, Ahmedabad, devoted as much as 66.5 per cent space to advertisement. The space devoted to advertisement thus increased considerably in 1971 compared to 1967. The high advertisement ratio of *Times of India*, Ahmedabad, a comparatively new paper (established 1968), however, is mainly due to the fact that all advertisements meant for *Times of India*, Bombay, are automatically reproduced in the Ahmedabad edition as well, the advertisement rate being a "combined rate". There is, however, a separate advertisement rate for the Ahmedabad edition only but none for the Bombay edition only. As many as 14 out of 19 papers, in this group in 1967 had 40 per cent or less space for advertisement, half of them had advertisement space 25 per cent and below.

9.5.3 In 1971, however, there were only 8 papers in this group (out of 20 for which data were available in 1971 as against 19 in 1967) which devoted 40 per cent or less space to advertisement. One paper in this group in 1967, and, 9 in 1971, had above 50 per cent advertisement space. The number of papers with over 40 per cent advertisement space among the "linked" papers rose from 5 in 1967 to 12 in 1971. There was thus a tendency in this group to higher and higher advertisement space ratio which may be largely ascribed to the fact that these papers are linked to major groups. Papers in the corresponding circulation ranges not belonging to groups did not normally have so much advertisement.

9.5.4. Another noteworthy feature is that 3 out of 7 papers with 25 per cent or less advertisement space both in 1967 and in 1971 were English language papers. These included the *Financial Express* Bombay and the *Economic Times*, Bombay, which devoted 19 per cent and 25 per cent space respectively to advertisement. The shift towards larger advertisement space ratio in 1971 compared to 1967 is evident from the above table both in case of English language dailies and the regional language dailies.

The Position after 1971

9.6 As indicated in Chapter VIII (The Impact of 30 per cent Cut in Newsprint Quota), most of the papers for which data are available increased their advertisement-space ratio and

also the rates after 1971. The problem of viability *vis-a-vis* the question of providing news has become specially important now. This is a vital question for the newspapers also, because any shortsighted policy that leads to a marked reduction in news-space will affect circulation and will consequently reduce advertisement revenue.

A Realistic Ratio

9.7.1 The Press Commission recommended that the accepted ratio between news and advertisement should be 60:40. This ratio has been recommended by other bodies also. While agreeing with the general principle that a newspaper should devote the greater part of its space to news and that, therefore, a 60:40 ratio between news and advertisement would be commendable, the Committee recognises the difficulties of the present situation. The Committee also takes account of the fact that the shortage of newsprint will continue. If there is an increase in domestic production there will also be an increase in domestic demand and, therefore, the position will remain difficult. In these conditions, it is unrealistic to ask newspapers to limit the advertisement space to 40 per cent. But at the same time it will be unfair to the readers and ultimately suicidal to the newspapers themselves if a particular issue of 8 papers contains 3 full pages of advertisement (a page or two of which contain only a few lines of news, with advertisement filling up the rest of the space) and another page or two in which advertisement covers more than half of the space. It should not, therefore, be unreasonable to suggest that as long as the present shortage continues, the news-advertisement ratio in the total space should be around 50:50. When conditions improve, the advertisement space ratio should be brought down, with the 40 per cent ratio being regarded as the goal to be reached.

9.7.2 Coming to the question of restricting the advertising space it should be clear that any such restriction is not automatically going to divert the advertisements to small papers as the advertisers usually take into consideration the circulation, standing, class of readership, area of coverage etc., in the selection of papers. However, we feel that as the newspapers have increased the sale price and been giving less number of pages it is natural that the readers expect more news from the papers. Further a proper balance between circulation and advertisement revenue is essential not only from the point of view of economic stability of the papers but also of healthy journalism. Therefore, keeping the above objective in view, we recommend that in the

present conditions the total space allotted to advertisements in daily newspapers should not exceed 50 per cent of the printed area. This would ensure that the reader gets an adequate proportion of news and views and the advertisements are not reduced in effectiveness because there are too many of them. While circumstances may compel a newspaper to exceed this limit slightly in one issue or another, we feel that the total space devoted to advertisements averaged out over a period of one week should not exceed the limit we have suggested.

9.7.3 While a policy may be adopted in regard to the proportion of newspaper space to be devoted to advertisements it may not be feasible to prescribe how the advertisement space is to be allocated among different types of advertisements. The newspapers themselves should be free to take their decisions on this, but if there is a persistent shortage of newsprint and a consequent reduction in the number of pages, the newspapers will have to consider the question of limiting the size of individual display advertisements so that a larger number of separate advertisements can be put in a limited space. There may be scope for reduction in the size of individual display advertisements in the case of Appointments Page advertisements, company Chairman's speeches and the like.

The Views of Advertisers

9.8.1 In this connection, it is interesting to note the views of the advertisers. The Indian Society of Advertisers (which comprises the large majority of big industries and commercial firms and also public sector enterprises) stated in its memorandum to the Committee that even after the emergence of "the pressure for space following the cut in newsprint allocation, they are keen that the news content should at least be 50 per cent which means no newspaper should carry more than 50 per cent, of advertisement in one edition. The memorandum continues to say that "the ideal proportion should be advertisements 40 per cent and editorial 60 per cent." The advertisers thus recognise the adverse effect of a very high ratio of advertisement space on the value of the advertisements and they also emphasise the fact that "the circulation figure of a newspaper is not the only criterion of judging its value".

9.8.2 It has also been pointed out that newspapers have not passed on to their consumers (readers and advertisers) the benefits accruing from economies of scale expansion, but increase in costs have been added to the selling prices and advertisement rates. The advertisers' organisation is in favour of the cost

of newsprint being recovered from the sale price, the production, distribution and other costs being recovered from the advertisement revenues.

Views of Advertising Agencies

9.9.1 Another body, the advertising Agencies Association of India, pointed out in its paper prepared for a seminar at Bangalore that newspapers were charging high rates "in the name of special position, fixed date appearance and early appearance." This body is in favour of a wide adoption of "pull-outs" containing advertisements only, so that more space is available for advertisement and at the same time the space allotted to news is kept at a satisfactory level. This, however, becomes meaningful only if the "pull-out" uses paper other than newsprint. Apart from the fact that such paper is expensive, there is also the more important fact that there is a great scarcity of white printing paper in the country. Any wide acceptance of the "pull-out" scheme by the bigger papers will make the over-all shortage of white printing paper a serious problem.

Newspapers as Publicity Medium

9.10 It is estimated that the business houses in India spend about Rs. 70 crores every year on advertisement. Out of this about Rs. 50 crores is spent on advertising in the press. The total value of Central Government advertisements placed through the DAVP comes to nearly Rs. 2 crores a year. Other advertisement media are slowly gaining in importance, but newspapers are still the most important medium for publicity. By trying to make short-term gains through a very large increase in the advertisement space ratio, the newspapers may harm themselves, particularly when other media, like the radio or the cinema screen, can reach larger number than newspapers.

Central Government Advertising

9.11 All press advertising, classified as well as display, of the Central Government and its attached and subordinate offices but not that of the Railways, is done through the Directorate of Advertising and visual publicity (DAVP). Some autonomous organisations also route their advertisements through the DAVP.

Criterion for Placing DAVP Advertisements

9.12.1 Advertisement is placed in all newspapers, dailies as well as periodicals, by the DAVP irrespective of the political

affiliation or views of the paper provided (i) the paper has been in regular publication for a period of at least six months, and (ii) it has a minimum effective circulation of 1,000 copies.

9.12.2 Newspapers indulging in propaganda inciting communal passion or preaching violence or offending accepted standards of public decency and morality are not, however, eligible to receive advertisements from the DAVP which may stop advertising in a paper on any of these grounds.

9.12.3 In his oral evidence the Director of Advertising and Visual Publicity said that although Government did not consider advertisements as essentially or primarily a measure of financial assistance to newspapers, an attempt was made in placing advertisements, to give more and more advertisements to small and medium papers as well as Indian language papers. The text of the advertising policy of the Central Government is given at Appendix IX/1.

Rates and Commission

9.13 The DAVP acts like an advertising agency through which all Central Government advertisements are placed in the newspapers. It receives from the newspapers a 15 per cent agency commission like other advertising agents. UPSC advertisements, which are of a regular and long-term nature, are placed subject to a further "series discount" of 10 per cent. The DAVP settles the rates with the newspapers, more or less on the lines of rates negotiated by the other advertising agents and advertisers. The DAVP attends the meetings of the Joint Rates Committee of the Indian Society of Advertisers and the Advertising Agencies Association of India as an observer.

Importance attached to DAVP Advertisements

9.14.1 The total value of the advertisements placed by DAVP amounts to nearly two crores of rupees. The recent economy drive has affected the advertising budget of the DAVP. Despite the fact that the total amount of advertisement outlay of the DAVP is relatively small, newspapers are interested in getting Central Government advertisements for two main reasons — firstly, a good part of Government advertisements has a high news value, especially advertisements like those of the UPSC and, secondly, when a paper receives advertisements from the Central Government, its value in the market for advertisements improves and it is likely to get more advertisements from other sources, including public sector enterprises, State Governments and local authorities.

9.14.2 The value of the advertisements placed by DAVP and its breakdown according to circulation category of the media (newspapers) used, year-wise since 1970-71, is shown below:

TABLE IX.5

Total value of advertisements issued through the Directorate of Advertising and Visual Publicity, 1970-71 to 1973-74

(figures within brackets indicate percentages)

Circulation category	Total value of advertisement (Rs. lakhs)			
	1973-74	1972-73	1971-72	1970-71
BIG	75.5 (49.4)	95.4 (49.5)	107.3 (56.9)	94.8 (53.5)
MEDIUM	40.0 (26.2)	45.0 (23.4)	49.0 (26.0)	42.3 (23.0)
SMALL	37.3 (24.4)	52.2 (27.1)	32.2 (17.1)	40.2 (22.7)
All Papers	152.7 (100.0)	192.5 (100.0)	188.5 (100.0)	177.3 (100.0)

Source — DAVP

9.14.3 The break-up of the total advertising expenditure as between classified and display advertisements is shown below:

TABLE IX.6

Value of classified and display advertisements issued through the Directorate of Advertising and Visual Publicity, 1970-71 to 1973-74

Year	Value of advertisements (Rs. lakhs)		
	Classified	Display	Total
1973-74	101.10	51.8	152.7
1972-73	104.7	87.8	192.5
1971-72	106.9	81.5	188.5
1970-71	89.8	87.5	177.3

Source — DAVP

9.14.4 The number of media (dailies and periodicals) used and space (in column cms) are as follows:—

TABLE IX-7

The Number of Media and Advertisement Space Taken up by DAVP, 1970-71 to 1973-74.

(Figures within brackets indicate percentage)

Circulation Category	Number of papers				Space (Col. cms.* lakhs)			
	1973-74	1972-73	1971-72	1970-71	1973-74	1972-73	1971-72	1970-71
BIG	84	70	66	104	6.5(19.1)	8.5(17.4)	9.2(20.7)	9.0(20.1)
MEDIUM	147	148	146	138	9.0(26.5)	11.4(23.3)	13.7(30.7)	11.5(26.0)
SMALL	1471	1460	1302	1452	18.5(54.5)	28.9(59.3)	21.6(48.5)	23.7(53.6)
All Papers	1702	1678	1514	1667	34.0(100.0)	48.8(100.0)	44.6(100.0)	44.2(100.0)

Source: DAVP

9.14.5 Figures of advertisement space taken up by DAVP, so far as dailies are concerned, are not available. We have, however, obtained the figures for the number of dailies used for DAVP advertisements according to circulation categories. It is estimated that over 85 per cent of the total press advertisement expenditure of DAVP is on advertisement in dailies.

TABLE IX-8

Number of dailies used for DAVP advertisements, 1971-72 to 1974-75

Circulation category	Number of dailies			
	1971-72	1972-73	1973-74	1974-75
Big	35	38	34	40
Medium	64	76	76	76
Small	239	283	311	285
All dailies	338	397	421	395

Sources.— DAVP

*Measurement—based on standard column width of about 5 cm. in a daily.

9.14.6 The distribution of the DAVP advertisements in 1973-74 as between English language papers and Indian language papers is shown below:

TABLE IX-9

Category	Space (col. cms. lakhs)	Cost (Rs. lakhs)
English	9.08 (26.7)	70.16 (45.9)
Indian languages	24.95 (73.3)	82.58 (54.1)
TOTAL	34.03 (100.0)	152.74 (100.0)

9.14.7 Total advertisement space taken up by DAVP advertisements in English language papers amounted to 26.7 per cent only of the total space but in terms of advertisement revenue derived the English language papers received 45.9 per cent of the total. This is because of the higher circulation ranges, and the higher advertisement rates generally charged, in the case of the English language papers compared to the Indian language papers. For example, the Ananda Pazar Patrika, Calcutta [Circulation 301,717 (1973)] which is the highest circulated daily in India, still has lower advertisement rates, more so in

9.14.8 The share of DAVP advertising taken up by four principal groups of papers between 1969-70 and 1973-74 is as follows:—

TABLE IX-10

Share of Major Groups in DAVP Advertising 1969-70 to 1973-74

(Figures within brackets indicate the percentage share of total press advertising by DAVP)

Group/Chain	Revenue derived from DAVP advertisements (Rs. lakhs)				
	1973-74	1972-73	1971-72	1970-71	1969-70
Bennett Coleman	12.12(7.94)	17.14(8.90)	17.48(9.29)	13.79(7.78)	7.11(5.97)
Express Newspapers	10.13(6.63)	10.43(5.42)	15.26(8.11)	13.95(7.87)	9.99(8.39)
Hindustan Times and allied publications	9.63(6.31)	14.59(7.58)	13.67(7.27)	13.14(7.41)	7.62(6.40)
Statesman Ltd.	5.14(3.37)	5.45(2.83)	4.66(2.47)	6.22(3.50)	3.54(2.97)
TOTAL	37.02(24.25)	47.61(24.73)	51.07(27.14)	47.10(26.56)	28.26(23.73)

Source: DAVP

'classified' advertisements, than the Times of India, Bombay/Ahmedabad* [circulation 2,02,887 (1973)].

9.14.9 The total amount of revenue derived by the four groups listed above from the DAVP increased from Rs. 28 lakhs in 1969-70 to Rs. 51 lakhs in 1971-72 and thereafter fell to Rs. 48 lakhs in 1972-73 and Rs. 37 lakhs in 1973-74. For the years 1967-68 to 1972-73, the total amount received by these papers from the DAVP was around 25 per cent of the total DAVP budget, but this amount represented a small percentage of the total advertisement revenue of these groups from all sources.

Government's Advertisement Policy

9.15.1 At present the most important single element of government assistance to newspapers is given through the placing of advertisements. The government has a policy of helping small papers and there is therefore supposed to be some weightage in their favour in the distribution of government advertisements. This applies mainly to the advertisements placed through the DAVP which, as already mentioned, has an annual allocation of about Rs. 2 crores. The public sector enterprises, nationalised banks and railways do not place their advertisements through the DAVP. It is not possible to get full information about the total outlay of these bodies on newspaper advertisement, but the amount must be substantial. The State Governments and local administrative authorities are also important advertisers.

9.15.2 There have been complaints about the manner in which DAVP advertisements are allocated and about the rates paid. The small papers have expressed dissatisfaction about the DAVP rates, while the larger papers have complained that they have often been left out from the groups of papers selected by the DAVP. The main rationale behind the actual distribution of advertisements by the DAVP is that while publicity has to be attained, small papers should also be helped.

9.15.3 The two objectives can easily run in two different directions. One can assume that the main purpose of Government advertisement is to secure publicity. For this it is necessary that such advertisements should reach the particular class of readers to whom they are relevant and that within the class of readers aimed at, there should be as much publicity as possi-

*There is a "combined advertisement rate" for the *Times of India*, Bombay, Ahmedabad editions. An advertiser cannot advertise in the *Times of India* Bombay without the advertisement appearing in the *Times of India* Ahmedabad as well. There is a separate rate for insertion in the Ahmedabad edition only.

ble. From this standpoint, there would be a strong case for publishing government advertisements in widely circulated papers, particularly those which are in Indian languages. In the case of advertisements regarding family planning, agriculture, rural development and the like, it is still more desirable to issue the advertisements in the papers which go to the rural areas. If government advertisements are placed in a small paper, simply because it is small, or if a system of rotation is used in regard to large papers, the government does not get full value for the outlay it makes on advertisements. If the distribution of Government advertisements is used as an instrument of offering aid to small papers, the quantum of the aid for any particular paper is small and the real purpose of advertisement is lost.

9.15.4 The Committee feels that the rates offered by the Government should be non-discriminatory. There is no reason why a government advertisement issued in an Indian language paper should earn less for the paper than is earned by the same advertisement appearing in an English language paper with the same level of circulation. It should be noted that public sector enterprises pay the full commercial rates and what they pay is also a burden on tax payer. It has been argued before us that the Government policy of encouraging the development of Indian languages should be extended to newspapers also and the Government should take the lead in treating all papers, whether English or Indian language, on the same basis. The Committee feels that the policy of the Government regarding the allocation of, and payment for, official advertisements should be re-examined and that Government aid to newspapers should be more direct than the indirect subsidy through ineffective advertisement outlay.

The Role of Advertising Agencies

9.16.1 The major portion of advertisements, particularly display advertisements, appearing in the newspapers emanate from Advertising Agencies. They act as intermediaries between the advertisers and the publishers and also advise the advertisers on advertisement policy and selection of media. They also take the responsibility for putting the advertisers' requirements into effect. The advertisers are charged separately by the agency for designing, preparation of blocks and other artwork. For their other services the agencies get commission from the newspapers. Advertising agencies pay the price of the advertising space and in this respect they act as principals and not as agents. The rates of commission obtained from the newspapers vary, but

newspapers which are members of the Indian and Eastern Newspaper Society and the Agencies which have been accredited by the Society, follow certain standard rules in this regard.

9.16.2 Fully accredited agencies receive 15 per cent commission from member newspapers on the gross value of advertisements placed by them. Agencies which are 'provisionally' accredited get only 10 per cent commission.

Advertisement Rates

9.17 While the selling price of publications of the same type tend to be the same, there is no uniformity in the prices which they charge for advertising space. Each publication has standard rate at which it sells space. For newspapers it is normally expressed in rupees per single column centimetre for the "run of the paper" (that is, without any claim by the advertiser to his advertisements being in any particular position), and is varied by premium rates and discounts for larger spaces, for example, for specially favoured positions, or for series advertisements. Special rates are quoted for classified advertisements and for the appointments page. This standard rate is the basis of the charges made for the insertion of the advertisement in one issue of the publication.

ISA—AAAI Media Rates Committee

9.18 Representatives of the Indian Society of Advertisers as well as the Advertising Agencies Association of India have told the Committee that the Joint ISA—AAAI Media Rates Committee, formed 15 years ago, tries to protect the interests of advertisers against unfair increases in advertisement rates by newspapers. According to the memorandum submitted by the ISA, the small and medium papers welcomed the formation of the Rates Committee whereas it was opposed by some of the leading dailies. The Rates Committee reviews the "justifiability" or otherwise of all increases in advertisement rates and does not generally favour increases in miller rates. According to the ISA, some newspapers tried to justify their higher rates by claiming that they had a superior readership. The ISA admits that though the principle all over the world is that "the higher the circulation the lower the mille rate", the Society had not been adhering to this philosophy strictly but had been granting a slightly higher mille rate under special circumstances, especially in the case of publications which had fixed a very low mille rate in the beginning or had not revised their rates for many years.

The Society, however, claimed that in recent years it was able to make the newspapers agree to a lower advertisement rate increase, namely, 20 per cent than originally proposed by them and that their proposal to switch over to 9-column page with effect from October 1974, which would have entailed an indirect increase in advertisement rates by about 14 per cent, had been deferred because of the firm stand taken by the Society. There was an agreement on 12 December 1973 between the IENS and the ISA providing for 20 per cent increase in mille rates of the IENS member newspapers over the rate prevailing on 1 July 1973. This increase is also applicable to the leading members of the Indian Languages Newspapers Association.

Unfair Practices

9.19.1 Several unfair practices reported to be adopted by the newspapers specially in view of the sellers' market in advertisement space following acute newsprint shortage, have been referred to by the Indian Society of Advertisers in its memorandum before the Committee. These are:

- (i) Creating "special positions" out of "ordinary positions", practice "being resorted to by some leading dailies".
- (ii) Demanding a surcharge amounting to as much as 25 to 50 per cent for publishing an advertisement on a particular date, otherwise the advertiser would have to stand in a queue. "This condition is not put in black and white", the ISA adds.
- (iii) Introduction of the "appointments page" and increasing the number of columns in these pages which is a national waste of scarce newsprint, apart from being an indirect rate increase.
- (iv) Pressurising advertisers to take space in other publications of a group having little advertising value, to enable them to get space in their topline publications. This, the Society "consider an unfair and unethical practice".
- (v) Pressurising advertisers to take space in supplements issued on the "slightest pretext". "Many advertisers had to reluctantly participate in the supplements as their competitors were using them", the ISA memorandum pointed out. The advertisers attached no great advertising value to the supplements.

9.19.2 Faced with various problems stated above and “confronted with the acute difficulty of getting space in the important papers, the advertisers are on the lookout for suitable alternative media like, films, radio (Vividh Bharati) outdoor advertising and direct mail”.

9.19.3 The Committee was also told that a few papers in Gujarat charged for news like advertisement. This is an unethical practice and should be discouraged. We also came across instances of some newspapers in Gujarat and one English daily in Bombay which did not have any advertisement department, a separate company in each case collected all their advertisements and sent the advertising dummy to the case room. The newspaper paid as much as 27 per cent and 29 per cent commission for this service.

9.19.4 With a view to procuring advertisements, it is customary for newspapers to have a full-fledged advertisement department forming part and parcel of the newspaper organisation. However, the Gujarat Journalist Union, Ahmedabad, in its memorandum mentioned with regard to the *Gujarat Samachar* group of papers that a sizeable amount—about 25 per cent of the total advertisement revenue is siphoned off to the sole selling advertisement agent, Messrs. Deepak Ads, by way of commission.

9.19.5 Another instance was also mentioned in the memorandum submitted by the Indian Federation of Working Journalists relating to the *Free Press Journal* Bombay. It is stated that the Managing Director already has a separate company known as the Publicity Society of India which functions as the sole advertising agency for the *Free Press* group of newspapers. The Publicity Society of India gets the over-riding commission of 30 per cent (inclusive of the agency commission) on all advertisements published by the newspapers belonging to the *Indian National Press (Bombay) Limited*.

9.19.6 A representative of the *Free Press Journal*, who appeared before the Committee for oral evidence also admitted that this group does not have any advertisement department and all advertisements are routed through the Publicity Society of India. Scheduling, preparation of dummy and billing are all done by this Society. He, however, explained that this arrangement was more economical than having a full-fledged advertisement department.

Need for Readership Survey

9.20 The Indian Society of Advertisers, in its memorandum submitted to the Committee, have pointed to the lack of readership surveys in this country and have observed:

None of the leading newspapers in India had made any attempt to conduct such surveys although they are equipped and financially viable for conducting the surveys.

We feel it is the responsibility of the publications to supply the necessary data to the advertisers and the agencies through such surveys at regular intervals. The ISA has computed that a substantial portion of the press appropriations go to a few leading newspaper groups—mainly English in the big metropolitan cities. Because of this, most of the provincial and the rural publications do not get a proper share of the national advertising budget. This also leads to the leading dailies and the smaller publications having “different interests and different problems”.

It appears that placing of advertisements by private sector advertisers, advertising agencies, Central and State Governments and others in newspapers, in so far as selection of particular media is concerned, is not guided by any readership surveys. Readership surveys reveal the composition and character of the readership of a particular newspaper, which should really determine the suitability or otherwise of advertisements aimed at a particular clientele. In the absence of readership surveys, advertisements are placed in our country mostly on general impressions which may or may not be correct.

CHAPTER X

EMPLOYMENT AND WAGES

Total Employment According to Data Already Available

10.1.1 According to the information collected by the Press Registrar, the total number of employees of the daily press in India in 1971 was 42,528—14,203 journalists and 28,325 non-journalists.* These totals relate to a maximum of 316 dailies but they presumably include all the 'big' and most of the 'medium' papers. It should be noted that the numbers probably overstate the actual employment in the papers concerned because some papers must have included part-time, piece-rate and even occasional contributions also in the totals for the employed. For example, the Registrar's report says that the largest employer of journalistic staff in 1971 was the *Deepika* (Kottayam), which engaged 721 journalists. In its reply to the questionnaire sent by our Committee, the same paper showed for 1971 only 16 persons engaged in "editorial and news-gathering" work and 68 other persons in non-journalistic work, which add up to a total of 84 employees in all.

10.1.2 According to provisional data from Registrar's office for 1973, the daily press employed in that year 15,846 journalists and 32,123 non-journalists—a total of 47,969 persons. The coverage appears to be somewhat higher than in 1971, the largest number of papers covered for any category of employees being 377. The increase in employment is less than proportionate to the increase in coverage, but this may be due to the fact that the additional papers included in the 1973 data were 'small' papers. It is possible only to say that there is no evidence of an increase in employment during the year.

Employment in 1967 and 1971

10.2.1 Data on employment were furnished, in reply to the Committee's questionnaire, by 95 dailies for 1967 and by 106 dailies for 1971, out of the 140 dailies addressed. The total number of persons employed by the reporting dailies was 22,252 in 1967 and 24,609 in 1971. Annexure X.1 gives the number of persons employed in different departments of daily newspapers in 1967 and 1971, showing the detailed breakdown according to circulation ranges.

*Press in India 1972, p. 148.

10.2.2 The following table shows the number of employees in different departments of daily newspapers in 1967:—

TABLE X.1

Staff Employed in Different Departments of 95 Dailies, 1967

(Figures within brackets indicate percentages of the total)

Departments	Number of persons employed
Editorial	2,639 (11·8)
News-gathering	848 (3·8)
Advertisement	1,228 (5·5)
Press	10,382 (46·7)
Distribution	2,244 (10·1)
General Management	4,911 (22·1)
TOTAL	22,252 (100·0)

The major portion of the staff were employed in the 'press' (47 per cent) and 'general management' (22 per cent) sections whereas editorial and news gathering staff accounted for only about 16 per cent of the total.

10.2.3 The departmentwise distribution of the number of employees of the 95 dailies in 1967, for different circulation categories, is given below:

TABLE X.2

Staff Employed in Different Departments of 95 Dailies (According to Circulation Categories), 1967

(Figures within brackets indicate percentages of the total)

Departments	Big	Medium	Small	Other dailies belonging to major groups
1	2	3	4	5
Editorial	1,822 (10·9)	379 (14·4)	127 (14·8)	311 (15·3)
News-gathering	589 (3·5)	65 (2·5)	37 (4·3)	157 (7·8)

1	2	3	4	5
Advertisement	919 (5.5)	142 (5.4)	31 (3.6)	136 (6.7)
Press	7,804 (46.6)	1,249 (47.6)	490 (57.1)	839 (41.4)
Distribution	1,851 (11.1)	183 (7.0)	34 (4.0)	175 (8.7)
General Management	3,759 (22.4)	606 (23.1)	139 (16.2)	407 (20.1)
TOTAL	16,744 (100.0)	2,624 (100.0)	858 (100.0)	2,026 (100.0)

A little less than half the total number of persons employed in the dailies in 1967 worked in the 'press' Section except in the "small" category where the proportion of press workers was well over half. General management accounted for a fifth except in the small papers where the proportion was a sixth. Distribution department accounted for as much as 11 per cent in the case of big papers but only 4 per cent in the case of small papers. Advertisement department employed around 5 per cent of the total staff while editorial and news-gathering together accounted for from 14 to 23 per cent of the staff in the different categories. News-gathering by newspapers' own reporters/correspondents appears to be a minor part in the daily newspapers, from the figures of employment. The higher percentage in case of the papers linked to major groups may be due to allocation of more staff to the subsidiary publications in these groups.

10.2.4 The following table shows the number of employees different departments of the 106 daily newspapers in 1971:—

TABLE X.3

Staff Employed in Different Departments of 106 Dailies, 1971

(Figures within brackets indicate percentages of the total)

Departments	Number of persons employed
Editorial	2,869 (11.7)
News-gathering	1,015 (4.1)
Advertisement	1,364 (5.5)
Press	11,481 (46.7)
Distribution	2,439 (9.9)
General Management	5,441 (22.1)
TOTAL	24,609 (100.0)

Departmentwise breakdown of the staff in 1971 shows the same pattern as in 1967, despite the larger coverage in the latter year.

10.2.5 The distribution of the employees of the 106 dailies in 1971, among the different departments, is shown below separately for different circulation categories:

TABLE X.4
Staff Employed in Different Departments of 106 Dailies
(According to Circulation Categories), 1971
(Figures within brackets indicate percentages of the total)

Departments	Big	Medium	Small	Other dailies belonging to major groups
Editorial	1,894 (10.5)	446 (14.8)	157 (14.8)	372 (15.5)
News-gathering	657 (3.6)	129 (4.3)	42 (3.9)	187 (7.8)
Advertisement	1,020 (5.6)	162 (5.4)	39 (3.7)	143 (6.0)
Press	8,474 (46.7)	1,390 (46.0)	592 (55.7)	1,025 (42.8)
Distribution	2,008 (11.1)	191 (6.3)	57 (5.4)	183 (7.7)
General Management	4,083 (22.5)	701 (23.2)	175 (16.5)	482 (20.2)
TOTAL	18,136 (100.0)	3,019 (100.0)	1,062 (100.0)	2,392 (100.0)

The departmentwise distribution pattern of staff remained almost unchanged during the period 1967-71 except that the medium group showed a much smaller percentage of news-gathering staff in 1967 (2.5) compared to 1971 (4.3).

10.2.6 Annexure X.2 gives a summary statement of the category-wise employment according to circulation ranges, both for 1967 and 1971. There is a small difference in coverage, but it can be assumed that the additional papers covered in 1971 were small ones. Among the interesting points which emerge from

the table is the fact that in the case of the big papers, the major part of the increase in staff was among non-journalists. The 21 papers with circulation range of more than 1 lakh showed an increase of 739 persons between 1967 and 1971, of which only 46 were in the editorial section. The number employed in news-gathering increased by 31 only. The largest increases were recorded in the printing section (326) and in general management (159).

10.2.7 The major papers with circulation of over 1 lakh had 11,830 employees in 1971 of which as many as 5,372 were in the printing section and 2,805 in 'general management'. If the 1,423 persons employed in 'distribution' are added, the share of these three groups in the total employment comes to nearly 81 per cent. It may be noted that the number employed in the 'advertisement' section of the major papers is small—704 in 1971—but this is presumably due to the fact that the major part of the work is done through the agencies. The agencies do the preparatory work and the advertisement desk has only to do the scheduling, billing, etc.

10.2.8 The above pattern is found in the other groups also. Among the 6,306 persons employed in 19 papers* with circulation between 50,001 and 1,00,000, as many as 3,102 were in the printing section and 1,278 in 'general management'.

Even in the group of small papers with circulation up to 5,000, more than 60 per cent of the employees were in 'Printing' and 'general management' taken together.

10.2.9 These figures relate to a period when the present shortage of newsprint had not begun to be felt. The number of pages was between 12 and 16 in the major papers and one would assume that there would be strong reasons for increasing employment in the editorial and news-gathering sections.

Lack of Uniformity

10.3.1 Among the 21 major papers with circulation above 1 lakh, only two recorded employment figure of 1,000 and above in 1971: *Ananda Bazar Patrika*, Calcutta (1,239); and *Amrita Bazar Patrika*, Calcutta (1,000). The *Statesman* showed a total of 1,904, but this was a combined figure for the Calcutta and Delhi editions; it is presumed that the employees in Calcutta

*One paper in this group did not supply the data.

exceeded 1,000 in number. The only paper in the 50,001—1,00,000 group with employees exceeding 1,000 in number was the *Hindustan Standard* of Calcutta (1,239), according to the data supplied. The only major paper which showed a marked reduction in number of employees between 1967 and 1971 was the *Hindu*, Madras (from 1,113 to 931). This may have been due to the closing down of some subsidiary publications.

10.3.2 It is difficult to explain the disparities in the numbers employed by papers similarly placed. In general, the Indian language papers (except the *Ananda Bazar Patrika*) showed a low volume of employment, though such papers require translation staff, not necessary in the case of English language papers. While *Jugantar*, Calcutta with a circulation of 1,95,002 in 1971 employed 628 persons and *Mathrubhumi*, Calicut (circulation 1,24,372) employed 682, *Sandesh*, Ahmedabad-Baroda* (circulation 1,00,243) had only 332 persons on the staff. It is also interesting to note that the *Tribune* (circulation 1,05,675), a Trust paper, had in 1971 a staff of only 330. These differences are partly due to the differences in the number of pages, but still the disparities are noteworthy. (Circulation figures given in this section relate to the respective accounting years of the papers).

10.3.3 In some cases, the apparent anomalies are due to the existence of linked papers and the placing of a more than proportionate number of employees on the payroll of a relatively smaller unit, with a view to getting certain types of advantages. The fact, however, remains that, though among the major papers at least, the technology would be very nearly similar, the labour-output ratio varies considerably from paper to paper.

Employment by Salary Brackets, 1967 and 1971

10.4.1 The Committee sought information on the distribution of the staff functionally and also according to salary brackets. Four such brackets were specified: Rs. 2,000 per month and above; between Rs. 1,000 and 2,000 per month; between Rs. 500 and 1,000 per month; and below Rs. 500. The instructions issued indicated clearly that the ranges were defined for 'gross emoluments', but it is possible that all papers did not interpret the term in the same manner. Annexure X.3 gives

*The paper publishes a Baroda supplement which is added to the main paper before circulation of copies in the Baroda-Surat region.

the detailed information collected. A fairly representative picture of the income-distribution pattern within the daily press sector appears from the summary statement (*vide* Annexure X.4).

10.4.2 The large majority of the employees were getting below Rs. 500 p.m. (20,418 out of 24,609 in 1971) and most of them were in general management and other non-editorial departments. The total number of employees with earnings below Rs. 500 per month, in 'editorial' and 'news-gathering' sections was 2,079 in 1967 but only 1,878 in 1971 despite the larger coverage in the latter year, the main reason being the rise in the gross emoluments among a class which did not include anything comparable with Class IV employees in government.

10.4.3 Among the 21 papers with circulation of above 1 lakh each, the number of employees with emoluments of Rs. 2,000 per month and above increased from 125 to 193 between 1967 and 1971. Of the total increase of 68 persons, 45 were accounted for by editorial and news-gathering (from 68 to 113), 18 by general management (from 23 to 41) and only 5 by all other departments taken together (from 34 to 39). The increase in the number of persons in the bracket of Rs. 1,000 to Rs. 2,000 per month also shows a similar pattern—increase of 155 in editorial and news-gathering (from 217 to 372), 22 in general management (from 71 to 93) and 29 in all other departments together (from 68 to 97). Against this, one notes that editorial and news-gathering personnel increased between 1967 and 1971 by only 43 in the Rs. 500-1000 salary range (from 531 to 574). In general management there was an increase by 177 (from 246 to 423) and in other departments by 502 (from 374 to 876). In the case of employees earning below Rs. 500 p.m., there was a decline from 633 to 467 in the editorial and news-gathering departments, a small decline from 2,310 to 2,261 in general management and a decrease from 6,520 to 6,487 in other departments. At the margin this movement from lower salary brackets to higher brackets may be due to normal increments, but there would have been new entrants at the lower levels in each bracket.

10.4.4 This pattern of movement of staff from lower to higher salary brackets is seen in the group with circulation between 50,001 and 1,00,000 and also among the papers in the circulation range of 30,001—50,000, the only difference in these two groups being that the number of persons earning Rs. 2,000 and above was either very small or 'nil' (only 2 in the 30,001—

50,000 range and none in the next lower range in 1971). The papers with circulation of 5,000 and below did not show any employee earning more than Rs. 1,000 p.m. The pattern among the 'linked' papers, however, was generally similar to that among the bigger papers with which they were linked.

10.4.5 In terms of the number of persons in the different income brackets, the gain was relatively large for editorial and news-gathering staff. Whether this means a gain also in terms of the shares of the editorial and news-gathering staff in the total wage-pool is not indicated by these figures, because a large cluster of persons with incomes just above Rs. 2,000 per month will increase the numbers within the highest bracket, while the total earnings may be larger for other groups with average earnings substantially higher up in the range.

Salaries and Wages Paid: 1967 and 1971

10.5.1 Data on salaries and wages of staff employed in different departments of dailies were furnished in reply to the Committee's questionnaire, by 89 papers for 1967 and by 97 papers for 1971 (*vide* Annexure X.5). The total amount paid to employees by 89 dailies in 1967 totalled Rs. 8.26 crores. The total payment of salaries and wages by 97 dailies in 1971 aggregated Rs. 12.51 crores. A summary statement (*vide* Annexure X.6) gives the departmentwise breakdown of the salaries and wages paid in 1967 and 1971, according to circulation ranges.

10.5.2 The breakdown of the salaries and wages paid as between (i) Editorial and News-gathering, (ii) Advertisement, Press and Distribution, and (iii) General Management departments by 89 dailies in 1967 is shown below:

TABLE X.5

Salaries and Wages paid to Staff Employed in Different Departments of 89 Dailies, 1967

(Figures within brackets indicate percentages of the total)

Departments	Salaries and Wages paid (Rs. lakhs)
Editorial and news-gathering	257.60 (31.2)
Advertisement, press and distribution	391.46 (47.4)
General management	177.28 (21.4)
TOTAL	826.34 (100.0)

'Editorial and news-gathering' departments accounted for nearly one-third and 'general management' for over one-fifth of the total wage payments in 1967. 'Advertisement, press and distribution' together accounted for about 47 per cent.

10.5.3 The broad departmentwise breakdown of the salaries and wages paid in 1967, according to circulation categories, is shown below:

TABLE X.6

Salaries and Wages paid to Staff Employed in Different Departments of 89 Dailies (According to Circulation Categories), 1967

(Figures within brackets indicate percentages of the total)

Departments	(Rs. lakhs)			
	Big	Medium	Small	Other dailies belonging to major groups
Editorial and news-gathering	206.2 (30.2)	16.4 (29.9)	4.7 (27.3)	30.3 (42.5)
Advertisement, press and distribution	329.8 (48.3)	26.0 (47.5)	10.5 (61.0)	25.1 (35.2)
General management	147.0 (21.5)	12.3 (22.6)	2.0 (11.7)	15.9 (22.3)
TOTAL	683.0 (100.0)	54.7 (100.0)	17.2 (100.0)	71.3 (100.0)

Departmentwise, 'advertisement, press and distribution' together accounted for nearly 50 per cent of wage payments in the big and medium groups but considerably more than this proportion in the case of small papers and considerably less in case of 'linked' papers. Editorial and news-gathering accounted for less than a third of total wage payments in all the categories except in case of 'linked' papers where it was as high as 42.5 per cent. 'General management' accounted for over a fifth of the wage payments in the case of big, medium and 'linked' papers but one-ninth, in the case of small papers. This is because the proprietor is in many cases also the manager and very few management staff are employed in this latter category of papers.

10.5.4 The breakdown of salaries and wages paid, as between (i) Editorial and News-gathering, (ii) Advertisement, Press and Distribution, and (iii) General Management departments by 97 dailies in 1971 is shown below:

TABLE X.7

Salaries and Wages Paid as between Different Departments by 97 Dailies, 1971

(Figures within brackets indicate percentages of the total)

Department	Salaries and wages paid (Rs. lakhs)
Editorial and news-gathering	363.12 (29.0)
Advertisement, press and distribution	636.01 (50.9)
General management	251.73 (20.1)
TOTAL	1250.86 (100.0)

The general pattern of the distribution of the total payments among the three broad functional categories of employees changed to some extent against the editorial and news-gathering group, between 1967 and 1971.

10.5.5 The departmentwise breakdown of salary and wage payments of the 97 dailies in 1971, according to circulation categories, is shown below:

TABLE X.8

Salaries and Wages paid to Staff Employed in Different Departments of 97 Dailies (According to Circulation Categories), 1971

(Figures within brackets indicate percentages of the total)

Departments	(Rs. lakhs)			
	Big	Medium	Small	Other dailies belonging to major groups
Editorial and news-gathering	288.7 (27.9)	25.0 (28.5)	7.3 (27.8)	42.2 (40.8)
Advertisement, press and distribution	534.9 (51.8)	43.8 (49.9)	15.9 (60.5)	41.4 (40.1)
General management	210.0 (20.3)	18.9 (21.6)	3.1 (11.7)	19.8 (19.1)
TOTAL	1,033.6 (100.0)	87.7 (100.0)	26.3 (100.0)	103.4 (100.0)

A comparison of Tables X.6 and X.8 shows that the departmentwise distribution of wage payments did not show any material changes between 1967 and 1971.

Comparative Study: 1967 and 1971

10.5.6 So far we have discussed about the data collected through replies to the questionnaire addressed by the Committee to the sample dailies. The number of papers which submitted information on employment and wages for 1967 is not the same as the number of papers which submitted the corresponding data for 1971. No comparison can, therefore, be made between the figures for 1967 and 1971 on the basis of these figures.

10.5.7 Comparable data for employment and wages were, however, available for both 1967 and 1971 in respect of 91 dailies—39 big, 17 medium, and 16 small and 19 other dailies linked to major groups. Table X.9 and X.10 show (i) the number of persons employed in daily newspapers in 1967 and 1971, and (ii) the amount of salaries and wages paid to them in these two years, in respect of the 91 dailies mentioned above.

TABLE X.9

Number of Persons Employed in 91 Dailies (By Circulation Categories), 1967 and 1971

Circulation category	Number of papers in 1967 and 1971	Number of persons employed		Percent- age in- crease (1967-71)
		1971	1967	
1	2	3	4	5
A. BIG				
I. Circulation above one lakh	19	10,730*	9,727*	10.3
II. Circulation 50,001-one lakh	20	6,306‡	5,653‡	11.6
	39	17,036	15,380	10.8
B. MEDIUM				
I. Circulation 30,001-50,000	10	2,046†	1,874†	9.2
II. Circulation 15,001-30,000	7	934	740	26.2
	17	2,980	2,614	14.0

1	2	3	4	5
C. SMALL				
I. Circulation 5,001—15,000	10	782§	733§	6·7
II. Circulation Upto 5,000	6	110	107	2·8
	16	892	840	6·2
D: OTHER DAILIES				
Belonging to major groups	19	2,280**	2,026**	12·5
TOTAL	91	23,188	20,860	11·2

NOTE: In some cases where 1967 figure was not available 1968 figure has been taken.

*Includes figures of 5 papers in lower circulation brackets linked with "major groups".

†Includes figures of one paper belonging to C.I. category.

‡Excludes figures of 2 papers which have been included in the corresponding figures against A.I. category.

**Excludes figures of 3 papers which have been included in the corresponding figures against A.I. category.

§Excludes figures of one paper which have been included in the corresponding figures in B.I. category.

TABLE X.10

Salaries and Wages paid to Employees of 91 Dailies (By Circulation Categories), 1967 and 1971

Circulation category	Number of papers in 1967 and 1971	Salaries and Wages paid		Percentage increase (1967-71)
		1971 (Rs. lakhs)	1967	
1	2	3	4	5
A. BIG				
I. Circulation above one lakh	19	743·90*	503·93*	47·6
II. Circulation 50,001-one lakh	20	308·31†	191·48†	61·0
	39	1,052·21	695·41	51·3

	1	2	3	4	5
B. MEDIUM					
I. Circulation 30,001-50,000		10	66.60	41.82	59.3
II. Circulation 15,001-30,000		7	21.05	12.91	63.1
		17	87.65	54.73	60.1
C. SMALL					
I. Circulation 5,001-15,000		10	22.65	15.25	48.5
II. Circulation upto 5,000		6	2.28	1.97	15.7
		16	24.93	17.22	44.8
D. OTHER DAILIES					
Belonging to major groups		19	102.64†	71.35‡	43.9
TOTAL		91	1,267.43	838.71	51.1

NOTE: In some cases where 1967 figure was not available 1968 figure has been taken.

*Includes figures of 6 papers in lower circulation brackets linked with "major groups".

†Excludes figures of 2 papers which have been included in the corresponding figures against A.I. category.

‡Excludes figures of 4 papers which have been included in the corresponding figures against A.I. category.

Average Earnings of Employees: 1967 and 1971

10.6.1 The total number of persons employed in 1967 and 1971 in the 91 dailies were 20,860 and 23,188 respectively and the total salaries and wages paid to them amounted to Rs. 8.39 crores and Rs. 12.67 crores respectively. The number of persons employed thus increased between 1967 and 1971 by 11.2 per cent and the amount of wages paid to them by 51.1 per cent. The increase in salaries and wages was much more than proportionate to the increase in the number of persons employed.

10.6.2 Average annual earnings per employee in 1967 and 1971, for the 91 dailies as a whole, according to circulation ranges, is given in table below:

TABLE X.11

Average Annual Earnings per Employee in 91 Dailies (by Circulation Categories), 1967 and 1971

Circulation range	Average annual earnings per employee (Rs.)		Percentage increase (1967-71)
	1971	1967	
A. BIG			
I. Circulation above one lakh	6,933	5,181	33.8
II. 50,001-1 lakh	4,889	3,387	44.3
B. MEDIUM			
I. 30,001-50,000	3,255	2,232	45.8
II. 15,001-30,000	2,252	1,745	29.1
C. SMALL			
I. 5,001-15,000	2,896	2,080	39.2
II. Upto 5,000	2,073	1,841	12.6
D. OTHER DAILIES			
Belonging to major groups	4,502	3,522	27.8
ALL DAILIES	5,466	4,021	35.9

10.6.3 It will be seen from the above table that the average annual earning per employee rose from Rs. 4,021 in 1967 to Rs. 5,466 in 1971, that is, by 35.9 per cent. The average earning rose considerably in all the circulation ranges and specially so in the circulation ranges 50,001—1 lakh and 30,001—50,000. The gain in earning in the small circulation range of 5,001—15,000 was also considerable.

10.6.4 The average earning of an employee in a daily newspaper in 1971 was Rs. 6,933 in the case of major papers with circulation above one lakh but gradually fell in the lower circulation ranges. The average earning was only Rs. 2,073 in

the circulation range 5,000 and below. Papers in this category often did not have many regular employees and paid low wages when they employed any staff. The somewhat higher average of Rs. 2,896 in the circulation range 5,001—15,000 was probably due to proprietors themselves drawing some substantial amounts as 'salary' and the number of other employees with low salaries not being large.

10.6.5 The table shows that the average earnings increased by a maximum of 45.8 per cent and by a minimum of 12.6 per cent between 1967 and 1971. The urban non-manual consumer price index increased during this period (1966-67 to 1971-72) by 23 per cent.

Wage Board Award

10.7.1 The increase in the salaries and wages in 1971 compared to 1967 may largely be ascribed to the award of the Wage Board in respect of working journalists as well as non-journalist employees. Whereas the recommendations of the Wage Board in respect of working journalists are statutory and binding on the newspapers, those in respect of non-journalist employees are non-statutory and, therefore, not binding. The Committee had asked the newspapers in its questionnaire whether or not the Wage Board recommendations in respect of working journalists as well as non-journalist employees had been implemented. Out of the 140 newspapers selected for sample study, 98 furnished the required information (*vide* Annexure X.1).

10.7.2 As many as 86 stated that they had implemented the Wage Board award in respect of working journalists, three said that they had not, two others stated that they had implemented the recommendations in part (that is, in respect of some categories of employees). The remaining seven stated that they had no regular employees and hence the question of implementation of the wage board award did not arise. In some of these cases the proprietor himself was probably the editor, manager, leader writer, reporter and what not. Three dailies owned by political parties stated that their party workers worked for the paper without any regular remuneration.

10.7.3 With regard to non-journalist employees, 82 out of the 98 newspapers stated that they had implemented the award, four stated that they had not, six stated that they had implemented it in part. The remaining six papers said that they had no regular employees.

10.7.4 All the major papers (circulation category above one lakh) stated that they had implemented the recommendations in respect of working journalists as well as non-journalist workers. All papers in the circulation category 50,001 to one lakh implemented the recommendations in respect of working journalists. In case of non-journalist employees, two papers in the category (*Sakal*, Poona and *Jagaran*, Kanpur) stated that they had implemented the recommendations in part.

10.7.5 In the medium circulation category, all but one paper (*Nagpur Times*, Nagpur) informed the Committee that the recommendations had been implemented in respect of working journalists as well as non-journalists. The *Nagpur Times* said that the recommendations had been partly implemented in respect of both journalists and non-journalists.

10.7.6 In the small circulation category, 11 out of 21 dailies had implemented the recommendations in respect of working journalists and 10 in respect of non-journalist employees. Three small dailies—*Tarun Rajasthan*, Jodhpur, *Aabshar*, Calcutta and *Dinavartha*, Palghat—had not implemented the recommendations in respect of journalist as well as non-journalist employees. *Kerala Nadam*, Ernakulam, stated that it did not employ any journalist and that it had not implemented the award in respect of non-journalist employees. Among the 'linked' papers only the *Indian Express*, Ahmedabad stated that it had implemented the recommendations in part in respect of journalists as well as non-journalists, while *Sakal*, Bombay had done so in respect of non-journalists only. All the other 'linked' papers had implemented the recommendations in respect of journalist as well as non-journalist employees.

Statutory Wage Board for Non-Journalists

10.8.1 As mentioned above, there is statutory provision for the appointment of a Wage Board for working journalists but none for the non-journalist staff of the newspapers. However, in 1967, for the first time, the wage scales of non-journalist staff of the newspapers were recommended by a non-statutory Wage Board, but these were not implemented by the employers, resulting in a two-month strike by the employees in 1968. The All-India Newspaper Employees Federation informed the Committee that though some of the big newspapers did accept the award in a modified form, many newspapers have not implemented it. The Federation made a strong plea for constituting a statutory Wage Board covering both journalist and non-journalist employees of the newspapers.

10.8.2 We are convinced that, in the interest of economic efficiency, it is essential that industrial harmony should prevail in the newspaper industry. It is necessary, therefore, to constitute a statutory Wage Board covering the non-journalist staff of the newspapers, in addition to the journalist staff.

10.8.3 We are happy to note that the Government of India has already piloted a bill to amend the Working Journalists (Conditions of Service) and Miscellaneous Provisions Act, 1955 to constitute a Wage Board for the non-journalist newspaper employees on a statutory basis.

CHAPTER XI

NEWSPRINT-PRODUCTION, IMPORT AND DISTRIBUTION

India's Dependence on Imports

11.1.1 It has been shown in Chapters VI and VII that the main variable in the analysis of the economics of newspaper is the cost incurred on newsprint, which depends on the prices to be paid and on the quantities available. There are two important facts to be noted in the study of this problem. First, the Indian newspaper industry has been largely dependent on imported newsprint. Before 1955-56, there was no domestic production at all, and in recent years, the domestic output—all coming from the National Newsprint and Paper Mills Ltd., Nepanagar (NEPA)—was around 40,000 tonnes a year, while the total annual requirement of newsprint reached the level of over 2 lakh tonnes even under conditions of restricted allocation. The share of domestic output in the total requirements was around 20 per cent. This percentage has increased now partly because of the increase in the Nepa output to above 50,000 tonnes per year and partly also the reduction in the quantity imported. The reduction has been brought about by the steep rise in the price of newsprint in the world market and also the difficulties of getting supplies from abroad even at higher prices. It is, however, to be noted that the domestic demand for newsprint is and should be growing. It may be difficult to keep this demand at a low level for a long time. The dependence of Indian newspapers on imported newsprint will continue, even with a substantial increase in domestic output, but every attempt should be made to reduce this dependence on imports.

11.1.2 In this connection, one has also to note that of the total annual imports of around 1,80,000 tonnes before 1972, a large part (up to 50,000 tonnes a year) was aid from the United States. When this aid was stopped at the time of the Bangladesh war in 1971, there was a sharp change in the supply position for India. This underlines the need not only for expanding the domestic output, but also for arranging long-term contracts with exporters for ensuring the required supplies.

11.1.3 The foreign exchange cost of newsprint imports was Rs. 18.57 crores in 1969-70 and Rs. 18.73 crores in 1970-71. It jumped to Rs. 27.59 crores in 1971-72, but was cut down to Rs.

20.52 crores in 1972-73. During the nine months April-December 1973, the import bill was kept at the low level of Rs. 12.50 crores.* It should be added that if India's imports go up to 150,000 tonnes per year, the foreign exchange cost will be between Rs. 50 and 60 crores.

India's Share in World Trade in Newsprint

11.2.1 The second important fact in regard to newsprint is that India's bargaining position in the world market is weak. This is because of the very small share of India's purchases of newsprint in the total production or exports of the major world producers. The largest producer of newsprint in the world, Canada, exports nearly 90 per cent of its output, of which the major buyer is the United States. In the case of the Scandinavian countries, the major buyers are the other European countries. World exports (11.5 million tonnes in 1972) are around 50 per cent of the world production of newsprint (22.9 million tonnes in 1972). India imports less than 1 per cent of the total production and less than 2 per cent of the total world exports of newsprint.

11.2.2 The position in regard to world production, exports and India's requirements is shown in Table XI.1.

TABLE XI.1

World Production and supply of Newsprint

(figures within brackets are percentages with 1970=100)

(Quantities in thousand tons)

	1974p	1973p	1972	1971	1970
1	2	3	4	5	6
World capacity	26,742 (107)	26,032 (104)	25,538 (102)	25,216 (101)	24,931 (100)
World production	25,380 (113)	23,843 (106)	22,875 (102)	22,067 (98)	22,518 (100)
World demand	25,693 (113)	24,151 (106)	23,341 (102)	22,368 (98)	22,811 (100)
World import	13,312 (114)	12,195 (105)	11,868 (102)	11,305 (97)	11,628 (100)

*Reserve Bank: Report on currency and finance, 1973-74—Table S.133.

1	2	3	4	5	6
India's total demand	245 (132)	180 (97)	264 (142)	244 (131)	186 (100)
India's total demand as percentage of World demand	0.95	0.74	1.13	1.09	0.81
India's domestic output	45 (102)	40 (91)	44 (100)	44 (100)	44 (100)
India's Import re- quirement	220 (155)	140 (99)	220 (155)	200 (141)	142 (100)
India's import require- ment as percentage of World imports	1.50	1.14	1.85	1.76	1.22

Source: Newsprint Data 1973 (Canadian Pulp & Paper Association).
p: preliminary

11.2.3 A few interesting points emerge from the above table. First, with the present installed capacity, the score for any substantial increase in the world output of newsprint is limited. The utilisation ratio of the present installed capacity has been around 90 per cent. The provisional estimates for 1974 are based on a utilisation ratio of 95 per cent, but it is doubtful how long any industry can maintain this high rate of utilisation. The second important point emerging from the table is that the world capacity has been increasing at only a slow rate in the recent years. It has been stated that uncertainty about prices, high costs and long break—even periods are some of the factors inhibiting new investment in newsprint manufacture. While it has not been possible for the Committee to study the world prospects in detail, it has been obvious that new investment has not been appreciable in recent years.

11.2.4 The third important fact derived from the available data is encouraging to countries like India, if a well-planned international policy is adopted in regard to the allocation of newsprint among different buyers. The United States demand is so large that a small reduction in that demand will create a favourable supply position for other buyers. More important is the fact that if the world capacity increases even by 3 per cent per year and the utilisation ratio increases by 2 per cent, the increase in supply will be nearly 5 per cent (for about 1.3 million tonnes per year). If as a result of an international arrangement the major part of this increase in output is allotted to countries like India, a large part of the problem can be made easier.

11.2.5 The UNESCO adopted in November 1974 a Resolution for world action aiming at, among other things, "the establishment of a World Paper Bank which would hold or identify stocks of paper available to meet urgent educational, cultural and communication needs particularly of developing nations" and also appealing "to international and national aid agencies, to manufacturers and to consumers in advanced countries to collaborate in making supplies and money available to meet the most immediate high-priority needs in the developing countries suffering from the present crisis". The Resolution actually adopted by the UNESCO was an amendment of the original Indian Resolution in which it was proposed to initiate a world programme for newsprint aimed, apart from the long-term measures to increase the production of newsprint, at

"persuading advanced countries to reduce newsprint consumption by five per cent, the resultant surplus being made available to developing countries:

"taking such other measures as may be necessary to ensure supply of adequate quantities of newsprint to developing countries at prices commensurate with their paying capacity; and

"helping in providing infra-structure for the growth of newsprint industry in developing countries."

Major Producers and Consumers

11.3.1 Table XI.2 shows the production and imports of newsprint by World's major producers and consumers of the commodity.

TABLE XI.2

Major Producers and Consumers of Newsprint

Country	1974p	1973p	1972p	1971	1970
1	2	3	4	5	6
<i>Production ('000 tons)</i>					
Canada	10,000	9,000	8,661	8,297	8,607
Finland, Norway,					
Sweden	3,500	3,300	3,039	2,921	2,938
U.S.S.R.	1,450	1,400	1,336	1,270	1,213
East Europe	345	342	353	350	347
Bangladesh	35	30	24
Others	10,050	9,771	9,462	9,228	9,413
TOTAL	25,380	23,843	22,875	22,065	22,518

	1	2	3	4	5	6
<i>Major Importers ('000 tons)</i>						
U.S.A.		7,700	7,200	6,731	6,431	6,459
Britain		1,350	1,175	1,080	892	856
West Germany		790	770	734	746	766
France		375	340	248	209	195

p: preliminary

11.3.2 It will appear from the Table XI.3 below that the ratio of exports to total production has been more or less constant during the last five years in the case of the major producer-exporter countries like Canada, and the East European group,

TABLE XI.3
Newsprint Exports as percentage of Newsprint production

Country	1974p	1973p	1972	1971	1970
Canada	91.0	91.0	92.0	90.0	91.0
Finland, Norway, Sweden	83.0	83.0	84.0	81.0	82.0
U.S.S.R.	20.0	20.0	21.0	22.0	24.0
East European Countries*	9.0	9.0	13.0	20.0	21.0
Bangladesh	57.0	50.0	36.0

Source: *Newsprint Data, 1973* (Canadian Pulp and Paper Association).

while in the case of the others (leaving out Bangladesh), the ratio of exports to production is declining, indicating increasing domestic use. Among the major importing countries, the share of imports in the total requirement is increasing. The following table gives the latest available information on the subject.

TABLE XI.4
Newsprint Imports as Percentage of Demand

Country	1974p	1973p	1972	1971	1970
U.S.A.	68.0	67.0	66.0	66.0	66.0
Great Britain	74.0	70.0	68.0	58.0	51.0
West Germany	54.0	55.0	54.0	58.0	61.0
France	54.0	50.0	41.0	33.0	29.0

Source: *Newsprint data 1973, op. cit.*

*Czechoslovakia, East Germany, Poland and Rumania.

p: preliminary.

11.3.3 In the case of West Germany, there was a decline in the percentage of imports up till 1972, but since then the ratio has remained constant. On the whole, the major consumer countries are coming to depend more and more on imports, thus increasing the difficulties of countries like India with a limited demand and with a very limited capacity to pay the increasing prices.

Indian Output of Newsprint

11.4.1 The only factory producing newsprint in India is the Nepa Mills at Neapanagar in Madhya Pradesh, which started production on a commercial scale in 1956-57. The initial difficulties persisted for a long time and the output did not reach 30,000 tonnes until 1963-64. From that year until 1971-72, the output slowly increased to 40,000 tonnes. The grammage of Nepa paper was higher than that of imported newsprint and, therefore, 40,000 tonnes of such paper could be taken as equivalent to about 36,000 tonnes of imported paper.

11.4.2 There has been a substantial increase in production in 1974. The Nepa management feels certain that the output in 1974 will be above 50,000 tonnes and that by the end of the financial year 1974-75 the monthly output will reach about 6,000 tonnes. Even with this production, the need for imports will remain great. The total demand for newsprint in India can theoretically be contained at any level, but a sharp reduction will distort the entire structure of the economics of the newspaper industry. There is thus, on the one hand, the problem of finding a large amount of foreign exchange (Rs. 50 to 60 crores) for importing the full requirements and there is, on the other hand, the problem that if this foreign exchange expenditure is not undertaken, the newspaper industry will face great difficulties. This emphasises the urgency of an expansion of domestic production capacity, but it has to be recognised that even if the utmost attention is given to such expansion the shortages will persist for several years.

Estimate of Demand: Fifth Plan

11.5.1 There have been a number of estimates of the demand for newsprint in India in the coming years. A scientific estimate of future demand for newsprint should take into account the demographic trends in the country (including age composition), growth and distribution of the national income, growth of educational facilities and number of students, trends in literacy, development of political consciousness and also such infra-structure

development as increase in road mileage and extension of other facilities of communication. Unfortunately, the estimates that have been made up till now have not gone into a detailed examination of the variables and parameters of the situation. This is understandable, because while demographic trends or even educational trends can be forecast with a fair degree of accuracy, it is practically impossible in the present situation to make any forecast about the growth or about the changes in the distribution of real income. In some cases what have been described as demand estimates are merely estimates of supply, begging the whole question. This is true even in the case of the demand data available for countries abroad, where demand and actual purchases have been taken as identical. The Indian estimates are generally based upon the simple arithmetical assumption of a cumulative annual rate of growth of 7 per cent. (This is presumably based upon a rough projection of the past rate, but there is no clear evidence in view of the short period of experience). This annual rate of growth appears to have been generally accepted and at this rate, starting with 1971-72 as the base, the demand for newsprint in India would work out to 250,000 tonnes in 1973-74, 268,000 tonnes in 1974-75, 286,000 tonnes in 1975-76, 306,000 tonnes in 1976-77, 327,000 tonnes in 1977-78 and 350,000 tonnes in 1978-79. It should be noted that in 1973-74, the actual consumption was much less than the estimated demand. If the future demand is re-calculated at the same growth rate of 7 per cent per year with 1974-75 (actual consumption) as base, instead of 1971-72, the relevant figure for 1978-79 will be only 270,000 tonnes.

11.5.2 The installed capacity at Nepa is so much smaller than all these figures that even after the maximum possible expansion of domestic output in the next few years—either at the Nepa or in projected new factories—there will remain a substantial gap to be filled up by imports. At the same time, any increase in domestic output will be a help by way of providing an important raw material at a price which is still considerably lower than the prices of imports and saving valuable foreign exchange. Even if the incremental capital output ratio is high in the case of new production, this has to be contrasted not against the net average capital output ratio in India but against the average incremental cost of imports into India.

Production Plans and Prospects

11.6.1 Up till now, the Plan targets for increasing the output of newsprint have remained largely unfulfilled. In fact, the availability of cheap imports appear to reduce the urgency of developing Indian production in the minds of the planners in our country.

If adequate steps had been taken 10 years ago, the present difficulties would have been much less than they are. However, as things stand at present, all efforts should be made to increase the output both at the Nepa factory and elsewhere. The Hindustan Paper Corporation came into existence in 1970—and we were informed that by the end of December 1974 orders could be placed for indigenous equipment and similar orders could be placed for imported plant and machinery for the proposed newsprint factory in Kerala by the end of February 1975. According to the present plans, production of newsprint will start in 1978 at about 55,000 tonnes and by the end of the third year the output would reach a level between 85,000 and 90,000 tonnes. The total capital requirement of the newsprint produced in units of the IIPC will be, according to some earlier estimates, Rs. 40 crores for an annual capacity of 80,000 tonnes, of which 70,000 will be newsprint. These estimates have now been revised upward to Rs. 84 crores for 80,000 tonnes of newsprint.

11.6.2 The Nepa management informed the Committee that they have prepared a plan, complete with project reports, under which an additional investment of Rs. 55.5 crores will be required for doubling the present maximum capacity of 75,000 tonnes per annum. If this estimate is correct, it means a capital requirement of Rs. 7,300 per tonne of annual output. A task Force appointed by the Planning Commission, reporting in April 1973, estimated an investment requirement of Rs. 5,000 per annual tonne of newsprint for the new plants.* This is lower than the Nepa estimate for its expansion. However, as every effort has to be made for increasing the output of newsprint in India substantially, it will be necessary not only to start new units at suitable places like Kerala, but also expand the existing ones.

11.6.3 It may be noted that the Nepa estimate of Rs. 56 crores of investment for an annual output of 75,000 tonnes gives a ratio of Rs. 7300 per tonne. Converting into money values at the current Nepa prices this means an investment of Rs. 7300 for an annual output valued at Rs. 2300, yielding a capital output ratio of 3.2 to 1. As the newsprint industry is a long-gestation heavy industry, this ratio can be regarded as favourable. It is more important to note that if, as would be proper in a case like this, the output is valued at import prices, the capital output ratio would come to only 1.8 to 1. This means that for every Rs. 1.80 of capital investment we save foreign exchange to the extent of Re. 1 which, in its turn, means that the foreign exchange saving in just two successive years will be adequate to justify the expenditure.

*Report of the Task Force for Pulp, Paper and Allied Industries, p.32.

11.6.4 This is a problem on which there has to be very careful project appraisal and feasibility studies—for Nepa and for all other potential units in the different parts of India. Our Committee has only to point out that the domestic output of newsprint is not likely to reach the Plan target of 350,000 tonnes by 1978-79, but any substantial increase of the present output will provide a large cost advantage, will save foreign exchange and will make our newspapers function with an assured supply of a large part of their requirements.

Newsprint Prices

11.7.1 The shortage of newsprint has necessarily been associated with a continuous rise in prices. The average price of imported newsprint in India in 1963-64 was Rs. 734 per tonne. By 1971-72, the price rose to the level of Rs. 1320 to Rs. 1365 per tonne in the case of newsprint imported from USSR and other East European countries, Canada and Scandinavia. In 1973-74, the prices paid for imports varied from about Rs. 1500 per tonne to nearly Rs. 3500 per tonne. There was a further increase in 1974-75. India started importing paper from Bangladesh in 1972-73 when the agreed price was Rs. 1375 per tonne; the price of paper from this source also increased to Rs. 3400 per tonne in 1974-75. Prices of imported newsprint from different sources for the year 1971-72 to 1974-75 are given below:

TABLE XI.5

Price of Imported Newsprint

Source	(Rs., cif per metric ton)			
	1974-75	1973-74	1972-73	1971-72
1	2	3	4	5
U.S.S.R.	3642	1914 (28000MT) 3458 (22000MT)	1332	1350
Poland	1926	1350	1365
Czechoslovakia	1888 to 2563	1350	1365
Canada	3286 to 3450	1492 to 2912	1208 to 1292	1320 to 1360

1	2	3	4	5
Scandinavia	1736 to 2365	1404	1360
Austria	1308 to 1344
Bangladesh	3400	1600 to 2632	1375	..

Source: S.T.C.

11.7.2 The prices given above are cif prices at Bombay, Madras, Cochin or Calcutta. The actual prices paid by the newspaper publishers were higher on account of handling and transport charges, customs duty, storage, etc. All imports are at present canalised through the State Trading Corporation which adds these extra amounts to the cif price. In the case of "High Sea" sales where the buyer pays the import duties and transport charges, the STC charges 3.25 per cent on the cif cost to cover interest and other charges. In the case of "buffer stock" sales, which are made after the STC has paid the import duty and the other charges, the amount added to the cif price comes up to 16 per cent. The buffer stock release prices vary from time to time depending upon the purchase price and other factors. The actual buffer stock release prices per metric tonne was Rs. 1725 per tonne from 8 August 1973, Rs. 2850 from 14 January 1974, Rs. 3428 from 14 April 1974 and Rs. 4015 from 15 August 1974.

11.7.3 The selling price of Nepa paper was originally higher than the price of imports. The price of Nepa paper (ex-factory) was fixed at Rs. 1050 per tonne in 1958 by the Government of India. An increase of Rs. 50 per tonne was allowed on 1 May 1968 and there was a further increase to Rs. 1362 per tonne from 1 September 1971. In 1973-74 the price was raised in two stages, first to Rs. 1500 from 1 October 1973 and then to Rs. 1800 per tonne from February 1974. From 1 September 1974 it was further raised to Rs. 2300 per tonne on FOR Nepanagar basis, excise duty, sales and other taxes etc. being extra and charged as usual in addition.

11.7.4 The price of Nepa paper is now considerably below the price of imported newsprint. The actual cost of newsprint to an individual newspaper publisher will depend on the "mix" of domestic and imported paper allowed to and purchased by him. For example, a newspaper which gets 25 per cent of its quota from Nepa at Rs. 2300 per tonne and 75 per cent of its

quota at, say, Rs. 4000 per tonne will pay an average price of Rs. 3575. It has been emphasised in the earlier chapters that the major element in the cost of production of newspapers is the expenditure on newsprint and any change in the weighted average price of this material will have a marked effect on the total cost of production. For an individual paper the basic factors determining its newsprint cost will be, apart from its circulation and the average number of pages, the average price of newsprint and the "mix" between domestic and various kinds of imported paper.

Quality of Nepa Newsprint

11.8.1 Throughout our discussion with the publishers of daily newspapers we received complaints about the quality of the Nepa product as compared with that of imports, particularly from Canada and Europe. The complaints related mainly to weight in terms of grammes per square metre, tensile strength and packing. It was emphasised that while the international standard for the grammage is $52 \pm 2\%$, the grammage in the case of Nepa paper was generally 58 and sometimes as high as 62. According to the Nepa management, the average grammage of their output could be taken as 57. If this figure is taken, the weight of Nepa paper would be 9.6 per cent above the international standard. It will, therefore, mean that the printing surface available per tonne would be 9.1 per cent less than in the case of imported paper. Government also recognises this fact and consequently provides, in the Newsprint Allocation Policy, for 10 per cent extra allocation as compensation for higher grammage for the Nepa components of newsprint quota of newspapers. If adjustment is made for this, the effective cost of Nepa paper to the newspaper publishers rises from Rs. 2300 per tonne to Rs. 2507 per tonne.

11.8.2 Complaints about packing were also very common. These complaints related not only to the use of poor quality packing material but also to the poor quality of reel cores and imperfect winding. We were told that in many cases a substantial part of the paper in every reel had to be thrown away and that sometimes it was necessary to re-wind the paper before putting it on the rotary press. At times there were too many joints which were not pasted properly resulting in too many web breaks. Further, low tensile strength would mean frequent breakages and this would not only increase wastage but slow down production.

11.8.3 The Committee was not in a position to examine the technical aspects of the problem. The Nepa management pointed out that the high grammage was largely due to erratic power

supply. We were told that to rectify this and to ensure uninterrupted supply of power to the Nepa mills, the Nepa management were currently negotiating with the State Government about taking over a neighbouring electricity generating unit. About the tensile strength, it was said that the main factor responsible was that while other countries used coniferous timber, the particular type of wood (salai) used in India did not give the required strength. In regard to packing of newsprint, the main difficulty, according to Nepa management, was that the quality of the core obtained from outside sources was not of a high standard. It was stated that they were also using a poor quality of wrapping paper on account of its inexpensiveness. The Committee feels that a small increase in cost of the Nepa product due to use of superior packing materials is likely to be more than counter-balanced by the consequent reduction in waste at present suffered by publishers of newspapers.

11.8.4 For all these matters, a large part of the difficulty arises from the fact that of the two mills, the older one has not been maintained at the level of efficiency desired; in fact, it has been due for replacement for some time. It may be expected that as the output from mill number two increases, the percentage of waste on account of these factors will become less.

11.8.5 In this connection we may draw the attention of the authorities in India to the standards laid down for newsprint production in Japan, called the Japanese Industrial Standard (Newsprint).^{*} These standards may be more appropriate to India than the standards applicable to Canadian or Scandinavian paper. The document giving the necessary details is reproduced as Appendix XI/1. It may be noted here that the standards specified a thickness of not less than 0.08 mm and a grammage of 52 ± 2 per cent per sq. metre. Detailed specifications are also given about tensile strength, smoothness, degree of oil absorption, brightness, opacity and stiffness. Further specifications are laid down regarding roll winding around the core at both ends of the reels, the number of 'splices' (which should not be more than two per roll), the nature of the core and general quality. It may not be possible for the Indian output to reach these standards all at once, but a body like the Indian Standards Institution should take up the matter and lay down specifications relevant to Indian conditions.

^{*}*Newspaper Printing*, Nihon Shinbun Kyokai, Japanese Publishers and Editors Association (NK Training Scheme), Japan—p.115.

11.8.6 Our Committee is concerned with the technical problems only to the extent that these affect the cost of production. If any investment necessary for improving the quality can reduce these costs it will be justified when the additional expenditure is within economic limits. An improvement which increases the cost of production more than proportionately may not be worthwhile. The Committee expects that full attention should be given to all these problems and that the grounds for complaint will disappear.

11.8.7 The Committee emphasises the need for research on various technical problems. It appears that the effort in this direction has been negligible till now. The Committee recommends not only research (either at the Nepa mills or elsewhere) on the broad problem of the use of Indian material for making newsprint or on the possibility of changing the ratio between chemical pulp and wood pulp but also research within the Nepa mills into the ways in which the technical defects can be remedied.

Pricing of Nepa Product

11.9.1 The Nepa management has been urging the Government for sanctioning higher selling prices for the Nepa product. Details have been given in an earlier section about the way in which these prices have been changed from time to time until September 1974, when the present operative price of Rs. 2300 per tonne was fixed. The main argument of the Nepa management for a considerably higher price is based partly on the increasing costs of raw materials and partly also on the need for creating sufficient internal funds to be ploughed back for expanding the factory. It has been argued also that there would be a good justification to adopt an "import parity" principle and to fix the price of Nepa output at a level equal to the average price paid for imports.

11.9.2 The Committee is not concerned with the fixation of Nepa prices, but it has to take note of anything that goes to increase such prices, as this will have a very important bearing on the cost of production of newspapers and particularly of the small and medium papers. It will be noted that the question of import parity price did not arise when the prices of imports were lower than those of the Nepa output. If now these prices are allowed to go above what is determined by the costs of production and other charges plus a reasonable rate of return, there will be an element of taxation included in the price. Such taxation may be justified on the ground of generating internal surpluses, but in the present conditions the whole of the addition to the price is

likely to be transferred to the readers of newspapers. The basic question, therefore, is whether it is justifiable to tax the readers of newspapers (whose numbers we all want to increase), particularly of the small and medium local language papers, for this purpose. If resources have got to be provided to any public sector industry for its development, there is no reason why the consumers of the products of that industry should be singled out for taxation. If the proposed principle is followed to its logical extreme, then the whole planning exercise becomes an exercise in generating separate surpluses in each industry for the development of that industry. The Committee feels that these factors should be taken into account in fixing a price for the Nepa products. It would also be emphasised that the consumers of a domestic product which can be produced within the country at a cost cheaper than the imports should get the benefit of the differential.

11.9.3 The case for keeping the price of Nepa products at a relatively low level is supported by the Feasibility Report prepared by Messrs. Development Consultants Ltd. for the proposed expansion programme of the Nepa Mills. The detailed report estimates an additional output of 50,000 tonnes in 1978-79, rising to 80,000 tonnes in 1980-81. Of this total, newsprint will constitute 60,000 tonnes. The total output of the Nepa Mills is expected to reach 160,000 tonnes in 1980-81. According to the feasibility report, the company will make a net profit of Rs. 4.15 crores in 1978-79 and Rs. 11.38 crores in 1981-82, after deducting all expenses including depreciation and interest, but *before* taxation. The profit per tonne of the product *after* deduction of tax is estimated to be Rs. 305 per tonne in 1981-82. This estimate is based on a "cost projection in which a suitable price escalation factor commensurate with the general price rise of different cost elements has been taken into account." The important point to be noted is that the estimate of profitability is based on a selling price of newsprint at Rs. 2300 per tonne in 1974-75 rising by slow stages to Rs. 2700 per tonne in 1980-81. It thus appears that even when allowance has been made for escalation of costs, Nepa can make a substantial profit by selling its newsprint in 1980-81 at a price which is much lower than the prices of imports in 1974-75.

Nepa Newsprint for Small and Medium Papers

11.10.1 A simple and direct method of helping the small and medium papers will be to reserve Nepa products for these two groups as a first priority, as long as Nepa prices remain lower than the prices of imported newsprint. The price of Nepa product is now Rs. 2300 per tonne, against an average price of Rs. 4000

per tonne for imported newsprint. Even if the price of Nepa supplies has to be raised, one can assume that there will remain a substantial difference between the prices of the domestic output and those of imports. The small and medium papers do not at present take more than 50,000 tonnes of newsprint per year, which is well within the present capacity of the Nepa Mills. In 1971-72, the total amount of newsprint distributed was 2,23,000 tonnes of which about 1,94,000 tonnes was given to 417 dailies. Out of this latter total tonnage given to dailies, 1,23,000 tonnes was given to 48 big dailies, 56,500 tonnes to 101 medium dailies and 14,700 tonnes only to 268 small papers. The total intake of small and medium papers was thus 71,000 tonnes. But this was on the basis of page numbers as in 1971. If the total consumption has been reduced by nearly 30 per cent, the requirements of the small and medium papers would be about 50,000 tonnes. If an upward adjustment is made in this figure to allow for the fact that the papers with circulation of 15000 or below are not affected by the newsprint cut, the total requirement of the small and medium papers will be around 55,000 tonnes a year.

11.10.2 The reservation of the Nepa output for the small and medium papers will give these papers a substantial cost advantage. This will also ensure for them a regular supply and thus obviate the financial difficulties of finding large amounts of money for short-notice offers of imported papers by the STC. As Nepa produces cutsheets out of manufacturing wastes, the very small papers will get their material in a form ready for use. It should also be possible to arrange the actual distribution of Nepa output among small papers through the Small Industries Corporation and Industrial Development Corporations in the States.

11.10.3 This will, of course, increase the cost of newsprint to the larger papers, because they will have to depend on imports only, except to the extent that the Nepa output exceeds the allocations to the small and medium papers. The representatives of the IENS told the Committee that they would have no objection, if the lower priced Nepa product were to be reserved for small and medium papers. The Nepa management assured the Committee that the domestic output would go up to 75,000 tonnes a year, with the present installed capacity, in the near future and that an investment of an additional amount of Rs. 56 crores would add another 75,000 tonnes to the annual output. By the end of the decade the expected output of the Hindustan Paper Corporation should also start coming in. The restrictive impact of reserving Nepa newsprint for the small and medium papers as a first priority should not, therefore, last for more than a few years.

11.10.4 There is, however, the possibility that some small papers and a number of medium papers may prefer imported papers at a high cost rather than taking Nepa product at a lower price. Ordinarily, as the Nepa paper is to be made available to them as a sort of help and protection, the paper should have the option to waive that advantage, but in view of the previous experience of non-existing or fictitious small papers, it is not unlikely that the imported paper given to small newspapers will find its way to the big papers and a black market will emerge in this commodity. In the public interest, it is necessary not to permit the medium and small papers to opt out of the scheme. The medium and small papers should, therefore, take only Nepa paper, so as to prevent big papers from taking any advantage of the scheme.

11.10.5 The concessional supply of Nepa newsprint should, however, not be made available to those small and medium papers which are linked by common ownership to any of the big papers. This is necessary to further ensure that there is no improper transfer of Nepa products.

Prevention of Illegal Transfers

11.11. If this proposal is accepted it will be necessary to take effective steps, so that the low-cost Nepa paper, supplied on a priority basis to small and medium dailies, does not get transferred from one paper to another. It is well-known that there is a flourishing black market in newsprint—a market in which transfers take place between one paper and another and also between newspaper publishers and non-newspaper interests (like publishers of low-cost books). The reservation of Nepa paper for small and medium dailies only will increase the scope for such transfers, unless effective remedial measures are taken. The Committee has been assured by the Nepa management that it would be easy to add a tint or light shade of colour (say, light pink) to the Nepa output, without any perceptible extra cost. If a distinctive colour is applied to the Nepa output and this output is sold only to a specially demarcated group of users, any transfer outside the group will be capable of being detected easily. The scope for transfer *within* the group will remain, but the dimensions of the regulatory problem will become much smaller than they are now. These steps should be accompanied by an absolute prohibition of the use of newsprint for any purpose other than printing newspapers and periodicals authorised by the Registrar. This should be enforced on the printing houses and they should be penalised if they use newsprint for books, leaflets etc.

Distribution of Newsprint in India

11.12.1 Newsprint imports into India as well as its distribution (indigenous and imported) have been under control since April 1955. However, generally speaking, up to the licensing period 1971-72, the annual import policy provided for some circulation increases, on a graduated scale, to big, medium and small newspapers over the entitlement of the previous year. The percentage increase in quota allowed for circulation increase was the largest in the case of small papers, a little less in the case of medium papers and still less in the case of the bigger papers. During the Bangladesh War in December 1971, US economic aid to India was suddenly withdrawn and as a result there was a shortfall in the supply of newsprint, a good part of which used to be imported from the USA. To meet the situation, a ceiling was imposed with effect from the last quarter of 1971-72 (January-March 1972) prescribing the maximum number of pages (10) on which newsprint quota would be allowed to a standard-size daily newspaper. This 10-page ceiling for allocation of newsprint was continued in the Newsprint Allocation Policy for 1972-73 and, in addition, the circulation increase allowed to papers with a circulation above one lakh was reduced to 3 per cent while allowing a 10 per cent increase in circulation in the case of all other papers in lower circulation ranges. The Bennett Coleman & Co. and three other leading newspaper groups filed a writ petition in the Supreme Court challenging the validity of the newsprint import policy on the ground of discrimination against the big circulation papers. In its majority judgment delivered on 30 October 1972 the Supreme Court upheld the contentions of the petitioners and struck down several provisions of the newsprint import policy for that year, including those relating to the 10 page ceiling and the differential rates of circulation increase allowed to big papers and others. The restriction on common ownership units getting newsprint quota for starting new papers was also struck down by the Supreme Court as being discriminatory and violative of the fundamental rights of freedom of speech and expression (*vide* Appendix XI/2 for a gist of the writ petition case and of the Supreme Court majority judgment).

11.12.2 The newsprint allocation policy was revised in the light of the Supreme Court judgment and while abolishing the practice of differential rates of increase in circulation allowed to big, medium and small papers, the revised allocation policy for that year provided for no increase in quota at all to the newspapers which were to receive their quota based on the actual performance of the previous period out of its authorised quota of newsprint.

11.12.3 An acute scarcity of newsprint accompanied by a steep rise in prices of newsprint in the world market developed in 1973. India could not obtain even the supplies under her long-term contracts with some of the foreign suppliers, at the old prices, and also failed to obtain sufficient supplies even at higher prices from the old as well as new sources. Against the supply of the order of 2.20 lakh tonnes in 1972-73, India was able to have contracts for the import of barely 1.27 lakh tonnes of newsprint in 1973-74. Indigenous production remained more or less at the level of 40,000 tonnes. Consequently, on 19 July 1973, a newsprint allocation policy was announced providing for a cut of 30 per cent in the quota of all newspapers on previous year's entitlement. Even the reduced supplies at higher prices were not available in full or according to schedule. The Newspapers in India were consequently faced with a severe shortage in the supply of paper and had consequently to cut down their pages, increase advertisement rates and also sale prices per copy. The impact of the newsprint quota cut, short supply and high prices of newsprint has been studied in detail in Chapter VIII. Newspapers with circulation of up to 15,000 copies and 8 pages of standard size (the limit up to which a new publication was allowed newsprint in the first year) were, however, not to be affected by the quota cut although even these papers were affected by the shortage in supply and high prices.

11.12.4 The newsprint supply situation deteriorated further in the following year and as a result a 40 per cent cut was imposed on the basic entitlement of newspapers in the Newsprint Allocation Policy for 1974-75 (*vide* Appendix VIII/1). Some quantity of white printing paper (16,000 tonnes) was, however, made available for use by the daily newspapers up to a maximum of 7 per cent of their entitlement, thus reducing the effective cut in the supply of paper to 33 per cent. Later in August 1974, in view of improvement in the newsprint supply position, a revised newsprint allocation policy was announced, reducing the cut in newsprint quota to 30 per cent (*vide* Appendix VIII/2).

Allocation to Dailies

11.13.1 The allocation of newsprint in India is done by the Registrar of Newspapers. We are giving in the following section a description of the system of newsprint imports and allocation. We are also pointing out in Chapter XIII that the office of the Registrar of Newspapers is inadequately equipped for this very important work and that steps should be taken for strengthening the concerned section in number as well as in technical competence. The daily newspapers get about 85 to 90 per cent of

the total amount of newsprint allocated. Under the law now in force in India, a daily newspaper is not restrained from using white printing paper as long as it does not apply for and obtain a quota of newsprint. Section 3(3A) of the Newsprint Control Order, 1962 prohibits a daily newspaper, which is a "consumer" of newsprint, from acquiring or using any printing and writing paper (commonly known as White Printing Paper) except without the authority of the "Controller of Newsprint" (one or two officers in the Registrar's office is declared as "Controller" for this purpose). This restriction was imposed by Government lest the shortage in the supply of white paper for text book publication and for other requirements would be greatly accentuated. *The Hindu*, Madras and a few other big newspaper groups have, however, challenged the validity of this restriction in the Courts. (For details *vide* Appendix XI/3). At times, however, in view of the shortage in the supply of newsprint, the use of a small proportion of white printing paper has been allowed to daily newspapers especially those in the higher entitlement ranges. The table shows the allocation of newsprint to daily newspapers for three years, 1970-71, 1971-72 and 1972-73, according to circulation categories and as between English and Indian language dailies.

11.13.2 It will appear from the table above that out of nearly 800 daily newspapers on the record of the RNI, only about 400 received newsprint allocation. As has been pointed out at the end of Chapter II one reaches the unavoidable conclusion that a large number of papers in the RNI's list do not exist. It is hardly possible for a daily to subsist on white printing paper alone. Table XI.7 shows that in 1972-73, 24 big dailies each with an annual entitlement of 2000 tonnes and above, obtained 89,132 tonnes or about 50 per cent of the total newsprint allocated to all dailies (178,218 tonnes) in that year.

11.13.3 It will be seen from Table XI.8 that 55 dailies belonging to 10 leading groups were allocated 109,265 tonnes of newsprint or 61.31 per cent of the total allotment of 178,218 tonnes all the dailies in 1972-73.

Newsprint Imports and Allocation General Description of the system

11.14.1 The supply of newsprint in India, indigenous as well as imported, being less than the country's requirements the commodity was brought within the purview of the Essential Commodities Act, 1955. The Newsprint Control Order, 1962 promulgated under the said Act regulates the distribution and

TABLE XI.6

Newsprint Allocation to Big, Medium and Small Dailies (English and Indian languages)

YEAR	SMALL				MEDIUM				BIG			
	English		Indian Languages		English		Indian languages		English		Indian languages	
	Number of papers	Quantity (tonnes)	Number of papers	Quantity (tonnes)	Number of papers	Quantity (tonnes)	Number of papers	Quantity (tonnes)	Number of papers	Quantity (tonnes)	Number of papers	Quantity (tonnes)
	2	3	4	5	6	7	8	9	10	11	12	13
1972-73	20	1,792	248	13,790	19	15,046	72	36,199	14	46,846	26	64,545
1971-72	19	1,475	249	13,223	21	18,093	80	38,402	16	50,945	32	71,862
1970-71	15	1,752	243	14,810	19	14,722	71	33,569	16	48,883	29	65,230

For 1972-73, cases finalised upto 31-5-1973.

For 1971-72, cases finalised upto 30-4-1972.

For 1970-71, cases finalised upto 31-5-1971.

Source: *Press in India* 1971 and 1972, and the office of the Registrar of Newspapers for India (for provisional data for the latest year).

TABLE XI.7

Newspaper allocation to Dailies by Entitlement ranges

YEAR	ENTITLEMENT RANGES													
	Below 5.00 tonnes		5.00 tonnes and above but below 25.00 tonnes		25.00 tonnes and above, but below 100 tonnes		1000 tonnes and above, but below 300 tonnes		300 tonnes and above but below 1000 tonnes		1000 tonnes and above, but below 2000 tonnes		20000 tonnes and above	
	No. of papers	Quantity (in tonnes)	No. of papers	Quantity (in tonnes)	No. of papers	Quantity (in tonnes)	No. of papers	Quantity (in tonnes)	No. of papers	Quantity (in tonnes)	No. of papers	Quantity (in tonnes)	No. of papers	Quantity (in tonnes)
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1972-73	82	90	89	1,201	98	5,228	69	13,287	63	36,081	24	33,800	24	89,132
1971-72	85	80	89	1,179	107	5,549	64	12,785	70	36,536	26	35,720	31	102,196
1970-71	35	105	76	997	98	5,456	68	13,672	64	35,150	26	37,811	26	85,765

Source: *Press in India* 1971 and 1972 and the office of the Registrar of Newspapers (for provisional data for the latest year).

TABLE XI. 8

Newsprint Allocation to Dailies of 10 Leading Groups

Name of the Group	1972-73		1971-72		1970-71	
	No. of papers	Entitlement (tonnes)	No. of papers	Entitlement (tonnes)	No. of papers	Entitlement (tonnes)
1	2	3	4	5	6	7
1. Express Newspapers	14	25,055	14	26,891	14	24,620
2. Bennet Coleman & Co. Ltd.	8	19,561	8	19,835	8	18,749
3. M/s. Ananda Bazar Patrika	2	10,780	2	8,461	2	7,645
4. M/s. Amrita Bazar Patrika	3	9,475	3	9,949	3	9,143
5. Hindustan Times & Allied Publications	6	9,588	6	9,459	6	8,760
6. Thanthi Trust & Allied Publications	13	9,816	13	10,969	13	10,176
7. Kasturi & Sons Ltd.	3	7,212	3	6,342	3	5,880
8. The Statesman Ltd.	2	7,189	2	6,841	2	6,354
9. Malayala Manorama Co. Ltd.	2	5,407	2	5,210	2	4,908
10. Mathrubhumi Printing and Publication Co. Ltd.	2	5,182	2	4,678	2	4,778

Source: *Press in India* 1971 and 1972 and the office of the Registrar of Newspapers (for provisional data for the latest year).

consumption of newsprint in the country. The import of newsprint into India is regulated by the Import Policy for Newsprint which is announced each year by a Public Notice issued by the Chief Controller of Imports and Exports generally in the month of April. The total quantity of newsprint to be imported each year and the foreign exchange allocation for the same are settled in advance by the Ministry of Information and Broadcasting (Registrar of Newspapers) and the Chief Controller of Imports and Exports with the Ministry of Finance. The indigenous newsprint likely to be available is also indicated in advance by the Nepal mill authorities and the Ministry of Industry. The Import Policy for Newsprint, also known as the Newsprint Allocation Policy, is an exercise to allocate the overall quantity of imported and indigenous newsprint equitably among the newspapers and periodicals in the country.

11.14.2 Import licences are issued by the Office of the CCI&E in favour of "actual users", namely, newspapers (which includes daily newspapers as well as periodicals including annual publications). In their application for newsprint, newspapers have to give information about their page size, average number of pages, month by month, and the consumption and import of newsprint by the paper in the previous licensing period along with circulation figures of the paper, month by month, certified by a Chartered Accountant. No Chartered Accountant's certificate is required in cases where circulation is below 2000 copies.

11.14.3 Applications for newsprint have to be submitted in duplicate along with a Treasury Challan of appropriate value and an income-tax verification certificate (exemption is made in case of newspapers applying for an annual entitlement of up to 40 tonnes) through the Registrar of Newspapers for India, Ministry of Information and Broadcasting. Usually, the last date for submission of applications is August 31. Late applicants are subjected to cuts on their entitlement progressively from 10 to 40 per cent depending on the length of the period of delay in submitting applications (*vide* note 5 under remark 6 of Newsprint Import Policy Notification dated 7 June 1974). It very often happens that there is a rush of applications for newsprint during the two or three weeks before the last date, particularly during the last few days, with the result that the concerned staff in the office of the RNI are subjected to great pressure specially during the period September to December in processing the newsprint applications of newspapers, determining the entitlements in terms of the Newsprint Allocation Policy and in recommending their quota to the CCI&E under intimation to the

applicant. There have been questions in Parliament in the past about the time the RNI's office should take for recommending the quota entitlement of applicants to the CCI&E and for the office of the CCI&E to issue the licences after the applications have been recommended by the RNI's office. Parliament was told that the Registrar of Newspapers would recommend licences within three months of the receipt of the applications, complete in all respects, and that the CCI&E would issue licences within one month of RNI's recommendation provided all formalities including income-tax verification certificates had been completed by the applicants.

Calculation of Newsprint Quota

11.15.1 RNI's office has to calculate the quota of newsprint of the papers in accordance with the Newsprint Allocation Policy laid down from year to year. As this takes time, many newspapers at the time of, after, and even before, submission of their applications request RNI's office to grant licences/authorisations from Nepa or STC buffer stocks on an interim basis pending the submission of applications or finalisation of processing of their applications. Thus against a single application some times *ad hoc* quotas have to be recommended in favour of a paper several times during a licensing year. This happens all the more when, for some reason or other, shipment of quantities for which newspapers got their licences earlier has been delayed or during periods of acute shortages in the supply of newsprint in the country.

11.15.2 The number of dailies to which newsprint was allocated during the last three licensing years are given below:—

TABLE XI.9

Circulation category	Number of dailies to which newsprint was allocated during		
	1973-74	1972-73	1971-72
Big	41	40	41
Medium	84	91	101
Small	313	268	268
All papers	438	399	417

11.15.3 The total number of applications for newsprint received during the licensing year 1972-73 was 2,346. Many more papers applied for, than were actually allocated, newsprint quota. Many applicants, especially in the small circulation category, do not ultimately get any quota either because they fail to produce the requisite chartered accountant's certificate or fail to complete all the required formalities. Some of the applicants are group papers representing several publications including dailies.

11.15.4 One of the factors in calculation of newsprint quota is the certified circulation figure of a newspaper. It has often happened that the RNI's circulation team checked the circulation claim of a paper and found it inflated. Where a lower circulation figure has been finally fixed by RNI after giving due show-cause notice and opportunity to the publisher to substantiate his claimed circulation, the newsprint quota is calculated on the basis of the circulation approved by RNI. If the circulation had been checked in respect of a previous year, due consideration is given to the period that has elapsed meanwhile, during which the circulation might have picked up within a reasonable range. Often, on the fixed circulation of a previous year, the permitted annual increases as allowed in the respective Newsprint Allocation Policies of the previous years are added and this sets the limit within which quota is allowed to such a newspaper. Where a circulation check has been carried out recently and the case has not been finalised, *ad hoc* quota is given on a *pro rata* basis (depending of course on the merits of the case) for the period that has elapsed so that no misuse of newsprint would result nor the newspaper would suffer unduly due to lack of newsprint allocation. In some cases it so happens that a publisher would go on pressing for *ad hoc* allocations and even bring pressure on the RNI's office but not care to reply to the show-cause notices regarding his circulation check case.

11.15.5 Another factor which is taken into consideration in calculating newsprint quota is the regularity of the paper during the previous year, for which a report is obtained by the publisher from the Simla Office (Newspaper Section) of the RNI which maintains a register of the receipt of each copy of a newspaper (every publisher is required under the PRB Act to send, within 48 hours of publication a copy of each issue of the publication at his own expense to the RNI's office at Simla or the respective PIB Regional/Branch Office in case of newspapers other than English, Hindi, Urdu and Sanskrit). The processing of the newsprint application and recommendation of quota is often affected

by the regularity report about the newspaper. Whenever from circulation check reports or otherwise it comes to the knowledge of the RNI's office that a newspaper has meanwhile ceased publication, the newsprint quota is not granted.

11.15.6 Under the PRB Act, a publisher is required to file a ceasing declaration before the respective Magistrate but in practice hardly any publisher does so. This results in a considerable number of papers continuing to exist on the record of the RNI and even to receive a quota after these have ceased publication. There are, of course, many cases where a publication ceased after receiving quota. An applicant for newsprint is expected, in law, to withdraw his application for quota in case his publication has ceased or to return the unutilised quota of newsprint, though in practice he may not do so.

Features of Newsprint Allocation Policy

11.16.1 Prior to the judgment (30 October 1972) of the Supreme Court in the Bennett Coleman & Co. and Others' (Newsprint) Case, which struck down the provision about the differential rates of circulation increase allowed to big, medium and small papers, higher rates of circulation increase, say, about 20 per cent, used to be allowed in the case of small circulation papers and degressively smaller rates of increases were allowed to medium and big papers.

11.16.2 Margin for wastage in transit or in the machine room used to be allowed to newspapers at 10 per cent at one time. It was later reduced to 7 per cent and currently the margin allowed on this account is only 5 per cent. As the grammage of the Nepa newsprint is higher than the standard grammage of 52 (in the current year's allocation policy newsprint quota is to be calculated on 53 grammes substance) a special 10 per cent compensation is allowed to papers whenever the quota is allowed partly or wholly in Nepa newsprint.

11.16.3 A few years back, imported newsprint used to be cheaper and also much better in quality than Nepa newsprint. It was, therefore, the policy of the Government not to allocate Nepa newsprint to smaller papers which used to get only imported newsprint, generally from the Scandinavian countries, which was of very good quality and which agreed to despatch smaller individual consignments. The bigger papers in the higher entitlement brackets used to be given increasing proportions of Nepa newsprint. Now that Nepa newsprint is much cheaper than

imported newsprint, it has been provided in the current year's allocation policy that newspapers with entitlement upto 25 tonnes may opt for their entire entitlement in Nepa newsprint, those with entitlement between 25 and 100 tonnes may opt for Nepa newsprint up to 50 per cent of their entitlement. Dailies with entitlement of 100 to 1000 tonnes and those with entitlement of 1000 tonnes and above are to be allowed 25 and 20 per cent respectively of their entitlement (before the 40 per cent cut) in Nepa newsprint.

Canalisation of Newsprint Imports through State Trading Corporation

11.17.1 Since the beginning of the licensing period 1974-75 newsprint imports from abroad are being entirely canalised through the State Trading Corporation of India. Shipping documents in respect of about 80 per cent of the imports are, however, transferred on "high seas" to the newspapers and periodicals in whose favour the quantities are allotted. The remaining 20 per cent goes into the buffer stock of the STC and the newspapers collect the same from the buffer stock as and when they require it, on the basis of authorisation issued by the Controller of Newsprint in the office of Registrar of Newspapers for India. Newsprint from buffer stock costs considerably more than newsprint transferred to newspapers on "high sea" sale basis as the STC adds additional charges on account of its handling and storage and sales tax. The extra charge paid to the STC amounts to 16 per cent on the cif price as against only 3.25 per cent extra charged for newsprint on "high sea" sales.

11.17.2 Up to the end of the last licensing period, STC used to handle about 50 per cent of the total newsprint imports, of which a good amount used to be transferred to the big newspapers on "high sea" sales basis, while the remaining 50 per cent used to be imported directly by the newspapers or established importers (authorised dealers) on behalf of the medium and small newspapers. Newspapers with entitlement up to about 800 tonnes generally used the services of authorised dealers as they did not have the expertise or could not afford to maintain personnel or establishment for dealing with the import business. Since the foreign suppliers do not entertain orders for less than 25 tonnes under the new procedure adopted from the beginning of the current licensing period newspapers with entitlement of less than 25 tonnes have to arrange their imports through an established importer or through a State Industrial Development Corporation.

In all other cases the newsprint dealers (importers) now act only as representatives of the dealers in whose name allocations are made.

11.17.3 Users of newsprint sheets with entitlement upto 25 tonnes are allowed an extra 10 per cent on their entitlement. Nepa newsprint in lots of less than 10 tonnes are not allotted unless allottee takes delivery at the Nepa mills and arranges for its transport. The Nepa mills do not despatch consignments of less than 10 tonnes. Newsprint is allotted to each individual newspaper and the quota allotted to one newspaper cannot be transferred to another publication even though belonging to the same owner. Newspapers are, however, allowed to take temporary loans of newsprint from one another under intimation to Registrar of Newspapers for India. The newsprint taken on loan has to be returned within a period of 90 days.

Quota for New Newspapers

11.18.1 Before the acute shortage of newsprint developed in 1973 new newspapers, even proposed publications, were allowed, on application, an initial quota for publication up to 10,000 copies of 8 pages of standard size or its equivalent. Newsprint was allotted in the first instance for a period of three months provided all formalities under the PRB Act had been completed by the publishers. Newsprint was initially allotted for three or four months in the case of a proposed publication. On completion of three months of publication the publisher had to submit a Chartered Accountant's certificate about the circulation, number of pages and page size, on the basis of which further quota for the remaining portion of the licencing period was allowed.

11.18.2 Following instances of widespread misuse of newsprint allotted to new newspapers a system of bank guarantee to the extent of 75 per cent of the value of the newsprint allotted, was introduced (for the second time) in the newsprint allocation policy for 1972-73. A further safeguard against misuse of newsprint has been introduced in the newsprint allocation policy for the current licensing year (1974-75). Publishers of new newspapers are now required to produce documents in evidence of the paper used for printing the publication during the first six months during which no newsprint quota is allowed. No quota is allotted to new daily newspapers for the first six months after which newsprint is allocated on the basis of number of pages, page area, average circulation achieved during the first six months of the publication as certified by the Chartered Accountant. Quota is allotted to a new newspaper subject to a maximum

of 16,500 copies of 6 pages of standard size (2540 sq. cm.). New periodicals are allotted newsprint up to a maximum of 16,500 copies of 12 pages of standard size. In the licensing year 1973-74 new daily newspapers were allowed initial quota on the basis of circulation up to 3,000 copies of 8 pages of standard size for the first four months and thereafter further quota on the basis of actual performance during the first three months. Before 1973-74 new newspapers were given initial quota on the basis of a maximum of 10,000 copies of 8 pages of standard size.

11.18.3 Publication in the nature of price lists, market reports and those intended for free distribution are not allowed any newsprint quota. Government publications are also not allowed newsprint quota from the commercial ceiling of the CCI&E within RNI allocates the newsprint.

11.18.4 In calculating quota free copies and unsold returns etc., are taken into consideration subject to a limit of 10 per cent up to a circulation of 10,000 copies and 5 per cent in cases where circulation is above 10,000 copies.

11.18.5 A cut of 25 per cent is imposed on publications which are less than 75 per cent but more than 50 per cent regular in publication, and a cut of 15 per cent in case of regularity between 25 per cent and 50 per cent. No quota is allowed to newspapers with regularity less than 25 per cent.

11.18.6 While allocating newsprint, unutilized portions of the quota granted during the previous year is adjusted against the entitlement for the current licensing year. Such deduction is provided for in the newsprint allocation policy.

11.18.7 Our recommendations in regard to the collection of statistical data, particularly on circulation, on which newsprint allocation has to be largely based, are given in Chapter XIII. We received complaints from newspapers regarding delays in sanctioning allocations and also regarding the short period of 15 days allowed to them for lifting their quota once they have been informed by the STC about supplies being available. We recommend that, consistently with the cautious scrutiny that is necessary, the time lag in issuing sanctions should be reduced. One way of doing this may be to stagger the dates prescribed for receiving applications. We also recommend that the period of time allowed for drawing the supplies from the STC should be increased from 15 days to 1 month.

CHAPTER XII

NORMS OF EXPENDITURE AND FAIR PRICES

Norms for Physical Inputs

12.1.1 The various inputs that go into the production of a daily newspaper have already been indicated in the analysis of expenses in Chapter VII. They may be broadly classified into two major categories—(a) Material inputs; and (b) Inputs in the form of human resources employed, and other supplies and services received from outside agencies.

12.1.2 Material inputs in the case of a daily newspaper comprise newsprint/paper, ink and indirect materials such as flongs, lead etc. for which it may perhaps be possible to lay down norms of consumption. In the case of employees, though it may be desirable to determine the norms for each separate activity in terms of number of men to be employed in a newspaper enterprise, it is considered impracticable to lay down such norms for the industry as a whole on account of the divergent fields and scales of operation. Similarly, in the case of general supplies and services rendered by outside agencies, it may not be necessary to think in terms of any physical norms. In any case, such a norm even if desired, is considered not feasible.

Norms for Rates

12.2 In order to determine the norms for expenditure, it is not only necessary to fix the norms of consumption units in physical terms, but also the rates at which they are to be procured. Rates paid for materials and employees may fluctuate from time to time. They may also be different for different enterprises on account of the newspaper concerns being located in different cities or towns. In the determination of a rate for a material, expenses like transportation may also have to be added, which will be different for different locations if sources of supplies are the same. Likewise, the rate of wages or salaries paid to the employees of a concern may also vary. Moreover, if it is in the contemplation of the Government that such wage rates also should be fixed, the Committee feels it is an area which may best be left to a Wage Board. On account of these considerations, it is assumed by the Committee that rate fixation for the various inputs either of materials or of human or other resources employed in the production of a newspaper is not to be undertaken by it.

Usage of Materials

12.3 The cost of ink and indirect materials such as flongs, lead etc., account for approximately 6.5% of the total cost of production of a daily newspaper. Quantitative figures for the consumption of the above materials could not be secured for the purpose of this study. In the case of newsprint and paper consumed, many newspapers furnished the information. However, data relating to the wastage of newsprint, analysed by reasons, were not separately available, as it was said by most of the newspaper organisations that no such data were maintained. The usage of this direct materials also depended on the grammage of newsprint supplied, which in the case of supplies from National Newsprint and Paper Mills Ltd., (NEPA) is known to be higher than those supplied from foreign sources. The number of pages therefore that could be obtained by the use of newsprint having different grammage per unit of quantity will necessarily be different.

Norms of Expenditure

12.4 The Committee therefore feels that it may not be practicable to determine norms of expenditure which will be valid for all the units within the newspaper industry or press for any particular category.

Methods of Price Fixing Practised by the Industry

12.5.1 The terms of reference of our Committee required us to examine the question of determining a fair price for newspapers. The basis on which individual newspapers fixed the prices of their dailies as well as their advertisement rates were inquired into by the Committee. None of the newspaper managements which gave evidence before the Committee could throw any light on this subject. It was rather surprising for the Committee to find that not a single newspaper management could clearly indicate the basis on which they had attempted to price their newspapers or the advertisement rates. The Indian and Eastern Newspaper Society and the Indian Languages Newspapers Association—the two major representative organisations of the newspaper industry—were particularly requested by the Committee to indicate the basis on which the industry in general fixed the prices for the newspaper as well as for the advertisement space and also to indicate any particular method which they feel reasonable for such price fixation. During the oral evidence given by these organisations they made it clear to the Committee that they were not aware of any basis on which these prices were

in practice being fixed. The IENS in particular was also requested in writing to indicate a rate of return which they consider reasonable in arriving at fair prices. They had only to say that it was rather difficult for them to indicate such a rate. It was obvious to the Committee that the newspaper interests in general were unwilling to say anything on this subject. Nor it appeared they had any scientific basis on which price fixation is being done.

12.5.2 It was, however, brought to our notice that a sub-committee of the Indian Society of Advertisers Ltd. existed for the purpose of examining the reasonableness of advertisement rates charged by different newspapers. Representatives of the ISA of this committee were also examined by us for the purpose of ascertaining the basis, if any, on which they tackled these problems. They also could not throw much light on the subject. During the evidence they said that their discussions with the newspaper representatives on the subject of advertisement rates were not based on any scrutiny of financial or cost of any particular newspaper or the industry in general.

12.5.3 The Committee was informed by some of the witnesses giving evidence before it that there were some organised attempts in Calcutta by the Hawkers Association to prevent rise in prices of dailies. Many of the Calcutta daily newspapers therefore could not put up their prices, as many others had done in other parts of the country in 1971.

Prices of Dailies

12.6 The prices charged for the normal edition of a daily newspaper in respect of 89 dailies for which data were available from 1967 to 1972 are given in Annexure No. XII/1 to XII/7. These tabulations have been made according to languages as well as cities/towns in which they are published. The average number of pages per copy of each daily (including the Sunday magazine sections if any, for which separate data were not available) is also tabulated in a similar manner. English newspapers generally charged higher prices than the language papers. The maximum price for a normal edition of an English paper in 1972 was 25 paise. There were two evening newspapers amongst the 29 listed in the annexure. Amongst the rest of the papers in this group, the lowest price charged was 16 paise per copy in the case of Nagpur Times. The average number of pages per copy of an English paper was also generally higher than the Indian Language papers. The following is a summary of the prices of dailies.

TABLE XII.1

Prices of Daily Newspapers

S. No.	Price per copy paise	As on 31st December					
		1972	1971	1970	1969	1968	1967
		Number of Dailies					
<i>ENGLISH</i>							
1	25	7	7	3
2	23	4	4
3	21	1	1
4	20	7	8	5	4	4	3
5	18	6	6	10	9	9	9
6	16	1	1	4	1	3	2
7	15	3	8	8	8
8	13	1	1
9	12	1	2	3	2
10	10	2	..	1
<i>Evening Dailies</i>							
11	12	1	1	1	1	1	1
12	10	1	1	1	1	1*	1*
TOTAL		28	29	29	29	29	27

* 5 paise

TABLE XII.1

Prices of Daily Newspapers

S. No.	Price per copy Paise	As on 31st December					
		1972	1971	1970	1969	1968	1967
		Number of Dailies					
1	2	3	4	5	6	7	8
<i>INDIAN LANGUAGES</i>							
1	22	2	2
2	21	..	1
3	20	2	1	3	3	2	2
4	19	..	1
5	18	11	11	1	1	1	

1	2					3	4	5	6	7	8
6	16	16	9	5	3	3	2
7	15	4	10	13	9	7	8
8	14	1	2	4	7	3	1
9	13	6	4	5	5	4	4
10	12	8	11	18	18	17	13
11	11	7	7
12	10-5-10	4	3	4	4	5	11
13	9	2	2	?
14	8	1	..
15	7	1	1	1	2
16	6	1	1	1
17	5	1	1	1
TOTAL						55	56	55	54	54	54

Informal/Gentlemen's Agreements

12.7 The uniformity in the prices charged by many of the dailies, as revealed in the tabulations, would lead one to infer that there would appear to have been a unified effort amongst many newspapers to fix by common agreement informally, a price to be charged for the dailies.

Local Monopolies and Price Leaders

12.8 It may also be observed from the annexures that some dailies in certain locations are monopolies and they have been the leaders in fixing the prices. Other newspapers operating in those locations would appear to fix their prices somewhat lower than the price fixed by the price leaders, depending upon the relative strength of competition.

Matching Costs with Revenues

12.9 Daily newspapers which have to fix their prices lower than the prices charged by the price leaders in particular locations, have to find means to match their costs and profits, with revenues. One method by which they had sought to achieve the above objective would appear to be, to reduce the number of

pages per copy. For example, the average number of pages per copy of the Indian Express, Bombay, whose price was lower than the Times of India by 4 paise per copy in 1972, was only 11.1 paise whereas the Times of India, Bombay, gave 16.3 pages per copy. In terms of price per page, the Indian Express, therefore, really charged higher than the Times of India. In the case of many other newspapers also, a similar pattern is discernible.

Advertisement Rates

12.10 From the data collected by the Committee, it was apparent that there was no uniformity of Mille rates charged by different newspapers for advertisement space. Dailies such as the Times of India of Bombay, the Statesman of Calcutta, the Hindustan Times of Delhi and the Hindu of Madras were obviously monopolies so far as advertisement rates were concerned and their rates were relatively high. Each of these dailies presumably fixed its rate based on "what the traffic will bear." There was no evidence to show that these rates were based on reasonable costs of production and distribution and a fair rate of return. In the case of a few other local monopolies also, high advertisement rates would appear to have been similarly fixed. Other dailies, particularly the medium and smaller newspapers, have perforce to fix their advertisement Mille rates low.

Fair Price

12.11.1 We have proceeded on the assumption that newspapers provide an essential public service, comparable to the educational services and it is therefore necessary to offer newspapers to an increasing public at lower prices. But, as newspapers are published by private enterprise, there have to be the necessary economic incentives to the publishers.

12.11.2 Investments in fixed deposits in commercial banks yield a return of 10% for periods of 5 years and over. Taking into account the prevailing interest rates as well as the yields in other investment opportunities, we consider that a return of 10% on paid by capital and 6% on reserves, net after taxes, will be a fair return to the newspaper industry. A fair price, therefore, should provide for all normal costs of production and distribution, interest on borrowed capital, bonus to employees and a return after taxes equivalent to 10% on paid-up capital and 6% on reserves*.

* The Tariff Commission generally allows a lower rate of return on reserves than on paid-up capital.

12.11.3 While it is desirable that the selling price of a newspaper should be as low as possible, the net price, that is the final retail price minus sales commission, cannot be lower than the price that can be realised for a newspaper as a waste material, as otherwise it would be profitable for a newspaper undertaking to sell it as waste, thereby leading to a misuse of valuable newsprint. Therefore, the realisable value as waste sets a minimum for the price of a newspaper. Similarly, the gross rate for advertisement space should at least cover the commission on advertisements and the proportionate cost of direct materials, namely newsprint, ink and other materials. If the gross rate for advertisement space is lower than this rate, the unrecovered direct cost of advertisements may have to be recovered through the price of a newspaper. Therefore, such direct costs of advertisements set a minimum for the gross rate for advertisement space.

12.11.4 Subject to the above minimum prices that may be charged for a newspaper and for advertisement space, it should be possible for the newspapers to determine the prices for each of the above two services in such a manner that they ultimately recover all normal costs of production and distribution and the margins upto the limits indicated earlier. In such a situation a newspaper which enjoys a monopolistic position may charge for its daily a low price and thus stifle the growth of other newspapers in the neighbourhood, while at the same time raising its rates for advertisement space to high levels. The price thus set by a monopolistic newspaper will in effect become the ceiling within which the medium and small newspapers operating in such locations have necessarily to adjust the prices for their dailies. Being not in a position to sell a larger advertisement space in their dailies or to further reduce the number of pages per copy, these medium and small newspapers may find it unable to match their costs with revenues under these conditions. We therefore recommend that in the case of dailies which derive 50% or more of the net revenues from advertisements, the price of the newspaper as well as the rate for advertisement space should be based on the normal costs of production and distribution plus the returns upto the limit indicated earlier. All costs specifically incurred for the presentation of news and for advertisement purposes should be segregated separately. Thus, the news gathering expenses solely relate to the cost attributable to the presentation of news, whereas the commission on advertisements is directly related to advertisements. Similarly staff specifically assigned for each of these functions could easily be identified and their remuneration charged directly to the respective functions. All other costs, namely the cost of newsprint and other material consumed,

packing and transport, commission to distributors and other common expenses, may be appropriately allocated on the basis of space actually utilised in a newspaper for the presentation of news and advertisements. This will only require that newspapers should systematically collect the direct costs relating to each of these two services separately and also maintain regular data relating to space actually utilised for each of these two services, namely news and advertisements.

12.11.5 In practice, however, it may not be necessary to fix prices for each of the dailies which derive 50% or more of the net revenues from advertisements. We have earlier observed that some of the major newspapers and local monopolies are the price leaders. It may only be necessary for the Government to identify these newspapers and fix the prices of their dailies on the principles enunciated above. The other newspapers will then adjust their prices suitably since they have to operate in proper relation to those prices on account of the competitive nature of the business.

Assistance to Medium and Small Newspapers

12.12.1 We would also emphasise the need for providing the cheapest varieties of paper to the weakest of the newspapers, provided the papers are performing a desirable social service (that is providing real news as its main activity). This would justify under the present circumstances, the reservation of NEPA newsprint for the small and medium papers. This will also justify the maintenance of the price of NEPA newsprint at the lowest feasible level.

12.12.2 It is not a part of the function of the Committee to recommend what should be the pricing policy for the NEPA paper. It is, however, necessary to point out that low priced newspaper as a social service cannot be maintained unless NEPA paper prices are maintained at a lower level. If the NEPA prices are lower than the cost of production, this means a subsidy to the newspapers. But it is also to be noted that if NEPA prices are much higher than the cost of production, there is a tax element, the burden of which has to be borne by the newspaper readers.

Control of Prices

12.13.1 We recommend that the Government should resume efforts to control the prices of newspapers on the same lines as the prices of other essential commodities. For this purpose it is necessary that a law like the Newspapers Price Control Act 1972

which lapsed in May 1974 should be re-enacted without imposing any time limit. It is secondly necessary to constitute an organisation under the Ministry of Information and Broadcasting which will be continuously available to the Ministry for advising on the question of newspaper prices and advertisement rates. We also recommend that the Government appoints a Standing Committee consisting of the Registrar of Newspapers for India, the Chief Cost Accounts Officer, Government of India, and one other member to keep a continuous watch on the movements of prices of newspapers. The Government may fix the selling price charged by the newspapers, especially the price-leaders after consultation with this Committee. If this requires legislative changes, such changes should be initiated as early as possible.

12.13.2 The newspapers should also be required to keep sufficient records (in addition to those that are presently maintained by the organised sector of the industry namely, those registered under the Companies Act), to provide the following essential data for *each* daily published by them.

- (a) Sales Revenue at retail prices;
- (b) Commission to distributors;
- (c) Advertisement Revenue at gross rates;
- (d) Commission to advertising agents;
- (e) Quantities of newsprint consumed and their costs;
- (f) Cost of ink and indirect materials consumed;
- (g) Actual circulation; and
- (h) Actual space utilised for advertisement.

Conclusions

12.14.1 The Committee feels that it is not practicable to determine norms of expenditure which will be valid for all the units within the newspaper industry or even for any particular category. Moreover, when there is considerable uncertainty about the availability and price of newsprint, any rigid formulation of expenditure norms will run the risk of being out of date soon.

12.14.2 The terms of reference of our Committee required us to examine the question of determining a fair price for the newspaper. Representative organisations of the newspaper in-

dustry such as the Indian and Eastern Newspaper Society and the Indian Languages Society as well as several newspaper managements were consulted in the matter. However, the Committee found that the newspaper interests in general were unwilling to say anything on the subject. Nor it appeared that they had any scientific basis on which price fixation was done in the past.

12.14.3 The prices of dailies over a period of six years were examined. The uniformity of the prices charged by many dailies revealed in the tabulations would lead one to infer that there would appear to have been an unified effort amongst newspapers to fix by common agreement informally, a price to be charged for the dailies. It was also observed that some dailies in certain locations have been monopolies and they have been the leaders in fixing the prices.

12.14.4 There was no uniformity of Mille rates charged by different newspapers for advertisement space. Dailies such as the Times of India, Bombay, the Statesman of Calcutta, the Hindustan Times of Delhi and the Hindu of Madras and a few other local monopolies have fixed their advertisement rates relatively high. There was no evidence to show that these rates were based on reasonable costs of production and distribution, and a fair rate of return.

12.14.5 The profits earned by dailies based on the information provided by the newspaper undertakings themselves, have been tabulated. It was found that many major newspapers earned high rates of return.

12.14.6 The Committee also did not find any evidence of an organised resistance against increase in the prices of newspapers, excepting to a limited extent in recent times in the region of Calcutta, where newspaper prices were not allowed to be increased by the Hawkers Association.

12.14.7 The Committee, therefore, feels the need for controlling the prices of those dailies which are monopolies and their rates for advertisement space. The basis on which a fair price may be fixed is indicated. Such a fair price should include normal costs of production and distribution, interest on borrowed funds, bonus to employees and a return, net after taxes, of 10% on paid up capital and 6% on reserves.

12.14.8 The Committee also recommends that a law like the Newspapers Price Control Act, 1972 (*vide* Appendix XII. 1), which lapsed in May 1974 should be re-enacted without imposing any time limit. It is also necessary to constitute an organisation under the Ministry of Information and Broadcasting which will be continuously available to that Ministry for advising on the question of newspaper prices and advertisement rates.

12.14.9 The Committee also emphasises the need for providing the cheapest varieties of newspapers to the weakest of the newspapers, provided the papers are performing a desirable social service (*i.e.*, providing real news as its main activity). This would justify under the the present circumstances, the reservation of NEPA paper for the small and medium newspapers. This will also require the maintenance of the price of NEPA paper at the lowest feasible level.

CHAPTER XIII

MISCELLANEOUS

13.1.1 The analysis undertaken in the preceding chapters covers the major factors in the economics of the newspaper industry, particularly in so far as they directly affect the revenues and costs and, therefore, profitability. In the course of the study of the economic problem, the Committee felt that there were certain parametric elements which have large indirect effects upon the costs and revenues of the papers. Some of these elements will require special enquiries. In the case of some others, it is necessary that a full examination should be made by the Ministries concerned of the remedial measures which are desirable and feasible. We have briefly discussed some of these problems in the following pages. The subjects covered in this chapter comprise discussions on the elements of monopoly, restrictive practices, de-linking and diffusion of ownership, separation of accounts and collection of statistics, particularly regarding circulation. There is also a discussion on the 'problem of short-term and long-term finance for the newspapers.' Among the other subjects included in this discussion are Newspapers and News Agencies, and Organisations and Associations in the newspaper field. The Committee has also suggested special enquiries in certain cases; these will involve investigations which go beyond the field of a strictly economic enquiry.

1. Monopoly and Restrictive Practices

13.1.2 The difficulties in studying the economics of daily newspapers are sometimes accentuated by the existence of inter-links described in Chapter III. These inter-links make it difficult to discover accurately the profitability of a particular newspaper and the justification for the prices charged. There are also the problems of concentration of economic power, monopolistic elements and restrictive practices. Some of these do not come directly under the terms of reference of the Committee, but all ownership or management inter-links have their effect on the unit costs of production and also on pricing. Common ownership makes it possible for the proprietors to apportion costs in a manner which would suit their interests.

13.1.3 Such common ownerships may not always appear directly in the records that are officially available. For example, apart from the inter-links existing among the different *Indian*

Express companies, there is a close link between the *Indian Express*, Bombay Ltd., and the *Janasatta* of Ahmedabad and Rajkot. This Gujarati paper was originally owned by a partnership in which Traders (Private) Ltd., had nearly 76 per cent shares and there were six other partners holding remaining 24 per cent. The *Indian Express* was a tenant of *Janasatta* in the *Janasatta* building at Ahmedabad and also had advanced a large amount of money to the Gujarat Paper—about Rs. 30 lakhs now including arrears of interest. The Traders (Private) Ltd., acquired the remaining 24 per cent shares of the other partners of *Janasatta* in January 1974 and thus became the full owner of the paper. There is no visible direct link between the *Indian Express* and *Janasatta* but the investment of Rs. 30 lakhs through the Traders (Private) Ltd., is a matter which deserves to be thoroughly investigated.

13.1.4 There are other similar cases of inter-links which do not appear on the surface. One of the most interesting cases is that of the small group who are connected with the Thanthi chain of papers and also with a parallel chain under the name of *Makli Murasu*. One may also note that a big industrial group may hold a controlling interest in a number of papers through the acquisition of shares in these papers not directly, but indirectly through other companies owned by them. There are important cases in which large blocks of shares in newspaper companies are held by sugar companies or jute companies, which in their turn are, owned by some major industrial groups.

13.1.5 This sort of inter-locking not only of a number of newspapers but also of newspaper business with non-newspaper business makes it difficult to justify or reject any contention about the declining profitability of newspapers on account of rise in costs. The present inquiry will have served an important purpose if it has been able to point out the difficulties in isolating the revenues and costs of newspapers in a situation characterised by inter-linked ownership and by linking with other business.

13.1.6 The question of monopoly is closely related to that of common ownership. The extent of monopoly in the newspaper industry is not easily measurable, but one can start with the proposition that the existence of big groups and the heavy initial capital outlay needed to start a newspaper make effective new competition practically impossible. Only those who are in the field of 'big papers' can start new 'big papers' and it is possible for 'big papers' to buy out smaller local papers or to eliminate them through strong competition from new non-metropolitan editions. There have been cases of a new edition of an established paper offering 16 or 18 pages per day at a price at which the

pre-existing local papers could offer only 8 or 10 pages. Competition through a larger number of pages has become difficult now, but there are many other ways in which a new edition of a metropolitan paper can create difficulties for the existing papers in a smaller town.

13.1.7 The Monopolies and Restrictive Trade Practices Act, 1969 (Act 54 of 1969) lays down certain conditions for identifying a dominant undertaking and a monopolistic undertaking. To be a 'dominant undertaking', a single undertaking, either by itself or along with inter-connected undertakings in the industry, must control at least one-third of the total goods produced or supplied or distributed in India, or any substantial part thereof, or provide or otherwise control one-third of any services that are rendered in India or any part thereof. For a "monopoly undertaking", it is necessary that a dominant undertaking, or not more than three independent undertakings taken together, must control at least one-half of the total of such supply or service. Service includes the provision of facilities in connection with purveying of news or other information*. The practical application of this definition would depend on the way in which the relevant commodity or service is defined. If all newspapers in India are taken as one single commodity then there is no paper which controls one-third of the total supply of 90 lakhs of copies. Similarly, there is no newspaper or group of three papers controlling one-half of the supply. But if papers in different languages are regarded as separate commodities then each of the two major Bengali newspapers controls one-third or more than one-third of the total supply of such newspapers. In fact, the market for Bengali newspapers is practically shared by the *Ananda Bazar Patrika* and *Jugantar* with a very small share of all the other papers taken together and one of these two papers does in fact supply more than 50 per cent of the total demand. Similarly, such a conclusion will be valid for some of the major newspapers in most of the other Indian languages.

13.1.8 The difficulty about adopting a definition in terms of papers in separate languages is that even in the case of very small papers serving a small linguistic minority, a monopoly element will be visible. A newspaper in Konkani or in the Manipuri or Sanskrit language can easily account for 100 per cent of the total supply in their particular fields. A definition in terms of language groups, if adopted as a policy guide, will have to lay down a minimum circulation below which the existence of

*Section 2(d), (j) and (r) of Monopolies and Restrictive Trade Practices Act (Act 54) of 1969.

a monopoly element will be ignored. Monopoly elements will also be evident if, instead of taking language groups, one takes separate areas or regions as the relevant markets. There are some major papers which control more than one-third of the total supply in the Eastern Region or in the Western Region. These are English language papers which claim that their markets are extensive over the whole country.

13.1.9 Under the Monopolies and Restrictive Trade Practices Act, the Monopoly Commission's main functions are regulating the expansion, establishment, merger, amalgamation of undertakings or groups of inter-connected undertakings having assets not less than twenty crores of rupees or dominant undertakings, whether single or more than one undertakings having not less than one crore of rupees in value. This provision has for its objective prevention of concentration of economic power prejudicial to public interest. This means that no newspaper undertaking in India can come under the purview of the functions of the Commission set up under the Act, even if it appears to be a monopoly from the standpoint of control of the market. In the interest of proper evaluation of the monopoly element in the newspaper industry and its impact on prices, costs and profitability, the Committee recommends that the Central Government should, in the exercise of its powers under Section 43 of the Act and all other powers enabling in that behalf, call upon the newspaper undertakings to furnish to the Government periodically information concerning the activities carried on by the undertaking, the connections between it and any other undertaking, including information as referred to in Section 43, to prevent monopolistic tendencies. The MRTTP Commission should be given powers to examine any case of suspected monopoly in the field of newspapers without limitation to the value of the assets of the undertaking and the Central Government should be enabled, by suitable amendment of Section 31 of the MRTTP Act, to refer the matter to the Commission for enquiry into monopolistic trade practices prevailing in respect of newspapers, irrespective of the fact that it is not a monopolistic undertaking within the meaning of the Act. Besides, the Commission should be enabled under Section 10 of the said Act to itself enquire into such practices upon its own knowledge or information. The newspapers provide a very essential services in the democratic structure and the potential of this mass media of valuable information makes it undesirable to allow monopoly elements to continue or to grow in this industry and service.

13.1.10 A strong indicator of the existence of monopoly elements is the fact of "price leadership". It has become patent for some time that price increases are initiated only by a small

number of leading papers. The other papers then just follow what the big papers are doing. Among the big papers themselves, there may be informal consultations and agreements regarding the increases in price, indicating the operation of cartel arrangements. The Committee has taken note of the fact of price leadership and has come to the conclusion that if the prices of the major newspapers are kept at a reasonable level, the pricing of other papers will not create any problem.

13.1.11 Full details are not available about restrictive practices in the newspaper industry. It may be desirable to examine the contracts between the newspaper firms and the distributing firms in order to uncover, if there are any restrictive arrangements. A recent instance of a restrictive practice arose in the case of a major newspaper which started a separately-priced Sunday magazine, which the buyers of the main papers were compelled to purchase. This was done mainly to evade the ten-page restriction on the allocation of newsprint that was imposed from January 1972. The Sunday magazine was given a different name and was printed on white printing paper. The MRTP Commission examined this practice and found it restrictive, in so far as the reader was not free to purchase the standard daily issue without purchasing the separately-priced magazine. This practice has now been given up by the paper concerned. Certain other papers compel its advertisers to pay a joint rate for its two different editions, without giving them the option to get the advertisement published only in the main edition. The advertisers have to pay the full rate based on the combined circulation of both the editions, even if they are not interested in getting their advertisements published in the smaller edition. The Committee considers this an instance of monopolistic trade practice prejudicial to public interest under Section 32(a) (b) (ii) and (d) of the MRTP Act.

13.1.12 While it will not be desirable to put any limit on the total circulation of a paper and even on its share of the total market, a close watch has to be kept on the consequences of expansion and also on restrictive or unfair competitive methods used by a newspaper for boosting up sales or advertisement revenues. Unfair trade practices do not come under the scope of the existing law and suitable changes are necessary in this also. The Government should examine continuously whether any open or hidden amalgamation, merger, take-over, cartel arrangement, etc., are appearing on the scene. A suitable machinery should be devised for the purpose jointly by the Company Law Department and the Registrar of Newspapers. When it appears that restrictive practices are being adopted, the cases should be referred to the MRTP Commission.

2. 'De-linking' and Diffusion of Ownership

13.2.1 The Government is actively considering a proposal for the "de-linking" of newspaper interests from other business. The main economic advantage of such "de-linking" will be that newspaper profits would not be capable of being easily used for purposes other than operating newspapers. There have been a number of cases of close connection between non-newspaper business and the business of running newspapers. Newspaper profits have been used for acquiring shares in industrial enterprises. Deposits attracted from the public in the name of newspapers have been used for a variety of purposes, sometimes creating difficulties in meeting the repayment obligations. If newspapers are accepted as a public service, it is essential that profits earned from newspapers should be ploughed back into the newspaper enterprise itself. Pending the adoption and implementation of the requisite legal measures, it will be desirable to take steps for checking the use of newspaper profits for non-newspaper purposes.

13.2.2 Looking again from the purely economic standpoint, the question of diffusion of ownership is important to the extent that it changes the capital structure, improves management and reduces costs. It has been pointed out in the earlier chapters that in the case of most of the major papers, the equity base is relatively small. If diffusion of ownership means not only a re-allocation of the existing shares, creation of equity rights against internal reserves or against new contribution, the position will become substantially different from what it is now. It may also be expected that with a diffusion of ownership, *i.e.*, with a reduction in the management powers of small groups, the overall management will become more careful and, therefore, more economy-minded than at present.

13.2.3 A special element to be noted is that, as a reaction to the demand for allocating equity rights to the employees, some newspapers have given employee-status to more and more members of the proprietary group. It is not unusual to find a major share-holder who is also a business manager, or a financial adviser, or a circulation manager, or even an editor. In the case of family owned newspapers particularly members of the family and relations, who do not have the necessary qualifications, often occupy important salarised posts and, therefore, qualify as employee-share-holders. One can refer here to a paper in Western India, which is run by a Managing Director and his wife (as Joint Managing Director) drawing Rs. 4,000 and Rs. 1,500 per month, respectively, and also 5 per cent of profits. The couple own about

70 per cent of the shares in the company and have also put large sums of money as deposit with their company, yielding about Rs. 45,000 per year as interest. All this means high expenditure at the top level because the persons with proprietary interests holding top level posts are given high salaries and perquisites. If diffusion of ownership becomes really what it is intended to be, the shareholding must be widely distributed among large numbers, including of course, employees outside the groups of original owners. This, it may be expected, will put an end to the practice of high-salaried appointments to the members of the owner-groups.

13.2.4 An undesirable development to which our attention has been drawn by the Federation of the Working Journalists is the formation of separate companies for holding the assets of a newspaper undertaking. These assets may include not only land and buildings but also such fixed equipment as printing machinery. The new company gets all the profits from the property and also rentals for the use of machinery by the newspaper undertaking. What really should be the profits of the newspaper comes to be shown as the profits of a different company. The rent paid by the newspaper for the occupation of the property or for using the machinery becomes an expenditure for it and thus keeps the apparent newspaper profits low. According to a communication from the Federation of the Working Journalists, there are moves to promote separate companies to control the different assets now owned by the Indian National Press (Bombay), Ltd. It is also stated that another leading paper is taking steps to transfer its costly building properties to a new company owned by the same group.

13.2.5 The Committee came across instances of newspapers which farmed out practically all their work to separate concerns as in the case of *Jai Hind*, Rajkot. There are grounds to believe that these separate concerns are owned by the same group as that owning the newspaper. This practice enables the newspaper undertaking by itself to work with a very small staff, while all the other persons who are performing important duties are kept outside the Wage Board awards.

3. Separation of Accounts

13.3 If effective steps are taken to delink newspapers from other types of business, one of the major impediments to the study of the economics of newspaper industry will disappear. At present it is an extremely difficult exercise to isolate the revenue and costs which can be directly associated with a newspaper,

when that newspaper is a part of the other interests of the concerned undertaking. Again, when a newspaper undertaking owns more than one paper (daily or other types), either at the same place or at different places there is no accepted principle of apportioning the common costs. Some newspapers deliberately adopt a policy of keeping common accounts for all their papers. Some papers charge a joint rate for advertisement in all the linked units, without giving the advertiser the option of getting his advertisement published in only one of the units.* The Committee would re-emphasise the recommendation of the Press Commission that, if it were possible, "every paper should be constituted as a separate unit so that its profits and losses are definitely ascertainable and both the proprietor and the employees know where the stand".† The Commission also recommended that advertisements should be booked separately for each edition and the staff engaged for each paper should be easily identifiable. There will be separate types of problems for groups, chains and multiple editions, but these are matters of detail that can be settled easily. The Committee recommends that the accounts of each paper should clearly show its physical assets, personnel, revenues from different sources and the costs incurred for different purposes. Newspaper should keep their accounts on a uniform pattern and in a form which will be useful for analysis. The form should be designed by RNI in consultation with Government's Cost Accounts Department.

4. Special Inquiries

13.4.1 The terms of reference of the Committee related only to the economics of the newspaper industry, but in the course of studies, it came across matters, which, though not directly within the terms of reference, would have serious indirect impact on revenues, costs and profits. The Committee recommends that full investigation should be made into the affairs of those papers against which complaints of irregularity have been received from accredited organisations or have been discovered in the course of the Committee's study. Some of the important cases are listed below:

13.4.2 *The Indian Express Group*.—It was difficult to isolate the results of the newspaper activity of the owners of this group because of the combination of newspaper activity with non-newspaper business. It appears that the Indian Express Newspapers (Bombay) Ltd., not only publishes papers from Bombay,

*See Chapter IX (Advertisements).

†Report of the Press Commission (1954). PT. I, page 72.

Ahmedabad and Delhi, but is also the holder of all the shares of the Indian Express (Madurai) Pvt. Ltd., which publishes the South Indian editions of the paper. There is another subsidiary which publishes the *Andhra Prabha*. The Madurai company has two subsidiaries, one which used the *Indian Express* reserves for acquiring the shares of Indian Iron & Steel Co. Ltd., and another which holds a large block of shares in the National (Jute) Company of Calcutta. This National Company, in its turn, is a large holder of shares in the Bombay Company.

13.4.3 Inquiries have been undertaken in the past into the different aspects of the activities of this group, but the results have not been brought together. The Reserve Bank of India had to go into the question of the deposits accepted by the group, these deposits being considerably in excess of the upper limit laid down by the Bank (25 per cent of capital and reserves) The Industrial Development Bank of India has an interest in the group as a whole, because it has lent a substantial amount of money to the National Company. There are also reports and records available with the Company Law Department and the Income Tax authorities. It is desirable that there should be a thorough investigation into the affairs of this group, bringing together the data available with the different authorities and examining further the way in which newspaper profits have been used.

13.4.4 *The Thanthi-Malai Murasu Groups*.—Despite repeated efforts these two well-known groups defaulted in the supply of the information required by the Committee. Both the groups are characterised by a complex of organisation—companies, partnerships and proprietary concerns. And the two groups are linked by common ownership and management. At the discussion the Committee had with the two groups at Madras, an assurance was given that full data would be supplied within a fortnight. This assurance was not kept and the group either did not supply all the required information or supplied some of the items of information too late for inclusion in the Committee's study and that too after it was communicated to them that it had been decided by the Committee to initiate penal action against them. It is desirable that there should be a full inquiry into the whole complex. The group should itself be interested in such an inquiry, if at least to assure the authorities and the public that they have nothing to conceal.

13.4.5 *The Statesman*.—The experience of the Committee in regard to the *Statesman* has already been mentioned in Chapter I. After the High Court judgment and the amendment of the Government Order, the *Statesman* submitted replies to

the questionnaire but for its Calcutta and Delhi editions together. Special requests were made for separate data, but no response was available at first and ultimately, a lengthy explanation for not being able to furnish separate data for the two editions was received from the paper. All chain or group papers which have submitted replies to the questionnaire gave full details about each one of their papers separately and there was no apparent reason why the *Statesman* should have had any hesitation in supplying the necessary material. This case has been referred to the appropriate Government department for taking necessary legal steps but it is not possible for the Committee to delay its report to the extent of the time that may be taken to complete the legal action. It has, therefore, to be pointed out that the *Statesman* is the only paper among those with a circulation of over a lakh which has not supplied the full answers as required by the Committee.

13.4.6 It has to be mentioned here that certain serious allegations were made by the Statesman Employees' Union regarding the Delhi edition. It was stated that large number of copies were printed and then at once sold as waste paper instead of being distributed to readers as fresh newspaper copies. It was also stated that the number of copies printed varied sharply from day to day, the number of copies being much larger exactly on those days on which the number of pages was larger (*i.e.* the days on which the re-sale value in terms of weight was larger). The *Statesman* did not send the Committee the information sought about the daily print orders until after a threat of penal action. The print order figures as furnished show unusually wide variations. This is also a case in which a special inquiry will be advisable.

13.4.7 *Other Papers.*—There are other papers also about which complaints have been received. One of these is the *Nav Bharat*, a daily which is published simultaneously from Nagpur, Jabalpur, Bhopal, Raipur and Indore. The owners of this chain also publish the *M.P. Chronicle*, an English daily from Bhopal. The main problem about papers like these arises from a combination of many different types of non-newspaper business with newspaper publication. An interesting case is that of the *Pioneer* which, in addition to the running of a sister Hindi daily, utilises its management staff for trading in cotton yarn, as sole agents of a cotton mill owned by the major shareholders in the paper. It will be desirable to examine thoroughly the whole question of the combination of newspaper publication with other business and of the use of newspaper profits for purposes other than improving the paper.

5. Newspapers and News Agencies

13.5.1 There are four principal news agencies in India, of which the two most important are the Press Trust of India and the United News of India. The news agencies are not newspapers and their internal economics does not, therefore, come within the terms of reference of the Committee. However, the charges recovered by these agencies from the newspapers have a bearing on newspaper costs, and what is more important is that an improvement in the quality of service rendered by these agencies can reduce the extra expenditure incurred by individual newspapers on Special Correspondents, etc. Both the major agencies are owned and operated by the Indian newspapers. Their customers include not only the newspapers, but also Government (particularly All India Radio) and commercial houses. The PTI derives nearly half of its total revenue from newspapers about 12 per cent from All India Radio and about 10 per cent from other Government Departments—Central and State. It gets a small part of its total revenue (around 5 per cent) from commercial subscribers, charging different rates for reports on particular commodities and for particular types of services. It provides news service to the paper at differential rates according to categories of service. The UNI depends almost wholly on newspapers (63 per cent) and Government (23 per cent) and it charges only one rate for its news service. There are, however, certain special subsidiary services operated by the UNI.

13.5.2 An employee of one of the agencies, who deposed before the Committee, pointed out that these bodies are included in the Wage Board coverage for journalists and each agency is graded for wage purposes on the basis of its gross revenue. The salaries paid by the news agencies are not within the terms of reference of the Committee. There are, however, certain points which deserve to be noted. If the common owners of news agencies and newspapers fix a low scale of charges, the newspapers get an advantage. It has been represented to the Committee by one of the agencies that these agencies by charging low rates are in fact subsidising the newspapers. The rates charged are, of course, based on circulation, but the expenditure of the newspapers on news agencies subscriptions is a small percentage (around 2 per cent) of the total expenditure. This is surprising when one notes that the major part of the material used in serving the readers comes from these agencies. The bigger papers maintain Special Correspondents, Representatives and "Stringers" at different places but even they depend very largely on news agencies. The above witnesses have also argued that the payments made to the news

agencies by the Central and State Governments should be on a more commercial basis than now.

13.5.3 If the payment of higher rates to the news agencies improves the quality and coverage of their service, the benefit will accrue to the newspapers themselves. The impression should not become strong that the newspaper owners, who also own the news agencies, are keeping the charges low with a view to getting a financial advantage for their papers. This should be considered along with two important facts. First, even if there is a 50 per cent increase in the charges for the services of the agencies, the net impact of that on the total cost of newspapers will be negligible and, secondly, except for the very big papers, any improvement in the quality and coverage of the news agency services will be a great advantage. For most of them the additional charge for the improved service and coverage will be considered smaller than the amount they will be required to spend if they want to get the same type of service through the employment of additional reporters and Special Representatives.

6. Newspaper Finance

13.6.1 Complaints from newspapers regarding finance have mostly been related to the credit restriction measures now operative in the commercial banking sector. It appears from the discussions that prior to these restrictions the papers had little difficulty in meeting their working capital requirements. Internal resources, bank loans or occasional loans from other sources provided the required amounts. The major papers had accumulated large reserves and some of them were able to attract deposits from the public on the one hand and invest in industrial shares or property on the other. The difficulties now being faced arise from a combination of two factors; irregular supplies by the STC involving sudden short-notice need for paying cash for relatively large supplies and the inability or unwillingness of commercial banks to extend credit limits or even to grant accommodation within the limits agreed to earlier. Simultaneously, the interest burden has increased.

Working Capital

13.6.2 The problem of the working capital requirements cannot be solved by starting any specialised type of institutions. The remedy lies in regularising the supplies from the STC, so that the demand for funds may be spread over the year in a manner that can be anticipated and, therefore, planned for. It

may also be examined whether *STC*, instead of insisting on cash payment, may take advantage of the bill discounting system, under which the seller draws a 90 days bill on the buyer, and, on its acceptance by the buyer, gets it discounted at the seller's bank. The seller gets the cash immediately and the buyer gets three months' time to pay. As such bill will be drawn against a genuine production-based acquisition of goods, they will come within the accepted credit policy of the country.

Long-term Needs

13.6.3 The financing problem becomes really serious when one considers the long term requirements, specially of the small and medium-sized papers. It appeared from the Committee's discussions that the National Small Industries Development Corporation (*NSIDC*) has been reluctant to grant facilities to newspapers seeking assistance for buying printing machinery. This can be remedied easily, as there is no reason why a small newspaper should not get the type of assistance which is normally available to small industry. Even without going into the question whether newspaper publishing should be regarded as an industry, one can strongly urge that the facilities offered by the *NSIDC* and other similar bodies should be available to small and medium papers if they satisfy the standard conditions regarding credit-worthiness.

13.6.4 A few newspapers have obtained finance from the State Financial Corporations. This can be a more common practice and here also all that is necessary is that a newspaper publisher seeking term finance for acquiring productive capital assets should satisfy the normal requirements on which the State Financial Corporation insists. If the State Financial Corporation and the all-India financial institutions will offer their services to the newspapers, the need for a separate financing institution for newspapers alone will not arise. An additional advantage of the existing term-financing institutions financing the long term requirements of newspapers will be that there can be in each case an expert evaluation of the technical and financial feasibility of each scheme of expansion or development.

Newspaper Finance Corporation

13.6.5 The proposal for a specialised Newspaper Finance Corporation has arisen mainly because of the existing difficulties. As shown above, these difficulties, are not insurmountable. The main considerations in establishing a new financing institution are two: first, whether it will be able to do a better work in its

field than these institutions which are already in existence; and, secondly, whether it will be able to attract investible funds which would not otherwise be available. One can assume that a specialised body, after the initial difficulties have been overcome, will be able to perform its allotted function more efficiently than other institutions to which the financing of newspapers will be only one of the responsibilities. But on this argument, one can establish a case for a separate financing institution for each different industry. It is also necessary to remember that a financing institution with a wide field of activity can bring to each one of its sub-fields the experience gathered in the others.

13.6.6 The other consideration is also important. A newspaper Finance Corporation can get its funds from one or more of the following sources (i) share capital, (ii) debentures, (iii) loans from Government, (iv) loans from financing institutions and (v) deposits. The likelihood of a large share capital is small unless the government is the major share-holder or unless the term financing institutions underwrite the issue. The scope for issuing debentures can arise only after the Corporation has existed for some time. Loans from Government will mean extra budgetary pressure at a time when every attempt has to be made to limit the possible deficits. Loans from financing institutions can play an important part, but this involves the prospect of the conversion of such loans into equity. The newspapers themselves may deposit their surplus funds with the Corporation, but no compulsion will be possible.

13.6.7 Different views have been expressed regarding the organisation of the proposed Newspaper Finance Corporation. At one extreme, it has been held that the Corporation should be owned by the newspaper owners themselves and that there should not be any government holdings. The funds of a Corporation of this type can, it has been suggested, be raised by imposing a cess on newsprint. Apart from the fact that such a cess (unless graduated according to the size of the annual purchase) will be inequitable to small papers, there is the other fact that the amounts raised would be relatively small. A cess can be used for research and sometimes for the administration of a development service of a limited nature. A cess to create the funds for a finance corporation will be ineffective.

13.6.8 At the other extreme, it has been held strongly, particularly by small papers, that the proposed Newspaper Finance Corporation should be owned, financed and operated as a public sector enterprise. The fear has been expressed that a Corporation owned and operated by newspaper interests will mean a

body under the control of the bigger newspapers only. If a Newspaper Finance Corporation becomes a necessity, that is, if the State and all-India financial institutions already in existence cannot be made to extend their operations to the field of newspapers, it will be advisable to make it a public sector enterprise. It is not essential that the Government should directly finance and control such a body. The share capital can be provided, in pre-determined proportions, by the term-financing institutions and also by the nationalised banks. The Government can offer initial assistance through an interest-free loan, or a loan carrying a low rate of interest and there may be two or three Government representatives on the Board. The majority of the members of the Board should come from the financing institutions and the banks. The Chairman and the Managing Director should be appointed by the Industrial Development Bank of India as in the case of the Industrial Reconstruction Corporation of India. An initial share capital of Rs. 1 crore and a loan of Rs. 2 crores from the Government should be adequate for a start, with the provision of a revenue account grant from the Government for meeting the administrative expenditure in the first three or five years.

13.6.9 It is necessary, however, to see that the creation of a Newspaper Finance Corporation does not lead to the emergence of the newspaper industry as a 'sick' industry. If the financing is not done on strictly economic considerations, it becomes a form of subsidy, which will raise a question about discrimination and favours. The analysis undertaken in this study has shown that even with the high and increasing prices of newsprint and the rise in other costs, the newspaper industry, particularly the big newspaper, is a viable one. With inflationary rises in costs, there is a rise in selling prices and advertisement rates. The viability is likely to be greater when the domestic output of newsprint increases according to the plans.

13.6.10 In any case, if it is undesirable to have a government controlled press, it is undesirable also to have a large element of subsidy to the press from the Government, unless it is given to weaker sections and unless the purpose is to maintain competition rather than restrict it. It is on this basis that the Committee has recommended the reservation of the Nepa output for small and medium papers. If a Newspaper Finance Corporation becomes a necessity, it should not be an agency for discriminatory assistance. It should examine all cases with equally rigid standards before sanctioning assistance. It may offer rebates on interest for encouraging regular repayment and may

also charge lower interest on small amount and high interest on larger amounts. All this will be of help to the medium and smaller papers which will require assistance from the Corporation. The larger papers have an access to resources, which is not available to the others.

7. Reduction of Newsprint Wastage

13.7.1 The question of waste of newsprint has been referred to at various places in the earlier chapters. Waste occurs at a number of different stages. In the case of domestic production there is some waste in the manufacturing process. To the extent such waste is due to non-replacement of worn out parts of the old machinery, it should be possible to improve the position when the first phase of the expansion programme of Nepa mills has been completed. It has been pointed out to us that manufacturing waste is due to some extent to erratic electricity cuts. This also should be capable of being eliminated or at least substantially reduced. The use of better quality wrapping paper for packing the reels and of better quality reel core may also contribute to reduction of waste in case of Nepa newsprint.

13.7.2 In the case of imports, there has been the complaint that inefficient and careless handling at the time of unloading from boats and loading on goods trains cause damage to the rolls to such an extent that a good part of the outer lengths has to be thrown away. This type of waste, it is reported, does not occur in other countries where fork lifts are used instead of the Indian system of using hooks. Now that newsprint is very expensive, the port authorities should consider installing suitable apparatus for the proper handling of imported newsprint reels. The problem of handling newsprint reels should also be examined by the railways and suitable corrective measures taken.

13.7.3 Waste at the newspaper publishers' establishments should now be reduced to the minimum by the publishers themselves by better handling and other practicable measures. There is a difference of opinion between the publishers and the Registrar of Newspapers regarding the wastage margin that should be allowed to the newspapers while allocating newsprint quota. The problem has become accentuate because of the high recovery price of waste newsprint as well as of unsold copies of newspapers. Any provision for a degree of waste which is larger than the actual waste is bound to be a source of profit to some persons, and it is essential to be strict in regard to the permissible allowance in all such cases.

8. Collection of statistics and Registration

13.8.1 Although the Press and Registration of Books Act, 1867 provided for prior filing of a declaration by the publisher and the printer of any newspaper/periodical before a District Magistrate, a Central authority to take charge of registration of newspapers and for compiling regular press statistics was set up only after the amendment of the PRB Act in 1955 following a recommendation of the Press Commission in 1954. The amended Act came into force on 1 July 1956. Simultaneously Registration of Newspapers (Central) Rules, 1956 were promulgated and the office of the Registrar of Newspapers for India came into existence.

13.8.2 The amended Press and Registration of Books Act envisages the following main functions of the Registrar of Newspapers for India:

- (i) Registration of newspapers;
- (ii) Keeping a watch on the regularity of publications;
- (iii) Obtaining from publishers annually data on circulation, ownership and other matters; and
- (iv) Compilation of an annual report* on the Press in India.

13.8.3 The Press and Registration of Books Act not only makes it obligatory for every publisher to send the aforesaid Annual Statement but makes it a penal offence not to submit such a statement within the prescribed date. The Act also empowers an officer, duly authorised by the Press Registrar, to have access to the premises and to any relevant records or documents relating to the newspapers for purposes of obtaining any information required to be furnished under the said Act.

Annual Compilation of Press Statistics

13.8.4 It is on the basis of the information contained in the Register of Newspapers and the further information obtained

*Rule 11 of the Registration of Newspapers (Central) Rules, 1956 as amended, requires the Press Registrar to submit to the Central Govt., on or before the 30th September of each year an annual report containing information and statistics about the Press in India, and in particular, circulation trends in different categories of newspapers and the trends in the direction of common ownership of more than one newspaper.

each year from the papers themselves in the form of annual returns and replies to supplementary questionnaire that the Registrar of Newspapers for India compiles his annual report, *Press in India*. Although this report contains a large volume of data on different aspects of newspapers and periodicals, information and data on the economics of newspapers is singularly lacking in it. The reason is that the annual return form (Form II) prescribed under rule 6(1) of Registration of Newspapers (Central) Rules does not provide specifically for information on the economics of the newspapers.

13.8.5 The Committee feels the need for an amendment of the Registration of Newspapers (Central) Rules, and also of the PRB Act if necessary, to provide for collection of items of information such as revenue and expenditure under different detailed heads, capital structure, working capital, employment and wages, advertisement space ratio (more precisely than is available now), purchases of newsprint, printing and composing machinery and spare parts, flongs and other specialised requirements of newspaper presses, interest and bonus payments, excise and other duties paid etc. It should also be made incumbent on newspapers to submit to RNI their audited balance sheets and profit and loss accounts in the same way these are submitted to the Registrar of Companies or Registrar of Societies or Income Tax authorities. Where there is any element of common ownership separate accounts should be submitted showing the basis of apportionment of the common costs.

13.8.6 All this would ensure a regular flow of data on the economic aspects of the newspaper industry which could be compiled and interpreted in the annual report of the Registrar of Newspapers. The upto-date position of the economics of the newspaper industry would thus be available to the general public regularly every year. As already mentioned by us in Chapter 1, the Committee had to face great odds in collecting whatever information it ultimately could gather. It has been aptly said by one of the newspaper employees' associations in their memorandum before the Committee:

“The newspaper industry, which lives by the disclosures of the affairs of others, never allows any examination of its economic and financial aspects by outside authority voluntarily. It is the one industry from which the collection of financial data is always difficult, if not impossible.”

Non-Statutory Functions of the Registrar

13.8.7 Besides the statutory functions of the Registrar of Newspapers described above, certain executive functions and responsibilities have also been entrusted to the Registrar.

These are:

- (1) To work out the requirement of newsprint by newspapers and periodicals in the country and to arrange for the necessary foreign exchange allocation from the Ministry of Finance.
- (2) To assist and advise the State Trading Corporation in arranging the import of newsprint from different sources at suitable prices, and in suitable specifications as required by the newspapers.
- (3) To formulate the annual Newsprint Import Policy, based on the total anticipated supply of newsprint, indigenous as well as imported.
- (4) On the basis of the annual Import Policy for newsprint, to calculate and allocate the quota entitlement of newsprint for each individual newspaper and to recommend to the Chief Controller of Imports and Exports (Ministry of Commerce) the quantity of newsprint for which import licence should be issued to each paper. The Registrar's office also authorises the release of the Nepa product and imported newsprint in the buffer stock of the State Trading Corporation, in terms of the Newsprint Import and Allocation Policy.
- (5) To scrutinise applications for the import of printing and composing machinery, spare parts and other specialised requirements of newspaper presses and to make recommendations to the CCI & E's office regarding the issue of import licences.
- (6) The Registrar of Newspapers for India has been made a member of the Board of Directors of the Nepa Mills and also of the Newsprint Purchase Committee.

13.8.8 The Committee feels that these important functions cannot be discharged efficiently unless there is a sufficient number of technically qualified staff for each of the assigned functions and unless there is full and upto-date information continuously available on circulation and such other elements on which newsprint allocation should be based.

9. Circulation Data

13.9.1 One of the most important items on which accurate and upto date information is always necessary is circulation. This is particularly important because the largest single element in the cost of production of newspapers is the cost of newsprint, which, given the price per tonne and the average number of pages, will depend directly on the number of copies printed.

13.9.2 The actual circulation will differ from the number of copies printed to the extent of (a) free copies (complimentary, voucher, etc.); (b) wasted copies (printed waste or waste discovered before sending copies out); (c) unsold copies (reported to be very small now). An important element to be considered in this connection is the very high resale value of old newspapers.

13.9.3 Complaints have been received that circulation figures of newspapers are often inflated by publishers of newspapers to attract advertisements and also to get extra newsprint for illegitimate profit. There is a case against one paper with a charge of this type. In the case of some papers, it is stated that the print order varies sharply from day to day, the number of copies printed being larger on those days on which the number of pages is also larger. This means a high re-sale recovery by favoured individuals, who sell directly to old paper traders and not to readers. This is a very regrettable wastage of a commodity with a high foreign exchange cost.

13.9.4 There are before us four sets of circulation figures:

- (i) Circulation claimed by the paper in annual statements submitted to RNI, in applications for getting newsprint quota or for attracting advertisements.
- (ii) Circulation admitted by RNI as the result of circulation check.
- (iii) Audit Bureau of Circulation figures.
- (iv) Figures given in the replies to our questionnaire. In some cases (i) and (ii) have differed. In some other cases (ii) and (iii) have differed.

13.9.5 The ABC's method of certifying circulation is dependent very largely on what the papers themselves provide. It is stated that there are surprise checks, but it is not clear to what extent the surprise element is maintained. Besides, once such a surprise check has been made, a newspaper can be practically certain that there will not be another surprise check in the next

two or three years. So long as these circulation figures were important only for determining advertisement rates, the ABC methods did not matter to any one other than advertisers, but now accurate circulation figures are necessary for deciding on the allocation of a very scarce and costly resource requiring foreign exchange. An independent check is, therefore, absolutely necessary.

Circulation Check by Registrar's Office

13.9.6 Being the statutory authority for maintaining the Register of Newspapers, the Registrar has been empowered to verify any statement furnished to him by the newspapers under Section 7(3) of the Registration of Newspapers (Central) Rules, 1956. Section 19(F) of the PRB Act empowers the Press Registrar, or any gazetted officer authorised by him in writing, to have access to all relevant records and documents relating to the newspapers and also to ask questions necessary for obtaining any information required to be furnished under the Act.

13.9.7 The Registrar has been empowered under the Act to verify the accuracy of the circulation claimed by newspapers and, where necessary, to determine the correct circulation figure of a paper after giving due opportunity to the publisher to substantiate his claimed circulation. The chapter on "Verification of Circulation Claims" in *Press in India* contains the details of the operations of the circulation teams of the RNI.

13.9.8 Each circulation team of RNI consists of a Circulation Officer and an Accounts Clerk. The Circulation Officer is a person with knowledge of accounts, belonging to one of the organised accounts/audit services or the income tax, central excise or customs services of the Central Government, on deputation to the Registrar's office for a period of three to four years.

13.9.9 Until October 1972 all the five Circulation Officers of the RNI and a Senior Circulation Officer at their head had their headquarters in Delhi. They used to go out from time to time for a check in some area, armed with authority from the Registrar, remained in the field for a period of one or two months and then returned to the headquarters and submitted reports to the Registrar. On examination of the reports the Registrar or the Deputy Press Registrar in his behalf, either accepted the circulation claim of the newspaper or determined a lower circulation figure for the paper "provisionally", in which case a show cause notice was issued to the publisher asking him to substantiate the

claimed circulation with the help of documentary evidence. Circulation was finally fixed after considering representation, if any, submitted by the publisher following the show cause notice.

13.9.10 As the publishers had to come all the way to Delhi to substantiate their claimed circulation, it was represented to Government that this was very hard on publishers of newspapers situated far away from Delhi. It was, therefore, decided to decentralise the circulation teams and a team each was posted at Bombay (in 1972) and at Calcutta and Madras (in 1973).

Need for More Effective Circulation Check

13.10.1 Since newsprint has become much more scarce and costly than ever before, the need for regular and effective circulation check of dailies as well as periodicals is beyond doubt. The Committee, therefore, suggests* that (i) the Registrar of Newspapers should set up a panel of approved chartered accountants who alone should be authorised to issue circulation certificates to newspapers; (ii) the number of checking teams of the RNI should be increased and manned by trained and experienced persons; and (iii) that these teams should be utilised very fully for checking all data that may be sought by the RNI from the newspapers.

13.10.2 Very effective and regular circulation check is necessary not only to prevent misuse of a scarce and costly commodity but to plug the holes for leakage of advertisement outlay of the Central and State Government as well as public and private sector advertisers to publishers of fake papers or those with inflated circulation claims.

10. Organisations and Associations

13.11 A number of organisations and associations connected with the newspaper industry have been mentioned at different places in this report. Some of these are associations of newspaper proprietors, others are associations of newspaper employees, advertisers or advertising agencies. Besides, there is also the Audit Bureau of Circulations which is a non-official organisation set up jointly by newspaper proprietors on the one hand and advertisers and advertising agencies on the other for certifying circulation of newspapers. Appendix XIII.1 gives brief description of each of these organisations and associations which function on the national level.

*Our Member Secretary does not associate himself with the recommendations of the Committee relating to the office of the Registrar of Newspapers here and elsewhere in this report.

CHAPTER XIV

SUMMARY OF RECOMMENDATIONS

Chapter II (The Daily Press—General Background)

14.1 The Committee has worked out the circulation of dailies per thousand population for each of the principal languages in the country. For a similar calculation of the newspaper reading habit in each State/Union Territory, the Statewise breakup of the circulation figures of every paper is required, which is not available at present. This calls for further research.

(Paras. 2.3.2 and 2.3.4)

14.2 While the share of metropolitan dailies in total daily circulation fell from 46.5 per cent in 1967 to 39.1 per cent in 1973, the non-metropolitan dailies correspondingly increased their share from 53.5 per cent to over 60 per cent. This shows that the provincial and local papers are successfully competing with, and holding their own, against the metropolitan daily papers.

14.3 Although the break up of circulation of the metropolitan papers is available, similar break up in respect of the dailies published from the State capitals, other cities and smaller towns is not available. There is scope for research on the character and composition of readership of the dailies published from the respective areas.

(Paras. 2.8.2 and 2.8.3)

14.4 To take any single year, say 1973, the total number of dailies on the Registrar's list was 830 while the number of dailies for which circulation figures were available was only 610. The total number of dailies which received newsprint allocation in the licensing year 1973-74 was much less—only 438. Our committee sent out the questionnaire, in 1972, to 756 dailies taking into account 821 dailies on the record of the Registrar at the end of 1971, and then screen out papers which were known to be non-existent. As explained in Chapter I, the Committee was ultimately left with a list of 534 dailies which could really be said to exist at that point of time. The remaining papers numbering nearly 300 did not seem to exist at all. This underlines the need for regular and systematic weeding out of non-existent papers from the record of the Registrar so as to make the annual data on the press more realistic.

(Para 2.13)

Chapter III (The Economics of Daily Newspapers)

14.5 In the case of small industries in general, there are many which are open or concealed subsidiaries of larger units. It is necessary to institute a special enquiry as to whether such relationship exists between small papers and large papers.

(Para 3.11.1)

14.6 There are a few Urdu papers with fairly large circulation ranging up to over 40,000 but most of the 92 Urdu papers in the country are small circulation papers and serve local population only. These papers have to bear additional costs for calligraphic work, as the readers are reported to be against any form of type-set presentation. The more important problem is that the readership is not expanding, unlike in the case of papers in other Indian languages, and the future seems to be uncertain, unless some special assistance is given, for example, in the form of bulk purchase of copies or supply of low-cost paper. Any steps that can induce the Urdu readers to accept type-set newspapers will bring down the cost of production.

(Para 3.12)

14.7 If there is a strong case for making primary education and adult literacy universal and free and for providing text books free of cost, there is also a case for doing whatever is possible for increasing the number of newspaper readers and for providing newspapers at a reasonably low price. In a country with a population of nearly 60 crores (of whom nearly 40 crores are adults) and in a country with universal adult suffrage, the fact that the number of copies of newspapers sold is not even one crore is distressing. Even if there are five readers per copy of a daily newspaper, the total number of newspaper readers will not be more than five crores. It should be a clearly recognised policy in planning for socio-economic improvement that cheap newspapers should be available to a much larger number of readers than at present.

(Para 3.14)

Chapter IV (Newspaper Production and Capital Equipment)

14.8 If the newspaper industry, and particularly the Indian language newspaper industry, has to progress it is essential to develop a technology to suit the Indian conditions. With a view to achieving this goal, a research organisation similar to the Printing & Allied Trades Research Association (PATRA) in

the U.K. should be set up. The Government should levy a cess on all newsprint sold in the country and use the amount collected for setting up a research organisation. Both the government and the newspaper industry including big, medium, small and language papers, should be represented on this organisation.

14.9 Another scheme could be that the industry itself form a body on the lines of the Nihon Shinbun Kyokai (NSK) in Japan. The NSK is a joint body of all the Japanese newspapers in which they study and find out solutions for all sorts of problems related to the management, editing, sales activities, advertising, printing etc.

(Paras 4.8.1 and 4.8.2)

14.10 In the interest of essential replacement and modernisation of machinery in the bigger newspapers, we recommend the following percentages of the total foreign exchange ceiling available for the import of printing and composing machinery and allied items for big, medium and small newspapers, the definition of the categories remaining the same as at present laid down by the Registrar of Newspapers:—

Small	40 per cent
Medium	35 per cent
Big	25 per cent (for replacement of plant and to meet increased circulation of existing dailies but not for starting new ones).

(Para 4.9.9)

14.11 Apart from the exorbitant duty levied on printing machinery, another hardship experienced by newspapers is due to the restrictions on the import of certain essential spare parts. The import policy clearly states that all screws, bolts, nuts, washers, springs and electrical parts are banned items. These items used in the machinery imported by newspapers are not common hardware items which are generally manufactured in the country. Most of these are specially shaped, made of special material, tempered and given a particular grade of hardness. Even if some local manufacturer agrees to make them, the cost is prohibitive and it is reported that they wear out very quickly, resulting in stoppage of machinery.

14.12 Under these circumstances, all parts which are mentioned in the spare parts catalogue of the printing machinery should be freely allowed for import under the spare parts licences issued to the newspapers. This is all the more important in the case of electrical parts.

(Paras. 4.10.3 and 4.10.4)

14.13 In our opinion the newspaper industry is a public service industry and should not be placed on par with other industries like cement, jute etc. If this view is accepted, it should also be readily conceded that the rates of import duty at present levied on items used by the newspaper industry needs revision. Apart from this, the cost of imported machinery has gone up considerably and the additional burden implied in the ad valorem basis of import duty will make it almost impossible to replace old machinery.

14.14 We recommend that the import duties on composing and printing machinery, slongs and other allied requirements of the newspaper industry should be as low as possible and should not, in any case, be higher than the originally operative rate of 10 per cent ad valorem.

(Paras. 4.10.5 and 4.10.6)

14.15 Some Indian manufacturers have started producing not only small cylinder machines but are in the process of producing medium speed web-offset presses. Hindustan Machine Tools, with Italian collaboration, is manufacturing automatic letter-press printing machines. This public sector undertaking might also explore the possibility of manufacturing composing machines and rotary presses (letterpress and offset) to suit the requirements of small and medium newspapers.

(Para. 4.11.2)

Chapter VI (Profitability of Newspaper Undertakings)

14.16 Profitability figures were studied by the Committee in terms of dividends declared, additions to retained earnings and rates of return on capital employed. These revealed that quite a few major newspaper concerns have been earning profits considerable in excess of the normal rate of return which Government generally allows in price fixation.

14.17 Losses suffered by the newspaper undertakings were generally insignificant. These undertakings which made losses of some significance have been identified. Plausible reasons could not be established for losses in these undertakings within the limited scope of this study. It is recommended that a more detailed study of these concerns may be undertaken to identify the causes that may lead to possible remedies.

(Paras. 6.15.7 and 6.15.8)

Chapter IX (Advertisements)

14.18 While agreeing with the general principle that a newspaper should devote the greater part of its space to news and that, therefore, a 60:40 ratio between news and advertisement would be commendable, the Committee recognises the difficulties of the present situation. The Committee also takes account of the fact that the shortage of newsprint will continue. If there is an increase in domestic production there will also be an increase in domestic demand and, therefore, the position will remain difficult. In these conditions, it is unrealistic to ask newspapers to limit the advertisement space to 40 per cent. But at the same time it will be unfair to the readers and ultimately suicidal to the newspapers themselves if a particular issue of 3-pages contains 3 full pages of advertisement (a page or two of which contain only a few lines of news, with advertisement filling up the rest of the space) and another page or two in which advertisement covers more than half of the space. It should not, therefore, be unreasonable to suggest that as long as the present shortage continues, the news-advertisement ratio in the total space should be around 50:50. When conditions improve, the advertisement space ratio should be brought down, with the 40 per cent ratio being regarded as the goal to be reached.

14.19 While circumstances may compel a newspaper to exceed this limit slightly in one issue or another, we feel that the total space devoted to advertisements averaged out over a period of one week should not exceed the limit we have suggested.

(Paras. 9.7.1 and 9.7.2)

14.20 One can assume that the main purpose of Government advertisement is to secure publicity. For this it is necessary that such advertisements should reach the particular class of readers to whom they are relevant and that within the class of readers aimed at, there should be as much publicity as possible. From

this standpoint, there would be a strong case for publishing government advertisements in widely circulated papers, particularly those which are in Indian languages. In the case of advertisements regarding family planning, agriculture, rural development and the like, it is still more desirable to issue the advertisements in the papers which go to the rural areas.

(Para 9.15.3)

14.21 The Committee feels that the rates offered by the Government should be non-discriminatory. There is no reason why a government advertisement issued in an Indian language paper should earn less for the paper than is earned by the same advertisement appearing in an English language paper with the same level of circulation.....

14.22 It has been argued before us that the Government policy of encouraging the development of Indian languages should be extended to newspapers also and the Government should take the lead in treating all papers, whether English or Indian language, on the same basis. The Committee feels that the policy of the Government regarding the allocation of, and payment for, official advertisements should be re-examined and that Government aid to newspapers should be more direct than the indirect subsidy through ineffective advertisement outlay.

(Para. 9.15.4)

14.23 The Committee was also told that a few papers in Gujarat charged for news like advertisement. This is an unethical practice and should be discouraged. We also came across instances of some newspapers in Gujarat and one English daily in Bombay which did not have any advertisement department, a separate company in each case collected all their advertisements and sent the advertising dummy to the case room. The newspaper paid as much as 27 per cent and 29 per cent commission for this service.

(Para. 9.19.3)

14.24 It appears that placing of advertisements by private sector advertisers, advertising agencies, Central and State Governments and others in newspapers, in so far as selection of particular media is concerned, is not guided by any readership surveys. Readership surveys reveal the composition and character of the readership of a particular newspaper, which should really determine the suitability or otherwise of advertisements aimed

at a particular clientele. In the absence of readership surveys, advertisements are placed in our country mostly on general impressions which may or may not be correct.

(Para 9.20)

Chapter XI (Newsprint—Production, Import and Distribution)

14.25 Our Committee has only to point out that the domestic output of newsprint is not likely to reach the Plan target of 350,000 tonnes by 1978-79, but any substantial increase of the present output will provide a large cost advantage, will save foreign exchange and will make our newspapers function with an assured supply of a large part of their requirements.

(Para. 11.6.4)

14.26 In regard to packing of Nepa newsprint, the main difficulty, according to Nepa management, was that the quality of the core obtained from outside sources was not of a high standard. It was stated that they were also using a poor quality of wrapping paper on account of its inexpensiveness. The Committee feels that a small increase in cost of the Nepa product due to use of superior packing materials is likely to be more than counter-balanced by the consequent reduction in waste at present suffered by publishers of newspapers.

(Para. 11.8.3)

14.27 We may draw the attention of the authorities in India to the standards laid down for newsprint production in Japan, called the Japanese Industrial Standard (Newsprint). These standards may be more appropriate to India than the standards applicable to Canadian or Scandinavian paper. The document giving the necessary details is reproduced at Appendix XI.1.....

14.28 It may not be possible for the Indian output to reach these standards all at once, but a body like the Indian Standards Institution should take up the matter and lay down specifications relevant to Indian conditions.

14.29 Our Committee is concerned with the technical problems only to the extent that these affect the cost of production. If any investment necessary for improving the quality can reduce these costs it will be justified when the additional expenditure is within economic limits. An improvement which increases the cost of production more than proportionately may not be

worthwhile. The Committee expects that full attention should be given to all these problems and that the grounds for complaint will disappear.

(Paras. 11.8.5 and 11.8.6)

14.30 The Committee emphasises the need for research on various technical problems. It appears that the effort in this direction has been negligible till now. The Committee recommends not only research (either at the Nepa mills or elsewhere) on the broad problem of the use of Indian material for making newsprint or on the possibility of changing the ratio between chemical pulp and wood pulp but also research within the Nepa mills into the ways in which the technical defects can be remedied.

(Para. 11.8.7)

14.31 The Committee is not concerned with the fixation of Nepa prices, but it has to take note of anything that goes to increase such prices, as this will have a very important bearing on the cost of production of newspapers and particularly of the small and medium papers.....

14.32 The basic question, therefore, is whether it is justifiable to tax the readers of newspapers (whose numbers we all want to increase), particularly of the small and medium local language papers, for generating internal surpluses. If resources have got to be provided to any public sector industry for its development, there is no reason why the consumers of the products of that industry should be singled out for taxation. If the proposed principle is followed to its logical extreme, then the whole planning exercise becomes an exercise in generating separate surpluses in each industry for the development of that industry. The Committee feels that these factors should be taken into account in fixing a price for the Nepa products. It would also be emphasised that the consumers of a domestic product which can be produced within the country at a cost cheaper than the imports should get the benefit of the differential.

(Para. 11.9.2)

14.33 A simple and direct method of helping the small and medium papers will be to reserve Nepa products for these two groups as a first priority, as long as Nepa prices remain lower than the prices of imported newsprint.

14.34 The reservation of the Nepa output for the small and medium papers will give these papers a substantial cost advantage. This will also ensure for them a regular supply and thus obviate the financial difficulties of finding large amounts of money for short-notice orders of imported papers by the STC. As Nepa produces cut-sheets out of manufacturing wastes, the very small papers will get their material in a form ready for use. It should also be possible to arrange the actual distribution of Nepa output among small papers through the Small Industries Corporation and Industrial Development Corporations in the States.

14.35 The representatives of the IENS told the Committee that they would have no objection, if the lower priced Nepa product were to be reserved for small and medium papers.

14.36 In the public interest, it is necessary not to permit the medium and small papers to opt out of the scheme. The medium and small papers should, therefore, take only Nepa paper, so as to prevent big papers from taking any advantage of the scheme.

14.37 The concessional supply of Nepa newsprint should, however, not be made available to those small and medium papers which are linked by common ownership to any of the big papers. This is necessary to further ensure that there is no improper transfer of Nepa products.

(Paras. 11.10.1 to 11.10.5)

14.38 If the Committee's proposal regarding reservation of Nepa newsprint for small and medium papers is accepted it will be necessary to take effective steps, so that the low-cost Nepa paper, supplied on a priority basis to small and medium dailies, does not get transferred from one paper to another.

14.39 The Committee has been assured by the Nepa management that it would be easy to add a tint or light shade of colour (say, light pink) to the Nepa output, without any perceptible extra cost. If a distinctive colour is applied to the Nepa output and this output is sold only to a specially demarcated group of users, any transfer outside the group will be capable of being detected easily. The scope for transfer within the group will remain, but the dimensions of the regulatory problem will become much smaller than they are now. These steps should be accompanied by an absolute prohibition of the use of newsprint for any purpose other than printing newspapers and periodicals

authorised by the Registrar. This should be enforced on the printing houses and they should be penalised if they use newsprint for books, leaflets, etc.

(Para 11.11)

14.40 We received complaints from newspapers regarding delays in sanctioning allocations and also regarding the short period of 15 days allowed to them for lifting their quota once they have been informed by the STC about supplies being available. We recommend that, consistently with the cautious scrutiny that is necessary, the time lag in issuing sanctions should be reduced. One way of doing this may be to stagger the dates prescribed for receiving applications. We also recommend that the period of time allowed for drawing the supplies from the STC should be increased from 15 days to 1 month.

(Para. 11.8.7)

Chapter XII. (Norms of Expenditure and fair prices)

14.41 We recommend that the Government should resume the efforts to control the prices of newspapers on the same lines as the prices of other essential commodities. For this purpose, it is necessary that a law like the Newspapers Price Control Act, 1972, which lapsed in May, 1974, should be re-enacted without imposing any time limit. Secondly, it is necessary to constitute an organisation under the Ministry of Information and Broadcasting, which will be continuously available to the Ministry for advising on the question of newspaper prices and advertisement rates. We also recommend that the Government appoint a standing committee consisting of the Registrar of Newspapers for India, Chief Cost Accounts Officer, Government of India, and one other member, to keep a continuous watch on the movement of prices of newspapers. The Government may fix the selling price of newspapers, especially of the price leaders, after consultation with this body. It feels that the necessary legislative changes should be initiated as early as possible.

14.42 The newspapers should also be required to keep sufficient records (in addition to those that are presently maintained by the organised sector of the industry, namely, those registered under the Companies Act), to provide certain essential data for each daily.

(Paras. 12.13.1 and 12.13.2)

14.43 The Committee feels that it is not practicable to determine norms of expenditure which will be followed for all the units within the newspaper industry or even for any particular category. Moreover, when there is considerable uncertainty about the availability and price of newsprint, any rigid formulation of expenditure norms is bound to become out of date soon.

(Para 12.14.1)

14.44 The Committee feels the need for controlling the prices of these dailies which are the price leaders and their rates for advertisement space. The basis on which a fair price may be fixed is indicated. Such a fair price should include normal cost of production and distribution, interest on borrowed funds, bonus to employees and a return, net after taxes, of 10 per cent on paid up capital and 6 per cent on reserves.

(Para. 12.14.7)

Chapter XIII (Miscellaneous)

Monopoly and Restrictive Practices

14.45 Apart from the inter-links existing among the different Indian Express companies, there is a close link between the Indian Express Bombay Ltd., and the Janasatta of Ahmedabad and Rajkot. This Gujarati paper was originally owned by a partnership in which Traders (Private) Ltd., had nearly 76 per cent shares and there were six other partners holding remaining 24 per cent. The Indian Express was a tenant of Janasatta in the Janasatta building at Ahmedabad and also had advanced a large amount of money to the Gujarat paper—about Rs. 30 lakhs now including arrears of interest. The Traders (Private) Ltd., acquired the remaining 24 per cent shares of the other partners of Janasatta in January 1974 and thus became the full owner of the paper. There is no visible direct link between the Indian Express and Janasatta but the investment of Rs. 30 lakhs through the Traders (Private) Ltd., is a matter which deserves to be thoroughly investigated.

14.46 There are other similar cases of inter-links which do not appear on the surface. One of the most interesting cases is that of the small group who are connected with the Thanthi chain of papers and also with a parallel chain under the name of Malai Murasu.

(Paras. 13.1.3 and 13.1.4)

14.47 In the interest of proper evaluation of the monopoly element in the newspaper industry and its impact on prices, costs and profitability, the Committee recommends that the Central Government should, in the exercise of its powers under Section 43 of the Monopolies and Restrictive Trade Practices Act and all other powers enabling in that behalf, call upon the newspaper undertakings to furnish to the Government periodically information concerning the activities carried on by the undertaking, the connections between it and any other undertaking, including information as referred to in Section 43, to prevent monopolistic tendencies. The MRTP Commission should be given powers to examine any case of suspected monopoly in the field of newspapers without limitation to the value of the assets of the undertaking and the Central Government should be enabled, by suitable amendment of Section 31 of the MRTP Act, to refer the matter to the Commission for enquiry into monopolistic trade practices prevailing in respect of newspapers, irrespective of the fact that it is not a monopolistic undertaking within the meaning of the Act. Besides, the Commission should be enabled under Section 10 of the said Act to itself enquire into such practices upon its own knowledge or information. The newspapers provide a very essential service in the democratic structure and the potential of this mass media of valuable information makes it undesirable to allow monopoly elements to continue or to grow in this industry and service.

(Para. 13.1.9)

14.48 The Committee has taken note of the fact of price leadership by a small number of leading papers and has come to the conclusion that if the prices of the major newspapers are kept at a reasonable level, the pricing of other papers will not create any problem.

(Para. 13.1.10)

14.49 Full details are not available about restrictive practices in the newspaper industry. It may be desirable to examine the contracts between the newspaper firms and the distributing firms in order to uncover, if there are any restrictive arrangements.

14.50 Certain other papers compel its advertisers to pay a joint rate for its two different editions, without giving them the option to get the advertisement published only in the main edition. The advertisers have to pay the full rate based on the combined circulation of both the editions, even if they are not

interested in getting their advertisements published in the smaller edition. The Committee considers this an instance of monopolistic trade practices prejudicial to public interest under Section 32(a), (b) (ii) and (d) of the MRTP Act.

(Para. 13.1.11)

14.51 While it will not be desirable to put any limit on the total circulation of a paper and even on its share of the total market, a close watch has to be kept on the consequences of expansion and also on restrictive or unfair competitive methods used by a newspaper for boosting up sales or advertisement revenues. Unfair trade practices do not come under the scope of the existing law and suitable changes are necessary in this also. The Government should examine continuously whether any open or hidden amalgamation, merger, take-over, cartel arrangement, etc. are appearing on the scene. A suitable machinery should be devised for the purpose jointly by the Company Law Department and the Registrar of Newspapers. When it appears that restrictive practices are being adopted, the cases should be referred to the MRTP Commission.

(Para. 13.1.12)

'De-licking' and Diffusion of Ownership

14.52 If newspapers are accepted as a public service, it is essential that profits earned from newspapers should be ploughed back into the newspaper enterprise itself. Pending the adopting and implementation of the requisite legal measures, it will be desirable to take steps for checking the use of newspaper profits for non-newspaper purposes.

(Para. 13.2.1)

14.53 A special element to be noted is that, as a reaction to the demand for allocating equity rights to the employees, some newspapers have given employee-status to more and more members of the proprietary group.

14.54 If diffusion of ownership becomes really what it is intended to be, the shareholding must be widely distributed among large numbers, including of course, employees outside the groups of original owners. This, it may be expected, will put an end to the practice of high-salaried appointments to the members of the owner groups.

(Para. 13.2.3)

14.55 An undesirable development to which our attention has been drawn by the Federation of the Working Journalists is the formation of separate companies for holding the assets of a newspaper undertaking. These assets may include not only land and building but also such fixed equipment as printing machinery. The new company gets all the profits from the property and also rentals for the use of machinery by the newspaper undertakings. What really should be the profits of the newspaper—come to be shown as the profits of a different company. The rent paid by the newspaper for the occupation of the property or for using the machinery becomes an expenditure for it and thus keeps the apparent newspaper profits low.

(Para. 13.2.4)

14.56 The Committee came across instances of newspapers which framed out practically all their work to separate concerns, as in the case of Jai Hind, Rajkot. There are grounds to believe that these separate concerns are owned by the same group as that owning the newspaper. This practice enables the newspaper undertaking by itself to work with a very small staff, while all the other persons who are performing important duties are kept outside the Wage Board awards.

(Para. 13.2.5)

Separation of Accounts

14.57 The Committee would re-emphasise the recommendation of the Press Commission that, if it were possible, "every paper should be constituted as a separate unit so that its profits and losses are definitely ascertainable and both the proprietor and the employees know where they stand". The Commission also recommended that advertisements should be booked separately for each edition and the staff engaged for each paper should be easily identifiable. There will be separate types of problems for groups, chains and multiple editions, but these are matters of detail that can be settled easily. The Committee recommends that the accounts of each paper should clearly show its physical assets, personnel, revenues from different sources and the costs incurred for different purposes. Newspapers should keep their accounts on a uniform pattern and in a form which will be useful for analysis. The form should be designed by RNI in consultation with Government's Cost Accounts Department.

(Para. 13.3.1)

Special Inquiries

14.58 The terms of reference of the Committee related only to the economics of the newspaper industry, but in the course of studies, it came across matters, which, though not directly within the terms of reference, would have serious indirect impact on revenues, costs and profits. The Committee recommends that full investigation should be made into the affairs of those papers against which complaints of irregularity have been received from accredited organisations or have been discovered in the course of the Committee's study. Some of the important cases are listed below. (The cases listed are those of the Indian Express Group, the Thantai-Malai Murasu groups, the Statesman, New Bharat and Pioneer groups).

(Para. 13.4.1)

Newspapers and News Agencies

14.59 If the payment of higher rates to the news agencies improves the quality and coverage of their service, the benefit will accrue to the newspapers themselves. The impression should not become strong that the newspaper owners, who also own the news agencies, are keeping the charges low with a view to getting a financial advantage for their papers. This should be considered along with two important facts. First, even if there is a 50 per cent increase in the charges for the services of the agencies, the net impact of that on the total cost of newspapers will be negligible and, secondly, except for the very big papers, any improvement in the quality and coverage of the news agency services will be a great advantage. For most of them the additional charge for the improved service and coverage will be considered smaller than the amount they will be required to spend if they want to get the same type of service through the employment of additional reporters and Special Representatives.

(Para. 13.5.3)

Working Capital

14.60 The problem of the working capital requirements cannot be solved by starting any specialised type of institutions. The remedy lies in regularising the supplies from the STC, so that the demand for funds may be spread over the year in a manner that can be anticipated and, therefore, planned for. It may also be examined whether STC, instead of insisting on cash payment, may take advantage of the bill discounting system, under which the seller draws a 90 days bill on the buyer, and, on its

acceptance by the buyer, gets it discounted at the seller's bank. The seller gets the cash immediately and the buyer gets three months' time to pay. As such bill will be drawn against a genuine production-based acquisition of goods, they will come within the accepted credit policy of the country.

(para 13.6.2)

Long-term Needs

14.61 There is no reason why a small newspaper should not get the type of assistance which is normally available to small industry. Even without going into the question whether newspaper publishing should be regarded as an industry, one can strongly urge that the facilities offered by the National Small Industries Development Corporation and other similar bodies should be available to small and medium papers if they satisfy the standard conditions regarding credit worthiness.

14.62 A few newspapers have obtained finance from the State Financial Corporations. This can be a more common practice and here also all that is necessary is that a newspaper publisher seeking term finance for acquiring productive capital assets should satisfy the normal requirements on which the State Financial Corporation insists. If the State Financial Corporation and the all-India financial institutions will offer their services to the newspapers, the need for a separate financing institution for newspapers alone will not arise.

(Paras 13.6.3 and 13.6.4)

Newspaper Finance Corporation

14.63 If a Newspaper Finance Corporation becomes a necessity, that is, if the State and all-India financial institutions already in existence cannot be made to extend their operations to the field of newspapers, it will be advisable to make it a public sector enterprise. It is not essential that the Government should directly finance and control such a body. The share capital can be provided, in pre-determined proportions, by the term-financing institutions and also by the nationalised banks. The Government offer initial assistance through an interest-free loan, or a loan carrying a low rate of interest and there may be two or three Government representatives on the Board. The majority of the members of the Board should come from the financing institutions and the banks. The Chairman and the Managing Director should be appointed by the Industrial Development Bank of India

as in the case of the Industrial Reconstruction Corporation of India. An initial share capital of Rs. 1 crore and a loan of Rs. 2 crores from the Government should be adequate for a start, with the provision of a revenue account grant from the Government for meeting the administrative expenditure in the first three or five years.

14.64 It is necessary, however, to see that the creation of a Newspaper Finance Corporation does not lead to the emergence of the newspaper industry as a 'sick' industry. If the financing is not done on strictly economic considerations, it becomes a form of subsidy, which will raise a question about discrimination and favours.

14.65 In any case, if it is undesirable to have a government controlled press, it is undesirable also to have a large element of subsidy to the press from the Government, unless it is given to weaker sections and unless the purpose is to maintain competition rather than restrict it. It is on this basis that the Committee has recommended the reservation of the Nepa output for small and medium papers. If a Newspaper Finance Corporation becomes a necessity, it should not be an agency for discriminatory assistance. It should examine all cases with equally rigid standards before sanctioning assistance. It may offer rebates on interest for encouraging regular repayment and may also charge lower interest on small amount and high interest on larger amounts. All this will be of help to the medium and smaller papers which will require assistance from the Corporation. The larger papers have an access to resources, which is not available to the others.

(Para 13.6.8, 13.6.9 and 13.6.10)

Reduction of Newsprint Wastage

14.66 In the case of domestic production of newsprint there is some waste in the manufacturing process. To the extent such waste is due to non-replacement of worn out parts of the old machinery, it should be possible to improve the position when the first phase of the expansion programme of Nepa mills has been completed. It has been pointed out to us that manufacturing waste is due to some extent to erratic electricity cuts. This also should be capable of being eliminated or at least substantially reduced. The use of better quality wrapping paper for packing the reels and of better quality reel core may also contribute to reduction of waste in case of Nepa Newsprint.

(Para 13.7.1)

14.67 Now that newsprint is very expensive, the port authorities should consider installing suitable apparatus for the proper handling of imported newsprint reels. The problem of handling newsprint reels should also be examined by the railways and suitable corrective measures taken.

(Para 13.7.2)

14.68 There is a difference of opinion between the publishers and the Registrar of Newspapers regarding the wastage margin that should be allowed to the newspapers while allocating newsprint quota. The problem has become accentuated because of the high recovery price of waste newsprint as well as of unsold copies of newspapers. Any provision for a degree of waste which is larger than the actual waste is bound to be a source of profit to some persons, and it is essential to be strict in regard to the permissible allowance in all such cases.

(Para 13.7.3)

Annual Compilation of Press Statistics

14.69 The Committee feels the need for an amendment of the Registration of Newspapers (Central) Rules, and also of the PRB Act if necessary, to provide for collection of items of information such as revenue and expenditure under different detailed heads, capital structure, working capital, employment and wages, advertisement space ratio (more precisely than is available now), purchases of newsprint, printing and composing machinery and spare parts, frongs and other specialised requirements of newspaper presses, interest and bonus payments, excise and other duties paid etc. It should also be made incumbent on newspapers to submit to RNI their audited balance sheets and profits and loss accounts in the same way these are submitted to the Registrar of Companies or Registrar of Societies or Income Tax authorities. Where there is any element of common ownership separate accounts should be submitted showing the basis of apportionment of the common costs.

(Para 13.8.5)

14.70 Besides the statutory functions of the Registrar of Newspapers, a number of executive functions and responsibilities connected with the import policy, procurement, distribution and allocation of newsprint as well as printing and composing machinery and allied items, have been entrusted to the Registrar.

14.71 The Committee feels that these important functions cannot be discharged efficiently unless there is a sufficient number of technically qualified staff for each of the assigned functions and unless there is full and upto date information continuously available on circulation and such other elements on which newsprint allocation should be based.

(Paras 13.8.7 & 13.8.8)

Circulation Data

14.72 The AFC's method of certifying circulation is dependent very largely on what the papers themselves provide. It is stated that there are surprise checks, but it is not clear to what extent the surprise element is maintained. Besides, once a surprise check has been made, a newspaper can be practically certain that there will not be another surprise check in the next two or three years. So long as these circulation figures were important only for determining advertisement rates, the ABC methods did not matter to any one other than advertisers, but now accurate circulation figures are necessary for deciding on the allocation of a very scarce and costly resource requiring foreign exchange. An independent check is, therefore, absolutely necessary.

(Para 13.9.5)

Need for More Effective Circulation Check

14.73 Since newsprint has become much more scarce and costly than ever before, the need for regular and effective circulation check of dailies as well as periodicals is beyond doubt. The Committee, therefore, suggests that (i) the Registrar of Newspapers should set up a panel of approved chartered accountants who alone should be authorised to issue circulation certificates to newspapers; (ii) the number of checking teams of the RNI should be increased and manned by trained and experienced persons; and (iii) that these teams should be utilised very fully for checking all data that may be sought by the RNI from the newspapers.

(Para 13.10.1)

(Sd)	(BHABATOSH DATTA)	Chairman
(Sd)	(R. RAJAGOPALAN)	Member
(Sd)	(K. C. RAMAN)	Member
(Sd)	(I. P. GUPTA)	Member

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(Sd) (BAWA SHIV CHARAN
SINGH)

Member

(Sd) (A. DATTA-MAJUMDAR)

Member-Secretary.

**New Delhi,
12 January, 1975.**

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AND
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Resolutions Extending the Life of the Committee from time to time

No. F.19/3/72-Press

GOVERNMENT OF INDIA

MINISTRY OF INFORMATION AND BROADCASTING

NEW DELHI-1, the 25th November, '72.

RESOLUTION

In modification of para 6 of this Ministry's Resolution No. 19/3/72-Press, dated 14th April, 1972, the President is pleased to decide that the Fact Finding Committee to enquire into the Economics of the Newspaper Industry shall submit the findings by the 30th June, 1973.

(Sd)

(M.A.S. RAJAN)

JOINT SECRETARY TO THE GOVERNMENT
OF INDIA

* * * *

No. 19/3,72-Press

GOVERNMENT OF INDIA

MINISTRY OF INFORMATION AND BROADCASTING

NEW DELHI-1, the 21st July, 1973.

RESOLUTION

In continuation of this Ministry's Resolution No. 19/3/72-Press dated the 25th November, 1972, the President is pleased to extend the life of the Fact Finding Committee to enquire into the Economics of the Newspaper Industry upto 31-3-1974.

(Sd)

(M.A.S. RAJAN)

JOINT SECRETARY TO THE GOVERNMENT
OF INDIA

247

No. 19/3/72-Press

GOVERNMENT OF INDIA

MINISTRY OF INFORMATION AND BROADCASTING

NEW DELHI-1, the 1st March, 1974.

RESOLUTION

In continuation of this Ministry's Resolution No. 19/3/72-Press, dated 21st July, 1973, the President is pleased to extend the term of the Fact Finding Committee to enquire into the Economics of the Newspaper Industry upto 30th June 1974.

(Sd)

(A.J. KIDWAI)

SECRETARY TO THE GOVERNMENT OF INDIA

* * * *

No. 19/3/72-Press

GOVERNMENT OF INDIA

MINISTRY OF INFORMATION AND BROADCASTING

NEW DELHI-1, the 15th July, 1974.

RESOLUTION

In continuation of this Ministry's Resolution No. 19/3/72-Press, dated 1st March, 1974, the President is pleased to extend the term of the Fact Finding Committee to enquire into the Economics of the Newspaper Industry upto 31st December 1974.

(Sd)

(A.J. KIDWAI)

SECRETARY TO THE GOVERNMENT OF INDIA

248

No. 19/3/72-Press

GOVERNMENT OF INDIA

MINISTRY OF INFORMATION AND BROADCASTING

NEW DELHI-1, the 8th January, 1975.

RESOLUTION

In continuation of this Ministry's Resolution No. 19/3/72-Press, dated 15th July, 1974, the President is pleased to extend the term of the Fact Finding Committee to enquire into the Economics of the Newspaper Industry upto 31st January, 1975.

(Sd)

(A. J. KIDWAI)

SECRETARY TO THE GOVT. OF INDIA

*Resolution Regarding Appointment of Member Bawa Shiv Charan Singh
on the Committee*

No. 19/3/72-Press

GOVERNMENT OF INDIA

MINISTRY OF INFORMATION AND BROADCASTING

NEW DELHI-1, the 5th November, 1973

RESOLUTION

The Government of India is pleased to nominate Bawa Shiv Charan Singh, Advocate, High Court, Delhi, also to serve as a Member on the Fact Finding Committee, set up to enquire into the economics of the Newspaper Industry, *vide* this Ministry's Resolution No. 19/3/72-Press, dated 14th April, 1972.

(Sd).

(A.J. KIDWAI)

SECRETARY TO THE GOVERNMENT OF INDIA

*Resolution Appointing Shri A. Datta-Majumdar as Member-Secretary
of the Committee*

GOVERNMENT OF INDIA

MINISTRY OF INFORMATION AND BROADCASTING

No. 19/3/72-Press

New Delhi-1, the 13th August, 1974.

RESOLUTION

In partial modification of Government Resolution No. 19/3/72-Press, dated the 14th April, 1972, as amended from time to time, Shri A. Datta-Majumdar, at present working as Joint Secretary of the Fact Finding Committee on Newspaper Economics, will function as Member-Secretary in place of Shri G. Govindan with immediate effect.

(Sd)

(A.J. KIDWAI)

SECRETARY TO THE GOVERNMENT OF INDIA

Sanction for the Staff of the Committee

No. A.11013/3/72-Admn. II

GOVERNMENT OF INDIA

Ministry of Information and Broadcasting

New Delhi-1, the 29th July, 1972.

To

The Secretary,
Fact Finding Committee on the Newspaper Economics of Newspaper
Industry.
New Delhi

Subject.—Creation of temporary posts for Fact Finding Committee on the
Economics of Newspaper Industry.

Sir,

I am directed to convey the sanction of the President to the creation of the following temporary posts for the office of the Fact Finding Committee on the Economics of Newspaper Industry in the scales given against each post with effect from the date the post is filled, and upto 28th February, 1973:

S.No.	Name of the Post	Classification	No. of posts	Scale
1	2	3	4	5

I. For Chairman's Office at Calcutta:

1.	Private Secretary	II (Gazetted)	1	Rs. 400—25—500 —30—590—EB— 30—800—EB—30 830—35—900
2.	Lower Division Clerk	III (Non-Gazetted)	1	Rs. 110—3—131— 4—155—EB—4— 175—5—180

1	2	3	4	5
II. For Delhi Office:				
1.	Joint Secretary	I (Gazetted)	1	Rs. 1300—60—1600
2.	Personal Assistant	II (Non-gazetted)	1	Rs. 210—10—270 —15—300—EB—15—450—EB—20—530
3.	Peons	IV (do.)	6	Rs. 70—1—85
4.	Administrative Officer	II (Gazetted)	1	Rs. 350—25—500 —30—590—EB—30—800—EB—30—830—35—900
5.	Assistants	II (Non-Gazetted)	2	Rs. 210—10—270 —15—300—EB—15—450—EB—20—530
6.	Accountant	III (do.)	1	Rs. 210—10—290 —15—320—EB—15—425
7.	Cashier	III (do.)	1	Rs. 130—5—160—8—200—EB—8—256—EB—8—280
8.	Junior Stenographer	III (do.)	6	Rs. 130—5—160—8—200—EB—8—256—EB—8—280—10—300
9.	Lower Division Clerks	III (do.)	6	Rs. 110—3—131—4—155—EB—4—175—5—180
10.	Daftry	IV (do.)	1	Rs. 75—1—85—2—95
Technical:				
1.	Senior Printing Technician, (with knowledge of printing and composing in daily papers)	I (Gazetted)	1	Rs. 1100—50—1400
2.	Economist	I (Gazetted)	1	Rs. 700—40—1100—50/2—1250

1	2	3	4	5
3.	Senior Statistician	I (Gazetted)	1	Rs. 700—40—1100 —50/2—1250
4.	Senior Investigator (with statistical qualifications)	II (Non-gazetted)	1	Rs. 325—15—475 —EB—20—575
5.	Junior Investigator (with Statistical qualifications)	III (Non-gazetted)	1	Rs. 210—10—290— 15—320—EB—15 —425
6.	Assistant Research Officer (with knowledge of Economics and aptitude for research)	II (Gazetted)	1	Rs. 350—25—500 30—590—EB—30 —800
7.	Technical Assistant	III (Non-gazetted)	2	Rs. 270—10—290 —15—410—EB— 15—485

2. The expenditure involved will be met from within the sanctioned Budget Grant of this Ministry under Demand No. 55, Major Head "71"-(Non-Plan) to be augmented by Supplementary grant.

3. This issues with the approval of Ministry of Finance *vide* their u.o. No. 2271 I&BFS/72 dated the 27th June, 1972.

Yours faithfully,

(Sd.) B. K. SHARMA

Under Secretary to the Government of India

No. A.11013/3/72-Admn. II
GOVERNMENT OF INDIA
Ministry of Information and Broadcasting

New Delhi-1, the July 20, 1974.

To
The Member Secretary,
Fact Finding Committee on Newspaper Economics,
Ministry of Information & Broadcasting,
New Delhi.

Subject.- Continuance of the temporary posts in the Fact Finding Committee on Newspaper Economics.

Sir,

In continuation of this Ministry's letter No. A.11013/3/72-Admn.-II, dated 2nd April, 1974, I am directed to convey the sanction of the President to the continuance of the following temporary posts in the Office of the Fact Finding Committee on Newspaper Economics (Ministry of Information and Broadcasting) for a further period of 6 months from 1st July, 1974 to 31st December, 1974:

S. No.	Designation of post	No. of posts	Scale of pay	Reference to Min.'s previous sanction	Reference to original sanction	Remarks
1	2	3	4	5	6	7
<i>I. For Chairman's Office at Calcutta:</i>						
1.	Assistant Research Officer	1	Rs. 400—400—450— 30—600—35—670— EB—35—950	A. 11013/3/72-Admn. II dt. 2-4-74.	A. 11013/3/72-Admn. II. dt. 19-11-73 I (Gazetted.)	
2.	Private Secretary	1	775—35—880—40— 1000—EB—40—1200	Do.	A.11013/3/72-Admn. II. dt. 29-7-72 II (Gazetted)	

3. Lower Division Clerk	1	260-6-290-EB-6 326-8-366-EB- 8-390-10-400	Do.	Do. III (Non-gazetted)
II. For Delli Office:				
1. Joint Secretary	1	1300-60-1600-- (Pre-revised scale)	Do.	Do. I (Gazetted)
2. Personal Assistant	1	425-15-500-EB- -15-560-20- -700-EB-25- 800	Do.	Do. II (Non-gazetted)
3. Administrative Officer	1	650-30-740-35-- 810-EB-35-880 -40-1000-EB- 40-1200	Do.	A. 11013/3/72-Admn. II. (Gazetted) dt. 29-7-72.
4. Assistants	2	425-15-500-EB- 15-560-20-700 -EB-25-800	Do.	Do. II (Non-gazetted)
5. Accountant	1	210-10-290-15- 320-EB-15-425 (Pre-revised scale)	Do.	Do. III
6. Cashier	1	330-10-380-EB- 12-500-EB-15- 560	Do.	Do. III
7. Junior Stenographer	5	Do.	Do.	Do. III
8. Lower Division Clerks	6	260-6-290-EB-6 -326-8-366-EB -8-390-10-400	Do.	Do. III
9. Daftry	1	200-3-206-4-234 -EB-4-250	Do.	Do. IV
10. Peons	6	196-2-320-EB- 3-232	Do.	Do. IV

1	2	3	4	5	6	7
<i>Technical:</i>						
1. Senior Printing Technician		1	1100—50—1400 (Pre-revised scale)	A.11013/3/72-Admn. II dt. 2-4-74.	A. 11013/3/72- Admn. II (Gazetted)	
2. Economist		1	700—40—1100—50/ 2/1250 (Pre-revised scale)	Do.	Do.	
3. Senior Statistician		1	Do.	Do.	Do.	
4. Senior Investigator		1	550—25—750—EB— 30—900	Do.	Do. II (Non-gazetted)	
5. Junior Investigator		1	425—15—500—EB— 15—560—20—700	Do.	Do.	III
6. Assistant Research Officer		1	650—30—740—35— 810—EB—35—880— 40—1000—EB—40— 1200	Do.	Do. II(Gazetted)	
7. Technical Assistants		2	470—15—530—EB— 20—650—EB—25— 750	Do.	III	

2. The expenditure involved will be met from within the sanctioned Budget Grant of the Fact Finding Committee on Newspaper Economics (Ministry of Information & Broadcasting) under Demand No. 61, Major Head "285", A. Information & Publicity, A.4 Registration of Newspapers—A 4(2)—Fact Finding Committee on Newspaper Economics, for the year 1974-75 (Non-Plan).

This issues with the approval of Ministry of Finance (*vide* their U.O. No. 2383-I&BFS, dated 6th July, 1974.

Yours faithfully,

(Sd.) R.K. Khattar

Under Secretary to the Government of India

*Advertisement in Newspapers inviting Memoranda on Economics
of Newspapers*

A Fact Finding Committee to enquire into the economics of the newspaper industry was appointed by the Government of India, Ministry of Information & Broadcasting, by Resolution No. 19/3/72 Press dated April 14, 1972. The terms of reference of the Committee are as follows:—

(i) to ascertain all the elements of the cost of production (including distribution to the reader) of the daily newspapers; and the relative magnitude of these elements in the different categories of newspapers;

(ii) to ascertain all the different elements of the total revenue earned by the newspapers; and the relative magnitude of these elements in the different categories of newspapers.

(iii) to study, under both the above items, the trends during the past few years and forecast, to the extent possible the normal changes likely to occur in the next year or two;

(iv) to evolve norms for different elements of expenditure from the point of view of reasonableness combined with efficiency and examine the prevailing levels of expenditure with reference to such norms; and

(v) on the basis of the above studies to record its findings in regard to the effect of restriction of newsprint supplies to different categories of newspapers and the fair prices to be charged by newspapers of different categories.

The Resolution lays down that the Committee will consult newspaper managements and also working journalists, non-journalist workers and any other interested group that it may consider desirable to consult.

The Committee hereby invites Memoranda from all interested persons, groups or associations on any or all of the subjects falling within the terms of reference of the Committee. It will be appreciated if 7 copies of such Memoranda are addressed to the undersigned by name on or before 23-6-72. The words "Memorandum for Fact Finding Committee" should be written at the top of the envelope containing the Memorandum.

Room 721, Shastri Bhavan
'A' Wing
Dr. Rajendra Prasad Rd.,
New Delhi-1.

G. GOVINDAN
Registrar of Newspapers for India
and Member-Secretary, Fact Finding
Committee on the Economics of
Newspapers

List of Newspapers, Newspaper Associations, Employees' Union and others which submitted Memoranda

NEWSPAPERS/NEWSPAPER GROUPS

1. Kasturi and Sons Ltd., Madras
(Publishers of Hindu).
2. Amrita Bazar Patrika, Calcutta.
3. Dainik Sambad, Agartala.
4. Lok Shikshana Trust, Hubli
(Publishers of Samyukta Karnataka).
5. The Statesman Ltd., Calcutta.
6. Nagpur Times, Nagpur.
7. Manipal Printers & Publishers Pvt. Ltd., Manipal
(Publishers of Udyavani).
8. Daily Pasban, Bangalore.
9. Dheervani, Bijapur.
10. Hindustan Times Ltd., New Delhi.
11. Deccan Chronicle, Secunderabad.
12. Sudharma, Mysore.
13. Andhra Bhoomi, Secunderabad.
14. Janata Express, Dehradun.
15. Daily Siasat Jadid, Kanpur.
16. Samachar, Mysore.
17. Shri Narakesari Prakashan Ltd., Nagpur
(Publishers of Tarun Bharat).
18. Chetawani, Chandigarh.
19. Sandesh Ltd., Ahmedabad
(Publishers of Sandesh).
20. Daily News, Hyderabad.

ASSOCIATIONS

21. Indian Languages Small Newspapers Association, Calcutta.
22. Indian Languages Newspapers Association, Bombay.
23. Indian and Eastern Newspaper Society, New Delhi.

24. The Vidarbha Daily Newspapers Association, Nagpur.
25. Small Newspapers Organisation, Cochin.
26. Mysore City Editors' Association, Mysore.
27. Indian Society of Advertisers Ltd., Bombay.
28. Advertising Agencies Association of India, Bombay.

UNIONS

29. Samyukta Karnataka Workers' Union, Hubli.
30. Ananda Bazar, Hindustan Standard and Desh Employees' Union, Calcutta.
31. Nagpur Union of Working Journalists, Nagpur.
32. Statesman Clericals' Staff Union, Calcutta.
33. Gujarat Journalists' Union, Ahmedabad.
34. Statesman Employees' Union, New Delhi.
35. Indian Federation of Working Journalists, New Delhi.
36. All India Newspaper Employees' Federation, New Delhi.
37. Statesman Journalists' Association, Calcutta.
38. Indian Journalists' Association, Calcutta.
39. West Bengal Union of Journalists, Calcutta.
40. National Union of Journalists (India), New Delhi.

OTHERS

41. United News of India, New Delhi.
42. Shri Shashi Kant K. Mehta
(Saurashtra Paper and Board Mill, Rajkot).
43. Shri R. R. Baliga, Metal Box Co. Ltd., Calcutta.
44. Shri S. Chaudhuri, Ex-Special Officer and Manager Bombay Office of
Ananda Bazar Patrika Group, Calcutta.
45. Shri B. M. Ramakrishna, Correspondent, UNI, New Delhi.
46. Shri A. B. Goswami, Electrical Engineer, Statesman House, New Delhi.

Fact Finding Committee on Newspaper Economics

QUESTIONNAIRE ADDRESSED TO ALL DAILY NEWSPAPERS

(Please return eight copies of the questionnaire, duly filled in and signed by a competent person in your establishment, to the Member-Secretary, Fact Finding Committee on Newspaper Economics, Room 721, Shastri Bhavan, New Delhi-1, on or before 15 October, 1972).

QUESTIONNAIRE

Ministry of Information and Broadcasting
Government of India
Room 721, Shastri Bhavan
'A' Wing, New Delhi-1.

August 1972

EXPLANATORY NOTES

Type of Organisation

1. Indicate whether the concern is a company registered under the Companies Act or a partnership or a sole proprietorship.

Direct Materials

2. These will include the consumption of only imported newsprint, NEPA newsprint, other printing paper indigenously procured and rotary printing ink. From the gross consumption of the above direct materials, realisation towards the sale of waste newsprint or paper shall be deducted in order to arrive at the net consumption of direct materials. The waste for this purpose shall include the following :

White waste, printed waste, core, tear-off, cut waste, spoils etc. and unsold printed issues.

Indirect Materials

3. These will include items such as lead, types, metals, flongs, zinc plates etc. These will not include any items of materials issued for the purpose of running and maintenance of machinery/vehicles such as lubricants and oil, waste, spare parts for machinery etc.

Employees

4. These will include all salaries and wages, company's contribution to Provident Fund, Employers' contribution to E.S.I., pension, gratuity and staff welfare expenses, but will exclude profit-sharing bonus. Incentive or production bonus will, however, form part of employees' cost.

Depreciation

5. The amount of depreciation to be shown in the proforma will represent only the depreciation allowed for the purpose of income-tax assessment irrespective of whether or not this amount is provided for in the accounts of the company. Depreciation should exclude any amount pertaining to any investment not connected with newspaper activity.

Repairs and Renewals

6. These will include only materials issued for the purpose of maintaining the machinery in a running condition and spare parts as replacements or renewals and repair charges paid to any outside parties. These will not include any items such as wages and other overheads that may be charged by the company on their own internal work orders. Expenses of this nature pertaining to vehicles shall not be included under this head.

General and Administrative Expenses

7. These will include all expenditure other than those specifically included in this proforma or the schedules forming part thereof.

Packing and Transport

8. These will include the cost of packing materials consumed and all other expenditure relating to transport of newspapers for delivery purposes. These will not include salaries and wages etc. already included under "employees' cost".

Miscellaneous income and Job Revenues

9. This will include miscellaneous realisation *other than realisation from sale of waste paper taken into account in Schedule 1, Section II*. This should not include interest, income from investments, from sale of assets and income pertaining to prior years. This should include jobbing realisation only if this item does not exceed 10% of advertisement and sales income put together in which case corresponding costs may be treated as part of newspaper activity in the various schedules to Section II. If jobbing realisation exceeds 10%, both the realisation and the cost relating thereto should not be treated as part of daily newspaper.

Commission on sale of Newspapers

10. Even though the accounting might have been made for the net realisation on account of sale of newspaper, the commission paid to the distributors of newspapers should be shown separately under this head with corresponding figures on the revenue side. If the commission paid is not recorded separately in the books of accounts, the same may be computed with reference to the average trade commission allowed to distributors. Similarly, if the commission paid to advertising agents is not recorded separately in the books of accounts, the same may be computed with reference to the average advertising commission allowed to agents.

11. The unit cost per thousand copies of serial numbers 1 to 11 of Section III should be derived with reference to the total number of copies printed for the year and the total cost of each item as given in Section II. (See Section I—Sl. No. A.4). In respect of serial numbers 13, 14 and 15, the unit cost per thousand copies should be derived with reference to the total number of paid copies (See Section I—Sl. No. A. 8).

Cost of waste and unpaid copies

12. Cost of waste and unpaid copies should be reckoned by the difference between the cost derived as above and the cost derived by dividing the amount at Sl. No. 11 by the total number of paid copies for the year (See Section I—Sl. No. A. 8).

13. The estimates for 1972, 1973 and 1974 may be made with reference to the ten-page restriction imposed by Government with effect from 1-1-1972 so as to bring out clearly the effect of such a policy on costs/revenues.

Name of Organisation.....

SECTION I

Type of Organisation.....

PRODUCTION AND
SALES STATISTICS

Name of the Daily.....

Date of first publication.....

	For the year end on.....							
	ESTIMATES			ACTUALS				
	1974	1973	1972	1971	1970	1969	1968	1967
	1	2	3	4	5	6	7	8
A. 1. Standard size of the paper—length and breadth—cms .								
2. Number of publishing days for the year :								
3. Average number of copies printed per publishing day								
4. Total number of copies printed for the year in thousands (items 2 × 3)								
1000								
5. Total number of standard pages printed including all supplements during the year corresponding to (4) above, in thousands								
6. Average number of standard pages per day printed (5 divided by 4)								

SECTION I

	1	2	3	4	5	6	7	8
7. Average number of paid copies per day								
8. Total number of paid copies for the year in thousands (2×7)								
1000								
9. Average number of copies distributed per publishing day free to staff or as exchange, voucher and complimentary copies								
10. Average trade terms allowed to distributors as a percent of the retail price								
11. Basic retail price of the newspaper--								
(a) Normal issue								
(b) Issue with magazine like Sunday magazine								
B. 1. Highest number of paid copies during any day of the year								
2. Lowest number of paid copies during any day of the year								
3. Highest number of pages per issue in any day of the year								
4. Lowest number of pages per issue in any day of the year								

	1	2	3	4	5	6	7	8
5. Out of total pages in A. (5) above, indicate—								
(a) Number of standard pages of supplements issued on festivals and other days (e.g. <i>Diwali, X'mas, Independence Day, Republic Day, etc.</i>)								
(b) Number of standard pages for sponsored supplements (<i>private bodies, institutions, etc.</i>)								
(c) Number of standard pages for other supplements, if any								
C. Advertisement space as a percent of total space:								
(a) Normal issues								
(b) Festival supplements								
(c) Sponsored supplements								
(d) Other supplements								

N.B. : Where figures are required in thousands, give whole figures to the nearest thousand, e.g., 148,723 to be shown as 149.

Name of Organisation.....

SECTION II

COSTS/REVENUES

Name of the Daily

(All amounts in lakhs of rupees up to two decimals)

	For the year ended on.....							
	ESTIMATES			AUCTUALS				
	1974	1973	1972	1971	1970	1969	1968	1967
	1	2	3	4	5	6	7	8
A. Costs								
1. Materials (as per Schedule 1 attached)								
(a) Direct material (See note 2)								
(b) Indirect material (See note 3)								
2. Employees (as per Schedule 2) (See note 4)								
3. News gathering expenses (as per Schedule 3)								
4. Depreciation (as per Schedule 4) (See note 5)								
5. Repairs and maintenance expenses (as per Schedule 5) (See note 6)								
6. General and administrative expenses (as per Schedule 6) (See note 7)								

SECTION II

18-4 M of I & B/74

	1	2	3	4	5	6	7	8
7. Packing and Transport (<i>as per Schedule 7</i>) (<i>See note 8</i>)								
8. Outside printing charges, if any, for work executed by outside parties								
9. Total (1 to 8)								
10. Less miscellaneous income and job revenue (<i>as per Schedule 8</i>) (<i>See note 9</i>)								
11. Total (9 minus 10)								
12. Commission								
(i) Sale of Newspapers (<i>See note 10</i>)								
(ii) Advertisement (<i>See note 10</i>)								
13. Total Cost (11 plus 12)								
14. Interest paid								
15. Bonus to employees								
16. Loss on sale of assets/assets written off								
17. Expenses relating to previous years								

SECTION II

	1	2	3	4	5	6	7	8
A (Contd.)								
18. Donations								
19. Loss on devaluation and other extraordinary expenses								
B. Revenues								
1. Advertisement income (<i>See note 10</i>)								
2. Sale of newspapers (<i>See note 10</i>)								
3. Total (1 plus 2)								
4. Other revenues:								
(a) Income from investments								
(b) Interest received								
(c) Profit on sale of assets								
(d) Credits relating to earlier years								
(e) Profit on devaluation and other extraordinary income								

N.B.: The figures should relate only to the amounts apportioned to the daily newspaper as detailed in the corresponding schedules.

	1	2	3	4	5	6	7	8
Schedule 1—Materials								
A. Direct								
<i>Newsprint, Paper & Ink Consumed (Amounts)</i>								
1. Printing paper								
2. Imported newsprint								
3. NEPA newsprint								
4. Total (1 to 3)								
5. Printing Ink/Rotary Ink								
6. Total (4 and 5)								
7. Less Sale of waste material arising out of newsprint and paper								
8. Total (6 minus 7)								

SECTION II

		<i>For the year ended on.....</i>															
(Quantities in Metric Tonnes)		ESTIMATES						ACTUALS									
		1974		1973		1972		1971		1970		1969		1968		1967	
		Qty	Am- ount	Qty	Am- ount	Qty	Am- ount	Qty	Am- ount	Qty	Am- ount	Qty	Am- ount	Qty	Am- ount	Qty	Am- ount
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
<i>Imported Newsprint</i>																	
1. Opening Balance	
2. Receipts during the year	
3. Consumption (including wastage)*	
4. Closing stock	
<i>NEPA Newsprint</i>																	
1. Opening Balance	
2. Receipts during the year	

SECTION II

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
3. Consumption (including wastage)*																
4. Closing stock																
<i>Printing Paper</i>																
1. Opening Balance																
2. Receipts during the year																
3. Consumption (including wastage)*																
4. Closing stock																

*Indicate wastage separately for imported, Nepa and Printing paper, if possible.

SECTION II

For the year ended on.....

	ESTIMATES				ACTUALS			
	1974	1973	1972	1971	1970	1969	1968	1967
	1	2	3	4	5	6	7	8
B. Indirect materials (Amounts) :								
1. Zinc sheets/Plates
2. Type metals/Lead
3. Process Films
4. Process Chemicals
5. Flongs
6. Printing Blocks
7. Others (if any single item is more than 10% of total indirect materials it may be shown separately)
Total (1 to 7)
Schedule 2—Employees Costs (Amounts) :								
1. Salaries and wages inclusive of all allowances but excluding profit sharing bonus

	1	2	3	4	5	6	7	8
2. Company's contribution to PF and PF Administration charges								
3. Staff welfare expenses (<i>includes items like uniforms, medical and educational facilities</i>)								
4. Gratuity and Pension								
5. Employees' State Insurance								
6. Total for the company (1 to 5)								
7. Amount apportioned to daily newspaper								
8. Basis of apportionment								
Schedule 3—News Gathering Expenses (Amounts) :								
1. Contribution and Contributor's expenses								
2. News Service Subscription								
3. Bearing Press Telegram								
4. Teleprinter/Circuit—Rental								
5. Total for the company (1 to 4)								

SECTION II

	1	2	3	4	5	6	7	8
Schedule 3 (Contd.)								
6. Amount apportioned to the daily newspaper
7. Basis of apportionment
Schedule 4—Depreciation (Amounts) :								
1. Total for the company
2. Amount apportioned to the daily newspaper
3. Basis of apportionment
Schedule 5—Repairs and Maintenance (Amounts) :								
1. Machinery
2. Other Assets
3. Total for the company
4. Amount apportioned to the daily newspaper
5. Basis of apportionment
Schedule 6—General and administrative expenses (Amounts) :								
1. Co-axial Cable Rental (for facsimile transmission)

SECTION-II

	1	2	3	4	5	6	7	8
2. Telephones								
3. Maintenance of Motor Vehicles								
4. Electric power								
5. Rent								
6. Directors' Remuneration and Sitting Fees								
7. Travelling expenses								
8. Printing, Binding and Stationery								
9. Rates, taxes and licences								
10. Insurance								
11. Postage								
12. Others								
<p><i>(Any item amounting to Rs. 1 lakh or more in the case of large and medium newspapers and amounting to Rs. 10,000 and above in the case of small newspapers should be listed here separately).</i></p>								

SECTION II

	1	2	3	4	5	6	7	8
Schedule 6 (Contd.)								
13. Total for the company (1 to 12)
14. Amount apportioned to the daily newspaper
15. Basis of apportionment
Schedule 7—Packing and Transport (Amounts) :								
1. Net aviation expenses, if any
2. Air freight
3. Railway freight
4. Postage on direct subscription etc.
5. Other delivery charges
6. Total for the company (1 to 5)
7. Amount apportioned to the daily newspaper
8. Basis of apportionment
9. Number of copies despatched (<i>in thousands</i>) for the year:
(i) By air

SECTION II

	1	2	3	4	5	6	7	8
(ii) By rail
(iii) By post
(iv) By hired transport
Total (i to iv)
Schedules 8 – Miscellaneous income and job revenue (Amounts) :								
1. Job revenues (See note 9)
2. Realisation by sale of waste relating to indirect materials (Realisation from sale of waste from direct materials already included in Schedule I—Section II)
3. Total for the company (1 and 2)
4. Amount apportioned to the daily newspaper
5. Basis of apportionment

Name of Organisation

SECTION III

Name of the Daily

UNIT COSTS/REVENUE

(Amount Correct to the Nearest Rupee)

	For the year ended on.....															
	ESTIMATES						ACTUALS									
	1974		1973		1972		1971		1970		1969		1968		1967	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
A. Unit Costs																
1. Materials																
(a) Direct materials																
(b) Indirect materials																
2. Employees																
3. News gathering expenses																
4. Depreciation																
5. Repairs and maintenance																
6. General and administrative expenses																
7. Packing and transport																

SECTION III

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
8. Outside printing charges, if any, for work executed by outside parties.																
9. Total (1 to 8)																
10. LESS: Miscellaneous income and job revenue																
11. Net total (9 minus 10)																
12. Cost of waste and unpaid copies (See note 12)																
13. Commission on																
(a) Newspapers																
(b) Advertisement																
14. Total Cost																
B. Unit Revenues																
1. Advertisement income																
2. Sale of newspapers																
3. Total revenue (1 plus 2)																

Column A—Cost/Revenue per 1000 copies

Column B—Cost/Revenue per 1000 copies of 10 pages

Name of Organisation

SECTION IV

Name of the Daily

TREND IN RATES

S. No.	Particulars	July 72	July 71	July 70	July 69	July 68	July 67
		Rs. 1	Rs. 2	Rs. 3	Rs. 4	Rs. 5	Rs. 6
1.	Canadian Newsprint (per m/ton)
2.	Norwegian Newsprint (per m/ton)
3.	Russian Newsprint (per m/ton)
4.	Swedish Newsprint (per m/ton)
5.	Polish Newsprint (per m/ton)
6.	Czech Newsprint (per m/ton)
7.	American Newsprint (per m/ton)
8.	Nepa Newsprint (per m/ton)
9.	Printing paper (per m/ton)
10.	Ink (per kg)
11.	Petrol for motor vehicles (per kilolitre)
12.	Interest on Overdraft (per cent)

SECTION IV

	1	2	3	4	5	6
<i>Rates for Sale of Waste Materials</i>						
13. Imported flats (<i>white waste</i>) (<i>per m/ton</i>)
14. Nepa flats (<i>white waste</i>) (<i>per m/ton</i>)
15. White printing paper waste (<i>per m/ton</i>)
16. Old Newspaper (<i>printed waste</i>) (<i>per m/ton</i>)
17. Rubbish (<i>per m/ton</i>)
18. Average No. of employees
19. Average Employees' Cost per month

Note : 1. All rates should be expressed in terms of delivered cost at the press.

2. If no separate rates are available for Sl. Nos. 1 to 7 a single rate for the imported newsprint may be shown.

Name of Organisation

SECTION V

Name of the Daily

CAPITAL STRUCTURE

(All amounts in lakhs of rupees upto two decimals)

	As at.....(Closing date of the Accounting year)							
	ESTIMATES				ACTUALS			
	1974	1973	1972	1971	1970	1969	1968	1967
A. SOURCES OF FUNDS								
1. Paid-up share capital								
(a) (i) Ordinary shares (excluding bonus shares)								
(ii) Bonus shares								
(b) Preference shares (with rate of dividend)								
(c) Forfeited shares								
(d) Share premium account								
Total of 1								
2. Reserves and surplus								
(a) Capital reserves								

	1	2	3	4	5	6	7	8
(b) Development rebate reserves								
(c) General reserves								
(d) Other reserves								
(e) Surplus as per Profit and Loss Account								
Total of 2								
3. Loans								
(a) Debentures (<i>with rate of interest</i>)								
(b) Long-term from financial institutions and banks								
(c) Fixed deposits								
(d) Bank loans/Overdrafts/Cash credits (<i>indicating amounts bankwise</i>)								
(e) Any other short-term loan								
Total of 3								
4. Current liabilities and provisions								
(i) <i>Current liabilities</i>								
(a) For capital expenditure								

SECTION V

4. <i>Contd.</i>	1	2	3	4	5	6	7	8
(b) For liabilities on which interest is payable								
(c) For interest accrued and/or due								
(d) For other items								
(ii) <i>Provisions</i>								
(a) Provision for taxation								
(b) Proposed dividends								
(c) Other provisions (<i>with details</i>)								
Total of 4								
Grand Total to be agreed with Balance Sheet								
B. APPLICATION OF FUNDS								
1. Net fixed assets								
(a) Gross block (<i>excluding capital work-in-progress</i>)								
(b) <i>LESS</i> Cumulative depreciation								

	1	2	3	4	5	6	7	8
(c) Net block (a-b)								
(d) Capital work-in-progress								
(e) Total fixed assets								
2. Investment outside the business								
3. Current Assets, Loans and Advances								
(a) <i>Current Assets</i>								
(i) Stores & spares for production								
(ii) Stores & spares for capital work-in-progress								
(iii) Packing materials								
(iv) Stock-in-trade:								
Raw materials								
Work-in-progress								
Finished goods}								

SECTION V

3. <i>Contd.</i>	1	2	3	4	5	6	7	8
(v) Sundry debtors for sale of newspapers, advertisements and other goods and services								
Other debtors								
<i>(Classify under broad headings)</i>								
(vi) Cash and bank balance:								
In hand and with banks on current account								
Remittances in transit								
In fixed deposits								
(vii) Others, if any								
(viii) Total of (a)								
(b) <i>Loans, Deposits and Advances</i>								
(i) Loans/advances for capital expenditure								
(ii) Loans/advances on which interest is recoverable								

SECTION V

	1	2	3	4	5	6	7	8
(iii) Advance payment of income tax
(iv) Other items
(v) Total of (b)
Total current assets, loans and advances (a) + (b)
4. Miscellaneous expenditure and losses
Grand Total to be agreed with Balance Sheet

- N.B. : (1) In respect of fresh capital raised during any of the years under S.No. A-1(a), A-1(b) A-1(c), A-1(d) and A-3(a), the amounts of fresh capital raised and their respective dates of receipt.
- (2) In respect of loans at S.No. A-3, the current rates of interest (as in July 1972) on each of the borrowings.
- (3) In respect of depreciation written off on fixed assets, the method of depreciation followed, viz., straight line or diminishing balance method and if the depreciation rates followed are different from those prescribed under the Income Tax Rules, the rates followed for accounting purposes.

Name of Organisation

SECTION VI—GENERAL

Name of the Daily

	For the year ended on							
	ESTIMATES			ACTUALS				
	1974	1973	1972	1971	1970	1969	1968	1967
	1	2	3	4	5	6	7	8
A. Staff Employed* (Give numbers against each category indicated below at the end of the year. For each category please show within brackets the number of persons who are also shareholders or holders of any financial interest.) Range of gross emoluments per month is given for all categories.								
1. Editorial								
(a) Rs. 2000 and above p.m.								
(b) Rs. 1000—2000 p.m.								
(c) Rs. 500—1000 p.m.								
(d) Below Rs. 500 p.m.								

organisation chart for the newspaper establishment.

	1	2	3	4	5	6	7	8
2. News Gathering								
(a) Rs. 2000 and above p.m.								
(b) Rs. 1000—2000 p.m.								
(c) Rs. 500—1000 p.m.								
(d) Below Rs. 500 p.m.								
3. Advertisement								
(a) Rs. 2000 and above p.m.								
(b) Rs. 1000—2000 p.m.								
(c) Rs. 500—1000 p.m.								
(d) Below Rs. 500 p.m.								
4. Press								
(a) Rs. 2000 and above p.m.								
(b) Rs. 1000—2000 p.m.								
(c) Rs. 500—1000 p.m.								
(d) Below Rs. 500 p.m.								

SECTION VI

	1	2	3	4	5	6	7	8
5. Distribution								
(a) Rs. 2000 and above p.m.								
(b) Rs. 1000—2000 p.m.								
(c) Rs. 500—1000 p.m.								
(d) Below Rs. 500 p.m.								
6. General Management								
<i>(Not including those members of management who are directly classified under any other heads)</i>								
(a) Rs. 2000 and above p.m.								
(b) Rs. 1000—2000 p.m.								
(c) Rs. 500—1000 p.m.								
(d) Below Rs. 500 p.m.								

	1	2	3	4	5	6	7	8
B. Salaries and wages* (<i>Amount in lakhs of rupees upto two decimals</i>)								
1. Editorial								
2. News gathering								
3. Advertisement								
4. Press								
5. Distribution								
6. General Management								
7. Total (1 to 6)								
C. News, features, articles (<i>Amount in lakhs of rupees upto two decimals</i>)								
1. Payments to news agencies								
2. Payments to special reporters								
(i) in India								
(ii) abroad								

*Please indicate if you have implemented the wage board recommendations in respect of
 (i) working journalists *yes/no* (ii) non-journalist workers *yes/no*

SECTION VI

C. <i>Contd.</i>	1	2	3	4	5	6	7	8
3. Payments for special contribution								
4. Payments for syndicated features								
5. Payments to casual contributors								
6. Payments to reviewers of books								
7. Other payments of a similar nature								
8. Total (1 to 7)								
D. Excise Duty paid (<i>Amount in lakhs of rupees upto two decimals</i>)								
E. Distribution of Profits (<i>If profit distribution for the daily is not separately available or possible, amounts for the organisation as a whole may be given (Amounts in lakhs of rupees up to two decimals)</i>)								
1. Tax on income								
2. Profit sharing bonus								
3. Transfer to reserve and other funds								

SECTION VI

	1	2	3	4	5	6	7	8
4. Distributed profits								
5. Rate of dividend								
F. Foreign Exchange expenditure (<i>Amount in lakhs of rupees up to two decimals</i>)								
1. Newsprint (<i>c.i.f.</i>)								
2. Travel								
3. Payments to correspondents and contributors								
4. Others								
5. Total (1 to 4)								
G. 1. Number of copies sold outside India								
2. Amount of foreign exchange earned (<i>Amount in lakhs of rupees up to two decimals</i>)								
(a) Sale of newspapers								
(b) Advertisements								

SECTION VI

	1	2	3	4	5	6	7	8
H. Average gross advertisement rates per column cm.								
1. Classified								
2. Display								
3. Others—specify each category								
4. Per thousand paid copies								
I. Average advertisement rate per column cm. for display advertisement.								
1. Front page								
2. Back page								
3. Inside page								
4. For box advertisement for high salaried jobs								
J. Average reduction in gross rate for advertisement over a series of days when compared to casual advertisement rates.								

Statement issued by Dr. Bhabatosh Datta, Chairman, Fact Finding Committee on Newspaper Economics

“Not many newspapers have so far sent replies to the questionnaire addressed by the Fact Finding Committee on Newspaper Economics to all daily newspapers in the country. The questionnaires were sent out in the first week of September, 1972. The last date for submission of replies was October 15. In response to requests from several newspapers the Committee decided to extend the date for submission of replies till November 15, 1972. I would now request the newspapers to send their replies without any further delay. This is essential to enable the Committee to begin processing the data.

“In the ‘explanatory notes’ to the questionnaire it had earlier been mentioned that estimates for the years 1972 to 1974 might be made with reference to the ten-page limit for allocation of newsprint imposed by Government with effect from 1st January 1972. Publishers may now give their estimates without reference to any particular page limit. They are requested to indicate clearly the average number of pages on which the estimates for each of these years are based. They may also indicate the allocation of space between news and advertisement which they have in mind for each of these years.”

Notification dated 26 April 1973 investing powers of the Commissions of Inquiry on the Committee

GOVERNMENT OF INDIA

MINISTRY OF INFORMATION AND BROADCASTING

NEW DELHI-1, the 26th April, 1973.

NOTIFICATION

G.S.R. 208 (E) WHEREAS a Fact Finding Committee has been set up under the Resolution of Government of India in the Ministry of Information and Broadcasting No. 19/3/72-Press dated the 14th April, 1972 for the purpose of making an inquiry into a definite matter of public importance, namely, the economics of the newspaper industry;

AND WHEREAS the Fact Finding Committee had addressed a detailed, questionnaire to all the daily newspapers in September, 1972, requesting information and data on matters pertaining to the terms of reference which, in the opinion of the Fact Finding Committee, may be useful or relevant to the subject matter of the inquiry;

AND WHEREAS only a small number of daily newspapers have furnished the requisite information and data;

AND WHEREAS the information and data supplied by some daily newspapers have been found to be insufficient or inadequate;

AND WHEREAS a large number of daily newspapers have still not furnished any information or data;

AND WHEREAS having regard to the nature of the inquiry and the circumstances of the case, the Central Government is of opinion that all the provisions of the Commissions of Inquiry Act, 1952 (60 of 1952) other than the provisions of sub-section (1) of Section 5 thereof should be made applicable to the said Fact Finding Committee;

NOW, THEREFORE, in exercise of the powers conferred by Section 11 of the said Act, the Central Government hereby directs that all the provisions of the said Act other than the provisions of sub-section (1) of Section 5 thereof shall apply to the said Fact Finding Committee.

Sd/-

(A. J. KIDWAI)

Secretary to the Government of India

(F. No. 19/3/72-Press)

Amendment Notification of No. 208(E) dated 26 April 1973

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING

NEW DELHI-1, dated the 29th April, 1974

NOTIFICATION

G.S.R. 195 (E) In exercise of the powers conferred by Section 11 of the Commissions of Inquiry Act, 1952 (60 of 1952) and all other powers hereur to enabling, the Central Government hereby makes the following amendment in the Notification of the Government of India in the Ministry of Information and Broadcasting No. G.S.R. 208(E), dated the 26th April, 1973. namely:—

In the said Notification, the words, brackets and figures "other than the provisions of sub-section (1) of Section 5 thereof" at both the places where they occur shall be omitted.

(No. F. 13(2)/74-FFCNE)

Sd/-

(A. J. KIDWAI)

Secretary to the Government of India

Fresh Notification conferring powers under section 5 of the Commissions of Inquiry Act

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING

NEW DELHI-1, dated the 30th April, 1974

NOTIFICATION

G.S.R. 199-(E).....Whereas by the Notification of the Government of India in the Ministry of Information and Broadcasting No. G.S.R. 208 (E), dated the 26th April, 1973, as amended by the Notification of the Government of India in the Ministry of Information and Broadcasting No. 195(E), dated the 29th April, 1974 all the provisions of the Commissions of Inquiry Act, 1952 (60 of 1952) have been made applicable to the Fact Finding Committee set up under the Resolution of the Government of India in the Ministry of Information and Broadcasting No. 19/3/72-Press, dated the 14th April, 1972:

AND WHEREAS having regard to the nature of the inquiry to be made by the said Committee and other circumstances of the case, the Central Government is of opinion that the provisions of sub-sections (2), (3), (4) and (5) of Section 5 of the said Act should be made applicable to the said Committee:

NOW, THEREFORE, in exercise of the powers conferred by sub-section (1) of Section 5 of the said Act and all other powers hereunto enabling the Central Government hereby directs that the provisions of sub-sections (2), (3), (4) and (5) of the said Section 5 shall apply to the said Committee.

No. F. 13(2)/74-FFCNE

Sd/-

(A. J. KIDWAI)

Secretary to the Government of India

*List of 534 dailies out of which 140 were selected for study
by the Committee*

[Papers selected for study are marked with an asterisk(*)]

NOTE.—These dailies were on the record of the Registrar of Newspapers for India at the end of 1971 and continued to exist at the end of 1972. Dailies which started publication in 1972 or thereafter are not included. Non-existent and ineffective papers have been excluded.

Name of the newspaper/language/place of publication	Circulation (1972)
1	2
<i>A.1. Big (circulation above 1,00,000)</i>	
1.* Aranda Bazar Patrika (Bengali), Calcutta	3,10,240
2.* Malayala Manorama (Malayalam), Kottayam	2,04,078
3.* Jugantar (Bengali), Calcutta	1,93,646
4.* Hindu (English), Madras	1,84,019
5.* Navbharat Times (Hindi), Delhi	1,80,287
6.* Hindustan (Hindi), Delhi	1,61,088
7.* Times of India (English), Bombay	1,58,630
8.* Statesman (English), Calcutta	1,51,128
9.* Hindustan Times (English), Delhi	1,43,940
10.* Mathrubhumi (Malayalam), Ernakulam	1,43,570
11.* Lokasatta (Marathi), Bombay	1,37,478
12.* Kerala Kaumudi (Malayalam), Trivandrum	1,34,749
13.* Mathrubhumi (Malayalam), Calicut	1,22,251
14.* Maharashtra Times (Marathi), Bombay	1,19,484
15.* Dinamani (Tamil), Madurai	1,12,112
16.* Tribune (English), Chandigarh	1,06,893

	1	2
17.* Amrita Bazar Patrika (English), Calcutta	· ·	1,06,323
18.* Thanthi (Tamil), Madras	· · · ·	1,06,264
19.* Malayala Manorama (Malayalam), Calicut	· ·	1,01,676
20.* Bombay Samachar (Gujarati), Bombay	· · ·	1,00,718
21.* Sandesh (Gujarati), Ahmedabad	· · ·	1,00,446
<i>A. 2 Big (circulation 50,001—1,00,000)</i>		
22.* Indian Express (English), Bombay	· · · ·	97,442
23.* Gujarat Samachar (Gujarati), Ahmedabad	· ·	96,250
24.* Indian Express (English), Delhi	· · · ·	95,239
25.* Andhra Prabha (Telugu), Vijayawada	· · ·	89,354
26.* Prajavani (Kannada), Bangalore	· · · ·	86,486
27.* Times of India (English), Delhi	· · · ·	85,994
28.* Sakal (Marathi), Poona	· · · ·	84,461
29.* Hindustan Standard (English), Calcutta	· · ·	81,403
30.* Arya Vata (Hindi), Patna	· · · ·	78,153
31.* Indian Express (English), Madurai	· · ·	72,861
32.* Free Press Journal (English), Bombay	· · ·	66,741
33.* Deccan Herald (English), Bangalore	· · ·	66,070
34.* Nav Bharat Times (Hindi), Bombay	· · ·	66,327
35.* Dinamani (Tamil), Madras	· · · ·	57,578
36.* Nai Dunia (Hindi), Indore	· · · ·	56,463
37.* Deepika (Malayalam), Kottayam	· · · ·	54,272
38.* Indian Express (English), Vijayawada	· · ·	52,108
39.* Indian Express (English), Bangalore	· · ·	51,858
40.* Kesari (Marathi), Poona	· · · ·	51,681
41.* Jagaran (Hindi), Kanpur	· · · ·	51,473
<i>B.1 Medium (circulation 30,001—50,000)</i>		
42.* Tarun Bharat (Marathi), Nagpur	· · · ·	49,724
43.* Samaj (Oriya), Cuttack	· · · ·	48,967

1	2
44.* Indian Nation (English), Patna	48,963
45.* Kannada Prabha (Kannada), Bangalore	47,374
46. Gujarat Mitra and Gujarat Darpan (Gujarati), Surat	46,940
47. Patriot (English), New Delhi	46,840
48.* Alai-Osai (Tamil), Madras	46,790
49.* Thanthi (Tamil), Tiruchirapalli	46,688
50. Vishwamitra (Hindi), Calcutta	45,388
51.* Hind Samachar (Urdu), Jullundur	45,135
52. Jana Satta (Gujarati), Ahmedabad	44,964
53.* Samyukta Karnataka (Kannada), Hubli	44,890
54. Nava-shakti (Marathi), Bombay	44,217
55. Navakal (Marathi), Bombay	43,900
56.* Jannabhoomi (Gujarati), Bombay	43,617
57.* Thanthi (Tamil), Coimbatore	41,880
58.* Aj (Hindi), Varanasi	41,105
59. Tarun Bharat (Marathi), Poona	40,098
60.* Statesman (English), New Delhi	39,840
61.* Northern India Patrika (English), Allahabad	37,880
62. Maratha (Marathi), Bombay	37,000
63.* Indian Express (English), Madras	36,526
64.* Milan (Urdu), New Delhi	36,103
65.* Jai Hind (Gujarati), Rajkot	35,973
66.* Deccan Chronicle (English), Secunderabad	34,983
67.* Phalchhab (Gujarati), Rajkot	34,207
68.* Express (Malayalam), Trichur	33,445
69.* Amar Ujala (Hindi), Agra	33,059
70.* Thanthi (Tamil), Madurai	33,045
71.* Dinamalar (Tamil), Tirunelveli	32,947
72.* Pratap (Urdu), New Delhi	32,572
73.* National Herald (English), Lucknow	31,890

	1	2
74.* Udayavani (Kannada), Manipal		31,611
75.* Punjab Kesari (Hindi), Jullundur		31,216
76.* Andhra Patrika (Telugu), Vijayawada		30,649
B.2 Medium (circulation 15,001—30,000)		
77.* Janashakti (Gujarati), Bombay		29,976
78.* Swatantra Bharat (Hindi), Lucknow		28,520
79. Lok Satta (Gujarati), Baroda		28,317
80.* Thanthi (Tamil), Vellore		28,281
81. Andhra Jyoti (Telugu), Vijayawada		28,086
82.* Economic Times (English), Bombay		27,751
83. Dainik Vir Arjun (Hindi), New Delhi		27,602
84.* Basumati (Bengali), Calcutta		25,991
85.* Andhra Prabha (Telugu), Bangalore		25,453
86. Vir Pratap (Hindi), Jullundur		24,881
87.* Mail (English), Madras		24,190
88. Assam Tribune (English), Gauhati		24,165
89.* Thanthi (Tamil), Tirunelveli		23,923
90.* Chandrika (Malayalam), Calicut		23,750
91.* Nava Bharat (Hindi), Raipur		23,530
92. Vishal Sahayadri (Marathi), Poona		23,246
93.* Times of India (English), Ahmedabad		22,734
94. Dinamalar (Tamil), Tiruchirapalli		22,035
95. Ajit (Punjabi), Jullundur		21,729
96. Nava Bharat (Hindi), Nagpur		21,660
97.* Kovai Malai Murasu (Tamil), Coimbatore		21,244
98. Sanmarg (Hindi), Calcutta		21,022
99. Pioneer (English), Lucknow		20,722
100. Dainik Assam (Assamese), Gauhati		20,463
101.* Nava Shakti (Tamil), Madras		19,856

	1	2
102.*	Malai Murasu (Tamil), Madras	19,772
103.*	Nagpur Times (English), Nagpur	19,287
104.	Deshabhimani (Malayalam), Kozhikode	19,234
105.*	Evening News of India (English), Bombay	19,227
106.*	Pradeep (Hindi), Patna	18,964
107.*	Search-light (English), Patna	18,537
108.	Nava Bharat (Hindi), Jabalpur	18,226
109.*	Samyukta Karnataka (Kannada), Bangalore	17,629
110.	Deshabhimani (Malayalam), Cochin	17,555
111.	Rashtra Doot (Hindi), Jaipur	17,032
112.	Andhra Bhoomi (Telugu), Secunderabad	16,949
113.	Free Press Bulletin (English), Bombay	16,408
114.*	Indian Express (English), Ahmedabad	16,394
115.*	Jana Satta (Gujarati), Rajkot	15,990
116.	Pratap (Urdu), Jullundur	15,884
117.	Hindustan (Sindhi), Bombay	15,882
118.	Gavakari (Marathi), Nasik	15,371
119.	Navin Dunia (Hindi), Jabalpur	15,324
120.	Sanchar (Marathi), Sholapur	15,256
121.*	Rajasthan Patrika (Hindi), Jaipur	15,238
122.*	Akali Patrika (Punjabi), Jullundur	15,172
123.	Motherland (English), New Delhi	15,080
124.*	Sainik Daily (Hindi), Agra	15,034 (1971)

C.1 Small (circulation 5,001—15,000)

125.	Jagaran (Hindi), Jhansi	14,940
126.	Deshbandhu (Hindi), Raipur	14,923
127.	Keraladesam (Malayalam), Trivandrum	14,831 (1971)
128.	Kerala Times (Bilingual), Ernakulam	14,712
129.	Prajatantra (Oriya), Cuttack	14,710

	1	2
130.	Jayakodi (Tamil), Madras	14,534 (1971)
131.	Thaniniram (Malayalam), Trivandrum	14,509
132.	Navamani (Tamil), Madras	14,458
133.	Nathigam (Tamil), Madras	14,440
134.*	Janayugom (Malayalam), Quilon	14,298
135.	Western Times (English), Ahmedabad	14,290
136.	Murasoli (Tamil), Madras	14,223
137.	Inquilab (Urdu), Bombay	13,812
138.	Hindi Milap (Hindi), Jullundur	13,569
139.*	Navjivan (Hindi), Lucknow	13,549
140.	Viplavan (Malayalam), Calicut	13,535
141.*	Madurai Malai Murasu (Tamil), Madurai	13,464
142.*	Thanjai Malai Murasu (Tamil), Tiruchirapalli	13,387
143.	Nutan Saurashtra (Gujarati), Rajkot	13,314
144.*	Ganashakti (Bengali), Calcutta	13,219
145.	Pudhari (Marathi), Sangli	13,197
146.*	Bharat (Hindi), Allahabad	13,155
147.	Matribhoomi (Marathi), Akola	13,081
148.	Marathwada (Marathi), Aurangabad	12,996
149.	Navjyoti (Hindi), Ajmer	12,928
150.*	Pratap (Gujarati), Surat	12,732
151.	Navabharat (Hindi), Bhopal	12,425
152.*	Navajyoti Herald (English), Jaipur	12,321
153.*	Salem Malai Murasu (Tamil), Salem	12,298
154.	Swadesh (Hindi), Indore	12,270
155.	Nava Bharat (Kannada), Mangalore	12,103
156.	Nava Jyoti (Hindi), Jaipur	12,096
157.*	Financial Express (English), Bombay	11,986
158.*	Kerala Nadam (Malayalam), Ernakulam	11,910
159.	Milap (Urdu), Jullundur	11,792

	1	2
160.	Amar Ujala (Hindi), Bareilly	11,792
161.	Kalinga (Oriya), Cuttack	11,610 (1971)
162.	Rehnume-E-Deccan (Urdu), Hyderabad	11,600
163.	Veera Thaizh Bhoomi (Tamil), Madras	11,581 (1971)
164.	Lokmat (Marathi), Nagpur	11,580 (1971)
165.	Inapore (Tamil), Madras	11,376
166.*	Malai Murasu (Tamil), Tirunelveli	11,321
167.	Nav Hind Times (English), Panaji	11,298 (1971)
168.	National Herald (English), New Delhi	11,246
169.	Sandhyakat (Marathi), Bombay	11,000
170.*	Hindustan Times Evening News (English), Delhi	10,974
171.	Gandiva (Hindi), Varanasi	10,814
172.	Yuga Dharma (Hindi), Nagpur	10,725
173.*	Yuga Dharma (Hindi), Raipur	10,596
174.*	Gomantak (Marathi), Panaji	10,596 (1971)
175.*	Siasat Daily (Urdu), Hyderabad	10,537
176.	Deepam (Malayalam), Ernakulam	10,533
177.	Siyasat Jadid (Urdu), Kanpur	10,500
178.	Jai Hind (Gujarati), Ahmedabad	10,350
179.	Pagal Nila (Tamil), Madras	10,272
180.*	Janayugom (Malayalam), Calicut	10,256
181.	Indian Herald (English), Hyderabad	10,060
182.*	Panj Amiruthan (Tamil), Madras	10,000
183.	Aaj Ka Rajasthan (Hindi), Jaipur	10,000
184.	Mathrubhumi (Oriya), Cuttack	10,000
185.*	Sanmarg (Hindi), Varanasi	9,990
186.*	Dainik Sarbad (Bengali), Agartala	9,907
187.	Naya Karvan (Urdu), Hyderabad	9,817
188.*	Daily Action (English), Kanpur	9,793
189.*	Saurashtra Samachar (Gujarati), Bhavnagar	9,776

	1	2
190.	Andhra Patrika (Telugu), Madras	9,656
191.*	Sewak (Gujarati), Ahmedabad	9,626
192.	Quami Awaz (Urdu), Lucknow	9,590
193.	Paigham (Urdu), Kanpur	9,530
194.*	Sakal (Marathi), Bombay	9,268
195.*	Theekkathir (Tamil), Madurai	9,261
196.*	Desh Doot (Hindi), Allahabad	9,254
197.	Sholapur Samachar (Marathi), Sholapur	9,154
198.	Nava India (Tamil), Coimbatore	8,950
199.	Powra Dhawani (Malayalam), Kottayam	8,949
200.	Mulk-e-Millat (Urdu), Delhi	8,916
201.	Yuga Dharma (Hindi), Jabalpur	8,901
202.	Rekha Sandhya Dainik (Hindi), Nagpur	8,868
203.	Dainik Gatha (Hindi), Kanpur	8,868 (1971)
204.	Vishalandhra (Telugu), Vijayawada	8,783
205.	Desh Doot (Marathi), Nasik	8,724
206.	Mewat (Hindi), Gurgaon	8,650
207.*	Dinaoli (Tamil), Madras	8,640
208.*	Azad (Urdu), Bangalore	8,517
209.	Pradeep (Urdu), Jullundur	8,515
210.	Jam-e-Jamshed (Gujarati), Bombay	8,447
211.	Veerangani (Tamil), Madras	8,250 (1971)
212.	Tarjuman (Urdu), Ludhiana	8,112 (1971)
213.	Satyavadi (Marathi), Kolhapur	8,095
214.	Kalantar (Bengali), Calcutta	8,000
215.	Aaj Ki Baat (Hindi), Gurgaon	8,000 (1971)
216.	Viswakeralam (Malayalam), Trivandrum	8,000
217.	Paigham (Bengali), Calcutta	7,946
218.*	Urdu Times (Urdu), Bombay	7,928
219.	Varungalam (Tamil), Madras	7,916 (1971)

	1	2
220.	Swarajya (Oriya), Bhubaneshwar	7,910
221.*	Vellore Malai Murasu (Tamil), Vellore	7,823
222.	Natun Assamiya (Assamese), Gauhati	7,720
223.	Assam Express (English), Gauhati	7,592 (1971)
224.	Andhra Janatha (Telugu), Hyderabad	7,539
225.	Indore Samachar (Hindi), Indore	7,502 (1971)
226.	Pasban (Urdu), Bangalore	7,500
227*.	Kerala Bhushanam (Malayalam), Kottayam	7,442 (1971)
228.	Gomathi (Malayalam), Trichur	7,387
229.	Navakeralam (Malayalam), Trivandrum	7,382 (1971)
230.	Kutch Mitra (Gujarati), Bhuj-Kutch	7,378
231.	Vyapari (Tamil), Madras	7,300 (1971)
232.	Hindi Dainik (Hindi), Allahabad	7,208
233.	Shri Vijaya (Hindi), Allahabad	7,075
234.	Cochin Express (Malayalam), Cochin	6,985
235.	Hitwada (English), Bhopal	6,921
236.	Dainik Parvatiya (Hindi), Nainital	6,875
237.	Netaji (Kannada), Hubli	6,761
238.	Poona Herald (English), Poona	6,631
239.	Janavani (Kannada), Bangalore	6,615
240.	Quami Dard (Panjabi), Jullundur	6,573
241.	Dainik Madhya Desh (English), Bhopal	6,566
242.*	Shivashakti (Marathi), Akola	6,478
243.	Jayakahlam (Malayalam), Trichur	6,453
244.	Jathedar (Panjabi), Jullundur	6,199
245.	Prajawani (Marathi), Nanded	6,167
246.	Navabharat (Hindi), Indore	6,114
247.	Sanj Maratha (Marathi), Bombay	6,002
248.	Azad Hind (Urdu), Calcutta	6,000
249.	Dehat (Hindi), Muzaffarnagar	6,000

	1	2
250.	Nav Prabha (Marathi), Punjab	5,959
251.*	Ranjit (Panjabi), Patiala	5,912
252.	Dainik Bhaskar (Hindi), Gwalior	5,761
253.	Bijnor Times (Hindi), Bijnor	5,750 (1971)
254.	Pravada (Hindi), Aligarh	5,717 (1971)
255.	Parkash (Hindi), Aligarh	5,663 (1971)
256.	Kanchalik (Hindi), Ballia	5,646
257.	Janta Yug (Hindi), Aligarh	5,503
258.	Tarun Bharat (Hindi), Lucknow	5,500
259.*	Tarun Rajasthan (Hindi), Jodhpur	5,500 (1971)
260.	Tej (Urdu), Delhi	5,491
261.*	Rashtra Doot (Hindi), Nagpur	5,442
262.	Desh Bhoomi (Hindi), Allahabad	5,415 (1971)
263.	Rashtra Vartha (Malayalam), Ernakulam	5,400
264.	Pradeepam (Malayalam), Kozhikode	5,400
265.	Rozana Hind (Urdu), Calcutta	5,383
266.	Suraj (Panjabi), Ludhiana	5,358
267.	Dawat (Urdu), Delhi	5,313
268.	Nava Maratha (Marathi), Ahmednagar	5,200
269.	Dinasudar (Tamil), Bangalore	5,200
270.	Madhya Bharat Parkash (Hindi), Gwalior	5,013
<i>C.2. (Circulation 5,000 and below)</i>		
271.	Abheet (Punjabi), Delhi	5,000
272.	Mysore Patrika (Kannada), Mysore	5,000 (1971)
273.	Jathedar (Punjabi), Delhi	4,974
274.	Vishal Karnataka (Kannada), Hubli	4,965
275.	Udaya (Kannada), Bijapur	4,955
276.	Prabhat (Marathi), Poona	4,942
277.	Ajantha (Marathi), Aurangabad	4,937
278.	Justice (Malayalam), Cochin	4,918

	1	2
279.*	Hindustan (Marathi), Amravati	4,907
280.	Taoos (Urdu), Patna	4,898
281.	Ganganagar Patrika (Hindi), Ganganagar	4,874
282.	Sadaquat (Punjabi), Ludhiana	4,865
283.	Janani (Bengali), Calcutta	4,844
284.*	Sadhvi (Kannada), Mysore	4,744
285.	Jagaram (Hindi), Indore	4,656
286.	Mahasagar (Marathi), Nagpur	4,542
287.	Nazim (Urdu), Rampur	4,501
288.	Veer Bharat (Hindi), Kanpur	4,500
289.	Sada-e-am (Urdu), Patna	4,500
290.	Madhya Pradesh Chronicle (English), Bhopal	4,500
291.	Aaj (Urdu), Bombay	4,456
292.	Vishvavani (Kannada), Hubli	4,423
293.	Gavakari (Marathi), Jalgoan	4,379
294.*	Narmada Jyoti (Hindi), Jabalpur	4,356 (1971)
295.	Jalte Deep (Hindi/English), Jodhpur	4,200
296.*	Salar (Urdu), Bangalore	4,200
297.	Telegraph (Malayalam), Trichur	4,200
298.	Angarey (Urdu), Hyderabad	4,200
299.	Rashtramat (Marathi), Margao-Goa	4,142
300.	Milap Daily (Urdu), Hyderabad	4,119
301.	Jagaran (Hindi), Bhopal	4,100
302.*	Aabshaar (Urdu), Calcutta	4,046
303.	Nyaya (Hindi), Ajmer	4,000
304.	Sangam (Urdu), Patna	4,000
305.	Sandhya (Marathi), Poona	4,000
306.	Aftab (Urdu), Srinagar	4,000
307.	Aljamait (Urdu), Delhi	3,972
308.	Sahi Samachar (Hindi), Gorakhpur	3,923 (1971)

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309. Lok Samachar (Gujarati), Ahmedabad	3,870
³ 10. Zamindar (Urdu), Srinagar	3,842 (1971)
311. Desh Dharma (Hindi), Etawah	3,830
312. Bhaskar (Hindi), Jhansi	3,780
313. Hitavada (English), Nagpur	3,695
314. Jangan (Hindi), Jodhpur	3,650
315. Dainik Taj (Hindi), Ganganagar	3,650
316. Sathi (Urdu), Patna	3,600
317. Vishwamitra (Hindi), Kanpur	3,508
318. Lok Darshan (Kannada), Belgaon	3,500
319. Dainik Bhaskar (English), Bhopal	3,500
320. Young Leader (Hindi), Jaipur (Evening)	3,500
321.* Daily News (English), Hyderabad	3,466
322. Janardan (Hindi), Indore	3,452
323. Jan Pradeep (Hindi), Jullundur	3,423 (1971)
324. Themagam (Tamil), Madras	3,404 (1971)
325. Sudarshanam (Malayalm), Cannanore	3,400 (1971)
326. Swadesh (Hindi), Gwalior	3,310
327. Kerala Shree (Malayalam), Alleppey	3,250
328. Samachar (Marathi), Ahmednagar	3,250
329. Prabhat (Gujarati), Ahmedabad	3,200
330. Prajatantra (Other-Lang.), Manipur	3,190
331. Ara Murasu (Tamil), Madras	3,133 (1971)
332. Ranjit (Punjabi), Jullundur	3,121
333. Nawa Zamana (Punjabi), Bhatinda	3,100
334. Rashtra Bandhu (Kannada), Mysore	3,041
335. Jagaran (Hindi), Rewa	3,000
336. Adhikar (Hindi), Jaipur	3,000
337.* Hindu (Singh), Ajmer	3,000
338. Amar Rajasthan (Hindi), Jaipur	3,000

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339. Samachar (Marathi), Kolhapur	2,964
340. Hindusthan (Urdu), Bombay	2,936
341. Jabalpur Samachar (Hindi), Jabalpur	2,800
342. Vishwamitra (Hindi), Nagpur	2,738
343. Suprabhat (Gujarati), Bhav Nagar	2,653 (1971)
344. Urdu Reporter (Urdu), Bombay	2,649
345. Aikya (Marathi), Satara	2,638
346. Himalaya (Hindi), Moradabad	2,501
347. Gwalior Samachar (Hindi), Gwalior	2,500
348. Dainik Avantika (Hindi), Ujjain	2,500
349. Sami Sanj (Gujarati), Bhavnagar	2,500
350. Lok Raj (Gujarati), Bhavnagar	2,500
351. Mahakoshal (Hindi), Raipur	2,500
352. Tarun Bharat (Marathi), Belgaoon	2,500
353. Savora (Bilingual), Jammu	2,500
354. Nava Sandesh (Marathi), Sangli	2,500
355. Godateer Samachar (Marathi), Nanded	2,500
356. Daily Hindi Milap (Hindi), Hyderabad	2,487
357. Janamitra (Kannada), Hassan	2,382
358. Indra Dhanushya (Marathi), Kolhapur	2,338
359. Simpuri (Telugu), Nellore	2,300
360. Bharat Doot (Hindi), Bikaner	2,300
361. Desh Bandhu (Hindi), Jabalpur	2,100
362. Satna Samachar (Hindi), Satna	2,000
363. Baiswara Times (Hindi), Raibareilly	2,000
364. Asra Jadid (Urdu), Calcutta	2,000
365. Doctor (Bilingual), Amritsar	2,000
366. Prabhat (Hindi), Meerut	2,000
367. Alkalam (Urdu), Bangalore	2,000
368. Nagrik (Hindi), Aligarh	2,000

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369.	Srinagar Times (Urdu), Srinagar	2,000
370.	Chinar (Urdu), Srinagar	2,000
371.	Jai Bharat (Hindi), Kanpur	2,000
372.	Nirbhar Sevak (Punjabi), Amritsar	2,000
373.	Sundarahana (Kannada), Bijapur	2,000 (1971)
374.	Jagrathi (Kannada), Shimoga	2,000
375.	Samaj (Punjabi), Ludhiana	2,000
376.	Nagar Times (Marathi), Ahmednagar	2,000
377.	Jeevanalam (Malayalam), Trichur	2,000 (1971)
378.	Janmorcha (Hindi), Faizabad	2,000 (1971)
379.	Laskar Samachar (Hindi), Gwalior	2,000
380.*	Amrit Patrika (Punjabi), Delhi	2,000
381.	Sunehri Bharat (Hindi), Gurgaon	2,000
382.	Musalaman (Urdu), Madras	2,000
383.	Lucknow Mail (Hindi), Roorke	2,000 (1971)
384.	Roorkee Times (Hindi), Roorke	2,000 (1971)
385.	Swatantra Awaz (Hindi), Bijnor	2,000
386.	Gurdev (Hindi), Hathras	2,000
387.	Janta Express (Hindi), Meerut	2,000
388.	Ashoka (Kannada), Mysore	2,000
389.	Jai Hind (Malayalam), Ernakulam	1,999
390.	Champavatee Patna (Marathi), Bihar	1,998
391.	Bharat Bhooni (Hindi), Gwalior	1,975
392.*	Antarlok (Hindi), Gwalior	1,969 (1971)
393.	Sainik (Hindi), Gwalior	1,968 (1971)
394.	Yuga Sandesh (Hindi), Aligarh	1,966
395.	Jan Pravah (Hindi), Gwalior	1,965
396.*	Rashtra Pargati (Marathi), Kolhapur	1,960
397.	Poona Daily News (English), Poona	1,960
398.	Ratna Bhooni (Marathi), Ratnagiri	1,954

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399.	Bebas (Urdu), Ludhiana	1,950
400.	Alokan (Hindi), Ratlam	1,950
401.	Janvani (Hindi), Karnal	1,945
402.	O' Herald (English/Portuguese), Panjim	1,941
403.	Samacharam (Telugu), Rajamundry	1,928
404.	Kapil Times (Hindi), Meerut	1,900
405.	Ludhiana Post (Urdu), Jullundur	1,900
406.	Sahyadri (Kannada), Shimoga	1,900
407.	Halat (Hindi), Delhi	1,900
408.	Doon Darpan (Hindi), Dehradun	1,899
409.	Adhikar (Hindi), Delhi	1,892 (1971)
410.	Zanjar Neta (Marathi), Bhir	1,884
411.*	Dinavartha (Malayalam), Palghat	1,879
412.*	Lok Doot (Gujarati), Junagarh	1,875
413.	Lok Vijaya (Marathi), Aurangabad	1,805 (1971)
414.	Unnao Times (Hindi), Unnao	1,804
415.	Sudharma (Sanskrit), Mysore	1,802
416.	Al Ameen (Malayalam), Calicut	1,800
417.	Haryana Times (Hindi), Gurgaon	1,800
418.	Hindu (Hindi), Meerut	1,750
419.	Suprabahat (Marathi), Amravati	1,750
420.	Mangalayam (Tamil), Madras	1,719 (1971)
421.	Shakti (Kannada), Mercara	1,715
422.	Alok (Hindi), Rewa	1,705 (1971)
423.	Zabane-e-khalk (Urdu/Hindi), Nasik	1,700
424.	Sanyukta Bharat (Kannada), Bangalore	1,700 (1971)
425.	Azad (Urdu, Varanasi)	1,678
426.	*Jagaran (Bengali), Agartala	1,663
427.	Tawrah Bawm (Mizo), Aijal (Mizoram)	1,646
428.	Khilafat (Urdu), Bombay	1,631

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429. Simanta Patrika (Manipuri), Imphal . . .	1,614 (1971)
430. Thozhilali (Malayalam), Trivandrum . . .	1,600
431. Desh Darpan (Punjabi), Calcutta . . .	1,600 (1971)
432. Shivashakti (Marathi), Aurangabad . . .	1,595
433. Jayamala (Kannada), Bangalore . . .	1,567
434. Daman (Hindi), Bidar . . .	1,554
435. Ghazi (Urdu), Calcutta . . .	1,500
436. Beed Samachar (Marathi), Bhir . . .	1,500
437. Swatantwa Mandapam (Malayalam), Trichur . . .	1,500
438. *Kashmir Times (English), Srinagar . . .	1,500
439. Salamati (Urdu), Gulbarga . . .	1,500
440. Azad Hind (Marathi), Ahmednagar . . .	1,500
441. Bharat Bhoomi (Sindhi), Ajmer . . .	1,500
442. Lagan (Hindi), Kanpur . . .	1,500
443. Janta Express (Hindi), Dohradun . . .	1,500
444. Nava Sandesh (Marathi), Kolhapur . . .	1,500
445. Rashtra Sewa (Hindi), Meerut . . .	1,500
446. Savera (Urdu), Delhi . . .	1,500
447. Dainik Bhaskar (Hindi), Ujjain . . .	1,500
448. Nai Rashtra (Hindi), Meerut . . .	1,500
449. Varthaman (Kannada), Mysore . . .	1,500
450. Hithavani (Kannada), Virajpet (Coorg) . . .	1,496
451. Janata (Gujarati), Surat . . .	1,464
452. Musher-i-Deccan (Urdu), Hyderabad . . .	1,423
453. Prakash (Gujarati), Amreli . . .	1,390 (1971)
454. Ujala (Hindi), Agra . . .	1,337
455. Rajasthan Times (Hindi), Alwar . . .	1,333
456. Khidmat (Urdu), Srinagar . . .	1,300
457. Khalliao (Other language), Imphal . . .	1,234
458. Pratinidhi (Kannada), Hassan (Mysore) . . .	1,250

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459. Dhaj (Hindi), Mandsur	1,250
460. *Aruna (Telugu), Kakinada	1,250
461. Raj Darpan (Bilingual), Akola	1,241
462. Mohan Sansar (Hindi), Farrukabad	1,200
463. Hamdard (Urdu), Srinagar	1,200
464. Nav Samachar Patrika (Hindi), Aligarh	1,200
465. Rashtriyata (Hindi), Dehradun	1,200
466. Kranti Ghosh (Hindi), Gwalior	1,187
467. Niranjan (Hindi), Gwalior	1,150
468. Meerut Samachar (Hindi) Meerut	1,100
469. Hamari Awaz (Hindi), Lashkar	1,100 (1971)
470. Swatantra Doot (Bilingual), Moradabad	1,100 (1971)
471. Qyadat (Urdu), Bombay	1,078
472. Bharat Darpan (Urdu), Ludhiana	1,050
473. Rampur Gazette (Urdu), Rampur	1,000
474. Shivneer (Marathi), Bombay	1,000
475. Bom Bom (Hindi), Kanpur	1,000
476. Raj Tantra (Gujarati), Jamnagar	1,000
477. Nav Prabhat (Hindi), Nagpur	1,000
478. Imroz (Urdu), Calcutta	1,000
479. *Lok Sevak (Bengali), Calcutta	1,000 (1971)
480. Malandvartha (Biilingual) Shillong	1,000 (1971)
481. Prajadoot (Hindi), Ujjain	1,000
482. Snehitha (Malayalam), Cochin	1,000 (1971)
483. Taj Times (Hindi), Agra	1,000
484. Pranta Jyoti (Bengali), Cachar	1,000
485. *Kosala (Oriya), Sambalpur	1,000
486. Lal Nishan (Hindi), Bharatpur	1,000
487. Udai Bhanu (Hindi), Bharatpur	1,000
488. Lok Mitra (Hindi), Pratapgarh	1,000

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489. Independent (Bilingual), Mysore	1,000
490. Nav Prabhat (Hindi), Gwalior	1,000
491. Jan Morcha (Hindi), Lucknow	1,000
492. Qaumi Morcha (Urdu), Varanasi	1,000
493. Qaumi Awaz (Urdu), Jammu	1,000
494. Malabar Mail (Malayalam), Ernakulam	880
495. *Nadeem (Urdu), Bhopal	800
496. Himachal Times (English), Dehradun	800
497. Northern Post (English), Allahabad	800 (1971)
498. Chinese Journal (Chinese), Calcutta	753
499. Dainik Bharat (Hindi), Katni	700
500. Economic Post (English), Srinagar	700
501. Navi Prabhat (Punjabi), Calcutta	700
502. Excelsior (English), Srinagar	700
503. Sandesh (Urdu), Jammu	700
504. Chambal (Hindi), Kota	692
505. Afkar (Urdu), Bhopal	650
506. Sikh (Punjabi), Amritsar	609
507. Uttar Maharashtra (Marathi), Jalgaon	592
508. Din Veer (Hindi), Orai	503
509. Peoples Daily (Urdu), Nasik	500
510. Samachar (English), Mysore	500
511. Mysore Prabha (Kannada), Hubli	500
512. Janata Times (Marathi), Nasik	500
513. Vishwa Dhutha (Kannada), Mysore	500
514. Ran Bankure (Hindi), Dibe (U.P.)	500
515. Navjeevan (Urdu), Srinagar	500
516. Ravi (Kannada), Mercara	500
517. Vishwamitra (Hindi), Patna	500
518. *Viduthalai (Tamil), Madras	500

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519. Imarat (Urdu), Jammu	500
520. Naya Sansar (Urdu), Srinagar	500
521. Hindvasi (Sindhi), Ajmer	500
522. Light (Malayalam), Trichur	500
523. *Vijaya (Kannada), Mysore	495
524. Lalsa (Hindi), Mathras	450
525. Dainik Jan-Jan Pukar (Hindi), Sagar	400
526. Aruna (Kannada), Mysore	350
527. Jai Kutch (Gujarati), Bhuj Kutch	300
528. Denik Rahi (Hindi), Sagar	300
529. Satyavadi (Kannada), Mysore	250
530. Watan (Urdu), Delhi	250
531. Thu Thang (other/language (Zoken), Churachandpur	250
532. Jullundur Reporter (Urdu), Jullunder	200
533. Karmath Kisan (Hindi), Sadabad (Mathura)	100
534. Rashtra Bhakta (Hindi), Jhansi	50

*List of Newspapers which replied to Committee's questionnaire**

1. Ananda Bazar Patrika (Bengali), Calcutta.
2. Malayala Manorama (Malayalam), Kottayam.
3. Jugantar (Bengali), Calcutta.
4. Hindu (English), Madras.
5. Navbharat Times (Hindi), Delhi.
6. Hindustan (Hindi), Delhi.
7. Times of India (English), Bombay.
8. Hindustan Times (English), Delhi.
9. Mathrubhumi (Malayalam), Ernakulam.
10. Lokasatta (Marathi), Bombay.
11. Kerala Kaumudi (Malayalam), Trivandrum.
12. Mathrubhumi (Malayalam), Calicut.
13. Maharashtra Times (Marathi), Bombay.
14. Dinamani (Tamil), Madurai.
15. Tribune (English), Chandigarh.
16. Amrita Bazar Patrika (English), Calcutta.
17. Thanthi (Tamil), Madras.
18. Malayala Manorama (Malayalam), Calicut.
19. Bombay Samachar (Gujarathi), Bombay.
20. Sandesh (Gujarathi), Ahmedabad.
21. Indian Express (English), Delhi.
22. Gujarat Samachar (Gujarati), Ahmedabad.
23. Indian Express (English), Bombay.
24. Andhra Prabha (Telugu), Vijayawada.
25. Prajavani (Kannada), Bangalore.
26. Times of India (English), Delhi.
27. Sakal (Marathi), Poona.
28. Hindustan Standard (English), Calcutta.

29. Aryavarta (Hindi), Patna.
30. Indian Express (English), Madurai.
31. Free Press Journal (English), Bombay.
32. Deccan Herald (English), Bangalore.
33. Navbharat Times (Hindi), Bombay.
34. Dinamani (Tamil), Madras.
35. Nai Dunia (Hindi), Indore.
36. Deepika (Malayalam), Kottayam.
37. Indian Express (English), Vijayawada.
38. Indian Express (English), Bangalore.
39. Kesari (Marathi), Poona.
40. Jagarn (Hindi), Kanpur.
41. Tarun Bharat (Marathi), Nagpur.
42. Samaj (Oriya), Cuttack.
43. Indian Nation (English), Patna.^b
44. Alai Osai (Tamil), Madras.
45. Hind Samachar (Urdu), Jullundur.
46. Samyukta Karnataka (Kannada), Hubli.
47. Janmabhoomi (Gujarati), Bombay.
48. Aj (Hindi), Varanasi.
49. Jai Hindi (Gujarati), Rajkot.
50. Phulchhab (Gujarati), Rajkot.
51. Amar Ujala (Hindi), Agra.
52. National Herald (English), Lucknow.
53. Swatantra Bharat (Hindi), Lucknow.
54. Chandrika (Malayalam), Calicut.
55. Nava Bharat (Hindi), Raipur.
56. Janashakti (Gujarati), Bombay.
57. Navashakti (Tamil), Madras.
58. Nagpur Times (English), Nagpur.
59. Samyukta Karnataka (Kannada), Bangalore.
60. Janasatta (Gujarati), Rajkot.
61. Rajasthan Patrika (Hindi), Jaipur.

62. Navjivan (Hindi), Lucknow.
63. Ganashakti (Bengali), Calcutta.
64. Pratap (Gujarati), Surat.
65. Kerala Nadam (Malayalam), Ernakulam.
66. Yugadharmā (Hindi), Raipur.
67. Gomantak (Marathi), Panaji.
68. Siasat Daily (Urdu), Hyderabad.
69. Dainik Sambad (Bengali), Agartala.
70. Theekkathir (Tamil), Madurai.
71. Deshdoot (Hindi), Allahabad.
72. Dinaoli (Tamil), Madras.
73. Azad (Urdu), Bangalore.
74. Urdu Times (Urdu), Bombay.
75. Keralabhushnam (Malayalam), Kottayam.
76. Shivashakti (Marathi), Akola.
77. Rashtradoot (Hindi), Nagpur.
78. Tarun Rajasthan (Hindi), Jodhpur.
79. Janayugom (Malayalam), Calicut.
80. Kannada Prabha (Kannada), Bangalore.
81. Thanthi (Tamil), Tiruchirapalli.
82. Thanthi (Tamil), Coimbatore,
83. Northern India Patrika (English), Allahabad.
84. Indian Express (English), Madras.
85. Thanthi (Tamil), Madurai.
86. Thanthi (Tamil), Vellore.
87. Economics Times (English), Bombay.
88. Andhra Prabha (Telugu), Bangalore.
89. Thanthi (Tamil), Tirunelveli.
90. Times of India (English), Ahmedabad.
91. Evening News of India (English), Bombay.
92. Pradeep (Hindi), Patna.
93. Searchlight (English), Patna.

94. Indian Express (English), Ahmedabad.
95. Thanjai Malai Murasu (Tamil), Tiruchirappalli.
96. Financial Express (English), Bombay.
97. Hindustan Times Evening News (English), Delhi.
98. Sevak (Gujarati), Ahmedabad.
99. Sakal (Marathi), Bombay.
100. Hindustan (Marathi), Amravati.
101. Sadhvi (Kannada), Mysore.
102. Salar (Urdu), Bangalore.
103. Aabashaar (Urdu), Calcutta.
104. Hindu (Sindhi), Ajmer.
105. Antarlok (Hindi), Ballia.
106. Rashtra Pragati (Marathi), Kolapur.
107. Dinavatha (Malayalam), Palghat.
108. Jagarn (Bengali), Agartala.
109. Kashmir Times. (English), Jammu.
110. Aruna (Telugu), Kakinada.
111. Kosala (Oriya), Sambalpur.
112. Nadem (Urdu), Bhopal.
113. Viduthalai (Tamil), Madras.
114. Dinamalar (Tamil), Tirunelveli.
115. Daily News (English), Hyderabad.
116. Ranjit (Punjabi), Patiala.

*The Statesman Ltd. submitted a combined reply for its Calcutta and Delhi editions. They did not furnish separate replies to the questionnaire for each edition as required by the Committee.

List of Newspapers which did not reply to Committee's Questionnaire

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| 1. *Basumati (Bengali), Calcutta. | | |
| 2. Lok Sevak (Bengali), Calcutta. | | |
| 3. Vijaya (Kannada), Mysore. | | |
| 4. Daily Action (English), Kanpur. | } | Questionnaire
replies received
after the stipu-
lated last date
for receipt. |
| 5. *Kovai Malai Murasu (Tamil), Coimbatore. | | |
| 6. *Madurai Malai Murasu (Tamil), Madurai. | | |
| 7. *Malai Murasu (Tamil), Tirunelveli. | | |
| 8. Sainik Daily (Hindi), Agra. | | |
| 9. *Janayugom (Malayalam), Quilon. | | |
| 10. Navjyoti Herald (English), Jaipur. | | |
| 11. Sanmarg (Hindi), Varanasi. | | |
| 12. *Malai Murasu (Tamil), Madras. | } | Questionnaire
replies received
after the stipu-
lated last date
for receipt. |
| 13. *Salem Malai Murasu (Tamil), Salem. | | |
| 14. *Vellore Malai Murasu (Tamil), Vellore. | | |
| 15. Narmada Jyoti (Hindi), Jabalpur. | | |
| 16. Panj Amiruthan (Tamil), Madras. (ceased publication). | | |
| 17. *The Statesman (English), Calcutta. | | |
| 18. *The Statesman (English), Delhi. | | |

*Publishers/managers of these newspapers tendered evidence before the Committee. The Statesman Ltd. submitted combined replies to the questionnaire for the Calcutta and Delhi Editions. They did not furnish separate replies for each edition as required by the Committee.

List of Newspapers which replied to Committee's questionnaire but were not among the selected samples

1. Godateer Samachar (Marathi), Nanded.
2. Rashtramat (Marathi), Goa.
3. Zaban-e-Khalique (Urdu & Hindi), Nasik.
4. Andhra Patrika (Telugu), Madras.
5. Viplavam (Malayalam), Calicut.
6. Janta Express (Hindi), Dehradun.
7. Malabar Mail (English-Malayalam), Cochin.
8. Patriot (English), Delhi.
9. Janardan (Hindi), Indore.
10. Daily Pratap (Urdu), Delhi.
11. Rozana Hind (Urdu), Calcutta.
12. Dainik Janjan Pukar (Hindi), Sagar.
13. Quami Awaz (Urdu), Lucknow.
14. Swadesh (Hindi), Indore.
15. Deccan Chronicle (English), Secunderabad.
16. Navashakti (Marathi), Bombay.
17. Thanthi (Tamil), Cuddalore.
18. Free Press Bulletin (English), Bombay.
19. Jayakodi (Tamil), Madras.
20. Viswamitra. (Hindi), Calcutta.
21. Indian Herald (English), Hyderabad.
22. Dainik Mahasagar (Marathi), Nagpur.
23. Kerala Times (Malayalam), Cochin.
24. Daily Bom Bom (Hindi), Kanpur.
25. Dainik Parvatiya (Hindi), Nainital.
26. O'Heraldo (English-Portuguese), Panaji.
27. The Chinese Journal of India (Chinese), Calcutta.
28. Sholapur Samachar (Marathi), Bombay.
29. Dainik Vir Arjun (Hindi), New Delhi.

30. Sanchar (Marathi), Bombay.
31. Daily Dawat (Urdu), New Delhi.
32. Dainik Prantajyoti (Bengali), Assam.
33. Pioneer (English), Lucknow.
34. Bharatdoot (Hindi), Bikaner.
35. Lokadarshan (Kannada), Mysore.
36. Udayawani (Kannada), Mysore.
37. Inquilab (Urdu), Bombay.
38. Vishal Sahyadri (Marathi), Poona.
39. Deshabhimani (Malayalam), Kozhikode.
40. Andhra Bhoomi (Telugu), Secunderabad.
41. Express (Malayalam), Trichur.
42. Daily Milap (Hindi), New Delhi.
43. Thuthang (Zoken), Manipur.
44. Assam Tribune, (English), Gauhati.
45. Mohan Sansar (Hindi), Farukhabad.
46. Jam-e-Jamshed (Gujarati), Bombay.
47. Jay-Kutch (Gujarati), Bhuj.
48. Rajtantra (Gujarati), Jamnagar.
49. Janmorcha (Hindi), Lucknow.
50. Tarun Bharat (Marathi), Poona.
51. Maratha (Marathi), Bombay.
52. Sanj Maratha (Marathi), Bombay.
53. Siasat Jadid (Urdu), Kanpur.
54. Gujarat Mitra and Gujarat Darpan (Gujarati), Surat.
55. Western Times (English), Ahmedabad.
56. Marathwada (Marathi), Aurangabad.
57. Mundadugu (Telugu), Kakina.
58. Ghazi (Urdu), Calcutta.
59. Dainik Assam (Assamese), Gauhati.
60. Bidhata (Marathi), Nagpur.
61. Punnia Bhoomi (Malayalam), Kottayam.

62. National Herald (English), Delhi.
63. Rashtra Bandhu (Kannada), Mysore.
64. Himalaya (Hindi), Moradabad.
65. Poona Herald (English), Poona.
66. Viswa Keralam (Malayalam), Trivandrum.
67. Ratna Bhoomi (Marathi), Ratnagiri.
68. Navakal (Marathi), Bombay.
69. Lucknow Mail (Hindi), Lucknow.
70. Vishwa Dhutha (Kannada), Mysore.
71. Nava Prabhat (Hindi), Nagpur.
72. Gavakari (Marathi), Nasik.
73. Varthaman (Kannada), Mysore.
74. Thaniniram (Malayalam), Trivandrum.
75. Pradeepam (Malayalam), Calicut.
76. Punjab Kesari (Hindi), Jullundur.
77. Lok Samachar (Marathi), Ahmedabad.

List of Witnesses who tendered evidence before the Committee

Newspapers/Newspaper Groups	Names of Representative (s).
1	2
1. Hind Samachar (Urdu), Jullundur	Shri Ramesh Chander, Managing Editor.
2. Jagaran (Hindi), Kanpur	Shri M.M. Gupta, Director Shri P.C. Gupta, Managing Editor.
3. Nav Bharat Times (Hindi), New Delhi.	Shri Ramesh Chandra, Manager, (Bennett Coleman & Co. Ltd.)
4. Swatantra Bharat (Hindi), Lucknow.	Dr. K.P. Agarwal, Managing Editor. Shri Y.C. Agarwal, Advertisement Manager.
5. Tribune (English), Chandigarh.	Shri P.N. Verma, Secretary, Tribune Trust.
6. Nadeem (Urdu), Bhopal	Hakim Sayed Qamrul Hassan, Manager-Publisher.
7. Siasat Jadid (Urdu), Kanpur	Shri K.G. Zahidi, Managing Editor.
8. Janata Express (Hindi), Dehradun.	Shri Satdeo Swami, Manager-Publisher.
9. Gomantak (Marathi), Panaji (Goa.)	Shri M.Y. Gadkari, Manager-Publisher.
10. Bennett Coleman & Co Ltd, Bombay.	Shri G.V. Bedekar, General Manager. Dr. R.S. Tarneja, Associate General Manager. Shri R.T. Hingorani, Manager, Planning. Shri C.S. Subramanian, Senior Accountant.
11. Sakal (Marathi), Poona Sakal (Marathi), Bombay	Shri S.V. Nagarkar, Manager. Shri G.V. Kulkarni, Manager.
12. Samyukta Karnataka (Kannada), Hubli.	Shri M.H. Belgaonkar, Job Manager.
13. Tarun Bharat (Marathi), Nagpur	Shri A.V. Bhide, General Manager.
14. Jai Hind (Gujarati), Rajkot	Shri N.L. Shah, Manager-Publisher.
15. Urdu Times (Urdu), Bombay	Shri Mohamed Nazeer, Manager-Publisher. Shri Sayed, Accountant.

1	2
16. Janmabhoomi Group, Bombay	Shri Ratilal Sheth, General Manager. Shri G.N. Trivedi, Accountant.
17. Hindustan (Marathi), Amravati	Shri B.V. Marathe, Manager-Proprietor.
18. Amrita Bazar Patrika Pvt. Ltd. Calcutta.	Shri M.L. Ganguli, General Manager. Shri P.K. Roy, Publisher. Shri T.K. De Biswas, Secretary.
19. Ananda Bazar Patrika Pvt. Ltd., Calcutta.	Shri A.N. Chatterjee, Financial Controller. Shri G. Nag, Chief Accountant. Shri V.K. Sethi, Management Accountant. Shri A.K. Chatterjee, Executive Assistant to General Manager.
20. Aryavarta/Indian Nation, Patna	Shri K.K. Jha, General Manager. Shri S.D. Jha, Accountant.
21. Samaj (Oriya), Cuttack	Shri F.C. Das, General Manager. Shri S.P. Das, Accountant. Shri H. Majumdar, Calcutta Representative.
22. Dainik Assam (Assamese), Gauhati	Shri P.G. Barwa, Partner. Shri P. Roy Chaudhury, Calcutta Representative.
23. Dainik Sambad (Oriya), Agartala.	Shri B. Datta Bhaumik, Publisher-Manager-Proprietor.
24. Nagpur Times (English), Nagpur	Shri A.G. Sheoray, Managing Editor.
25. Ganashakti (Bengali), Calcutta	Shri Kalyan Das Gupta, General Manager. Shri D.K. Gupta, Accountant.
26. Statesman Limited, Calcutta	Shri C.R. Irani, Managing Director.
27. Basumati (Bengali), Calcutta	Shri S.G. Majumdar, Manager.
28. Thanthi Trust, Madras	Shri B.S. Adityan, Director. Shri R. Somasundaram, General Manager. Shri T.R. Beemsingh, Personnel Manager. Shri R. Narayanan, Chartered Accountant (Auditor).

1	2
29. Viduthalai (Tamil)	Shri C.N. Jayachandran, Chartered Accountant (Auditor).
30. Alai Osai (Tamil), Madras	Shri G.V. Laxmivarahan, General Manager.
31. Sudharma (Sanskrit), Mysore	Pandit K.N. Varadaraja Iyengar, Manager-Publisher.
32. Kosala (Oriya), Sambalpur	Shri Tribikram Tripathi, Manager-Publisher.
33. Daily Pasban (Urdu), Bangalore	Shri H.M. Ismail Tabish, Editor.
34. Navashakti (Tamil), Madras	Shri A. Krishna Rao. Shri A. Laksmanan.
35. Janayugom (Malayalam), Quilon	Shri A. Ganapathi, Chief Accountant.
36. Janayugom (Malayalam), Calicut	Shri M.T. Divakaran, Publisher-Manager.
37. Dinaoli (Tamil), Madras	Shri T.C. Subaswami, Manager.
38. Chandrika (Malayalam), Calicut	Shri P.M. Ahamad, Accountant.
39. Deccan Chronicle (English), Secunderabad.	Shri K.R. Govindaraj, Partner.
40. Indian Express (Madurai) Pvt. Ltd., Madras.	Shri T.K. Tyagarajan, General Manager. Shri S. Rajanarayan, Secretary. Shri R. Sethuraman, Accountant. Shri D.S. Raghavan, Press Superintendent. Shri V.Kuppuswamy, Chief Accounts Officer. Shri R.C. Sundaram, Superintendent (Newsprint).
41. Azad (Urdu), Bangalore	Shri Mohammed Aslam. Abdul Hadi Raffat, Publisher.
42. Malai Murasu Group, Madras	Shri D.K. Abraham, Secretary. Shri R. Narayan, Auditor.
43. Kasturi & Sons, Madras	Shri C.G.K. Reddy, Adviser. Shri N. Balasubramanian, Chief Acctt. Shri N. Murali, Accountant.
44. UJayavani (Kannada), Manipal	Shri T. Satish Upendra Rai, Publisher-Editor.

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45. Kerala Nadam (Malayalam), Ernakulam.	Shri C.P. Mammoo, Managing Editor. Shri P.K. Mohammadi, Manager.
46. Nai Duniya (Hindi), Indore	Shri N. Tiwari, Managing Editor. Shri D.D. Purohit, Secretary. Shri Y.G. Ingle, Accountant.
47. Hindustan Times (English), New Delhi.	Shri G.N. Safi, Adviser. Shri Santosh Nath, General Manager. Shri J.L. Gupta, Accounts Officer. Shri R.N. Sinha, Establishment Officer. Shri Dhan Raj, Advertisement Manager. Shri Rajendra Prasad, Circulation Manager. Shri Naresh Mohan, Officer General Department.
48. Janasatta (Gujarati), Rajkot	Shri T.C. Chopra, Authorised Sig- natory.
49. Free Press Journal (English), Bombay.	Shri V.S. Narayan, Administrative Officer.
50. Daily News (English), Hydera- bad.	Shri K.K. Rao, General Manager- Publisher-Editor.
51. Dinamalar (Tamil), Tirunelveli.	Shri R. Lakshmi pathi, Partner.
52. Indian Express (Bombay) Ltd., Bombay.	Shri N.M. Dugar, General Manager. Shri R.K. Misra, Joint General Manager. Shri R.R. Kamath, Chief Accountant. Shri S.K. Kohli, Works Manager.
53. Sandesh Pvt. Ltd. Ahmedabad.	Shri C.S. Patel, Managing Director.
54. Malayala Manorama (Malaya- lam), Kottayam.	Shri Mammen Verghese, Managing Director.
55. Lok Shikshana Trust, Hubli	Shri R.R. Diwakar, Managing Editor.
56. Mathrubhumi (Malayalam), Cali- cut.	Shri V.M. Nair, Managing Director. Shri K.P. Damodaran, Administrative Officer.
57. Behar Journals, Patna	Shri Rajendra Prasad, General Manager Shri S.P. Jhunjhunwala, Secretary.
58. Nav Bharat (Hindi), Raipur	Shri Prakash Maheshwari, Manager.

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59. Ranjit (Punjabi), Patiala	Shri H.S. Mehar Singh, Publisher.
<i>Newspaper Associations and Unions.</i>	
60. Indian and Eastern Newspaper Society, New Delhi.	Shri P.K. Roy. Shri C.G.K. Reddy. Shri K. Narendra. Shri C.C. Shah. Shri P.C. Gandhi, Secretary.
Indian and Eastern Newspaper Society, New Delhi (Second evidence)	Shri P.K. Roy, President. Shri K. Narendra. Shri M.N. Dugar. Shri P.C. Gandhi, Secretary.
61. Indian Languages Newspapers Association, Bombay.	Shri A.R. Bhatt, President. Shri Pratap Shah. Shri N.Y. Khadilkar. Shri Ratilal Sheth. Shri K.S. Deshpande.
62. Mysore City Editor's Association, Mysore.	Shri M.N. Thimmiah. Shri A. Rangiah. Shri G. Satyanarayana. Pandit K.N. Varadaraja Iyengar. Shri B.S. Ravindranath.
63. Vidarbha Daily Newspaper Association, Nagpur.	Shri A.V. Bhide. Shri M.G. Saraf.
64. Advertising Agencies Association, Bombay.	Shri P. Sanyal. Shri K. C. Jain.
65. Indian Society of Advertisers, Bombay.	Shri V.A. Adya. Shri S.K. Lahiri. Shri S.K. Swaminadhan. Shri Pothan Philip.
66. Indian Federation of Working Journalists, New Delhi.	Shri S.B. Kolpe, President. Shri B.R. Vats, Secretary General. Shri J.P. Chaturvedi.
67. Statesman Employees Union, New Delhi.	Shri T.M. Nagarajan, General Secretary.

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68. All India Newspapers Employees Federation, New Delhi.	Shri S.Y. Kolhatkar, President. Shri K. L. Kapoor.
69. Gujarat Journalists Association, Ahmedabad.	Shri Niranjan Parekh, President.
70. Statesman Journalists Association, Calcutta.	Shri Achyutananda De, General Secretary. Shri S.C. Banerjee. Shri Somnath Bhattacharjee. Shri A.T. Guha Thakurta. Shri B. Majumdar.
71. Statesman Clerical Staff Union, Calcutta.	Shri Sachin Bose, Secretary. Shri P. B. Pal, Assistant Secretary. Shri Sudhansu Bhar, Vice-President. Shri Prasanta Pathak, Treasurer. Shri P. K. Bhose, Asstt. Treasurer. Shri Amit Kumar Das Shri Susanta Mitra.
72. Indian Journalists Association, Calcutta.	Shri Lalit Mohan Banerjee, General Secretary. Shri Profullaratan Ganguly, President. Shri Badal Sen, Vice-President. Shri Ajit Kumar Ghose, Secretary. Shri Samarjit Ghose.
73. West Bengal Journalists Union, Calcutta.	Shri Bhupesh Majumdar. Shri Arun Bhattacharya. Shri Mritunjoy Chatterjee. Shri Sunit Ghose.
74. National Journalists Union (India), New Delhi.	Shri H.K. Gaur, President-elect. Shri Prithvis Chakravarti, Vice-President. Shri N.K. Trikha, Secretary. Shri Kamal Bhatt, Treasurer. Shri R. Prabhu.
75. State Trading Corporation, New Delhi.	Shri R.M. Sayta, Marketing Manager. Shri T.C. Mohatta, Deputy Marketing Manager.

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76. Ministry of Industrial Development.	Dr. A.K. Ghose, Additional Secretary.
77. Directorate of Advertising and Visual Publicity (Ministry of Information and Broadcasting).	Shri P.R. Chona, Director. Shri C.S. Grewal, Deputy Director. Shri Harnam Singh, Media Executive.
78. Registrar of Newspapers for India.	Shri R. Narayana, Deputy Press Registrar. Shri A.R. Laumas, Assistant Press Registrar. Shri G. Govindan, Ex-Registrar of Newspapers for India.
79. Hindustan Paper Corporation	Shri M.L. Zutshi, Chairman.
80. Nepa Mills, Neapanagar	Shri N.B. Das Gupta, Chairman-cum-Managing Director.
81. Audit Bureau of Circulation, Bombay.	Shri S.D. Kumar, Secretary.
82. Shri B.M. Ramakrishna, Correspondent.	U.N.I., New Delhi.
83. Shri S.S. Rahi, Editor, Chetawani, Chandigarh.	

PROFORMA

Effect of 30 per cent cut in newsprint quota

1. Name of the daily
2. Language
3. Place of publication.....
4. Year of establishment

	1972		1973				1974		Remarks		
	July-Decem-ber (Average per month)	Jan.-Jun.	July	Aug.	Sept.	Oct.	Nov.	Dec.		Jan.	
	1	2	3	4	5	6	7	8	9	10	11
1. Page size (area in sq. cms.)											
2. Average number of pages per issue											
3. Average number of issue per month											
4. Average number of ('000) copies printed											

	1	2	3	4	5	6	7	8	9	10	11
5. Price per issue*											
6. Advertisement space as percentage of total space											
7. Average advertisement* rates (per col. cms.)											
(i) classified											
(ii) display											
(iii) others											
8. Consumption of newsprint (average per month)											
9. †Measures of economising on the consumption of newsprint adopted by the paper such as—											
(i) reducing/discontinuing supplements											
(ii) Any others											
10. Measures for economy in expenditure, adopted by the paper (if any)†											

(Signature)
 Publisher

*In case of increase, indicate the exact date on which such increase became effective.

†Please add a separate note or memorandum, if necessary.

Proforma on Plant & Machinery

No. 4/74

Name of organisation

Name of the daily

Language

Place of publication

Year of Establishment

Circulation (1972).....
(1973)

PRINTING AND COMPOSING MACHINERY OF DAILY NEWSPAPER PRESSES*

(Information may be given in respect of each machine separately)

- | | Printing machine(s) | Composing machine(s) |
|---|---------------------|----------------------|
| 1. Description of the machinery | | |
| 2. Number of machine(s) | | |
| 3. Country or origin and c.i.f. value (Purchase value, if locally purchased). | | |
| 4. Date of installation | | |
| 5. Whether installed second-hand, reconditioned or new | | |
| 6. Normal Life Expectancy | | |
| 7. Age of the machine(s) | | |
| 8. Whether it is proposed to replace the existing machine(s) if so, please give approximate cost of replacement (c.i.f. value if it has to be imported) | | |
| 9. Maintenance cost (since 1967) | | |
| 10. Plans for replacement, modernisation and expansion during the next 5 years | | |

*In case the newsprint is printed in a press which is not owned by the newspaper but by a sister-concern, please indicate the same and give the information in respect of the equipment in that organisation.

*List of Newspapers which replied to Committee's Proforma on the impact of
30 per cent Newspaper quota cut*

1. Ananda Bazar Patrika (Bengali), Calcutta.
2. Malayala Manorama (Malayalam), Kottayam.
3. Jugantar (Bengali), Calcutta.
4. Hindu (English), Madras.
5. Navbharat Times (Hindi), Delhi.
6. Hindustan (Hindi), Delhi.
7. Times of India (English), Bombay.
8. Statesman (English), Calcutta.
9. Hindustan Times (English), Delhi.
10. Mathrubhumi (Malayalam), Ernakulam.
11. Lokasatta (Marathi), Bombay.
12. Kerala Kaumudi (Malayalam), Trivandrum.
13. Mathrubhumi (Malayalam), Calicut.
14. Maharashtra Times (Marathi), Bombay.
15. Dinamani (Tamil), Madurai.
16. Tribune (English), Chandigarh.
17. Amrita Bazar Patrika (English), Calcutta.
18. Thanthi (Tamil), Madras.
19. Malayala Manorama (Malayalam), Calicut.
20. Bombay Samachar (Gujarati), Bombay.
21. Sandesh (Gujarati), Ahmedabad.
22. Indian Express (English), Bombay.
23. Indian Express (English), Delhi.
24. Andhra Prabha (Telugu), Vijayawada.
25. Prajavani (Kannada), Bangalore.
26. Times of India (English), Delhi.
27. Sakal (Marathi), Poona.
28. Hindustan Standard (English), Calcutta.
29. Aryavarta (Hindi), Patna.

30. Indian Express (English), Madurai.
31. Free Press Journal (English), Bombay.
32. Decan Herald (English), Bargalore,
33. Navbharat Times (Hindi), Bombay.
34. Dinamani (Tamil), Madras.
35. Nai Dunia (Hindi), Indore.
36. Deepika (Malayalam), Kottayam.
37. Indian Express (English), Vijayawada.
38. Indian Express (English), Bangalore.
39. Kesari (Marathi), Poona.
40. Jagaran (Hindi), Kanpur.
41. Tarun Bharat (Marathi), Nagpur.
42. Samaj (Oriya), Cuttack.
43. Indian Nation (English), Patna.
44. Alai Osai (Tamil), Madras.
45. Hind Samachar (Urdu), Jullundur.
46. Samyukta Karnataka (Kannada), Hubli.
47. Janmabhoomi (Gujarati), Bombay.
48. Aj (Hindi), Varanasi.
49. Jai Hind (Gujarati), Rajkot.
50. Phulchhab (Gujarati), Rajkot.
51. Amar Ujala (Hindi), Agra.
52. Dinamalar (Tamil), Tirunelveli.
53. National Herald (English), Lucknow.
54. Swatantra Bharat (Hindi), Lucknow.
55. Chandrika (Malayalam), Calicut.
56. Nav Bharat (Hindi), Raipur.
57. Janashakti (Gujarati), Bombay.
58. Nagpur Times (English), Nagpur.
59. Samyukta Karnataka (Kannada), Bangalore.
60. Janasatta (Gujarati), Rajkot.
61. Rajasthan Patrika (Hindi), Jaipur.

62. Akali Patrika (Panjabi), Jullundur.
63. Janayugom (Malayalam), Quilon.
64. Navjivan (Hindi), Lucknow.
65. Ganashakti (Bengali), Calcutta.
66. Pratap (Gujarati), Surat.
67. Yugadharma (Hindi), Raipur.
68. Gomantak (Marathi), Panaji,
69. Siasat Daily (Urdu), Hyderabad.
70. Janayugom (Malayalam), Calicut.
71. Dainik Sambad (Bengali), Agartala.
72. Daily Action (English), Kanpur.
73. Saurashtra Samachar (Gujarati), Bhavnagar.
74. Theekkathir (Tamil), Madurai.
75. Deshdoot (Hindi), Allahabad.
76. Urdu Times (Urdu), Bombay.
77. Keralabhushanam (Malayalam), Kottayam.
78. Shivashakti (Marathi), Akola.
79. Tarun Rajasthan (Hindi), Jodhpur,
80. Kannada Prabha (Kannada), Bangalore.
81. Thanthi (Tamil), Tiruchirapalli.
82. Thanthi (Tamil), Coimbatore.
83. Statesman (English), New Delhi.
84. Northern India Patrika (English), Allahabad.
85. Indian Express (English), Madras.
86. Thanthi (Tamil), Madurai.
87. Thanthi (Tamil), Vellore.
88. Economic Times (English), Bombay.
89. Andhra Prabha (Telugu), Bangalore.
90. Thanti (Tamil), Tirunelveli.
91. Malai Murasu (Tamil), Madras.
92. Times of India (English), Ahmedabad.
93. Kovai Malai Murasu (Tamil), Coimbatore.

94. Evening News of India (English), Bombay.
95. Indian Express (English), Ahmedabad.
96. Thanjai Malai Murasu (Tamil), Tiruchirapalli.
97. Bharat (Hindi), Allahabad.
98. Salem Malai Murasu (Tamil), Salem.
99. Financial Express (English), Bombay.
100. Hindustan Times' Evening News (English), Delhi.
101. Sevak (Gujarati), Ahmedabad.
102. Sakal (Marathi), Bombay.
103. Vellore Malai Murasu (Tamil), Vellore.
104. Hindustan (Marathi), Amravathi.
105. Sadhvi (Kannada), Mysore.
106. Salar (Urdu), Bangalore.
107. Aabshaar (Urdu), Calcutta.
108. Hindu (Sindhi), Ajmer.
109. Amrit Patrika (Panjabi), Delhi.
110. Antarlok (Hindi), Ballia.
111. Rashtra Pragati (Marathi), Kolhapur.
112. Dinavartha (Malayalam), Palghat.
113. Lokdoot (Gujarati), Junagadh.
114. Jagaran (Bengali), Agartala,
115. Aruna (Telugu), Kakinada.
116. Kosala (Oriya), Sambalpur.
117. Nadeem (Urdu), Bhopal.
118. Viduthalai (Tamil), Madras.
119. Vijaya (Kannada), Mysore

List of Newspapers which replied to Committee's Proforma on printing and composing machinery

1. Ananda Bazar Patrika (Bengali), Calcutta.
2. Malayala Manorama (Malayalam), Kottayam.
3. Jugantar (Bengali), Calcutta.
4. Hindu (English), Madras.
5. Navbharat Times (Hindi), Delhi.
6. Hindustan (Hindi), Delhi.
7. Times of India (English), Bombay.
8. Statesman (English), Calcutta.
9. Hindustan Times (English), Delhi.
10. Mathrubhumi (Malayalam), Ernakulam.
11. Lokasatta (Marathi), Bombay.
12. Kerala Kaumudi (Malayalam), Trivandrum.
13. Mathrubhumi (Malayalam), Calicut.
14. Maharashtra Times (Marathi), Bombay.
15. Dinamani (Tamil), Madurai.
16. Tribune (English), Chandigarh.
17. Amrita Bazar Patrika (English), Calcutta.
18. Thanthi (Tamil), Madras.
19. Malayala Manorama (Malayalam), Calicut.
20. Bombay Samachar (Gujarati), Bombay.
21. Sandesh (Gujarati), Ahmedabad.
22. Indian Express (English), Bombay.
23. Gujarat Samachar (Gujarati), Ahmedabad.
24. Indian Express (English), Delhi.
25. Andhra Prabha (Telugu), Vijayawada.
26. Prajavani (Kannada), Bangalore.
27. Times of India (English), Delhi.
28. Sakal (Marathi), Poona.
29. Hindustan Standard (English), Calcutta.

30. Aryavarta (Hindi), Patna.
31. Indian Express (English), Madurai.
32. Free Press Journal (English), Bombay.
33. Deccan Herald (English), Bangalore.
34. Navbharat Times (Hindi), Bombay.
35. Dinamani (Tamil), Madras.
36. Nai Dunia (Hindi), Indore.
37. Deepika (Malayalam), Kottayam.
38. Indian Express (English), Vijayawada.
39. Indian Express (English), Bangalore.
40. Jagaran (Hindi), Kanpur.
41. Tarun Bharat (Marathi), Nagpur.
42. Samaj (Oriya), Cuttack.
43. Indian Nation (English) Patna.
44. Hind Samachar (Urdu), Jullundur.
45. Samyukta Karnataka (Kannada), Hubli.
46. Janmabhoomi (Gujarathi), Bombay.
47. Aj (Hindi), Varanasi.
48. Dinamalar (Tamil), Tirunelveli.
49. National Herald (English), Lucknow.
50. Swatantra Bharat (Hindi), Lucknow.
51. Chandrika (Malayalam), Calicut.
52. Navbharat (Hindi), Raipur.
53. Janashakti (Gujarati), Bombay.
54. Navashakti (Tamil), Madras.
55. Nagpur Times (English), Nagpur.
56. Samyukta Karnataka (Kannada), Bangalore.
57. Janasatta (Gujarati), Rajkot.
58. Rajasthan Patrika (Hindi), Jaipur.
59. Akali Patrika (Panjabi), Jullundur.
60. Janayugom (Malayalam), Quilon.
61. Navajivan (Hindi), Lucknow.

62. Pratap (Gujarati), Surat.
63. Kerala Nadam (Malayalam), Ernakulam.
64. Siasat Daily (Urdu), Hyderabad.
65. Janayugom (Malayalam), Calicut.
66. Dainik Sambad (Bengali), Agartala.
67. Daily Action (English), Kanpur.
68. Saurashtra Samachar (Gujarati), Bhavnagar.
69. Theekkathir (Tamil), Madurai.
70. Deshdoot (Hindi), Allahabad.
71. Dinaoli (Tamil), Madras.
72. Urdu Times (Urdu), Bombay.
73. Keralabhushanam (Malayalam), Kottayam.
74. Shivashakti (Marathi), Akola.
75. Tarun Rajasthan (Hindi), Jodhpur.
76. Hindustan (Marathi), Amravati.
77. Sadhvi (Kannada), Mysore.
78. Salar (Urdu), Bangalore.
79. Aabshaar (Urdu), Calcutta.
80. Hindu (Sindhi), Ajmer.
81. Antarlok (Hindi), Ballia.
82. Rashtra Pragati (Marathi), Kolhapur.
83. Dinavartha (Malayalam), Palghat.
84. Lok Doot (Gujarati), Junagadh.
85. Aruna (Telugu), Kakinada.
86. Viduthalai (Tamil), Madras.
87. Kannada Prabha (Kannada), Bangalore.
88. Thanthi (Tamil), Tiruchirapalli.
89. Thanthi (Tamil), Coimbatore.
90. Statesman (English), New Delhi.
91. Northern India Patrika (English), Allahabad.
92. Indian Express (English), Madras.
93. Thanthi (Tamil), Madurai.

94. Thanthi (Tamil), Vellore.
95. Economic Times (English), Bombay.
96. Andhra Prabha (Telugu), Bangalore.
97. Thanthi (Tamil), Tirunelveli.
98. Times of India (English), Ahmedabad.
99. Kovai Malai Murasu (Tamil), Coimbatore.
100. Malai Murasu (Tamil), Madras.
101. Evening News of India (English), Bombay.
102. Pradeep (Hindi), Patna.
103. Searchlight (English), Patna.
104. Indian Express (English), Ahmedabad.
105. Thanjai Malai Murasu (Tamil), Tiruchirappalli.
106. Bharat (Hindi), Allahabad.
107. Salem Malai Murasu (Tamil), Salem.
108. Financial Express (English), Bombay.
109. Malai Murasu (Tamil), Tirunelveli.
110. Hindustan Times Evening News (English), Delhi.
111. Sevak (Gujarati), Ahmedabad.
112. Vellore Malai Murasu (Tamil), Vellore.

The following newspapers stated that they did not have their own printing press :

1. Alai Osai (Tamil), Madras.
2. Ganashakti (Bengali), Calcutta.
3. Yugadharma (Hindi), Raipur.
4. Sanmarg (Hindi), Varanasi.
5. Jagaran (Bengali), Agartala.
6. Kosla (Oriya), Sambalpur.
7. Nadeem (Urdu), Bhopal (Press installed only in 1973).

List of Newspapers which did not reply to Committee's Proforma on the impact of 30 per cent newsprint quota cut

1. Gujarat Samachar (Gujarati), Ahmedabad.
2. Basumati (Bengali), Calcutta.
3. Mail (English), Madras.
4. Sainik daily (Hindi), Agra.
5. Navashakti (Tamil), Madras.
6. Navjyoti Herald (English), Jaipur.
7. Kerala Nadam (Malayalam), Ernakulam.
8. Panj Amirutham (Tamil), Madras. (Ceased publication)
9. Sanmarg (Hindi), Varanasi.
10. Dinaoli (Tamil), Madras.
11. Azad (Urdu), Bangalore.
12. Ranjit (Panjabi), Patiala.
13. Rashtrdoot (Hindi), Nagpur.
14. Pradeep (Hindi), Patna.
15. Searchlight (English), Patna.
16. Madurai Malai Murasu (Tamil), Madurai.
17. Malai Murasu (Tamil), Tirunelveli.
18. Narmada Jyoti (Hindi), Jabalpur.
19. Daily News (English), Hyderabad.
20. Kashmir Times (English), Jammu.
21. Lok Sevak (Bengali), Calcutta.

List of Newspapers which did not reply to Committee's Proforma on printing and composing machinery

1. Kesari (Marathi), Poona.
2. Jai Hindi (Gujarati), Rajkot.
3. Phulchhab (Gujarati), Rajkot.
4. Amar Ujala (Hindi), Agra.
5. Basumati (Bengali), Calcutta.
6. Mail (English), Madras.
7. Sainik Daily (Hindi), Agra.
8. Navajyoti Herald (English), Jaipur.
9. Gomantak (Marathi), Panaji.
10. Panj Amirutham (Tamil), Madras (ceased publication).
11. Azad (Urdu), Bangalore.
12. Ranjit (Punjabi), Patiala.
13. Rashtradoot (Hindi), Nagpur.
14. Madurai Malai Murasu (Tamil), Madurai.
15. Sakal (Marathi), Bombay.
16. Narmada Jyoti (Hindi), Jabalpur.
17. Daily News (English), Hyderabad.
18. Amrit Patrika (Punjabi), Delhi.
19. Kashmir Times (English), Jammu.
20. Lok Sevak (Bengali), Calcutta.
21. Vijaya (Kannada), Mysore.

Cases of defaulting newspapers referred to in Para 1-17

1. Sainik Daily (Hindi), Agra.
2. Navjyoti Herald (English), Jaipur.
3. Sanmarg (Hindi), Varanasi.
4. Daily Action (English), Kanpur.
5. Janayugom (Malayalam), Quilon.
6. Narmada Jyoti (Hindi), Jabalpur.
7. Kovai Malai Murasu (Tamil), Coimbatore.
8. Madurai Malai Murasu (Tamil), Madurai.
9. Malai Murasu (Tamil), Madras.
10. Salem Malai Murasu (Tamil), Salem.
11. Malai Murasu (Tamil), Tirunelveli.
12. Vellore Malai Murasu (Tamil), Vellore.
13. Statesman (English), Calcutta.
14. Statesman (English), Delhi.

List of Newspapers visited by Members and Officials of the Fact Finding Committee on Newspaper Economics

1-2	Amrita Bazar Patrika (English), Calcutta. Jugantar (Bengali), Calcutta.	6 August 1974
3-4	Ananda Bazar Patrika (Bengali), Calcutta. Hindustan Standard (English), Calcutta.	7 August 1974
5	Thanthi (Tamil), Madras.	6 September, 1974
6	Hindu (English), Madras.	6 September 1974
7-8	Pratap (Urdu), New Delhi. Vir Arjun (Hindi), New Delhi.	1 October 1974
9-10	Hindustan Times (English), New Delhi. Hindustan (Hindi), New Delhi.	3 October 1974

Committee Meetings

<i>Place of meeting</i>	<i>Dates</i>
1. New Delhi	8-9 May 1972
2. New Delhi	5-6 June 1972
3. New Delhi	24-25 July 1972
4. New Delhi	21-22 September 1972
5. New Delhi	29-30 November 1972
6. New Delhi	7-8 March 1973
7. New Delhi	5 May 1973
8. New Delhi	31 July-1 August 1973
9. Calcutta	28-30 September 1973
10. New Delhi	12-13 November 1973
11. New Delhi	21-22 January 1974
12. New Delhi	20-23 April 1974
13. New Delhi	3-6 June 1974
14. Bombay	3-6 July 1974
15. Calcutta	5-8 August 1974
16. Madras	3-6 September 1974
17. New Delhi	30 September-4 October 1974
18. New Delhi	28 October-7 November 1974
19. New Delhi	22-28 November 1974
20. Bombay	15-18 December 1974
21. New Delhi	30 December 1974-3 January 1975
22. New Delhi	11-14 January 1975

List of Newspapers which replied to Committee's Questionnaire voluntarily before the use of Commission of inquiry powers

A. SAMPLE PAPERS.

1. Ananda Bazar Patrika (Bengali), Calcutta.
2. Malayala Manorama (Malayalam), Kottayar
3. Jugantar (Bengali), Calcutta.
4. Hindu (English), Madras.
5. Navbharat Times (Hindi), Delhi.
6. Hindustan (Hindi), Delhi.
7. Times of India (English), Bombay.
8. Mathrubhumi (Malayalam), Ernakulam.
9. Mathrubhumi (Malayalam), Calicut.
10. Maharashtra Times (Marathi), Bombay.
11. Tribune (English), Chandigarh.
12. Amrita Bazar Patrika (English), Calcutta.
13. Malayala Manorama (Malayalam), Calicut.
14. Sandesh (Gujarati), Ahmedabad.
15. Indian Express (English), Madurai.
16. Indian Express (English), Madras.
17. Indian Express (English), Vijayawada.
18. Indian Express (English), Bangalore.
19. Prajavani (Kannada), Bangalore.
20. Times of India (English), Delhi.
21. Sakal (Marathi), Poona.
22. Hindustan Standard (English), Calcutta.
23. Aryavarta (Hindi), Patna.
24. Free Press Journal (English), Bombay.
25. Dinamani (Tamil), Madras.
26. Dinamani (Tamil), Madurai.
27. Decan Herald (English), Bangalore.
28. Navbharat Times (Hindi), Bombay.

29. Nai Dunia (Hindi), Indore.
30. Deepika (Malayalam), Kottayam.
31. Kesari (Marathi), Poona.
32. Tarun Bharat (Marathi), Nagpur.
33. Samaj (Oriya), Cuttack.
34. Indian Nation (English), Patna.
35. Janmabhoomi (Marathi), Bombay.
36. Amar Ujala (Hindi), Agra.
37. National Herald (English), Lucknow.
38. Swatantra Bharat (Hindi), Lucknow.
39. Chandrika (Malayalam), Calicut.
40. Janashakti (Gujarati), Bombay.
41. Navasakti (Tamil), Madras.
42. Samyukta Karnatka (Kannada), Bangalore.
43. Rajasthan Patrika (Hindi), Jaipur.
44. Navjivan (Hindi), Lucknow.
45. Ganashakti (Bengali), Calcutta.
46. Pratap (Gujarati), Surat.
47. Yugadharma (Hindi), Raipur.
48. Siasat Daily (Urdu), Hyderabad.
49. Dainik Sambad (Bengali), Agartala.
50. Nagpur Times (English), Nagpur.
51. Urdu Times (Urdu), Bombay.
52. Northern India Patrika (English), Allahabad.
53. Economic Times (English), Bombay.
54. Times of India (English), Ahmedabad.
55. Evening News of India (English), Bombay.
56. Hindustan Times Evening News (English), New Delhi.

57. Sevak (Gujarati), Ahmedabad.
58. Hindustan (Marathi), Amravati.
59. Aabshaar (Urdu), Calcutta.
60. Kosala (Oriya), Sambalpur.
61. Shivashakti (Marathi), Akola.
62. Aruna (Telugu), Kakinada.

B. NON-SAMPLE PAPERS.

1. Godateer-Samachar (Marathi), Nanded.
2. Rashtra Mat (Marathi), Margao-Goa.
3. Zuban-E-Khalque (Urdu), Malegaon (Nasik).
4. Andhra Patrika (Telugu), Madras.
5. Viplavam (Malayalam), Calicut.
6. Janta Express (Hindi), Dehradun.
7. Malabar Mail (Malayalam), Cochin.
8. Patriot (English), Delhi.
9. Janardan (Hindi), Indore.
10. Pratap (Urdu), New Delhi.
11. Rozana Hind (Urdu), Calcutta.
12. Dainik Jan Jan Pukar (Hindi), Sagar.
13. Qaumi Awaj (Urdu), Lucknow.
14. Swadesh (Hindi), Indore.
15. Deccan Chronicle (English), Secunderabad.
16. Free Press Bulletin (English), Bombay.
17. Jayakodi (Tamil), Madras.
18. Viswamitra (Hindi), Calcutta.
19. Indian Herald (English), Hyderabad.
20. Dainik Mahasagar (Marathi), Nagpur.
21. Kerala Times (Malayalam), Cochin.
22. Daily Bom Bom (Hindi), Kanpur.
23. Dainik Parvatia (Hindi), Nainital.
24. O Heraldo (Portugese/English), Panaji (Goa).
25. Chinese Journal of India (Chinese), Calcutta.

26. Sholapur Samachar (Marathi), Bombay.
27. Vir Arjun (Hindi), Delhi.
28. Sanchar (Marathi), Sholapur.
29. Daily Dawat (Urdu), New Delhi.
30. Dainik Prantajyoti (Bengali), Assam.
31. Pioneer (English), Lucknow.
32. Bharat Doot (Hindi), Bikaner.
33. Loka Darshan (Kannada), Mysore.
34. Udyavani (Kannada), Bangalore.
35. Inquilab (Urdu), Bombay.
36. Vishal Sahyadri (Marathi), Poona.
37. Deshabhimani (Malayalam), Kozhikode.
38. Andhra Bhoomi (Telugu), Secunderabad.
39. Express (Malayalam), Trichur.
40. Daily Milap (Urdu), New Delhi.
41. Assam Tribune (English), Gauhati.
42. Thuthang (Zoken), Manipur.

Officers and Staff on the Secretariat of the Fact finding Committee on Newspaper Economics (As on 31-12-1974)

A. Datta-Majumdar	Member-Secretary (Joint till 12th August 1974).	Secretary
Surendra Mohan	Research Officer.	
J.S. Tuli	Administrative Officer.	
Capt. G. Mukherjee	Assistant Research Officer.	

Statistical Section

Narendra Kumar

Sr. Investigator

Technical Section

A. Barwa

Technical Assistant.

R.N. Sharma

Jr. Investigator

H.D. Bawari

Technical Assistant.

Sacha Nand

Clerk

Administrative Section

Kulwant Rai

Assistant

Kumari Joginder Kaur Clerk

Stenographers

S.L. Bajaj

Assistant

S.P. Jain

Sharan Dutt

Accountant

Krishan Sarup Saini

J.R. Mehta

Cashier

M.C. Singhania

N.D. Mathpal

Clerk

J.D. Batra

Ish Kumar

Clerk

Peons

U.C. Gupta

Clerk

Chandan Singh

Paras Ram

Daftary

Makhan Singh

Dayalu Ram

Chairman's Office (in Calcutta)

Subhendu Dasgupta

Assistant Research Officer.

K.C. Banerjee

Private Secretary to Chairman.

S.C. Das

Clerk.

Sudhir Kumar Halder

Peon.

*PRICE-PAGE SCHEDULE : THE SAKAL CASE***Recommendation of the Press Commission*

In its report submitted in 1954 the Press Commission recommended the introduction of a Price-Page Schedule for newspapers. The Press Commission also recommended that the total space allotted to advertisements in daily newspapers should not exceed 40 per cent of the printed area. This, according to the Commission, would ensure that the reader gets an adequate proportion of news and views and that the advertisements are not reduced in effectiveness because there are too many of them. The Association of Advertising Agencies also favoured such a maximum limit on advertisements. The Commission felt that the total space devoted to advertisements, averaged out over a period of a week, should not exceed the limit prescribed by it.

The recommendation in respect of the Price-Page Schedule is reproduced below :

*The earlier discussion of the economics of a newspaper has brought out the fact that as matters stand at present a paper with a large circulation because of its lower cost of production per copy enjoys certain advantages over other papers with smaller circulation. Similarly, a paper with large capital resources behind it is free from certain handicaps which affect another paper with limited capital. Papers of long standing which have been able to build up a large and stable volume of advertisement revenue are in a very advantageous position as compared to others who have just entered the field. It is true that such economic advantages and handicaps exist in a number of industries but their presence in the newspaper industry is not, in our opinion, conducive to the even and healthy development of the press. Newspapers serve as media for the free exchange of information and of ideas. The proper functioning of democracy requires that every individual should have equal opportunity, in so far as this can be achieved, to put forward his opinions. We consider it therefore essential that measures should be adopted to reduce the differences due to economic advantages or other causes, and to enable newcomers to start with a fair chance of achieving success. After examining various schemes that have been put forward for this purpose, we feel that to fix a minimum price at which papers of a particular size can be sold would be the most effective measure to bring about this end. This would no doubt have to be supported by the other measures that we have recommended regarding unfair practices in the industry.

"In the evidence that has been placed before us, there has naturally been considerable divergence of opinion regarding the imposition of price-page schedule. The division of opinion has not been according to the size of the paper or its standing. The proposal has been opposed by many large papers and supported by at least one of them. Similarly, while many small papers have welcomed the idea, and the Indian Language Newspapers Association has strongly supported it, there has been opposition from this group also. Not all the arguments in favour or against were based on the principles underlying the proposal. Some were based

*A.I.R. 1962, Supreme Court, p. 305.

on the experience of the working of the old schedules, the prices of newsprint then and at the time of our inquiry, and even on some local factors. In order to bring about an increase in the number of newspapers in this country an increase which we consider very essential, and in order to provide the circumstances in which freedom of opinion can be very much more real than it is today, a price-page schedule appears to be a necessity.

"We are suggesting a price-page schedule which would fix the minimum price at which papers of a specified number of pages could be sold to the reader. Such a schedule would make no distinction between a paper which is costly to produce and another which is very much cheaper."

The Newspaper (Price and Page) Act, 1956

With a view to implementing the recommendation of the Press Commission, the Newspaper (Price and Page) Act, 1956 was passed in September 1956. The Act conferred power in the Central Government to make an Order, if considered necessary, providing for the regulation of the prices charged for newspapers in relation to their maximum number of pages, size and the proportion of the space to be allotted to advertising matter.

The Daily Newspapers (Price and Page) Order, 1960

After consulting newspaper publishers and their associations as required under Section 3(4) of the Act, the Central Government promulgated the Daily Newspapers (Price and Page) Order, 1960 on 24 October 1960. This Act did not, however impose any limitation on the ratio of advertisement space to news space. The Order could not be enforced as a writ petition was filed in the Supreme Court by the Sakal Newspapers Private Limited and other challenging the constitutional validity of the Act and the Order.

Act and Order Struck Down

On 25 September 1961 the Supreme Court pronounced its judgment declaring the Act and the Order as unconstitutional and void*.

Supreme Court Judgment

In its judgment the Supreme Court observed :

"A bare perusal of the Act and the Order thus makes it abundantly clear that the right of a newspaper to publish news and view, and to utilise as many pages as it likes for that purpose is made to depend upon the price charged to the readers. Prior to the promulgation of the Order every newspaper was free to charge whatever price it chose, and thus had a right unhampered by State regulation to publish news and views. This liberty is obviously interfered with by the Order which provides for the maximum number of pages for the particular price charged. The question is whether this amounts to any abridgment of the right of a newspaper to freedom of expression. Our Constitution does not expressly provide for the freedom of press but it has been held by this Court that this freedom is included in "freedom of speech and expression" guaranteed by Cl.(1)(a) of Art.19. . This freedom is not absolute for Cl. (2) of Art. 19 permits restrictions being placed upon it in certain circumstances.....The right to

*A.I.R. 1962, Supreme Court. 305.

freedom of speech and expression carries with it the right to publish and circulate one's idea, opinions and views with complete freedom and by resorting to any available means of publication. Subject again to such restrictions as could be legitimately imposed under Cl. (2) of Art. 19. This court held that freedom of speech and expression includes freedom of propagation of ideas and that this freedom is ensured by the freedom of circulation. Though the prices of newspapers appear to be on the low side it is a fact that even so many people find it difficult to pay that small price. This is what has been pointed out by Press Commission in paragraph 52 of its Report. According to it the most common reason for people in not purchasing newspapers is the cost of the newspaper and the inability of the house-hold to spare the necessary amount. This conclusion is based upon the evidence of the very large number of individuals and representatives of the Associations. We would, therefore, be justified in relying upon it and holding that raising the price of a newspaper even by a small amount such as one rupee. In order that its present size be maintained would adversely affect its circulation. ... It is however, said that it is not necessary for newspapers to raise their prices but that they could reduce their number of pages. For one thing, requiring newspapers to reduce their size would be compelling them to restrict the dissemination of news and views and thus directly affecting their right under Art. 19(1)(a). But it is said that the object could be achieved by reducing the advertisement. That is to say, the newspapers would be able to devote the same space which they are devoting today to the publication of news and views by reducing to the necessary extent the space allotted to advertisements. It is pointed out that newspapers allot a disproportionately large space to advertisements. It is true that many newspapers do devote very large areas to advertisements. But then the Act is intended to apply also to newspapers which may carry no or very few advertisements. Again, after the commencement of the Act and the coming into force of the Order a newspaper which has a right to publish any number of pages for carrying its news and views will be restrained from doing so except upon the condition that it raises the selling price as provided in the schedule to the Order. This would be the direct and immediate effect of the Order and as such would be violative of the right of newspapers guaranteed by Art. 19(1)(a). Again, S. 3(I) of the Act in so far as it permits the allocation of space to advertisements also directly affects freedom of circulation. If the area of advertisements is curtailed the price of the newspaper will be forced up. If that happens, the circulation will inevitably go down. This would be no remote, but a direct consequence of curtailment of advertisements. The object of the act in regulating the space for advertisements is stated to be to prevent 'unfair' competition. It is thus directed against circulation of a newspaper. When the law is intended to bring about this result there would be a direct interference with the right of freedom of speech and expression guaranteed under Art. 19(1)(a). It may well be within the power of the State to place, in the interest of the general public, restrictions upon the right of a citizen to carry on business but it is not open to the State to achieve this object by directly and immediately curtailing any other freedom of that citizen guaranteed by the Constitution and which is not susceptible of abridgment on the same grounds as are set out in Cl. (6) of Art. 19. Therefore, the right of freedom of speech cannot be taken away with the object of placing restrictions on the business activities of a citizen. Freedom of speech can be restricted only in the interests of the security of the State friendly relations with foreign States, public order, decency or morality or in relation to contempt of Court, defamation or incitement to an offence. It cannot like the freedom to carry on business be curtailed in the interest of the general public. If a law directly affecting

it is challenged, it is no answer that the restrictions enacted by it are justifiable under clauses (3) to (6). For, the scheme of Art. 19 is to enumerate different freedoms separately and then to specify the extent of restrictions to which they may be subjected and the objects for securing which this could be done. A citizen is entitled to enjoy each and every one of the freedoms together and clause (1) does not prefer one freedom to another. It follows from this that the State cannot make a law which directly restricts our freedom even for securing the better enjoyment of another freedom. All the greater reason, therefore, for holding that the State cannot directly restrict our freedom by placing an otherwise permissible restriction on another freedom. Viewing the question from this angle it would be seen that the reference to the press being a business and to the restriction imposed by the impugned Act being referable or justified as a proper restriction on the right to carry on the business of publishing a newspaper would be wholly irrelevant for considering whether the impugned Act infringes or does not infringe the freedom guaranteed by Art. 19(1)(a) The freedom of a newspaper to publish any number of pages or to circulate it to any number of persons is each an integral part of the freedom of speech and expression. A restraint placed upon either of them would be a direct infringement of the right of freedom of speech and expression. Finally it was said that one of its objects is to give some kind of protection to small or newly started newspapers and, therefore, the Act is good. Such an object may be desirable but for attaining it the state cannot make inroads on the right of other newspapers which Art. 19(1)(a) guarantees to them. There may be other ways of helping them and it is for the State to search for them but the one they have chosen falls foul of the Constitution. Upon the view we take it would follow that S. 3(1) of the Act, which is its pivotal provision, is unconstitutional and, therefore, the Daily Newspaper (Price and Page) Order, 1960 made thereunder is also unconstitutional. If S.3(1) is struck down as bad, nothing remains in the Act itself".

Newsprint Allocation Policy 1974-75

GOVERNMENT OF INDIA MINISTRY OF COMMERCE
IMPORT TRADE CONTROL

Public Notice No. 79-ITC(PN)/74

New Delhi, the 7th June, 1974

SUBJECT.—Import Policy for Newsprint—Printing and writing paper (excluding laid marked paper) which contains mechanical wood pulp amounting to not less than 70% of the fibre contents —(S. No. 44/V)—for the year April 1974—March 1975.

The import policy for Newsprint (S. No. 44/V) for the year April 1974—March 1975 is given in Annexure I to IV to this Public Notice and shall be applicable with effect from the 1st April, 1974.

Sd/-

(R. D. KUMAR)

Chief Controller of Imports and Exports

ANNEXURE I TO PUBLIC NOTICE No. 79-ITC(PN)/74 DATED JUNE 7, 1974

Part & S. No. of I.T.C. Schedule	Description	Licensing Authority	Policy for Established importers	Validity of licence	Remarks
1	2	3	4	5	6
44/V	White printing paper (excluding laid marked paper) which contains mechanical wood pulp amounting to not less than 70% of the fibre content.	CCI&E	NIL	Twelve months	<p>I. Licences issued for newsprint will also be valid for import of water-lined newsprint provided it contains mechanical wood pulp amounting to not less than 70% of the fibre content and its weight is not less than $48-52 \pm 4\%$ grammes per square metre.</p> <p>II. A.U. for publisher and/or printers of newspapers and periodicals.</p> <p>III. A.U. applications in 'J' Form from publishers and/or printers of newspapers and periodicals for newsprint will be submitted, in duplicate, and complete in all respects, through the Registrar of Newspapers for India, Ministry of Information and Broadcasting, New Delhi.</p>

IV. Grant of Import licences for newsprint will be considered on the basis of applications for the same received by the Registrar of Newspapers for India not later than the 2nd September, 1974.

V. (a) The entitlement of individual newspapers/periodicals for newsprint will be determined by the Registrar of newspapers for India, New Delhi on the basis of its performance in 1972-73, taking into account the average circulation, average number of pages and average page-area actually published by utilising newsprint authorised for that period.

N.B. In the case of newspapers/periodicals which commenced publication during 1973-74 and are in receipt of quota, the entitlement of these newspapers will be on the basis of their performance in 1973-74, taking into account the average circulation, average number of pages and average page-area actually published by utilizing newsprint authorised for that period.

- V. (b) The entitlement of individual newspapers/periodicals as worked out under remark V(a) above will be subject to a reduction of 40 per cent on account of reduced availability of newsprint.
- V. (c) Daily newspapers on application will be allocated 7 per cent of their 1974-75 entitlement in printing and writing paper. This is on the basis of a quantity of about 16,000 tonnes (of 60 grammes substance) made available for distribution to daily newspapers by the Ministry of Industrial Development.
- V. (d) The entire position will be reviewed when more quantity of newsprint and/or printing and writing paper becomes available for distribution to newspapers.
- V. (e) Allocation of newsprint in accordance with the entitlement so fixed is subject to availability of foreign exchange or newsprint or either or both. In case either or both fall short of expectations, appropriate further cuts will be made.
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1	2	3	4	5	6
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V. (f) The basis of newsprint entitlement of individual newspapers/periodicals as indicated above will not be applicable in respect of these newspapers/periodicals whose circulation has been checked by the circulation teams of the Registrar of Newspapers for India and assessed lower than the claimed circulation. In determining their newsprint entitlement the basis will be the assessed circulation on the one hand and the claimed average number of pages and average page-area in 1973-74 on the other. However, the newspapers/periodicals whose circulation was checked for a year before 1970 can claim entitlement on the basis of claimed circulation or performance in 1972-73. Such claim will be subject to verification through an agency to be named by the Registrar of newspapers for India.

V. (g) The entitlement for standard newsprint as also Nepa newsprint will be worked out on 53 grammes substance.

V. (h) A compensation of 5 per cent of entitlement will be given for wastage in transit and/or machine room.

V. (i) The entitlement in Nepa newsprint will be increased by 10 per cent as compensation for higher grammage.

VI. The entitlement of newsprint will be met by issue of allotments in favour of newspapers/ periodicals for imports through the State Trading Corporation of India Ltd; New Delhi on high-sea sales basis (canalised imports) or authorization(s) issued in favour of applications in terms of remark V above in the following manner given on next page.

Annual entitlement	Quantity to be allowed in imported newsprint	Quantity to be allowed in indigenous newsprint manufactured by Nepa Mills	Cuts imposed on account of reduced availability
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(Standard newsprint and indigenous newsprint)

DAILIES (including their Sunday editions)

(a) Less than 100 tonnes	60%	Nil	40%
(b) 100 tonnes or more but less than 1,000 tonnes	35%	25%	40%
(c) 1,000 tonnes and above	40%	20%	40%

PERIODICALS

All entitlements	60%	Nil	40%
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N.B.—Daily newspapers with less than 100 tonnes of entitlements after the cut and all periodicals to whom imported newsprint is admissible may opt for their entitlement being met upto 50 per cent in imported newsprint and 50 per cent in Indigenous newsprint manufactured by Nepa Mills. Dairy newspapers/periodicals with entitlement upto 25.00 metric tonnes can opt for their entire entitlement in Nepa newsprint. Newspapers/periodicals opting for Nepa newsprint will have to obtain their requirements in sizes that Nepa Mills can make available.

NOTES :

1. Newsprint imports from abroad will be canalised through the States Trading Corporation of India Ltd. Since the suppliers do not entertain orders in lots of less than 25 tonnes, newspapers with entitlement less than 25 tonnes will either have to arrange their imports by the State Trading Corporation of India Ltd; through an establisher importer or through State Industrial Development Corporations and specify the same in 'J' Form. Otherwise they will be granted authorisation on the State Trading Corporation of India Ltd.

2. Since adequate supplies of glazed/rotogravure newsprint have not become available so far, periodicals will be allotted unglazed/Nepa newsprint. In the event of any quantities of glazed/rotogravure newsprint becoming available, the same will be allotted on a *pro-rata* basis to periodicals on application.

3. Allotment to all categories will be made in reels only. An additional quantity for conversion of reels into sheets at the rate of 10 per cent in respect of standard newsprint will be granted to newspapers with entitlement upto 25.00 tonnes.

4. Since Nepa Mills are not in a position to despatch consignments of less than 10 tonnes, Nepa newsprint in lots of less than 10 tonnes will not be allotted. Allotments of smaller quantities may, however, be made to recipients who are willing to take delivery of their quota at the Nepa Mills and arrange for its transport.

5. On applications received after 2-9-1974 cuts will be made on entitlement as follows:

- | | |
|--|-----|
| (i) applications received upto 31-10-1974 | 10% |
| (ii) applications received beyond 31-10-1974 and upto 1-1-1975 | 20% |
| (iii) applications received beyond 1-1-1975 and upto 31-3-1975 | 40% |

VII. (a) Newsprint is allotted to each individual newspapers/ periodicals and the newspaper/periodical is the recipient of the newsprint. Newspapers/ periodicals will not be permitted to adjust between them to quota allotted to each of them even when the publications are under the same ownership and/or bear the same title/name.

VII. (b) The authorised quota of newsprint allotted under this Policy to a newspaper/periodical may, however, be used for a new "edition" of the same newspaper/periodical and the newsprint, if so used, shall be accounted for separately.

NOTE:— For the above purpose an "edition" is a newspaper/periodical which, irrespective of the place of publication, bears the same name/title is in the same language and has the same periodicity as the newspaper/periodical already being published by the same ownership/management, and is a reprint/separate run of the newspaper/periodical with variations dictated by the time factor and to meet requirements of existing local readership and speedier distribution.

VIII. (a) *Clearance regarding availability of newsprint for new daily newspapers/ periodicals :*

Publishers of new daily newspapers and periodicals intending to apply for newsprint quota will obtain clearance regarding availability of newsprint from the Registrar of Newspapers for India before commencing a publication. Information as per Annexure III shall be furnished while applying for clearance under the allocation policy.

VIII. (b) *New daily newspapers/periodicals:*

In view of the shortage of newsprint, no quota will be allotted to new daily newspapers and periodicals for the first six months. After six months of regular publication, the publishers of such newspapers should submit an application in Actual Users' Form along with information contained in Annexure III and a Chartered Accountant's

Certificate showing the average circulation achieved and the average page area and average number of pages printed during the first six months along with documentary evidence of the purchase of paper used for printing the publication. Quota will be allotted to new newspapers/periodicals for the rest of the licensing period on the basis of the average circulation actually achieved and the average number of pages and page area actually printed during the first six months subject to a *maximum* of 15,000 copies of 6 pages of standard size (2,540 sq. cms) in the case of dailies/weeklies/tri-weeklies/bi-weeklies and a maximum of 15,000 copies of 12 pages of standard size in the case of other periodicals, provided the applicants execute bonds duly guaranteed by scheduled banks for 75 per cent of the value applied for under column 10 of the Actual Users' Form ('J'). The bonds which are intended to ensure that the newsprint thus granted is utilised for publishing the proposed newspapers will be cancelled on production of documentary evidence to the satisfaction of the Registrar of Newspapers for India or the Chief Controller of Imports and Exports to show that the newsprint has been utilised for the publication of the Newspaper(s) concerned.

VIII. (c) Existing newspapers which did not obtain clearance for the use of newsprint or licences/authorisations in 1973-74 will be treated as in VIII(a) and (b) above. Further, the requirement of executing bonds duly guaranteed by scheduled banks will be waived in the case of those newspapers/periodicals who are borne on the records of the Registrar of Newspapers for India and are in regular publication from January, 1, 1971.

VIII. (d) In the case of dailies and periodicals which commenced publication prior to 1-4-1974 and which are in receipt of quota of newsprint less than the maximum admissible to a new daily/periodical, the entitlement will be revised to the maximum admissible on specific application and production of documentary evidence, i.e. quarterly Chartered Accountant's Certificate as per Annexure II for the licensing year 1974-75. But this will not apply to newspapers whose circulation had been checked by Registrar of Newspapers for India and assessed lower than the claimed circulation after January 1, 1970.

IX. The following categories of newspapers and periodicals will not be entitled to the allocations of newsprint under this Public Notice notwithstanding that they are classified as newspapers;

- (a) Journals published primarily to promote sale of goods for services;
- (b) Posters/Pamphlets for Election or campaign of commercial nature
- (c) House journals/magazines brought out by individual/firm/industrial concerns;
- (d) Price lists, catalogues and directories;
- (e) Publications intended for free distribution;

- (f) Fiction;
- (g) Racing guides;
- (h) School/College magazines;
- (i) Teaching Journals/Teaching guides; and
- (j) Government publications.

X. If any newspaper/periodical had not fully utilised the quantity allocated in 1973-74, the unutilised quantity shall be adjusted from its entitlement for 1974-75. To enable the Registrar of Newspapers for India to determine the consumption of newsprint in 1973-74, the particulars (monthwise) of circulation, pages, page-area and number of publishing days in 1973-74 should be furnished by the newspaper(s) periodical(s) in the form given in Annexure II and IV to this Public Notice. The consumption in 1973-74 will be worked out on the actual number of days published in the period. The particulars furnished in Annexure II referred to above should be certified by the Chartered Accountant. The Chartered Accountant's Certificate need not be submitted where the circulation of a newspaper/periodical is less than 2,000 copies as per publishing day. (This facility will, however, not be available to those newspapers applying for newsprint quota under Remark VIII above).

NOTE:—Allotment obtained in 1973-74 under schemes for Export Promotion etc. will also be taken into account for determining quantity utilised/held in stock by the newspapers in 1973-74. For this purpose, information shall be furnished in Annexure IV to this Public Notice/Columns II and 12 of Actual User's application ('J' Form).

XI. The number of copies distributed free, unsold returns or any other copies printed but neither sold nor distributed free, will be taken into consideration for purpose of allotment/consumption of newsprint, provided these represent a reasonable percentage of the print order and not in any case exceeding the following limits:

Circulation	Dailies, tri- and bi- weeklies	Weeklies and fortnightlies	Monthlies, quarterlies and others
Upto 2,500	10%	20%	25%
Between 2,500 & 5,000	10%	15%	20%
Between 5,000 & 10,000	10%	10%	15%
Above 10,000	5%	5%	10%

XII. Where the newspapers/periodicals have not supplied copies of their issues stated to be published in the year 1973-74, as required under Section 11B of the Press and Registration of Books Act, 1867, read with Rule 5 of Registration of Newspapers (Central) Rules, 1956, the consumption worked out vide Remark X above, will be subjected to a cut as follows :

Regularity of more than 50% but less than 75% . . . 25%

Regularity of more than 25% but less than 50% . . . 50%

No quota will be released to newspapers whose regularity is less than 25%

XIII. Newspapers whose entitlement for newsprint is and who apply for a licence for less than forty tonnes per annum shall be exempted from payment of import licence application fee and production of income-tax Verification Number.

XIV. For the purpose of this Public Notices, the Registrar of Newspapers for India may make such marginal adjustments in the distribution of Nepa and imported newsprint as may be necessary in the light of Remarks VI and VIII (d).

Amendment to Newsprint Allocation policy 1974-75

GOVERNMENT OF INDIA
MINISTRY OF COMMERCE
Import Trade Control

Public Notice No.118-ITC (TB)-74 dated 13 August, 1974

SUBJECT:—Import Policy for Newsprint—Printing and writing paper (excluding laid marked paper) which contains mechanical wood pulp amounting to not less than 70% of the fibre contents—(S. No. 44/V)—for the year April 1974—March 1975.

Attention is invited to the Ministry of Commerce Public Notice No. 79 ITC (PN)/74 dated the 7th June, 1974 on the subject mentioned above.

2. The remarks V(b), VI(N. B.) and VIII(b), (c) and (d) appearing in Annexure I to the aforesaid Public Notice may be deemed to have been amended by the revised remarks as given in the Annexure to this Public Notice.
3. In addition remarks V as given in the Annexure to this Public Notice may also be deemed to have been inserted.

(Sd.) B. D. Kumar

Chief Controller of Imports & Exports.

ANNEXURE TO PUBLIC NOTICE No. 118-ITC (PN)/74 Dt. 13-8-74

REMARK V (b) ; "The entitlement of individual newspaper/periodical as worked out under Remark V (a) above will be subject to a reduction of 30% cut on account of reduced availability of newsprint".

REMARK VI ; *N. B.* Periodicals with entitlement of 100 tonnes and above can get Nepa or imported newsprint in the same proportion as dailies as indicated above. Daily newspapers and periodicals with less than 100 tonnes of entitlement after the cut, to whom imported newsprint is admissible, may opt for their entitlement being met upto 50 per cent in imported newsprint and 50 per cent in indigeneous newsprint manufactured by Nepa Mills. Daily newspapers/periodicals with entitlement upto 25.00 tonnes can opt for their entire entitlement in Nepa newsprint. Newspapers/periodicals opting for Nepa newsprint will have to obtain their requirements in sizes that Nepa Mills can make available.

REMARK VIII(b) • *New Daily newspapers/periodicals*

In view of the shortage of newsprint, no quota will be allotted to new daily newspapers and periodicals for the first six months. After six months of regular publication, the publishers of such newspapers should submit an application in Actual Users' Form along with information contained in Annexure -III and a Chartered Accountant's Certificate showing the average circulation achieved and the average page area and average number of pages printed during the first three months alongwith documentary evidence of the purchase of paper used for printing the publication. Quota will be allotted to new newspapers/periodicals for the rest of the licensing period on the basis of the average circulation actually achieved and the average number of pages and page-area actually printed during the first three months subject to a maximum of 16,500 copies of 6 pages of standard size (2540 sq. cms) in the case of dailies/weeklies/tri-weeklies/bi-weeklies and maximum of 16,500 copies of 12 pages of standard size in the case of other periodicals. Provided the applicants execute bonds duly guaranteed by scheduled banks for 75 per cent of the value, applied for under column 10 of the Actual Users' Form ('J'). The bonds which are intended to ensure that the newsprint thus granted is utilised for publishing the proposed newspapers will be cancelled on production of documentary evidence to the satisfaction of the Registrar of Newspapers for India to show that the newsprint has been utilised for the publication of the newspaper(s) concerned.

- REMARK VIII (c) • Existing newspapers which did not obtain clearance for the use of newsprint or licences/authorisation in 1973-74 will be treated as in VIII (a) & (b) above. But this will not be applicable in the case of those newspapers/periodicals which are in regular publication prior to or as on January 1, 1973. But the requirement of executing the bond duly guaranteed by a Scheduled Bank will be waived only in the case of those newspapers/periodicals who are borned on the records of the Registrar of Newspapers for India and are in regular publication from January 1, 1971.
- REMARK VIII (d) • In the case of dailies and periodicals which commenced publication prior to 1-4-1974 and which are in receipt of quota of newsprint less than the maximum admissible to a new daily/periodical, the entitlement will be revised to the maximum admissible on specific application and production of documentary evidence, i.e. half-yearly Chartered Accountants Certificate as per Annexure-II for the licensing year 1974-75. But this will not apply to newspapers whose circulation had been checked by Registrar of Newspapers for India and assessed lower than the claimed circulation after January 1, 1970.
- REMARK XV • • If in an exceptional case where the publisher has already made formal application for *ad hoc* advance, but could not complete any or all the requirements as provided under Remark III, IV and Note 5, under Remark VI, the Registrar of Newspapers for India can, on the merits of the case, and on the production of documentary evidence, make such adjustments and issue allotment of newsprint as may be deemed fit. The decision of the Registrar of Newspapers for India shall be final.

Government Advertising Policy

The Directorate of Advertising and Visual Publicity which is the centralised publicity organisation of Government of India, places advertisements in various newspapers and periodicals on behalf of all the Ministries of Government of India and their attached and subordinate offices (except Railways) and a number of autonomous bodies. All the Central Government departments etc. are required to route their display as well as classified advertisements through the Directorate of Advertising and Visual Publicity. The considerations on which the advertising policy is based are as follows:—

1. To secure the widest possible coverage within the funds available.
2. To cover the readers from all walks of life particularly in case of the national campaigns where the message is meant for all the citizens of our country.
3. To reach only a certain section of society in case of the campaigns that appeal to restricted class of readers.
4. In selecting newspapers and periodicals for different Government campaigns due regard is paid to:—
 - (i) Effective circulation (normally papers having paid circulation below 1000 are not used).
 - (ii) Regularity in publication (normally a Period of six months uninterrupted publication).
 - (iii) Class of readership.
 - (iv) Adherence to accepted standards of journalistic ethics.
 - (v) Other factors such as pulling power, production standards, the languages and areas intended to be covered within the available funds.
 - (vi) Advertisement rates which are considered suitable and acceptable for Government publicity requirements.

Like all press advertisements, Government advertisements are also meant to reach a particular class of people and fulfil certain basic objectives. Each of the Government campaigns has a specific purpose to perform. The Government advertisements are there for not essentially or primarily a measure of financial assistance to newspapers.

Political affiliation of a newspaper is not taken into account in placing Government advertisements. Papers belonging to all political parties and supporting different shades of political opinion are used for Government advertisements. Advertisements are not issued, however, to such newspapers and periodicals as indulge in virulent propaganda inciting communal passions or preach violence or offend socially accepted conventions of public decency and morals, thus undermining the basic national interests.

For each campaign or for that matter for each single release, the newspapers and periodicals are selected keeping in view the area and the class to be covered subject to limitation of funds. Obviously, therefore, it is not possible to draw up a uniform schedule of insertions even for the newspapers which may have similar circulation and belong to the same class of readership. However, within the limitation imposed by these factors, a balanced and equitable distribution of advertisements is aimed at. Advertisements are staggered and released in suitable rotation in order to ensure the use of as many papers as possible. This method also ensures that papers with big circulation or members of chains and groups do not get the lions' share of Government advertisements.

Government continues to pay at a uniform flat rate both for display and classified advertisements, and for display advertisements, a 15 per cent commission is allowed by publishers. UPSC advertisements are, however, subject to further discount of 10 per cent as series discount.

Japanese Industrial Standard

Newsprint

1. *Scope*

This standard specifies newsprint for use in rotary printing hereinafter referred to as "the newsprint".

2. *Size, Roll Winding the Splices*

2.1 *Size*:—The size of the newsprint shall conform to the dimensional requirements given in Table 1.

TABLE 1

(Unit : mm)

Designation	Width		Outside diameter
	Size	Tolerance	
Roll A	1626	} 2	910 Max.
Roll B	1092		
Roll C	1219		
Roll D	813		
Roll E	546		

2.2 *Roll Winding*: The newsprint shall be furnished in a roll tightly wound around the core specified in 4. The tolerances for both ends and diameters and the outside diameters of both ends shall be not more than 3 mm when measured in any direction. The warpage of inside shape shall be not more than 5 mm in amplitude and the discrepancy at both ends and mouthpiece shall be not more than 2 mm and 3 mm respectively.

2.3 *Splices*: The splices of newsprint shall be as specified below:

- (1) The number of splices shall be not more than two per one roll.
- (2) The splicing shall be made neatly with the adhesive tapes over the splicing width of 4+2 mm in the direction parallel to the core taking care that the splices do not project outside the given width.
- (3) Each splice shall be marked on both sides with a colored marker in a thickness of 1 mm so that the splice appears just after the mark.

3. *Quality*

The newsprint shall be free from such defects as wrinkles, paper powders, faults, tears, dirt, shives and specks and remarkable wire marks which might effect the serviceability for intended use. The newsprint shall comply with the requirements specified below:

- (1) *Thickness*: Note less than 0.080 mm

- (2) Basis Weight: 52, 2 g/m²
- (3) Tensile Strength (Roll Direction) : Not less than 1·8 Kg.
- (4) Elongation R (Roll Direction): Not less than 0·7%
- (5) Tearing Strength (Transverse Direction) : Not less than 20·0 g.
- (6) Smoothness: Little difference between the surface and back side. The smoothness values shall be decided to the satisfaction of the purchaser and supplier.
- (7) Oil Absorption Degree: Shall be decided to the satisfaction of the purchaser and supplier.
- (8) Brightness: The brightness of newsprint shall meet the following both requirements:
 - When a blue filter is used: Not less than 45%
 - When a green filter is used: Not less than 57%
- (9) Opacity: Not less than 89%
- (10) Surface: Shall be decided to the satisfaction of the purchaser and supplier.

4. Core

The core around which the newsprint is wound shall meet the following requirements:

- (1) The core shall be a cylindrical form made of substantial material free from any unevenness with an end mouth-piece of 76+2 mm in inside diameter.
- (2) The mouthpiece shall be fixed securely to the core with a round edge and be free from any collapse and eccentricity to both ends.

5. Method of Test

The test specimens shall be prepared in accordance with JIS P 8110-Sampling Method of Paper for Testing and conditioned in accordance with JIS P 8111-Conditioning Paper and Paperboard for testing before the following tests are made.

- (1) Thickness: To conform to JIS P 8118-Test Method of Thickness and Bulk Density of Paper.
- (2) Basis Weight: To conform to JIS P 8124-Determination of Metric Basis Weight of Paper.
- (3) Tensile Strength: To conform to JIS P 8113-Testing Method of Tensile Strength of Paper and Paperboard.
- (4) Elongation: To conform to JIS P 8132-Testing Method of Elongation of Paper and Paperboard.
- (5) Tearing Strength: To conform to JIS P 8116—Testing Method of Tearing Strength of Paper.

(6) **Brightness:** The brightness shall be measured in accordance with JIS P 8123—Testing Method of Hunter's Brightness of Paper and Pulp when a blue filter is used. When a green filter is used the same procedure shall be applied to measure the brightness by aid of a green filter specified in JIS P 8138—Testing Method for Opacity of Paper.

(7) **Opacity:** To conform to JIS P 8138.

6. Packaging and Marking

6.1 **Packaging:** The newsprint shall be packaged with the wrapping paper of such quality as not injure the content during transportation and not cause wrinkles due to the humidity. On packaging, care shall be taken not to paste the content.

6.2 **Marking:** The wrapping paper shall be marked on the outside with the name, basis weight or ream weight (1), designation of width, ream count (2), manufacturer's name, date of manufacture, production number, machine number, direction of printing, the identification marked of face and back and the machine number. The wound roll shall also be marked on one end with the manufacturer's name, date of manufacture, production number, direction of printing, identification mark of face and back and the machine number. The method of marking, however, shall be agreed between parties concerned.

NOTES 1. The ream weight shall be meant by the weight in kg of 100 sheets of the paper with the size 813 mm × 546 mm.

2. The ream count shall be meant by the integer fraction of the figure expressed by the following formula:

$$\text{Ream Count} = \frac{\text{Total area (mm}^2\text{)}}{813 \times 546 \times 1000}$$

Reference

The items given below are only for reference and do not form a part of this standard.

Splices

The number of splices shall preferably be not more than 60 per 100 rolls.

Oil Absorption Degree

The oil absorption degree shall be preferably be not more than 60 seconds in mean value when tested by the following procedure:

Oil Absorption Degree Test

Place the test specimen, 300 × 300 mm in size, horizontally in such a position that the central part of the specimen is kept flat at even tension avoiding direct contact with any substance. Let a drop of gas oil (1) fall upon the specimen from an injection needle (2) attached to a glass syringe (3) which held horizontally at a height of 1 cm above the specimen. The oil absorption degree shall

be expressed by the time in seconds required for the oil to penetrate completely in the test specimen. Repeat the procedure five times on each side of the test specimen at 5 cm intervals across the machine direction and the results averaged.

- NOTES: 1. The gas oil shall be No. 1 oil with the kinematic viscosity 30 ± 0.5 cSt conforming to JIS K 2204—Gas Oil.
2. The injection needle shall be No. H 5 needle conforming to JIS T 3 101—Injection Needles.
3. The glass syringe shall have a capacity of 2 cc conforming to JIS T 3201—Glass Syringes.

Writ Petition Filed in the Supreme Court by Bennett Coleman & Co. (Times of India group) and others challenging the validity of the Import Policy for Newsprint for 1972-73.*

Four newspapers groups (Express Newspapers, Bennet Coleman and Company, Hindustan Times and Allied Publications and Kasturi and Sons Ltd; publishers of the *Hindu*, Madras), which were publishing daily newspapers with a page level of above 10, filed writ petitions in the Supreme Court challenging the validity of the ten-page ceiling for the purpose of allocation of newsprint and a number of other provisions of the Import Policy for Newsprint for 1972-73.

The Supreme Court in its majority judgment dated 30 October, 1972 struck down the following provisions in the Newsprint Allocation Policy for 1972-73 as being violative of articles 19(1) (a) and 14 of the Constitution.

- (i) The ten-page limit for computing the newsprint quota for daily newspapers;
- (ii) the formula laid down, in Remark V of the Public Notice announcing the Newsprint Policy for determining the basic entitlement of a newspaper;

(Under this clause, the basic entitlement of a newspaper was to be its actual performance in 1970-71 or 1971-72 whichever was less. In the case of a newspaper with a page level above 10, however, its entitlement was to be calculated on an average of 10 pages and average circulation for 1970-71 or the admissible circulation for 1971-72 plus increases, whichever was more.)
- (iii) Differential growth rate of 10 per cent in circulation allowed, in Remark VII (a), to dailies with circulation up to one lakh and of 3 per cent to those having a circulation of more than 1 lakh;
- (iv) Allocation on application and on actual performance of an additional quota of newsprint under Remark VII (c), for a 20 per cent increase in the number of pages to dailies operating below 10 page level subject to a ceiling of 10.
- (v) restriction, in Remark VIII, on newspapers increasing the number of pages by reducing circulation within the authorised quota as calculated in terms of Remark V, VII(a) and VII(c);
- (vi) restriction, in Remark VIII, on common ownership units bringing out a new edition within the authorised quota of newsprint of a particular publication;
- (vii) restriction, in Remark X, on an existing newspaper belonging to a common ownership unit being denied newsprint or a common ownership unit bringing out a new newspaper.

(Applications by such units have to be made to the appropriate authorities for being dealt with in accordance with the provisions of law.)

FACT

APPENDIX XI. 3

Facts about court cases regarding restriction on the use of white printing paper by daily newspaper

Newsprint Control Order 1962 made by the Central Government in exercise of powers conferred under Section 3 of the Essential Commodities Act (Act X of 1955), came into force on 17 January 1962. With effect from 29 December, 1962, the following new sub-clause 3(A) inserted in clause 3 thereof by the Newsprint Control Third (amendment) Order, 1962:

“3(A) No consumer of newsprint, other than a publisher of textbooks or books of general interest, shall use any kind of paper other than newsprint except with the permission, in writing, of the Controller”.

Indigenous production of printing and writing paper (commonly called white printing paper) is limited and this type of paper is intended to meet the requirements of the Central and State Governments, publishers of school and university textbooks and books of general interest, who are not allowed any quota of newsprint.

Sub-clause 3A was stated to have been inserted for the purpose of maintaining the supplies of the white printing paper other than newsprint to consumers of the categories described above.

On account of acute shortage of foreign exchange and increasing requirements of the newspapers the availability of indigenous printing paper has been reviewed from time to time and since 1963-64 some quantities which could be made available for newspapers were allocated to them by way of supplementing their quota of newsprint.

In the newsprint allocation policies for 1965-66 to 1970-71 printing and writing paper formed part of allocation to newspapers. Being higher priced than newsprint, it was allocated to the bigger dailies. The white printing paper so allocated to dailies was made duty free. From the licensing period 1969-70, it was noticed that white printing paper was not easily available to newspapers to which it was allocated and the latter were finding it difficult to procure their requirements from the paper mills. In view of the shortage of white paper in the country it was also considered necessary by Government to restrict its use by consumers of newsprint who were getting quota of newsprint. According to the Government some of the more affluent papers had started drawing heavily on the limited quantity of white paper available, thereby causing great hardship to the other consumers of this commodity. It was with a view to meet this situation that the restriction on its use by consumers of newsprint (other than those specified in sub-clause 3(A) of clause 3 of the Newsprint Control Order) had been imposed.

The above provision of the Newsprint Control Order 1962 restricting the use of white paper by daily newspapers was challenged by the *Hindustan Times* in a writ petition filed before the Delhi High Court on 8 November 1970. The High Court rejected the petition on 6 February 1971 but granted leave for appeal to the Supreme Court. The *Hindustan Times* filed an appeal on 19 July 1971 in the Supreme Court. Simultaneously they filed an application for an interim stay of the operation of sub-clause 3(A) of clause 3 of the Newsprint Control

Order 1962. The Supreme Court did not grant any such stay of the operation of the Order but ordered that no penal action should be taken against the petitioners under Section 3 of the Essential Commodities Act, 1955 during the pendency of the appeal. On the stay application having been rejected, the *Hindustan Times* made another application as well as supplementary affidavit praying for a stay of the operation of clause 3-3(A) of the Newsprint Control Order in so far as it prevented them from having 850 tonnes of printing and writing paper (which they had in their stock) and using any further quantities from out of this to meet their minimum requirements. The court allowed, as a special case, the use of a quantity of 250 tonnes of white printing paper by the petitioners. This was done in view of the ex-parte stay already granted to some newspapers by the Madras and the Bombay High Courts.

Besides the writ petition of the *Hindustan Times* referred to above, the following other newspapers companies also filed writ petitions challenging the validity of clause 3-3(A) of the Newsprint Control Order 1962:

1. Kasturi and Sons, Madras (publishers of *Hindu*, Madras).
2. Indian Express (Madurai) Pvt. Ltd., Madras.
3. Bennett Coleman and Company, Bombay.
4. Indian Express (Bombay) Pvt. Ltd.
5. Indian National Press, Bombay (publishers of *Free Press Journal group of papers*).

The writ petitions filed in the Madras High Court by Messrs. Kasturi and Sons and Messrs. Indian Express (Madurai) Pvt. Ltd., have been partly heard and again posted for further hearing in January 1975 (final date not yet given). The remaining three cases before the Bombay High Court and the Madras High Court are yet to be heard. Both the Bombay High Court and the Madras High Court have granted ex-parte stay, in all the five cases referred to above, of the operation of clause 3-3(A) of the Newsprint Control Order, 1962.

The main points of arguments advanced by the petitioners in all the above cases are :

- (i) That newspapers have been prohibited from using paper other than newsprint and that it will unnecessarily bring down their circulation.
- (ii) It will consequently affect their economy and the business of the newspaper industry.
- (iii) The present position of the availability of white paper other than newsprint in the country was such that the requirements of newspapers as well as the other classes of consumers could be met.
- (iv) The restrictions on the use of white printing paper was in violation of the fundamental rights of the petitioners guaranteed under Articles 14, 19(1) (a) and 19(1) (g) of the Constitution.

It will be seen from the above account that no judgment has been delivered on the merits of clause 3-3(A) of the Newsprint Control Order 1962 in all the six cases referred to above except the one delivered in the *Hindustan Times* case in the Delhi High Court against which an appeal is now pending before the Supreme Court.

SUPREME COURT'S JUDGMENT

In its judgment delivered on 30 October, 1972, the Supreme Court by a majority decision held as under:

"In accordance with the opinion of the majority, we held that newsprint policy for 1972-73, violates Art. 19(1)(a) and 14 of the Constitution. The restrictions by fixing 10 page limit in remarks V and VIII of the Policy infringe Art. 19(1) (A) and 14 of the Constitution and is, therefore struck down. The measure in remarks VII(a) is violative of Art. 14 and 19(1) (a) of the Constitution and is struck down.

The measure in Remark VII(c) read with Remarks VIII are violative of Arts. 19(1) (a) and 14 of the Constitution and are struck down. The prohibition in Remarks X against common ownership units from starting a new newspaper/periodical or a new edition is declared unconstitutional and struck down as violative of Article 19(1) (a) of the Constitution.

For these reasons the petitioners succeed. The import policy for newsprint for the year 1972-73 in regard to Remarks V, VII(a), VII(c), VIII and X as indicated above is struck down."

The Newspaper (Price Control) Act 1972

The Newspaper Price Control Act 1972 was enacted on 26 May 1972 “to provide for the control, in the interest of the general public, of the price of newspapers with a view to ensuring that newspapers continue to function in the prevailing conditions, an effective mass communication media and for securing their availability at fair prices.”

The Act contained a clause according to which it would cease to have effect on the expiry of two years from the date of its commencement.

The Act provided that if the Central Government was of the opinion that for the purpose of securing the availability of any newspaper or any class of newspapers at fair prices, it was necessary or expedient to do so, the Central Government would determine the maximum price which could be charged for such newspapers. In determining the maximum price which should be charged for any newspapers the Central Government would have regard to (a) the basic price of the newspaper (b) the excise duties and other taxes if any payable in respect of newspapers (c) any special circumstances arising on or after the basic price date of the newspaper and having a bearing on the cost of production of the newspapers and (d) all other relevant circumstances.

Basic price date as defined in the Act meant the price of the newspaper on the 22nd day of October 1971 being the date of which the stamps and Excise Duties (Amendment) Ordinance—1971 was promulgated or, if the newspaper was not published on that day, its price on that day on which it was first published after that day.

The Act lapsed on 25 May 1974.

*Organisations and Associations
Connected with the Newspapers Industry*

Indian and Eastern Newspaper Society (IENS)

Established in 1939, the IENS is an association of newspaper proprietors with headquarters in New Delhi. It claims at present a membership of 282 newspapers—dailies as well as periodicals. Although several medium and small papers are also among its members, the Society is generally considered as representing the views of the big circulation newspapers in the country. It is represented on the Newsprint Advisory Committee which advises the Ministry of Information and Broadcasting on newsprint import, procurement, distribution and allocation policies. The Society publishes a handbook which is an annual and has recently started a monthly called *The Indian Press*. Membership of the Society is open to newspaper owners in India, Burma, Ceylon or other Asian countries.

Indian Languages Newspapers Association (ILNA)

The ILNA was established in 1941, two years later than the IENS. The association, as the name itself indicates, represents the interests of the Indian languages newspapers and periodicals. It claims a membership of 271 newspapers and is known to represent the interests of the medium and small newspapers as against the big newspapers. It publishes a monthly bulletin called the 'Language Press Bulletin'. This Association is also represented on the Newsprint Advisory Committee. The headquarters of the Association are at Bombay.

Indian Federation of Working Journalists (IFWJ)

Set up in 1950, the IFWJ claims through its constituent units, a membership of about 4,500 journalists of all categories, including freelance journalists. The Federation is represented on the Newsprint Advisory Committee. Its headquarters are at New Delhi. The Federation publishes a monthly journal called "The Working Journalists".

All India Newspaper Employees' Federation (AINEF)

Established in 1960, the AINEF with its headquarters in New Delhi claims to have its constituent units in different States with a combined membership of 25,000 journalist as well as of non-journalist employees of newspaper establishments. The organisation is, however, primarily for non-journalist workers.

National Union of Journalists (India) NUJ(I)

The NUJ(I) was born in 1972 and claims through its affiliated units in different States, a combined membership exceeding, 1,500. The Union has not yet been represented on any of the official bodies like the Newsprint Advisory Committee or on the Wage Board for Journalists and non-journalists. Its headquarters are at New Delhi.

Indian Society of Advertisers (ISA)

The ISA was founded in 1952 and has among its 98 members major private sector advertisers and several public sector undertakings as well. Its headquarters are at Bombay. The Society endeavours to protect the interests of advertisers and examines the reasonableness or otherwise of the advertisement rates charged by newspapers. The Society has a joint Media Rates Committee, alongwith the advertising Agencies Association, of India for this purpose.

Advertising Agencies Association of India (AAAI)

Established in 1945, with headquarters at Bombay, the AAAI represents the interests of the Advertising agencies and claims a members of 51 agencies. It has formed the Media Rates Committee jointly with the Indian Society of Advertisers. It publishes a monthly journal called 'Promotion' for its members.

Audit Bureau of Circulations Ltd. (ABC)

The ABC was set up in 1948 as a non-profit making body jointly by the newspaper owners on the one hand and the advertisers and advertising agencies on the other, who are represented in equal proportions on the ABC Council of Management. The Chairman is elected alternately from each group. The Bureau certifies the net paid circulation of newspapers and periodicals on the basis of standard audit procedure. The headquarters of the Bureau are at Bombay. The Bureau claims a membership of 460 including newspapers, advertisers and advertising agencies.

ANNEXURES .

Printing Machinery Equipment of the Daily Press (1974)

(S)—Second-hand
(R)—Reconditioned

	Total	Acquired		Age				
		New	Second-hand/ Re-conditioned	1-10 Yrs.	10-25 Yrs.	Above 25 Yrs.	Not given	
	1	2	3	4	5	6	7	8
<i>A—Big (Circulation above 50,000)</i>								
(Number of dailies—41 Reply not received—1)								
(a) Flat-bed Cylinder	5	5	5
(b) Flat-bed Litho
(c) Rotary	55	44	10(S) 1(R)	22	25	8
(d) Web Offset	4	4	..	4
<i>B—Medium (Circulation 15,001-50,000)</i>								
(Number of dailies—26 Reply not received—7)								
(a) Flat-bed Cylinder	3	..	1(R)	..	1	2
(b) Flat-bed Litho	2	2	..	2
(c) Rotary	20	10	6(S) 2(R)	10	6	2	2	2
(d) Web Offset	1	1	..	1
<i>C—Small (Circulation 5,001-15,000)</i>								
(Number of dailies—25 Reply not received—9)								
(a) Flat-bed Cylinder	16	4	11(S) 1(R)	8	7	1
(b) Flat-bed Litho	2	1	1(S)	1	..	1
(c) Rotary	5	2	3(S)	3	..	2
(d) Web Offset	1	..	1(S)	1

(S)—Second-hand
(R)—Reconditioned

1	2	3	4	5	6	7	8
---	---	---	---	---	---	---	---

D—Small (Circulation below 5,000)

(Number of dailies—20)

Reply not received—9)

(a) Flat-bed Cylinder	·	8	2	6(S)	3	2	3	..
(b) Flat-bed Litho	·	3	..	1(S) 2(R)	..	2	1	..
(c) Rotary	·	·	·
(d) Web Offset	·	·	·

*E—Other dailies (belonging to Major Groups)**

(Number of dailies—28)

Reply not received—2)

(a) Flat-bed Cylinder	·	1 ³	..	1(S)	..	1
(b) Flat-bed Litho	·	·
(c) Rotary	·	·	19	7	12(S)	3	9	7
(d) Web-Offset	·	·

*Data relate to 17 dailies.

Composing Machinery Equipment of the Daily Press (1974)(S)— Second-hand
(R)— Reconditioned

	Total	Acquired		Age			Not given
		New	Second-hand/ Re-conditioned	1-10 Yrs.	10-25 Yrs.	Above 25 Yrs.	
<i>A—Big (Circulation above 50,000)</i>							
Lino	356	319	36(S) 1(R)	83	166	81	26
Mono	76	60	16(S)	17	53	..	6
<i>B—Medium (Circulation 15,001-50,000)</i>							
Lino	16	16	..	15	1
Mono	29	25	4(S)	10	14	..	5
<i>C—Small (Circulation 5,001-15,000)</i>							
Lino	3	3	..	3
Mono	2	1	1(S)	2
<i>D—Small (Circulation below 5,001)</i>							
Lino	Nil
Mono	Nil
<i>E—Other dailies (belonging to Major Groups)</i>							
Lino	54	44	10(S)	10	28	16	..
Mono	5	5	5	..

Newspaper Organisations

S.No.	Code No.	Name	End of Financial Year
1	2	3	4
Public Limited Companies			
1.	A.1.	Associated Journals Ltd., Lucknow	31st March
2.	A.2.	Behar Journals Limited, Patna	Do.
3.	A.3.]	Bennett Coleman & Company Limited, Bombay	31st December
4.	A.4.]	Hind Samachar Ltd., Jullundur	31st August
5.	A.5.	Hindustan Times Ltd., New Delhi	31st March
6.	A.6.	Indian National Press (Bombay) Ltd., Bombay	30th June
7.	A.7.	Janayugam Publications Ltd., Quilon	31st December
8.	A.8.	Jnanmandal Ltd., Varanasi	13th April
9.	A.9.	Kasturi & Sons Limited, Madras	30th June
10.	A.10.	Lok Prakashan Ltd., Ahmedabad	31st December
11.	A.11.	Malayala Manorama Company Limited, Kottayam	Do.
12.	A.12.	Mathrubhumi Printing & Publishing Company Ltd., Calicut	31st July
13.	A.13.	Muslim Printing & Publishing Company Ltd., Calicut	31st December
14.	A.14.	Nava Samaj Ltd., Nagpur	31st May
15.	A.15.	Newspapers Ltd., Allahabad	31st March
16.	A.16.	Pioneer Ltd., Lucknow	31st December
17.	A.17.]	Sandesh Ltd., Ahmedabad	31st March
18.	A.18.	Shri Narakesari Prakashan Ltd., Nagpur	31st December
19.	A.19.	Sikh Newspaper Limited, Jullundur	Do.
20.	A.20.	Southern Publications Limited, Madras	Do.
21.	A.21.	Statesman Limited, Calcutta	Do.

1	2	3	4
Private Limited Companies			
22.	B.1.	Aabshar Publications Pvt. Ltd., Calcutta	• 31st December
23.	B.2.	Allahabad Patrika Private Ltd., Allahabad	• 31st March
24.	B.3.	Amrita Bazar Patrika Ltd., Calcutta	• • Do.
25.	B.4.	Ananda Bazar Patrika Private Ltd., Calcutta	• 31st December
26.	B.5.	Andhra Prabha Private Limited, Vijayawada	• 30th April
27.	B.6.	Associated Publishers (Pvt.) Ltd., Madras	• 31st January
28.	B.7.	Bombay Samachar Private Limited, Bombay	• 31st December
29.	B.8.	Chennai Muresu Private Ltd., Madras	• 30th September
30.	B.9.	Indian Express (Madurai) Private Ltd., Madurai	30th April
31.	B.10.	Indian Express Newspapers (Bombay) Private Ltd., Bombay	• • • Do.
32.	B.11.	Jugantar Pvt. Ltd., Calcutta	• • • 31st March
33.	B.12.	Kerala Kaumudi Pvt. Ltd., Trivandrum	• 31st December
34.	B.13.	Kovai Murasu Pvt. Ltd., Madras	• • • 30th June
35.	B.14.	Nellai Murasu Private Ltd., Madras	• • • Do.
36.	B.15.	Newspapers & Publications (Pvt.) Ltd., Patna	30th September
37.	B.16.	Printers (Mysore) Private Limited, Bangalore	31st March
38.	B.17.	Sakal Papers Private Ltd., Poona	• • • 31st December
39.	B.18.	Salem Murasu Private Limited, Madras	• • • Do.
40.	B.19.	Saurashtra Samachar Pvt. Ltd., Bhavnagar	• • • Do.
41.	B.20.	Thanjai Murasu Private Limited, Madras	• • • Do.
42.	B.21.	Vellore Murasu Private Limited, Madras	• 30th September
Trusts			
43.	C.1.	Kesari Mahratta Trust, Poona	• • • 31st December
44.	C.2.	Lok Shikshana Trust, Hubli	• • • 30th June
45.	C.3.	Samaj (Servants of People Society—Trustees), Cuttack	• • • 31st December
46.	C.4.	Saurashtra Trust, Bombay	• • • 31st March
47.	C.5.	Shivashakti Trust, Akola	• • • 31st December
48.	C.6.	Tribune Trust, Chandigarh	• • • Do.

1	2	3	4
Firms (Partnership Concerns)			
49.	D.1.	Daily Salar (Mohammed Hashim & Others), Bangalore	31st March
50.	D.2.	Dinamalar (T.V. Ramasubba Iyyer & Sons), Tirunelveli	31st December
51.	D.3.	Jagran Publications, Kanpur	30th June
52.	D.4.	Jansatta Karyalaya, Ahmedabad	31st October
53.	D.5.	Deshdoot (Jai Chandra Arya & Others), Alla- habad	31st December
54.	D.6.	Nai Dunia (Labh Chand Chhajlani & Others), Indore	30th June
55.	D.7.	M.L. Maheshwari & D.L. Aggarwal, (Amar Ujala), Agra	31st December
56.	D.8.	Nava Bharat (R.G. Maheshwari & Sons), Nagpur	Do.
57.	D.9.	Siasat (Abid Ali Khan & Others), Hyderabad	30th June
58.	D.10.	Urdu Times (N. Nazer & Others), Bombay	31st March
Individuals			
59.	E.1.	Azad (Abdul Hadi Raffath), Bangalore	31st March
60.	E.2.	Deepika (St. Joseph's Province of the Carmeli- ties of Mary Immaculate, Malabar), Kottayam	Do.
61.	E.3.	Hindustan (B.V. Marathe), Amravati	15th August
62.	E.4.	Keralanadam (C.P. Mammon), Cochin	31st March
63.	E.5.	Kosala (Tribikram Tripathy) Sambalpur	29th September

Dailies Published by Selected Undertakings

Code No.	Sl. No.	Name	Place of Publication	Language	Circulation (Nearest thousand)
1	2	3	4	5	6
A-1	1.	National Herald	New Delhi	English	39
	2.	*National Herald	Lucknow	English	
	3.	Navjivan	Lucknow	Hindi	12
	4.	*Quami Awaz	Lucknow	Urdu	9
A-2	5.	Searchlight	Patna	English	18
	6.	Pradeep	Patna	Hindi	18
A-3	7.	Times of India	Bombay	English	182
	8.	Times of India	Ahmedabad	English	
	9.	Times of India	New Delhi	English	84
	10.	Economic Times	Bombay	English	27
	11.	Evening News of India	Bombay	English	19
	12.	Nav Bharat Times	New Delhi	Hindi	175
	13.	Nav Bharat Times	Bombay	Hindi	63
A-4	14.	Maharashtra Times	Bombay	Marathi	113
	15.	*Punjab Kesari	Jullundur	Hindi	30
A-5	16.	Hind Samachar	Jullundur	Urdu	42
	17.	Hindustan Times	New Delhi	English	143
	18.	Hindustan Times Evening News	New Delhi	English	@11
A-6	19.	Hindustan	New Delhi	Hindi	156
	20.	Free Press Journal	Bombay	English	62
	21.	*Free Press Bulletin	Bombay	English	16
	22.	Janashakti	Bombay	Gujarati	29

*Dailies not selected for detailed study.

1	2	3	4	5	6
	23.	*Navashakti	Bombay	Marathi	43
A-7	24.	Janayugam	Quilon	Malayalam	@14
	25.	Janayugam	Calicut	Malayalam	@10
A-8	26.	Aj	Varanasi	Hindi	38
A-9	27.	Hindu	Madras	English	} 181
	28.	Hindu	Bangalore	English	
	29.	Hindu	Coimbatore	English	
A-10	30.	Gujarat Samachar	Ahmedabad	Gujarati	98
	31.	*Lok Samachar	Ahmedabad	Gujarati	@4
A-11	32.	Malayala Manorama	Kottayam	Malayalam	} 303
	33.	Malayala Manorama	Calicut	Malayalam	
A-12	34.	Mathrubhumi	Cochin	Malayalam	} 255
	35.	Mathrubhumi	Calicut	Malayalam	
A-13	36.	Chandrika	Calicut	Malayalam	21
A-14	37.	Nagpur Times	Nagpur	English	19
A-15	38.	Bharat	Allahabad	Hindi	12
A-16	39.	*Pioneer	Lucknow	English	20
	40.	Swatantra Bharat	Lucknow	Hindi	28
A-17	41.	Sandesh	Ahmedabad	Gujarati	97
	42.	Sevak	Ahmedabad	Gujarati	@10
A-18	43.	Tarun Bharat	Nagpur	Marathi	46
	44.	Yugadharma	Nagpur	Hindi	27
A-19	45.	Akali Patrika	Jullundur	Punjabi	@15
A-20	46.	Alai Osai	Madras	Tamil	@47
A-21	47.	Statesman	Calcutta	English	} 191
	48.	Stateman	New Delhi	English	
B-1	49.	Aabshaar	Calcutta	Urdu	@4
B-2	50.	Northern India Patrika	Allahabad	English	37

*Dailies not selected for detailed study.

1	2	3	4	5	6
B-3	51.	Amrita Bazaar Patrika	Calcutta	English	102
B-4	52.	Hindustan Standard	Calcutta	English	80
	53.	Ananda Bazaar Patrika	Calcutta	Bengali	306
B-5	54.	Andhra Prabha	Vijaywada	Telugu	} 111
	55.	Andhra Prabha	Bangalore	Telugu	
B-6	56.	Mail	Madras	English	@24
B-7	57.	Bombay Samachar	Bombay	Gujarati	103
B-8	58.	Malai Murasu	Madras	Tamil	@20
B-9	59.	Indian Express	Madurai	English	} 204
	60.	Indian Express	Vijayawada	English	
	61.	Indian Express	Bangalore	English	
	62.	Indian Express	Madras	English	
	63.	Dinamani	Madurai	Tamil	} 169
	64.	Dinamani	Madras	Tamil	
	65.	Kannada Prabha	Bangalore	Kannada	45
B-10	66.	Indian Express	Bombay	English	} 108
	67.	Indian Express	Ahmedabad	English	
	68.	Indian Express	New Delhi	English	95
	69.	Financial Express	Bombay	English	9
	70.	Loka Satta	Bombay	Marathi	126
B-11	71.	Jugantar	Calcutta	Bengali	187
B-12	72.	Kerala Kaumudi	Trivandrum	Malayalam	130
B-13	73.	Kovai Malai Murasu	Coimbatore	Tamil	@21
B-14	74.	Malai Murasu	Tirunelveli	Tamil	@ 11
B-15	74.	Indian Nation	Patna	English	48
	76.	Aryavarta	Patna	Hindi	71
B-16	77.	Deccan Herald	Bangalore	English	64
	78.	Prajavani	Bangalore	Kannada	83

*Dailies not selected for detailed study.

1	2	3	4	5	6
B-17	79.	Sakal	Poona	Marathi	} 86
	80.	Sakal	Bomaby	Marathi	
B-18	81.	Salem Malai Murasu .	Salem	Tamil	@12
B-19	82.	Sourashtra Samachar .	Bhavnagar	Gujarati	@10
B-20	83.	Thanjai Malai Murasu .	Tiruchirapalli	Tamil	@13
B-21	84.	Vellore Malai Murasu .	Vellore	Tamil	@8
C-1	85.	Kesari	Poona	Marathi	47
C-2	86.	Samyukta Karnataka .	Hubli	Kannada	} 59
	87.	Samyukta Karnataka .	Bangalore	Kannada	
C-3	88.	Samaj	Cuttack	Oriya	47
C-4	89.	Janmabhoomi	Bombay	Gujarati	37
	90.	Phulchaab	Rajkot	Gujarati	41
	91.	Pratap	Surat	Gujarati	12
C-5	92.	Shivasakti	Akola	Marathi	6
C-6	93.	Tribune	Chandigarh	English	109
D-1	94.	Salar	Bangalore	Urdu	@4
D-2	95.	*Dinamalar	Tiruchirapalli	Tamil	} 67
	96.	Dinamalar	Tirunelveli	Tamil	
D-3	97.	Daily Action	Kanpur	English	7
	98.	Jagaran	Kanpur	Hindi	47
	99.	*Jaganan	Jhansi	Hindi	15
D-4	100.	*Janasatta	Ahmedabad	Gujarati	40
	101.	Janasatta	Rajkot	Gujarati	15
D-5	102.	Deshdoot	Allabahad	Hindi	@9
D-6	103.	Nai Duniya	Indore	Hindi	58
D-7	104.	Amar Ujala	Agra	Hindi	33
	105.	*Amar Ujala	Bareilly	Hindi	12
D-8	106.	*Madhya Pradesh Chronicle	Bhopal	English	@6

1	2	3	4	5	6
	107.	*Navbharat	• • • Bhopa	Hindi	@12
	108.	*Navbharat	• • • Indore	Hind	@6
	109.	*Navbharat	• • • Jabalpur	Hindi	@18
	110.	*Navbharat	• • • Nagpur	Hindi	@22
	111.	Navbharat	• • Raipur	Hindi	@24
D-9	112.	Siasat Daily	• • Hyderabad	Urdu	10
D-10	113.	Urdu Times	• • • Bombay	Urdu	@8
E-1	114.	Azad	• • • Bangalore	Urdu	@9
E-2	115.	Deepika	• • • Kottayam	Malayalam	48
E-3	116.	Hindustan	• • • Amravati	Marathi	@5
E-4	117.	Keralanadam	• • • Cochin	Malayalam	@12
E-5	118.	Kosala	• • Sambalpur	Oriya	@1
TOTAL (5490+ @370)					5860

*Dailies not selected for detailed study.

NOTES; (a) 16 Dailies indicated by *were not included in the samples selected for detailed study.

(b) Circulation figures are based on ABC certifications for July-December 1972. For 29 dailies indicated by @, in the absence of ABC certifications, figures as available in the RNI's records for the year 1972 are indicated.

*Dailies Selected as Samples which defaulted in furnishing Copies
of Annual Accounts*

S. No.	Name	Place of Publication	Language	Circulation (Thou- sands) 1972
1	2	3	4	5
1—6	Thanti - Coimbatore, Madras, Madurai, Tiru- chirapalli, Tirunelveli and Vellore Editions		Tamil	280
7.	Jai Hind	Rajkot	Gujarati	*236
8.	Basumati	Calcutta	Bengali	26
9.	Rajasthan Patrika	Jaipur	Hindi	*21
10.	Navashakti	Madras	Tamil	20
11.	Sainik	Agra	Hindi	15
12.	Malai Murasu	Madurai	Tamil	13
13.	Ganashakti	Calcutta	Bengali	13
14.	Navajyoti Herald	Jaipur	English	12
15.	Gomantak	Panaji	Marathi	11
16.	Sanmarg	Varanasi	Hindi	10
17.	Panj Amirutham	Madras	Tamil	10
18.	Dainik Sambad	Agartala	Bengali	10
19.	Theekathir	Madurai	Tamil	9
20.	Dinaol	Madras	Tamil	9
21.	Kerala Bhushanam	Kottayam	Malayalam	7
22.	Ranjit	Patiala	Punjabi	6
23.	Tarun Rajasthan	Jodhpur	Hindi	5
24.	Rashtrdoot	Nagpur	Hindi	5
25.	Sadhvi	Mysore	Kannada	4.7
26.	Narmada Jyoti	Jabalpur	Hindi	4.4

1	2	3	4	5
27.	Daily News	Hyderabad	English	3·4
28.	Hindu	Ajmer	Sindhi	3·0
29.	Amrit Patrika	Delhi	Punjabi	2·0
30.	Anterloke	Ballia	Hindi	2·0
31.	Rashtra Pragati	Kolhapur	Marathi	2·0
32.	Dinavartha	Palghat	Malayalam	1·9
33.	Lok Doot	Junagadh	Gujarati	1·9
34.	Jagaran	Agartala	Bengali	1·7
35.	Kashmir Times	Srinagar	English	1·5
36.	Aruna	Kakinada	Telugu	1·3
37.	Lok Sevak	Calcutta	Bengali	1·0
38.	Nadeem	Bhopal	Urdu	0·8
39.	Vijaya	Mysore	Kannada	0·5
40.	Viduthalai	Madras	Tamil	0·5
TOTAL				551

*Dailies whose circulations were certified by ABC for July-December 1972.

Newsprint Allocations to Daily Newspapers—1972-73

S.No.	Code No.	Tonnes	S.No.	Code No.	Tonnes
1	2	3	1	2	3
1	B-5, B-9 and B-10	24,739	22	B-8, B-13, B-14, B-18, B-20 and B-21	1,837
2	A-3	19,561	23	A-1	1,791
3	B-4	10,780	24	D-8	1,764
4	A-5	8,512	25	C-2	1,420
5	A-9	8,212	26	A-8	1,391
6	A-21	7,189	27	D-3	1,317
7	A-11	5,407	28	A-18	1,264
8	A-12	5,182	29	A-16	1,144
9	B-11	4,999	30	C-3	1,110
10	B-16	4,432	31	D-6	1,048
11	A-6	3,579	32	B-2	999
12	B-3	3,476	33	A-4	961
13	B-15	3,060	34	E-2	956
14	B-7	2,987	35	C-1	935
15	A-10	2,926	36	A-2	783
16	C-6	2,320	37	D-7	773
17	B-12	2,316	38	D-2	714
18	C-4	2,256	39	B-6	603
19	A-17	2,219	40	A-7	458
20	B-17	2,196	41	A-14	421
21	D-4	1,848			

Newsprint Allocations to Daily Newspapers—1972-73—Contd.

S. No.	Code No.	Tonnes	S. No.	Code No.	Tonnes
42	A-13 . . .	328	51	C-5 . . .	62
43	A-20 . . .	312	52	D-1 . . .	62
44	A-15 . . .	293	53	E-4 . . .	54
45	A-19 . . .	240	54	E-3 . . .	41
46	D-5 . . .	187	55	B-1 . . .	35
47	D-9 . . .	134	56	E-5
48	B-19 . . .	118			151,946
49	E-1 . . .	101		All other Dailies .	26,272
50	D-10 . . .	94			178,218

NOTES :

S.No. 1—Indian Express Group

S.No. 22—Malai Murasu Group

Consolidated Balance Sheets of 50 selected undertakings

(Rs. in lakhs)

S.No.	1973	1972	1971	1970	1969	1968	1967
A. LIABILITIES							
1 Share Capital	787	765	749	737	706	614	612
2 Reserves and Surplus	891	772	674	697	670	710	655
3 Borrowings:							
(a) From Commercial Banks	934	1185	1089	970	870	850	661
(b) From other Financial Institutions	94	101	95	73	49	46	36
(c) From other sources	1102	1337	1437	1274	761	513	178
4 Current Liabilities & Provisions	2589	2093	1563	1469	1122	1076	942
TOTAL	6397	6253	5607	5220	4178	3809	3084
B. ASSETS							
1 Net fixed Assets:							
(a) Gross Block
(b) Less: Cumulative Depreciation
(c-i) Net Block	2139	1910	1865	1392	1255	1142	1043
(c-ii) Goodwill	28	28	31	31	31	31	31
(d) Capital Works-in-progress	26	266	192	477	398	257	164
2 Investments	591	583	568	391	217	295	131
3 Current Assets	3405	3185	2878	2882	2249	2069	1707
4 Losses	208	281	72	47	28	15	8
TOTAL	6397	6253	5607	5220	4178	3809	3084

Consolidated Balance Sheets of 13 selected undertakings

(Rs. in lakhs)

S.No.	1972	1971	1970	1969	1968	1967
A. LIABILITIES						
1 Share Capital	32	28	27	22	22	23
2 Reserves & Surplus	17	23	21	21	20	18
3 Borrowings:						
(a) From Commercial Banks	66	46	54	32	19	18
(b) From other Financial Institutions	4	5	6	7	5	6
(c) From other sources	92	88	55	54	55	45
4 Current Liabilities and Provisions	58	59	52	37	30	25
TOTAL	269	249	215	173	151	135
B. ASSETS						
1 Net Fixed Assets:						
(a) Gross Block
(b) Less: Cumulative Depreciation
(c-i) Net Block	76	82	66	47	42	42
(c-ii) Goodwill
(d) Capital Works-in-progress
2 Investments	6	6	3	3	3	3
3 Current Assets	151	131	122	104	88	77
4 Losses	36	30	24	19	18	13
TOTAL	269	249	215	173	151	135

Consolidated Balance Sheets of 63 selected undertakings

(Rs. in lakhs)

S.No.	1973	1972	1971	1970	1969	1968	1967
A. LIABILITIES							
1 Share Capital	825	797	777	764	728	636	635
2 Reserves & Surplus	910	789	697	718	691	730	673
3 Borrowings:							
(a) From Commercial Banks	1030	1251	1135	1024	902	869	679
(b) From other Financial Institutions	95	105	100	79	56	51	42
(c) From other sources	1200	1429	1525	1329	815	568	223
4 Current Liabilities and Provisions	2650	2151	1622	1521	1159	1106	967
TOTAL	6710	6522	6856	5435	4351	3960	3219
B. ASSETS							
1 Net Fixed Assets							
(a) Gross Block
(b) Less: Cumulative Depreciation
(c-i) Net Block	2235	1986	1948	1458	1302	1184	1085
(c-ii) Goodwill	28	28	31	31	31	31	31
(d) Capital Works-in-progress	..	266	192	477	398	257	164
2 Investments	597	589	574	394	220	298	134
3 Current Assets	3600	3336	3009	3004	2353	2157	1784
4 Losses	250	317	102	71	47	33	21
TOTAL	6710	6522	5856	5435	4351	3960	3219

Outstanding loans from Commercial Banks to selected Newspaper undertakings

(Rs. in lakhs)

S.No.	Code No.	1973	1972	1971	1970	1969	1968	196
1	B-5, B-9 and B-10	252	196	206	225	154	228	190
2	A-5	84	80	39	29	29	35	28
3	B-4	70	101	83	68	88	66	47
4	B-3	68	82	59	61	36	37	31
5	A-3	49	238	269	206	218	223	187
6	A-9	48	80	88	93	84	72	45
7	B-16	44	38	33	32	22	23	15
8	B-17	31	34	31	36	19	17	11
9	B-6	28	22	20	17	14	10	8
10	A-21	28	53	56	50	61	33	4
11	A-6	25	30	28	21	15	11	5
12	D-8*	30	24	10	16	10	3	3
13	B-12	23	25	9	2
14	B-11	22	19	19	8	10	10	12
15	C-2*	25	22	17	25	17	14	11
16	A-4	16	5	4
17	A-17	16	8	11	3	1	6	3
18	A-1	15	15	16	18	7	2	2
19	A-12	14	31	16	19	15	21	18
0	A-11	13	29	27	10	18	14	18
21—61	Others*	129	119	94	87	84	44	39
TOTAL		1030	1251	1135	1024	902	869	679

NOTE : S. No. 1—Indian Express Group

*Estimates for 1973 only.

Outstanding loans from financial institutions to selected newspaper undertakings

(Rs. in thousands)

S.No.	Code No.	1973	1972	1971	1970	1969	1968	1967
A : FROM STATE FINANCIAL CORPORATIONS								
1	A-11	1609	1804	1693	1082	1200	1200	..
2	D-6	783	892	976	591	662	710	651
3	A-13	583	521	589	591	..	28	30
4	A-17	573	673	773	908	977	846	1015
5	B-12	565	630	695	736	577	618	659
6	C-3	*300	402	508	600	680	510	583
7	D-4	384	462	518	550	754	784	789
8	A-4	192	198	269	209	149	140	140
9	A-8	184	230	276	313	313	359	406
10	A-19	88	102	115	150	151
11	B-19	74	87	101	115	100
12	E-4	7
Total 1-12		5342	6001	6513	5845	5563	5195	4273
B : FROM LIFE INSURANCE CORPORATION OF INDIA								
13	A-5	4222	4500	3500	2000
C : FROM NATIONAL SMALL INDUSTRIES CORPORATION LIMITED								
14	A-13	..	2	6	6	8	9	..
TOTAL		9564	10503	10019	7851	5571	5204	4273

*Estimated for 1973.

Outstanding loan/deposits from public

(Rs. in lakhs)

S.No.	Code No.	1973	1972	1971	1970	1969	1968	1967
A : TOTAL LOANS/DEPOSITS FROM PUBLIC								
1	B-5, B-9 and B-10	719	962	1067	996	518	318	13
2	A-5	56	51	50	32	26	1	1
3	A-9	51	57	59	46	42	35	35
4	D-4	51	39	43	39	25	31	23
5	A-21	38	33	11	5
6	C-1	*30	29	28	22	29	26	20
7	B-3	25	25	24	25	26	23	23
8	F-2	25	25	15	14	10	10	8
9	C-2	*23	21	19	8	4	5	4
10	A-1	19	20	21	23	29	32	25
11	A-10	16	20	28	23	11	8	6
12	D-6	15	11	10	5	5	5	3
13	A-11	13	14	16	2	2	..	3
14	B-4	13	16	26	..	3
15-61	.	106	106	108	89	85	74	5
	TOTAL	1200	1429	1525	1329	815	568	223
B : OF WHICH FIXED DEPOSITS WERE —								
1	B-5, B-9 and B-10	599	786	908	841	468	216	13
2	A-21	35	30
3	A-5	32	27	26	8	2
4	C-1	30	29	28	22	29	26	20
5	C-2	25	19	17	6	3	3	4
6	D-6	15	13	11	5	5	5	3
7	A-17	5	5	5	4	2	1	1
8	A-10	5	2	3	2	2	2	3
9	D-4	4	5	7	8	12	2	..
10	B-17	4	4	5	4	4	4	4
11	A-16	2	2	1
12	B-16	2	1
13	A-11	2	1	2	2	2
14	A-6	..	1	1	4	6
	TOTAL	760	925	1014	906	535	259	48

NOTES: A-9, B-3, E-2, A-1 and B-4 did not furnish separate figures.

S. No.1-Indian Express group.

*Estimates for 1973 only.

Current liabilities and provisions

(Rs. in lakhs)

S.No.	Code No.	1973	1972	1971	1970	1969	1968	1967
1	B-5, B-9 and B-10	1025	771	388	419	249	294	226
2	A-3	371	340	295	276	211	180	171
3	A-5	179	107	104	74	67	72	51
4	B-4	108	123	84	75	66	46	44
5	B-9	101	68	56	53	46	46	51
6	B-15	48	36	32	29	26	23	19
7	B-16	47	37	36	29	32	37	15
8	A-16	38	37	37	42	22	27	12
9	C-4	33	31	28	27	19	18	14
10	A-12	33	37	31	27	23	24	17
11	A-6	28	26	30	29	28	29	27
12	61	539	533	501	441	370	310	320
TOTAL		2650	2151	1622	1521	1159	1106	967

NOTE —S. No. 1 —Indian Express Group.

*Land and Buildings Owned by Selected Newspaper Undertakings and
their Gross Rental Income*

S. No.	Code No.	1973	1972	1971	1970	1969	1968	1967
A: NET BOOK VALUES (Rs. in Lakhs)								
1.	B-5, B-9 and B-10	494	500	475	390	272	196	139
2.	A-5	257	80	17	17	22	19	18
3.	A-3	142	143	140	141	139	138	125
4.	C-6	76	78	76	72	63	6	7
5.	A-9	39	41	42	43	42	44	45
6.	A-6	30	30	7	7	7	7	7
7.	A-1	16	16	17	18	19	20	19
8.	C-4	15	15	13	14	14	14	14
9.	B-4	14	14	14	14	14	15	15
10.	B-3	9	10	10	10	11	11	11
11.	B-6	7	7	8	8	8	8	9
12.	A-10	7	7	7	7	7	8	8
13.	C-2	6	6	7	5	4	4	4
TOTAL		1112	947	833	746	622	490	421

B: GROSS RENTAL INCOME (Rs. in Thousands)								
1.	B-5, B-9 and B-10	11432	10014	3693	168	141	124	111
2.	A-1	830	830	830	823	801	742	677
3.	A-5	492	150	145	139	123	119	110
4.	A-9	437	421	458	457	448	441	447
5.	C-4	224	216	211	210	208	203	204
6.	A-3	207	207	194	83	54	53	55
7.	C-2	115	112	75	43	40	47	48
8.	B-3	100	99	99	99	183	121	96
9.	B-6	96	100	105	109	112	116	111
10.	C-6	87	81	74	60	40
11.	A-10	67	73	71	64	60	41	39
12.	A-6	38	32	32	30	9	9	9
13.	B-4	29	28	28	28	28	28	29
TOTAL		14154	12363	6015	2313	2247	2044	1936

Note:—S. No. 1—Indian Express Group.

Plant and Machinery (Depreciated Block) in Selected Newspaper Undertakings

(Rs. in Lakhs)

S. No.	Code No.	1973	1972	1971	1970	1969	1968	1967
1.	A-3	100	98	98	94	132	135	139
2.	B-5, B-9 and B-10	86	100	113	107	90	88	68
3.	A-5	43	15	18	14	17	20	23
4.	A-9	41	46	46	49	13	16	20
5.	A-11	32	33	33	20	20	20	12
6.	B-16	30	27	31	27	28	4	5
7.	C-2	*30	30	22	5	5	6	6
8.	B-12	29	21	24	25	8	7	8
9.	B-17	29	31	14	16	11	12	13
10.	C-4	29	30	28	30	19	17	18
11.	C-6	28	32	25	27	30	31	4
12.	B-4	23	29	39	18	21	14	14
13.	A-6	21	23	25	25	12	13	13
14.	B-3	20	23	20	24	28	28	31
15.	A-21	19	23	26	31	32	29	23
16.	B-8	18	22	25	26	9	10	12
17.	D-3	15	18	14	13	13	26	2
18.	D-6	15	12	13	6	6	6	7
19.	A-12	14	16	16	18	20	14	16
20.	A-14	13	14	8	5	6	5	2
21.	A-10	12	14	15	17	7	6	7
22.	51.	*135	138	143	134	121	107	89
TOTAL		782	795	796	731	648	590	532

*Estimates for 1973 only.

Note: S. No. 2—Indian Express Group.

Investments in Shares by Selected Newspaper Undertakings

(Rs. in Thousands)

S. No.	Code No.	1973	1972	1971	1970	1969	1968	1967
1.	B-5, 9, 10	51727	52067	51223	32365	14922	22564	3939
2.	B-15	1411	1461	1511	1506	1506	1506	1534
3.	A-21	212	212	212	172	113	112	112
4.	A-16	193	193	193	193	5	5	5
5.	B-17	163	163	156	155	32	16	16
6.	A-3	154	154	154	154	154	154	154
7.	C-4	136	136	136	136	136	136	136
8.	B-3	120	160	160	160	160	152	286
9.	A-9	82	82	82	82	82	82	82
10.	B-4	79	79	79	79	79	79	79
11.	B-8	75*	75	75	15	15	15	15
12.	D-8	75*	75	74	77	94	53	51
13.	B-13	60*	60	60
14.	B-18	60*	60	60
15.	A-5	51	51	51	51	51	51	51
16.	B-16	51	51	51	51	51	51	51
17.	B-14	50	50	50	13
18.	B-20	40*	40	40
19.	B-21	40*	40	40
20.	B-11	37	37	37	37	37	34	34
21.	Others	52	59	61	60	59	58	58
TOTAL		54868	55305	54505	35306	17496	25063	6603

*Estimates for 1973 only.

NOTE: S. No. 1—Indian Express Group. The figures for 1971, 1972 and 1973 also include investments in a partnership firm known as Express Traders dealing in shares and wholly owned by this Group.

Current Assets in Selected Newspaper Undertakings

(Rs. in Lakhs)

S. No.	Code No.	1973	1972	1971	1970	1969	1968	1967
1.	B-5, B-9, & B-10	810	645	614	959	556	513	353
2.	A-3	494	612	561	455	386	348	308
3.	A-5	248	162	173	130	112	154	114
4.	A-21	235	233	191	171	163	144	134
5.	A-9	165	165	153	145	115	130	105
6.	B-3	146	150	124	125	97	87	104
7.	B-4	145	185	145	102	121	78	66
8.	D-4	89	78	67	61	44	31	22
9.	B-7	80	60	49	41	41	36	29
10.	B-15	80	66	58	51	46	42	33
11.	B-16	69	58	48	44	38	38	33
12.	A-11	68	77	74	45	48	37	33
13.	A-1	67	52	52	47	43	33	29
14.	C-4	62	60	53	46	40	37	35
15.	A-17	56	47	44	36	28	27	20
16.	A-16	51	47	44	50	32	33	15
17-61.		735	639	559	496	443	389	351
TOTAL		3600	3336	3009	3004	2353	2157	1784

Note: S. No. 1--Indian Express Group.

Accumulated Losses in Selected Newspaper Undertakings

S. No.	Code No.	1973 Rs. in Lakhs	S. No.	Code No.	1973 Rs. in lakhs
1.	B-5, B-9 and B-10	138	1.	C-1	6
2.	B-6	28	2.	E-2	3
3.	A-1	23	3.	A-1	2
4.	C-1	*18	4.	A-14	2
5.	E-2	*18	5.	A-15	2
6.	B-4	8	6.	B-20	2
7.	A-13	5	7.	Others	4
8.	A-15	5			
9.	D-5	*2			
10.	Others	5			
TOTAL		250	TOTAL		21

Notes: *Estimates

C-1 Actual-1972=16

E-2 Actual-1972=16

D-5 Actual-1973=1.3

Consolidated Profit & Loss Accounts of 63 Selected Undertakings

(Rs. in Lakhs)

S. No.	For financial year ended on.....						
	1973	1972	1971	1970	1969	1968	1967
A INCOME							
1. Net Sales							
2. Net Advertisements							
3. Total 1 and 2	7083	7008	6285	5461	4692	3971	3866
4. Job Income	161	184	178	167	157	182	197
5. Interest received	30	22	79	64	41	21	11
6. Other Income	440	413	427	331	377	372	265
TOTAL (3 to 6)	7714	7627	6969	6023	5267	4546	4339
B EXPENSES							
1. Materials Consumed							
(a) Newsprint and Paper							
(b) Ink							
(c) Stores and spare parts							
(d) <i>Less</i> Sales of Waste Paper							
TOTAL (a to d)	2949	3052	2908	2445	2072	1718	1694
2. Employees	1979	1861	1678	1512	1349	1147	1046
3. Depreciation	177	168	167	144	126	109	95
4. Managerial Remuneration	18	18	17	16	15	14	13
5. Interest Paid	266	319	325	255	190	119	90
6. Outside Printing charges	53	57	46	42	35	28	26
7. Other Expenses	1960	1725	1586	1408	1303	1249	1068
TOTAL (1 to 7)	7132	2700	6727	5822	5090	4384	4032
C PROFIT (LOSS)	582	427	242	201	177	162	307
D LOSS ON TRADING IN SHARES	82	293	91
E NET PROFIT (LOSS)	500	134	151	201	177	162	307

*Trading in Shares—Indian Express
Group (B-5, B-9 and B-10)*

A: BALANCE SHEETS

		As on 30th April						
		1973	1972	1971	1970	1969	1968	1967
LIABILITIES								
1. Loans from—								
(a)	Commercial Banks	5	6	14	25	..
(b)	Other Parties (on Pledge of shares)	4	10	..	141	44	98	..
2. Funds from Newspaper Activity								
		669	627	634	163	70	73	..
3. Express Traders								
		434	325
TOTAL		1107	962	639	310	128	196	..
ASSETS								
1. HISCO Shares								
		4	7	11	274	110	186	..
2. Other Shares								
		23	14
3. Express Traders								
		450	450	450
4. Losses								
		630	491	178	36	18	10	..
TOTAL		1107	962	639	310	128	196	..

B: PROFIT AND LOSS ACCOUNT

A. REVENUES

1. Dividends		..	1	1	6
2. Profit on sale of shares		10
TOTAL		..	1	1	6	10

B. COSTS/LOSSES

1. Loss on Trading—								
(a) Transfers from Express Traders								
		79	291	77
(b) Others								
		3	2	14
2. Interest and other Financial charges								
		57	21	52	24	18	10	..
TOTAL		139	314	143	24	18	10	..

C. LOSSES FOR THE YEAR		139	313	142	18	8	10	..
D. CUMULATIVE LOSSES		630	491	178	36	18	10	..

Notes: Express Traders—A Firm dealing in shares wholly owned by the Indian Express Group.

Net Advertisement Revenues as a Proportion of Total Revenues

S. No.	Code No.	%	S. No.	Code No.	%
1.	A-21	74.0	30.	A-18	46.4
2.	A-9	68.5	31.	A-10	45.8
3.	B-2	65.4	32.	B-18	45.7
4.	A-14	65.2	33.	D-6	44.5
5.	B-7	62.8	34.	B-13	44.4
6.	A-5	60.9	35.	E-3	43.9
7.	B-6	58.5	36.	B-8	43.6
8.	B-10	57.6	37.	B-20	42.2
9.	A-2	57.0	38.	E-5	41.2
10.	D-3	56.3	39.	C-1	37.8
11.	B-15	56.1	40.	B-11	37.2
12.	C-5	55.7 ^a	41.	B-14	37.1
13.	A-3	54.2	42.	B-5	36.8
14.	A-17	53.1	43.	A-4	36.0
15.	D-7	53.1	44.	A-11	35.8
16.	D-9	53.0	45.	B-12	35.1
17.	B-19	53.0	46.	D-10	32.8
18.	D-8	52.4	47.	E-2	31.2
19.	C-6	52.0	48.	A-13	31.2
20.	B-9	51.6	49.	A-7	29.9
21.	A-8	51.5	50.	A-19	29.3
22.	C-3	51.1	51.	D-2	24.0
23.	B-21	49.2	52.	B-1	23.6
24.	B-16	48.9	53.	E-1	20.4
25.	B-17	48.1	54.	D-5	16.2
26.	D-4	47.9	55.	A-20	13.4
27.	C-4	47.4	56.	D-1	10.8
28.	B-4	47.3			
29.	A-6	47.1	Average of	56	53.3

Managerial Remuneration Paid by Selected Newspaper Undertakings

(Rs. in Thousands)

S. No.	Code No.	1973	1972	1971	1970	1969	1968	1967
1.	A-9	206	206	201	201	211	210	210
2.	B-7	166	145	130	127	112	97	91
3.	A-17	146	99	57	48	53	48	48
4.	B-5, B-9 and B-10	142	186	188	204	213	213	155
5.	B-12	141	96	124	108	114	42	31
6.	B-16	121	110	100	89	78	48	48
7.	A-21	115	108	112	113	117	35	Nil
8.	D-2	93	68	60	57	Nil	Nil	Nil
9.	B-3	92	102	101	94	136	107	96
10.	D-6	75	75	75	24	24	24	24
11.	B-17	72	78	83	69	69	67	61
12.	A-5	67	67	67	67	66	67	67
13.	B-11	60	60	60	60	75	60	60
14.	D-4	60	60	60	60	50	29	29
15.	B-15	57	51	53	53	77	76	76
16.	A-10	52	64	23	23	22	22	22
17.	B-4	42	42	42	42	57	102	102
18.	A-3	38	80	76	47
19.	B-2	*36	36	35	39	47	39	46
20.	Others	128	289	321	308	337	322	311
		1909	2022	1918	1833	1858	1608	1477

*Estimate for 1973 only.

*Relative Proportions of Income and Expenditure of Selected
Newspaper Undertakings*

(In Percentages)

S. No.	For Financial Year Ended.....						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales							
2. Net Advertisements							
3. Total 1 and 2	100	100	100	100	100	100	100
4. Job Income	2.3	2.6	2.8	3.0	3.3	4.6	5.1
5. Interest received	0.4	0.3	1.3	1.2	0.9	0.5	0.3
6. Other Income	3.7	2.4	2.2	1.3	1.9	1.1	1.1
TOTAL (3 to 6)	106.4	105.3	106.3	105.5	106.1	106.2	106.5
B. EXPENSES							
1. Materials consumed	41.6	43.5	46.3	44.8	44.2	43.3	43.8
2. Employees	27.9	26.5	26.7	27.7	28.7	28.9	27.0
3. Depreciation	2.5	2.4	2.6	2.6	2.7	2.7	2.5
4. Managerial Remuneration	0.3	0.3	0.3	0.3	0.3	0.4	0.3
5. Interest paid	2.9	4.3	4.3	4.2	3.7	2.7	2.3
6. Outside Printing charges	0.7	0.8	0.7	0.8	0.7	0.7	0.7
7. Other Expenses	21.6	21.2	20.8	21.1	21.7	23.4	22.0
TOTAL (1 to 7)	97.5	99.0	101.7	101.5	102.0	102.1	98.6
C. PROFIT (LOSS)	8.9	6.3	4.6	4.0	4.1	4.1	7.9

*Rate of Dividend Declared on Equity Capital by Selected Newspaper
Undertakings*

		(In Percentages)						
S. No.	Code No.	1973	1972	1971	1970	1969	1968	1967
1.	A-3	40	40	35	30	25	10	25
2.	A-12	30	30	30	30	10	30	30
3.	A-10	25	25	15	10	10	8	10
4.	B-12	..	25	..	75
5.	A-9	22	15	9	7	8·25
6.	B-17	16	..	12	16	16	20	20
7.	A-17	15	15	12	8	8	10	6
8.	B-7	15	15	10	4	4	4	4
9.	B-15	15	10	10	10	10	4	6·25
10.	A-16	12·5	12·5	12·5	12·5	10	10	..
11.	A-11	10	20	10	10	10	6	..
12.	B-16	10	10	10	8	8
13.	B-19	8	8	8	..	8	8	8
14.	A-5	7·14	7·14	7·14	7·14	71·4	7·14	7·14
15.	A-21	2·5	10	3	5	4·5	8	12·5
16.	B-11	2

Additions to Retained Earnings by Selected Newspaper Undertakings

(Rs. In Lakhs)

S. No.	Code No.	Total	1973	1972	1971	1970	1969	1968
1.	A-5	121	61	22	9	10	9	10
2.	A-3	103	40	41	28	(14)	7	1
3.	B-7	34	9	5	9	9	(4)	6
4.	A-21	17	(6)	8	(1)	3	(1)	14
5.	A-10	15	8	4	2	1
6.	B-15	15	2	3	4	4	2	..
7.	A-6	12	(2)	24	(2)	(5)	(3)	..
8.	B-12	10 ^a	2	..	(1)	4	3	2
9.	A-11	9	(2)	2	4	2	1	2
10.	A-8	8	4	3	(1)	2
11.	A-7	7	3	3	1
12.	B-17	7	1	4	..	1	..	1
13.	B-16	4	(2)	..	1	(1)	2	4
14.	A-12	2	..	1	..	2	(1)	..
15.	A-9	2	(1)	3	(6)	11	(2)	(3)
16.	A-16	2	2

NOTES: Figures in brackets are withdrawals.

Rates of Return on Capital Employed of Selected Newspaper Undertakings

(In percentages)

S. No.	Code No.	1973	1972	1971	1970	1969	1968	1967
1.	B-9	*	58.9	10.6	3.4	14.5	14.9	12.8
2.	B-15	62.1	45.9	52.1	60.1	38.4	35.0	34.5
3.	B-7	46.4	46.2	42.2	53.1	45.3	50.9	46.7
4.	A-17	37.5	31.8	17.0	9.9	14.1	7.1	20.1
5.	A-9	36.9	19.0	14.7	15.0	3.3	4.0	19.2
6.	A-5	34.5	39.0	49.6	37.4	28.4	23.9	32.9
7.	A-3	20.6	33.0	20.1	27.0	18.8	10.6	15.0
8.	A-12	23.7	14.9	23.5	22.1	6.2	12.5	17.8
9.	B-16	21.0	13.1	14.3	1.8	18.1	62.9	48.1
10.	B-12	19.6	11.1	15.8	18.7	34.7	35.4	46.2
11.	A-11	19.4	15.2	24.4	23.1	19.6	24.8	22.3
12.	C-6	19.2	16.2	18.6	13.9	21.2	41.4	63.9
13.	B-10	18.5	8.8	(3.9)	(4.0)	(4.4)	14.7	86.2
14.	A-21	11.0	20.7	8.8	17.1	11.2	9.5	36.8
15.	B-3	6.1	6.9	4.8	4.5	4.7	5.0	16.0
16.	B-4	4.5	22.5	29.4	2.1	6.1	(0.8)	18.6

NOTES: *Profits earned with no capital of owners.
 Figures in brackets are negative returns.

Newspaper Undertakings which made Losses

(Rs. in lakhs)

S.No.	Code No.	Total	1973	1972	1971	1970	1969	1968	1967
1.	B-6	36	9	4	8	2	2	6	5
2.	C-1	13	*2	2	3	2	1	2	1
3.	D-4	33	1	@	5	11	6	8	2
4.	A-6	17	2	2	6	4	3	†	@
5.	B-11	5	1	1	1	1	1	†	@
6.	A-1	23	@	5	1	8	9	†	@
7.	E-2	11	3	4	3	†	1	@	@
8.	C-2	11	*3	3	3	†	1	1	@
9.	A-15	4	†	†	@	†	@	3	1
10.	B-4	39	@	18	@	8	4	9	@
11.	B-3	15	6	@	2	3	4	@	@
12.	B-10	45	@	@	21	14	10	@	@
13.	A-13	4	@	2	2	†	@	@	@
14.	B-5	9	@	4	5	@	@	@	@
15.	B-16	3	1	@	@	2	@	@	@
16.	D-5	1	1	†	‡	‡	‡	‡	‡
17.	A-14	1	@	1	@	@	@	@	@
18.	A-20	1	@	@	1	‡	‡	‡	‡
TOTAL		271	29	46	61	55	42	29	9
Less: Indian Express group-B-5 & B-10		54	@	4	26	14	10	@	@
NET TOTAL		217	29	42	35	41	32	29	9

NOTES: *Estimates for 1973 only.

†Below Rs. one lakh.

@ Years in which profits were made.

‡Not in existence.

*Consolidated Profit and Loss Accounts of 72 Dailies published by 45 selected
Newspaper undertakings*

(Rs in lakhs)

S. No.	For Financial Year Ended on...						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net sales and Net Advertisements	2059	2103	1906	1653	1481	1234	1130
2. Job Income	46	43	42	37	33	30	25
3. Other Income	223	273	333	289	328	346	236
TOTAL (1 to 3)	2328	2419	2281	1979	1842	1610	1391
B. EXPENSES							
1. Net Materials Cost	879	988	940	796	702	573	524
2. Employees	515	481	438	384	358	301	266
3. Depreciation	55	58	57	50	42	37	29
4. Managerial Remuneration	7	6	6	5	5	5	5
5. Outside Printing Charges	28	38	30	29	24	19	18
6. Other Expenses	587	654	654	579	582	574	449
TOTAL (1 to 6)	2071	2225	2125	1843	1713	1509	1291
C. PROFIT (Before taxation and interest)							
	257	194	156	136	129	101	100

*Relative Proportions of Income and Expenditure of 72 Dailies published by
45 selected Newspaper Undertakings*

(In percentages)

S. No.	For Financial Year Ended.....						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales & Net Advertisements	100.0	100.0	100.0	100.0	100.0	100.0	100.0
2. Job Income	2.2	2.1	2.2	2.2	2.2	2.4	2.2
3. Other Income	10.8	13.0	17.5	17.5	22.1	28.0	20.9
TOTAL (1 to 3)	113.0	115.1	119.7	119.7	124.3	130.4	123.1
B. EXPENSES							
1. Net Materials cost	42.7	47.0	49.3	48.2	47.4	46.4	46.4
2. Employees	25.0	22.9	23.0	23.2	24.2	24.5	23.5
3. Depreciation	2.7	2.8	3.0	3.0	2.8	3.0	2.6
4. Managerial Remuneration	0.3	0.3	0.3	0.3	0.3	0.4	0.4
5. Outside Printing charges	1.4	1.8	1.6	1.8	1.6	1.5	1.6
6. Other Expenses	28.5	31.1	34.3	35.0	39.3	46.5	39.7
TOTAL (1 to 6)	100.6	105.9	111.5	115.5	115.6	122.3	114.2
C. PROFIT (Before taxation and Interest)							
	12.4	9.2	8.2	8.2	3.7	8.1	8.9

Summarised Profit and Loss Accounts of 43 Dailies published by 18 selected Newspaper undertakings

(Rs. in lakhs)

S. No	1971	1970	1969	1968	1967
A. INCOME					
1. Gross Sales Revenue	2258	1976	1712	1329	1259
2. Gross Advertisement Revenue	2266	1975	1651	1357	1346
TOTAL	4524	3951	3363	2686	2605
B. EXPENSES					
1. Materials Consumed	1551	1321	1133	870	818
2. Employees	945	885	783	643	585
3. News Gathering Expenses	155	145	134	114	102
4. Depreciation	108	90	80	60	58
5. Repairs and Maintenance	47	37	33	28	25
6. General Administration Expenses	318	269	253	209	184
7. Packing and Transport	244	230	200	174	150
8. Outside Printing Charges	6	6	6	6	5
9. TOTAL S. Nos. 1 to 8	3374	2983	2622	2104	1927
10. Less: Job Income	69	62	64	64	67
11. Less: Other Miscellaneous Revenues	13	10	8	8	7
12. Net Total 9 less (10 and 11)	3292	2911	2550	2032	1853
13. Commission on Sales	579	484	427	346	338
14. Commission on Advertisements	287	256	215	163	151
TOTAL	4158	3651	3192	2541	2342
C. PROFIT (before taxation, interest and bonus)	366	300	171	145	263
D. PROFIT AS A PERCENTAGE ON NET SALES AND ADVERTISEMENTS	10.0	9.3	6.3	6.7	12.4

Profitability of Daily Newspapers—Dailies Earning Profits

S.No	Name of the daily	Language	Place of publication.	Profit as a per cent on Net Sales and Advt. Revenues				
				1971	1970	1969	1968	1967
1	2	3	4	5	6	7	8	9
1.	Times of India	English	Ahmedabad	36.01	28.66	27.20	23.55	—
2.	Times of India	English	Bombay	35.96	35.62	30.75	27.12	35.96
3.	Evening News of India	English	Bombay	31.80	42.09	43.16	42.65	35.57
4.	Hindustan Times	English	New Delhi	29.27	28.80	26.39	26.78	30.91
5.	Hindustan	Hindi	New Delhi	27.12	22.37	18.30	26.14	33.17
6.	Deccan Herald	English	Bangalore	22.50	19.08	13.89	15.13	25.79
7.	Andhra Prabha	Telugu	Vijayawada	20.47	19.86	22.59	23.92	25.65
8.	Gujarat Samachar	Gujarati	Ahmedabad	14.13	12.49	11.90	9.27	10.26
9.	Mathrubhumi	Malayalam	Calicut	10.67	8.58	7.53	5.14	9.47
10.	Ananda Bazar Patrika	Bengali	Calcutta	10.27	4.30	1.48	1.40	6.78
11.	Malayala Manorama	Malayalam	Calicut	9.81	11.67	7.90	0.39	5.02

ANNEXURE No. VII/4—Contd.

1	2	3	4	5	6	7	8	9
12.	Phulchaab	Gujarati	Rajkot	9.42	14.16	6.94	6.92	..
13-14	Statesman	English	Calcutta&Delhi	9.30	11.80	9.91	9.82	24.00
15-17	Hindu	English	Bangalore, Coimbatore & Madras	8.98	8.93	2.26	2.51	11.86
18.	Times of India	English	New Delhi	8.34	(4.30)	(13.03)	(20.05)	(13.36)
19.	Mathrubhumi	Malayalam	Cochin	7.68	5.63	2.21	1.60	6.90
20.	Malayala Manorama	Malayalam	Kottayam	7.38	5.07	3.98	4.61	4.61
21.	Indian Express	English	Bombay	5.86	25.53	24.96	20.52	24.07
22.	Janmabhoomi	Gujarati	Bombay	4.19	9.62	5.00	3.37	..
23.	Navbharat Times	Hindi	New Delhi	3.56	(4.62)	(18.86)	(25.29)	(54.97)
24.	Amrita Bazar Patrika	English	Calcutta	3.50	3.10	2.50	..	1.30
25.	Maharashtra Times	Marathi	Bombay	..	4.70	0.94	0.81	4.01

Note:—Figures in brackets indicate losses. Profit—Before providing for taxation, interest and bonus.

Profitability of Daily Newspapers—Dailies making losses

S.No.	Name of the Daily	Language	Place of Publication	Loss as a per cent on Net Sales and Advt. Revenues				
				1971	1970	1969	1968	1967
1	Janayugam	Malayalam	Calicut	190.10	214.00
2	Pratap	Gujarati	Surat	54.70	62.52	14.88	16.85	..
3	Hindustan Times Evening News	English	New Delhi	31.59	62.20	(23.78)	7.56	46.58
4	Navbhatat Times	Hindi	Bombay	30.11	35.21	48.00	55.68	45.64
5	Economic Times	English	Bombay	28.49	36.44	49.00	44.17	43.99
6	Janasatta	Gujarati	Rajkot	25.93	50.77	55.69	59.73	96.67
7	Hindustan Standard . .	English	Calcutta	12.57	20.71	16.59	12.23	5.61
8	Samyukta Karnataka . .	Kannada	Bangalore	9.66	16.79	17.43	13.49	14.93
9	Kesari	Marathi	Poona	8.53	10.78	4.89	13.53	4.93
10	Prajavani	Kannada	Bangalore	6.55	11.78	10.88	13.27	(0.92)
11	Indian Express	English	Ahmedabad	6.54	301.48	287.00	554.00	..
12	Andhra Prabha	Telugu	Bangalore	6.39	9.78	(3.37)	7.25	18.56
13	Indian Express	English	New Delhi	5.86	8.56	22.50	19.96	0.39
14-15	Sandesh & Sevak	Gujarati	Ahmedabad	4.72	3.81	5.00	8.45	..
16	Loksatta	Marathi	Bombay	4.54	(8.15)	(9.51)	(13.00)	(18.66)
17	Samyukta Karnataka . .	Kannada	Hubli	1.95	(9.56)	(10.34)	(7.99)	(5.63)
18	Financial Express	English	Bombay	1.81	(3.26)	(9.78)	(17.29)	(23.84)

Note: Figures in brackets indicate profits.

Losses—Before providing for interest and bonus.

Dailies which made losses
Analysis by Reasons

S.No.	Name of the Daily	1971	1970	1969	1968	1967
A. Newsprint/Paper as a Percentage on Total Cost of Production						
1	Prajavani	60.9	59.0	57.2	51.1	53.3
2	Sandesh and Sevak	60.1	57.0	55.1	52.4	
3	Loksatta	54.3	58.3	55.5	54.2	57.4
4	Hindustan Standard	50.4	51.2	51.0	43.7	48.9
5	Janasatta	50.1	51.8	44.6	48.6	45.2
6	Andhra Prabha, Bangalore	48.8	49.4	42.3	40.0	36.2
B. Cost of Packing & Transport as a Percentage of Total Cost of Production						
1	Economics Times, Bombay*	13.5	13.2	12.1	10.8	11.2
2	Nav Bharat Times, New Delhi*	12.7	13.0	12.6	10.9	11.6
3	Times of India, New Delhi*	10.9	11.2	11.9	12.1	9.9
4	Samyukta Karnataka, Bangalore	9.6	10.1	10.0	12.8	12.2
5	Indian Express, New Delhi*	7.4	8.2	8.0	7.8	7.3
C. News Gathering Expenses as a Percentage of Total Cost of Production						
1	Hindustan Times Evening News	11.1	16.0	37.4	33.1	39.4
2	Pratap	8.7	8.4	12.3	11.4	..
3	Hindustan Standrad	8.6	6.7	6.8	7.6	6.2
D. Repairs & Maintenance Cost as a Percentage of Total Cost of Production						
1	Indian Express, Ahmedabad	15.0	14.4	16.1	25.7	..
E. Depreciation Cost as a Percentage of Total Cost of Production.						
1	Samyukta Karnataka, Hubli	14.2	2.6	2.6	2.9	4.6
F. Sales Commission as a Percentage of Gross Sales Revenue						
1	Janayugam	66.8	67.2			
G. Advertisement Commission as a Percentage of Gross Advt Revenue						
1	Janayugam	42.6	41.5
2	Sandesh and Sevak	24.0	20.2	20.7	19.1	..

*Figures inclusive of cost of air freight.

ANNEXURE VIII/1

Effect of 30 per cent cut in newsprint quota
(Based on replies from sample papers to Committees' proforma*)

Period of study
(a) July '72-Dec' 72.
(b) Jan. '73-June '73
(c) July '73 -Dec' 73
(d) January '74
NS—Not Supplied

Name of the newspaper, language and place of publication	Page size (Sq. Cm.)	Average number of pages per issue	Average number of issues per month	Average number of copies printed (000)	Price per issue (Rs 0.00)	Adver- tise- ment space (% of total space)	Average advertisement rates per column cm. (Rs.)			Consump- tion of newsprint (average per month, tonnes)	Remarks
							Classified	Display	Others		
1	2	3	4	5	6	7	8	9	10	11	12
A. BIG											
I. Circulation above one lakh											
1. Ananda Bazar Patrika	2515.00	(a) 10.48	30.30	310.30	0.22	45.00	7.00@	28.50	..	692.00	@ Rate
Bangali, Calcutta .		(b) 11.04	29.70	298.08	0.23	39.00	7.00	28.60	..	683.00	per line
		(c) 9.79	30.33	305.07	0.24	36.83	7.00	28.60	..	673.00	..
		(d) 10.28	29.00	249.31	0.30	34.00	8.00	34.32	..	542.00	..
2. Malayala Manorama,	2534.85	(a) 7.52	29.83	206.00	0.12	42.38	8.00	14.46	..	318.87	
Malayalam, Kottayam		(b) 7.30	29.00	207.00	0.13	40.49	8.43	15.47	..	304.33	
		(c) 5.78	29.83	210.83	0.13	48.30	9.24	14.93	..	250.63	
		(d) 4.60	30.00	198.00	0.17	48.99	12.47	24.77	..	188.89	
3. Jugantar, Bengali,	2534.85	(a) 9.80	30.00	194.53	0.24	30.00	6.00@	22.50	..	428.20	Rate
Calcutta .		(b) 10.24	30.00	188.40	0.23	25.00	6.00	22.50	..	431.10	per line
		(c) 8.80	30.00	191.07	0.23	29.83	6.00	22.50	..	318.35	
		(d) 9.30	29.00	185.63	0.26	25.00	7.20	27.00	..	409.90	

*Vide Appendix 17

ANNEXURE VIII.1—contd.

1	2	3	4	5	6	7	8	9	10	11	12
4. Hindu, English Madras	2457.00	(a) 15.07	30.00	188.40	0.25	52.60	27.60	28.00	..	614.00	
		(b) 15.33	30.00	199.85	0.25	49.40	27.60	28.00	..	669.00	
		(c) 12.92	30.16	220.66	0.26	57.82	27.60	28.00	..	622.83	
		(d) 10.53	30.00	223.17	0.30	56.80	33.12	33.60	..	510.00	
5. Navbharat Times, Hindi, Delhi.	2554.84	(a) 9.23	30.05	180.15	0.16	39.00	7.11	15.47	10.32	397.57	
		(b) 8.99	29.08	182.29	0.16	37.00	7.33	14.29	10.95	389.55	
		(c) 6.85	29.33	188.60	0.16	40.67	15.40	16.50	16.50	313.83	
		(d) 5.00	26.50	184.61	0.16	45.00	18.48	19.80	19.80	219.00	
6. Hindustan, Hindi, Delhi	2421.98	(a) 11.40	30.07	145.82	0.16	29.82	15.40	15.40	..	208.00	
		(b) 8.79	29.67	159.86	0.16	28.04	15.40	15.40	..	316.50	
		(c) 6.92	29.83	159.70	0.16	34.77	15.40	15.40	..	261.58	
		(d) 5.39	26.00	159.80	0.16	40.79	18.48	18.48	..	178.50	
7. Times of India, English, Bombay	2192.00	(a) 14.47	30.50	161.99	0.25	60.51	56.45*	29.33	40.70	538.28*	Rate upto
		(b) 16.06	29.66	168.31	0.25	58.69	56.45	29.33	40.70	608.29	24 words
		(c) 10.91	29.17	185.63	0.25	52.88	56.45	29.33	40.70	448.71	
		(d) 8.00	25.00	187.63	0.25	48.31	67.75	35.20	48.84	282.60	
8. Statesman, English Calcutta	2509.81	(a) 11.40	30.30	153.00	0.20	88.53	31.25	26.00	22.00	381.60	
		(b) 11:58	29.50	156.00	0.20	54.14	31.25	26.00	Do.	379.33	
		(c) 9.06	29.17	151.33	0.28	56.49	31.25	26.00	Do.	346.50	
		(d) 8.48	30.00	141.00	0.28	57.50	31.50	35.00	22.00	267.00	
9. Hindustan Times, English, Delhi	2458.80	(a) 12.07	30.07	144.66	0.20	56.61	20.35	20.75	34.00	396.00	
		(b) 13.06	29.67	151.43	0.20	53.98	20.35	21.25	34.00	441.00	
		(c) 9.45	29.83	158.90	0.20	53.27	20.35	21.60	34.00	349.53	
		(d) 8.00	26.00	155.34	0.25	57.73	22.50	24.60	40.00	252.50	

10.	Mathrubhumi, Malayalam, Ernakulam	2436.00	(a)	7.63	30.00	143.00	0.12	43.66	16.50	15.40	..	226.60	
			(b)	7.29	29.00	148.00	0.13	41.10	20.00	18.50	..	216.60	
			(c)	5.96	29.67	152.17	0.14	48.04	20.00	18.50	..	202.55	
			(d)	5.00	30.00	114.00	0.17	43.41	24.00	12.10	..	150.80	
11.	Lokasatta, Marathi, Bombay	2449.00	(a)	9.87	30.00	143.00	0.16	47.79	0.55%	12.10	14.30	306.88	% Rate per word
			(b)	11.10	30.00	147.00	0.16	41.54	0.55	12.10	82.50	358.37	
			(c)	8.69	23.50	165.17	0.17	48.63	0.55	12.70	Do.	206.11	
			(d)	6.65	29.00	151.00	0.20	50.00	0.92	18.00	19.20	218.47	
											to 102.00		
12.	Kerala Kaumudi, Malayalam, Trivandrum	2437.00	(a)	6.75	30.00	133.00	0.12	32.00	9.00	12.00	16.00	187.00	
			(b)	6.43	30.00	136.00	0.13	30.00	10.00	14.00	18.50	191.00	
			(c)	5.44	29.33	144.00	0.14	34.83	10.00	14.00	18.50	165.00	
			(d)	4.13	30.00	135.00	0.17	39.00	12.00	16.00	20.00	119.00	
13.	Mathrubhumi, Malayalam, Calicut	2436.00	(a)	7.73	30.00	119.00	0.12	41.77	16.50	15.40	..	192.00	
			(b)	7.44	29.00	124.00	0.13	38.96	20.00	18.50	..	182.80	
			(c)	5.97	29.83	126.17	0.14	46.50	20.00	18.50	..	162.97	
			(d)	4.93	30.00	116.00	0.17	42.91	24.00	32.20	..	120.00	
14.	Maharashtra Times, Marathi, Bombay.	2192.00	(a)	7.75	30.50	114.58	0.18	33.16	5.50*	10.45	12.65	208.07	* Rate up to 24 words
			(b)	8.53	29.66	124.36	0.18	32.14	5.50	10.45	12.65	239.29	
			(c)	6.56	29.17	127.07	0.18	43.67	5.50	10.45	12.65	183.13	
			(d)	4.80	25.00	126.08	0.18	34.84	6.60	12.54	15.18	114.62	
15.	Dinamani, Tamil, Madurai	2424.91	(a)	8.48	30.00	113.00	0.16	34.72	2.20@	11.68	12.50	202.00	@Rate per line
			(b)	8.22	30.00	118.00	0.16	37.06	2.20	11.68	12.50	203.00	
			(c)	6.91	29.83	116.83	0.18	37.47	2.20	12.68	14.60	174.33	
			(d)	5.95	29.00	111.00	0.20	41.67	2.64	14.40	16.80	136.00	

ANNEXURE VIII. 1—contd.

1	2	3	4	5	6	7	8	9	10	11	12
16. Tribune, Chandigarh	English, 2436.00	(a) 10.31	30.00	111.03	0.18	45.30	11.00	10.45	16.50	233.00	
		(b) 10.18	30.00	111.03	0.18	44.50	13.00	12.00	20.00	232.00	
		(c) 7.06	30.33	115.22	0.18	45.60	13.00	12.00	20.00	166.00	
		(d) 6.35	30.00	110.73	0.20	45.70	15.60	14.40	24.00	143.00	
17. Amrita Bazar Patrika, English, Calcutta.	2534.85	(a) 12.03	30.00	107.13	0.22	44.00	6.00@	23.00	..	292.22	
		(b) 12.82	30.00	106.33	0.21	36.00	6.00	23.00	..	296.90	
		(c) 10.42	30.12	105.33	0.21	46.00	6.00	23.00	..	253.67	
		(d) 9.10	29.00	105.53	0.24	35.00	7.20	27.60	..	214.90	
18. Thanthi, Madras	Tamil, 2410.00	(a) 10.30	29.83	272.55£	0.18	46.00	1.00	4.50	..	590.17	£Combined figures for all editions of Thanthi.
		(b) 9.90	29.50	253.38	0.16	44.00	1.00	4.50	..	520.67	
		(c) 8.60	29.83	273.12	0.16	52.17	1.00	4.50	..	485.67	
		(d) 7.70	29.00	277.23	0.16	54.00	1.20	5.50	..	430.00	
19. Malayala, Manorama, Malayalam, Calicut	2453.40	(a) 7.53	29.83	104.00	0.12	42.38	8.00	14.66	..	158.75	
		(b) 7.31	29.00	108.00	0.13	40.49	8.43	15.47	..	151.56	
		(c) 5.78	29.83	111.17	0.13	48.30	9.24	14.93	..	130.00	
		(d) 4.60	30.00	103.00	0.17	48.99	12.47	24.77	..	96.68	
20. Bombay Samachar, Gujarathi, Bombay	2422.60	(a) 11.30	30.40	103.00	0.16	40.00	15.00	12.00	15.00	242.50	
		(b) 11.50	30.00	108.00	0.16	40.00	15.00	12.00	15.00	251.40	
		(c) 9.53	30.00	116.00	0.17	40.00	15.00	12.00	15.00	232.57	
		(d) 8.10	29.00	117.00	0.20	40.00	18.00	14.40	18.00	209.10	
21. Sandesh, Gujarati, Ahmedabad	2495.15	(a) 11.42	30.17	99.27	0.18	42.00	4.40@	11.00	9.90	262.00	@ Rate per line
		(b) 11.16	29.50	105.49	0.18	40.00	4.50	11.00	10.00	288.00	
		(c) 8.92	29.83	104.68	0.20	41.67	4.50	11.00	10.00	239.00	
		(d) 8.69	26.00	101.77	0.25	39.00	6.00	14.00	13.00	105.00	

II. Circulation 50,001—1,00,000

22. Indian Express, English, Bombay.	2449.00	(a) 13.36	30.00	100.00	0.21	54.87	0.55	15.00	16.00	290.01	Rate per word.
		(b) 13.97	30.00	100.00	0.21	51.64	0.55	15.00	to 27.00	305.06	
		(c) 11.15	23.30	99.17	0.22	52.53	0.55	15.00	Do.	168.58	
		(d) 8.88	29.00	95.00	0.25	50.00	0.92	24.00	Do.	179.28	
23. Gujarat Samachar, Gujarati, Ahmedabad.		(a)	}	Reply to proforma not received.							
		(b)									
		(c)									
		(d)									
24. Indian Express, English, Delhi.	2,371.88	(a) 12.28	30.50	99.47	0.18	46.00	8.90	11.00	15.00	266.00	
		(b) 11.71	29.87	95.69	0.19	48.00	8.90	11.00	15.00	244.00	
		(c) 9.49	30.00	101.96	0.19	50.17	8.90	11.00	15.00	209.67	
		(d) 7.21	30.00	100.30	0.25	50.00	12.00	15.00	21.00	186.00	
25. Andhra Prabha, Telugu, Vijayawada.	2,424.91	(a) 8.63	30.00	88.00	0.16	44.17	2.20 @	9.90	10.00	165.00	
		(b) 7.61	30.00	91.00	0.16	38.77	2.20	10.00	11.00	145.00	
		(c) 7.24	29.00	83.83	0.18	49.55	2.20	10.00	11.00	127.67	
		(d) 6.46	29.00	83.00	0.20	55.00	2.64	12.00	13.20	108.00	
26. Prajavani, Kannada, Bangalore	2,456.00	(a) 11.27	29.67	86.42	0.19	33.33	..	7.15	8.25	209.38	
		(b) 11.94	29.67	90.71	0.19	25.53	..	7.15	8.25	224.90	
		(c) 10.09	29.67	100.62	0.18	31.70	..	7.15	8.25	217.32	
		(d) 7.45	29.00	109.29	0.20	37.33	..	8.58	9.90	187.42	
27. Times of India, English, Delhi	2,554.84	(a) 11.98	30.50	87.25	0.20	52.00	10.33	11.86	8.13	248.89	
		(b) 13.63	29.80	90.58	0.20	47.00	10.53	12.10	8.26	293.53	
		(c) 9.20	29.33	94.90	0.20	45.67	11.00	11.55	10.45	217.20	
		(d) 8.00	26.00	89.32	0.25	45.00	13.20	13.86	12.54	159.00	

ANNEXURE VIII.1—contd.

1	2	3	4	5	6	7	8	9	10	11	12
28. Sakal, Marathi, Poona	2,394.94	(a) 7.94	30.00	80.75	0.13	45.00	5.00*	7.70	..	145.00	*Rate up-
		(b) 8.30	30.00	90.46	0.13	45.00	5.00	7.70	..	162.00	to 15
		(c) 6.97	30.50	86.43	0.15	45.00	5.00	7.70	..	128.11	words
		(d) 6.00	28.00	81.07	0.18	55.00	6.00	9.24	..	117.00	
29. Hindustan Standard, English, Calcutta	2515.00	(a) 10.25	30.50	79.63	0.20	16.00	3.00@	12.35	..	184.00	@Rate
		(b) 12.71	29.70	68.35	0.20	14.00	3.00	12.35	..	173.00	per line
		(c) 10.86	30.33	59.00	0.22	14.87	3.00	12.35	..	111.17	
		(d) 10.28	29.00	27.72	0.23	19.00	4.00	14.82	..	46.00	
30. Arya Varta, Hindi, Patna	2553.10	(a) 8.88	30.16	71.70	0.18	31.53	2.75@	247.48	
		(b) 8.91	29.33	76.67	0.18	30.74	2.75	260.61	
		(c) 7.06	30.00	76.71	0.18	40.99	2.75	199.52	
		(d) 6.29	28.00	66.00	0.22	29.75	2.75	143.20	
31. Indian Express, English, Madras	2424.91	(a) 13.62	30.00	73.00	0.23	51.24	5.50@	28.00	32.00	208.00	
		(b) 12.98	30.00	72.00	0.23	49.69	5.50	28.00	32.00	194.00	
		(c) 11.88	29.83	68.67	0.25	55.04	5.50	28.00	32.00	178.00	
		(d) 10.21	29.00	36.00	0.30	57.85	6.60	33.60	38.40	78.00	
32. Free Press Journal, English, Bombay.	2436.00	(a) 9.47	30.30	64.72	0.18	30.37	6.00**	9.00	6.00	129.61	**Rate up-
		(b) 9.27	28.80	60.59	0.18	29.48	6.00	9.00	12.00 6.00	115.12	to 24 words
		(c) 9.00	29.83	64.77	0.20	39.62	6.00	9.00	12.00 6.00	117.31	
		(d) 7.79	29.00	59.24	0.23	40.37	10.00	15.00	10.00 12.00 to 18.00	95.60	

33. Deccan Herald, English, Bangalore	2436.00	(a) 11.94	29.67	66.87	0.20	45.81	0.55£	9.62	11.00	168.82	£Rate per word
		(b) 11.64	29.67	68.37	0.20	42.20	0.55	9.62	11.00	164.54	
		(c) 11.22	29.67	74.86	0.20	44.75	0.55	9.62	11.00	176.28	
		(d) 9.31	29.00	75.79	0.25	47.19	0.66	11.54	13.20	161.14	
34. Nav-Bharat Times, Hindi, Bombay	2192.00	(a) 8.78	30.50	64.43	0.16	27.30	6.05**	6.60	6.32	130.99	
		(b) 8.59	29.66	64.47	0.16	23.21	6.05	6.60	6.32	126.04	
		(c) 7.04	29.77	68.03	0.16	32.38	6.05	6.60	6.32	101.38	
		(d) 4.72	26.00	69.41	0.16	36.44	7.26	7.38	7.58	62.19	
35. Dinamani, Tamil, Madras	2424.81	(a) 7.81	30.00	59.00	0.16	34.72	2.20@	11.55	12.50	98.00	@Rate per line
		(b) 7.67	30.00	61.00	0.16	37.06	2.20	12.00	14.00	98.00	
		(c) 6.75	29.83	61.17	0.18	37.47	2.20	12.00	14.00	91.33	
		(d) 6.19	29.00	59.00	0.20	41.67	2.64	14.40	16.80	80.00	
36. Nai Dania, Hindi, Indore	2436.00	(a) 9.06	30.00	60.00	0.18	33.00	..	6.00	5.65	113.00	
		(b) 8.78	30.00	62.00	0.18	35.00	..	6.05	5.70	121.00	
		(c) 7.88	30.00	63.00	0.22	37.00	..	6.00	5.85	107.17	
		(d) 6.82	29.00	63.00	0.22	36.00	..	5.90	5.90	91.00	
37. Deepika, Malayalam, Kottayam	2021.25	(a) 6.60	29.00	54.00	0.12	20.00	3.00	6.05	4.95	75.60	
		(b) 6.60	29.00	52.00	0.13	17.50	3.00	6.50	6.00	70.60	
		(c) 5.22	29.50	54.83	0.14	22.58	3.00	6.50	5.00	64.27	
		(d) 4.30	30.00	51.00	0.16	27.50	3.60	7.80	6.00	53.40	
38. Indian Express, English, Vijayawada	2424.91	(a) 13.15	30.00	51.00	0.23	51.24	5.50@	28.00	32.00	144.00	
		(b) 12.20	30.00	48.00	0.23	49.69	5.50	28.00	32.00	123.00	
		(c) 11.71	27.83	45.33	0.26	55.05	5.50	28.00	32.00	108.50	
		(d) 10.07	29.00	43.00	0.30	57.85	6.60	33.60	38.40	87.00	
39. Indian Express, English, Bangalore	2424.91	(a) 13.90	30.00	51.00	0.23	51.24	5.50@	28.00	32.00	151.00	
		(b) 13.54	30.00	50.00	0.23	49.69	5.50	28.00	32.00	144.00	
		(c) 12.50	29.83	50.00	0.25	55.05	5.50	28.00	32.00	136.00	
		(d) 10.64	29.00	46.00	0.30	57.85	6.60	33.60	38.40	103.00	

ANNEXURE III.1—contd.

1	2	3	4	5	6	7	8	9	10	11	12
40. Kesari, Marathi, Poona	1938.00	(a)	7.55	30.50	49.00	0.13	50.10	3.85	3.85	3.85	78.92
		(b)	7.91	30.00	49.33	0.13	45.47	4.00	4.00	4.00	83.57
		(c)	8.03	29.17	40.00	0.16	48.90	4.25	4.25	4.25	58.77
		(d)	6.23	29.00	40.00	0.18	45.45	4.55	4.55	4.55	54.19
41. Jag-ran, Hindi, Kanpur	2499.00	(a)	9.75	30.33	51.00	0.20	35.00	8.80	8.80	11.00	107.27
		(b)	9.30	29.83	54.00	0.20	35.00	8.80	8.80	11.00	108.60
		(c)	7.94	30.33	53.83	0.21	31.67	8.80	8.80	11.00	93.42
		(d)	7.20	30.00	53.00	0.25	30.00	10.56	10.56	13.20	82.50
B. MEDIUM											
<i>Circulation 30,001—50,000</i>											
1. Tarun Bharat, Ma- rathi, Nagpur	2386.25	(a)	8.75	29.70	48.00	0.18	48.00	7.00	5.80	3.40	83.36
		(b)	8.86	29.20	49.60	0.18	49.00	7.00	5.80	3.40	87.88
		(c)	6.43	29.50	47.12	0.18	45.00	7.00	5.80	3.40	68.07
		(d)	5.70	29.00	48.00	0.22	44.00	7.70	6.50	4.00	58.00
2. Samaj, Oriya, Cuttack	2324.00	(a)	9.66	29.00	49.02	0.16	25.00	5.50	6.05	2.20	92.79
		(b)	9.21	28.00	51.29	0.16	26.00	5.50	6.05	2.20	90.61
		(c)	8.58	28.67	53.93	0.16	24.00	5.50	6.05	2.20	94.15
		(d)	8.30	27.00	58.00	0.16	24.00	6.60	7.26	2.64	92.85
3. Indian Nation, English, Patna	2353.10	(a)	9.07	30.16	49.56	0.18	33.52	2.75@	247.48 @Rate
		(b)	9.18	29.33	53.11	0.18	32.33	2.75	260.61 per
		(c)	6.82	30.00	52.99	0.18	43.85	2.75	202.86 line
		(d)	6.29	28.00	46.69	0.22	42.61	2.75	143.20
4. Alai Osai, Tamil	2067.00	(a)	4.00	29.83	74.38	0.16	9.00	5.00*	4.50	..	62.23 *Rate up
		(b)	4.00	29.33	71.10	0.16	12.50	5.00	4.50	..	56.61 to 4
		(c)	4.00	30.00	59.44	0.17	16.83	5.50	4.50	..	49.41 lines
		(d)	4.00	29.00	51.02	0.20	18.00	6.60	5.40	..	43.62

5. Hind Samachar, Urdu, Jullundur	2450.50	(a)	8.00	23.00	38.08	0.21	35.00	..	5.50	..	214.21
		(b)	8.00	28.00	44.07	0.21	35.00	..	5.50	..	294.11
		(c)	7.03	29.67	48.17	0.22	35.00	..	5.50	..	76.05
		(d)	6.90	27.00	47.54	0.25	30.00	..	6.60	..	66.63
6. Samyukta Karnataka, Kannada, Hubli	2436.00	(a)	9.10	29.83	45.33	0.20	41.99	3.30	6.60	..	69.29
		(b)	9.22	29.17	44.91	0.19	43.12	3.30	6.60	..	73.69
		(c)	8.19	30.00	45.89	0.18	44.12	3.30	6.60	..	71.17
		(d)	7.60	29.00	47.97	0.20	40.00	3.96	7.92	..	67.93
7. Janambhoomi, Gujarati, Bombay	2436.00	(a)	10.20	29.50	43.43	0.18	37.20	4.00	4.00	4.40	90.51
		(b)	9.26	28.66	40.30	0.18	35.50	4.00	4.00	4.40	81.15
		(c)	8.63	29.33	44.96	0.18	42.62	4.00	4.00	4.40	78.26
		(d)	7.29	28.00	45.70	0.20	37.70	6.00	6.00	7.20	73.80
8. Aj, Hindi, Varanasi	2476.80	(a)	10.22	29.50	39.45	0.26	24.00	8.25	7.70	..	87.90
		(b)	12.48	29.50	38.94	0.25	19.00	8.25	7.70	..	107.46
		(c)	10.03	29.50	40.47	0.25	23.67	8.25	7.70	..	92.26
		(d)	8.70	30.00	40.04	0.30	27.00	10.00	9.24	..	83.81
9. Jai Hind, Gujarati, Rajkot	2389.50	(a)	10.02	30.00	46.60	0.18	25.00	5.00*	7.00	8.00	103.62
		(b)	9.93	30.00	46.60	0.17	25.00	5.00	7.00	8.00	99.03
		(c)	7.84	30.00	44.18	0.16	25.00	5.00	7.00	8.00	74.76
		(d)	6.71	30.00	55.50	0.20	25.00	6.00	9.50	10.00	74.94
10. Phulchhab, Gujarati, Rajkot	2280.00	(a)	8.87	30.17	43.65	0.16	34.00	4.00	3.00	3.00	75.11
		(b)	8.63	29.83	42.93	0.16	31.20	4.00	3.00	3.00	73.32
		(c)	7.02	29.83	47.85	0.16	36.32	5.00	4.00	3.60	65.22
		(d)	6.22	28.00	48.96	0.20	29.30	6.00	5.00	4.25	61.83
11. Amar Ujala, Hindi Agra	2540.32	(a)	6.50	30.00	36.00	0.15	40.00	2.00@	5.50	..	46.00
		(b)	8.00	30.00	32.00	0.16	40.00	2.00	5.50	..	54.00
		(c)	5.97	29.67	37.67	0.16	40.00	2.00	5.50	..	47.50
		(d)	5.70	30.00	34.00	0.20	40.00	2.40	6.60	..	39.00

*Rate up
to 3
lines

@ Rate
per line

ANNEXURE VIII. 1—contd.

	1	2	3	4	5	6	7	8	9	10	11	12
12. Dinamalar, Tamil, Tirunelveli	2394.00	(a) 6.96 (b) 6.30 (c) 6.22 (d) 5.00	30.30 22.83 30.33 30.00	41.36 51.72 49.87 45.78	0.16 0.18 0.19 0.20	23.00 21.00 24.12 23.00	0.40@ 0.40 0.80 0.80	1.75 2.10 4.20 4.20	56.53 65.46 67.88 66.16	@Rate per line	
13. National Herald, English, Lucknow	2501.61	(a) 10.03 (b) 10.20 (c) 8.37 (d) 9.00	29.00 29.00 29.17 29.00	33.00 34.00 36.67 38.00	0.18 0.18 0.18 0.24	40.00 40.00 40.00 40.00	3.08@ 3.08 3.08 3.70	13.20 13.20 13.20 13.20	26.40 26.40 26.40 26.40	72.71 77.54 69.59 73.06		
II. Circulation 15,001 30,000												
14. Swatantra Bharat, Hindi, Lucknow	2395.10	(a) 9.20 (b) 9.90 (c) 7.37 (d) 8.10	29.00 29.00 29.33 29.00	30.00 32.00 32.17 30.00	0.18 0.18 0.18 0.24	28.00 30.00 31.48 30.40	0.50† 0.50 0.50 0.60	4.95 6.00 6.00 7.20	9.90 9.90 9.90 12.00	55.50† 62.90 50.72 50.70	†Rate per word	
15. Basumati, Bengali Calcutta		(a) (b) (c) (d)	Reply to proforma not received									
16. Mail, English, Madras		(a) (b) (c) (d)	Reply to proforma not received									
17. Chandrika, Malayalam, Calicut	2394.00	(a) 6.00 (b) 6.00 (c) 5.00 (d) 4.00	30.00 29.00 30.00 28.00	23.96 28.93 30.21 29.75	0.13 0.14 0.15 0.17	15.00 15.00 18.33 20.00	5.50 5.50 5.50 5.50	6.60 6.60 6.60 6.60	2.20@ 2.20 2.20 2.20	30.41 35.14 30.06 25.23	@Rate per line	

18. Nav Bharat, Hindi, Raipur	2415.00	(a)	8.00	29.83	26.00	0.16	34.00	7.00	4.50	..	38.00	
		(b)	7.87	29.16	26.00	0.16	30.00	7.00	4.50	..	38.00	
		(c)	5.95	29.83	25.83	0.18	27.00	7.00	4.50	..	25.00	
		(d)	5.31	31.00	21.00	0.18	29.00	7.00	4.50	..	25.00	
19. Janashakti, Gujarati, Bombay.	2436.00	(a)	7.36	30.30	29.80	0.13	18.36	2.50*	5.00	4.00	45.75	*Rate upto 20 words
		(b)	6.89	28.80	27.08	0.13	18.62	2.50	5.00	to 6.00	39.14	
		(c)	6.51	29.83	27.09	0.14	22.11	2.50	5.00	Do.	37.97	
		(d)	5.72	29.00	28.62	0.15	19.15	7.00	7.00	Do. 6.00 to 8.00	34.58	
20. Navashakti, Tamil, Madras		(a) (b) (c) (d)	-----Reply to proforma not received-----									
21. Nagpur Times English, Nagpur	2436.00	(a)	8.76	29.66	19.91	0.16	29.00	6.60	6.05	..	35.33	
		(b)	8.75	29.17	20.10	0.18	23.96	6.60	6.05	..	35.83	
		(c)	6.58	29.50	21.75	0.18	34.72	6.60	6.05	..	28.92	
		(d)	6.96	29.00	20.97	0.18	22.34	7.92	7.26	..	27.50	
22. Samvukta Karnataka, Kannada, Bangalore	2606.45	(a)	8.95	30.00	18.30	0.18	25.00	5.50	4.40	..	35.08	
		(b)	9.41	29.00	19.10	0.18	25.00	5.50	4.40	..	40.78	
		(c)	7.88	29.50	18.68	0.18	25.00	5.50	4.40	..	33.18	
		(d)	6.60	29.00	19.47	0.20	30.00	5.50	4.40	..	31.37	
23. Janasatta, Gujarati, Rajkot	2475.00	(a)	9.61	30.16	15.37	0.18	27.00	3.00*	4.40	2.20	32.54	*Rate up to 3 lines.
		(b)	9.73	29.83	14.88	0.17	19.00	3.00	4.40	to 33.00	31.22	
		(c)	8.88	29.83	18.46	0.16	27.50	3.50	4.50	Do.	33.53	
		(d)	7.12	28.00	22.13	0.20	25.00	4.20	5.40	2.20 to 39.60	32.51	

ANNEXURE VII.1—contd.

	1	2	3	4	5	6	7	8	9	10	11	12
24. Rajasthan Patrika, Hindi, Jaipur	2478.00	(a) 8.00 (b) 8.00 (c) 6.00 (d) 5.36	29.50 28.83 26.67 25.00	21.52 24.26 24.54 25.30	0.16 0.16 0.18 0.18	16.00 20.00 25.00 25.00	4.00 5.00 5.00 5.00	3.00 4.00 4.00 4.00	34.66 38.16 31.71 24.00		
25. Akali Patrika Punjabi Jullundur	2324.00	(a) 7.92 (b) 7.67 (c) 6.62 (d) 6.66	27.60 27.67 29.50 27.00	15.69 16.14 18.05 17.15	0.20 0.20 0.20 0.25	21.05 21.34 21.88 19.07	3.50 3.50 3.50 3.50	3.08 3.08 3.08 3.50	3.50 3.50 3.50 3.50	20.00 20.00 20.00 20.00		
26. Sainik Daily Hindi, Agra		(a) (b) (c) (d)	-----Reply to proforma not received-----									
1. Circulation 5,001-15,000												
1. Janayugam, Malaya- lam, Quilon	2478.00	(a) 6.00 (b) 6.00 (c) 6.00 (d) 6.00	29.80 29.20 29.33 28.00	14.27 15.64 22.52 22.08	0.13 0.13 0.13 0.17	15.00 15.00 15.00 15.00	4.00 6.60 6.60 6.60	4.40 6.60 6.60 6.60	4.40 0.60 6.60 6.60	NS NS NS NS		
2. Navjivan, Hindi, Lucknow	2693.22	(a) 8.60 (b) 8.70 (c) 7.22 (d) 7.30	29.00 29.00 29.22 29.00	13.00 13.00 12.00 12.00	0.18 0.18 0.19 0.24	25.00 25.00 25.00 25.00	1.32 @ 1.32 1.32 1.32	4.30 4.30 4.30 4.30	25.69 25.69 23.31 30.20	@ Rate per line.	
3. Ganashakti, Bengali, Calcutta	2365.50	(a) 4.00 (b) 4.00 (c) 4.00 (d) 4.00	30.30 29.90 89.80 31.00	12.08 13.21 14.16 13.97	0.15 0.15 0.15 0.15	0.50 0.50 0.50 0.50	10.00 \$ 10.00 10.00 10.00	4.00 \$ 4.00 4.00 4.00	12.73 \$ 12.50 12.81 12.84	25% extra English advertise- ment.	

4. Piatar, Gujarati, Surat	2632.26	(a)	8.50	30.00	13.00	0.14	29.00	3.30	2.30	1.65	21.86
		(b)	8.50	30.00	13.00	0.14	29.00	3.30	2.20	1.65	21.86
		(c)	6.80	30.00	12.83	0.15	30.33	3.30	2.20	1.65	17.39
		(d)	6.20	28.00	24.00	0.18	32.00	4.00	3.25	2.50	25.30
5. Navayoti Herald, English, Jaipur		(a)	----- Reply to proforma not received -----								
		(b)	----- Reply to proforma not received -----								
		(c)	----- Reply to proforma not received -----								
		(d)	----- Reply to proforma not received -----								
6. Kerala Nadam, Malayalam, Erna- kulam		(a)	----- Reply to proforma not received -----								
		(b)	----- Reply to proforma not received -----								
		(c)	----- Reply to proforma not received -----								
		(d)	----- Reply to proforma not received -----								
7. Yugadharma, Hindi Raipur	2319.90	(a)	6.88	29.33	10.45	0.14	35.00	3.00	2.50	..	14.70
		(b)	6.85	29.50	10.63	0.15	35.00	3.00	2.50	..	14.43
		(c)	5.00	29.30	10.74	0.15	35.00	3.00	2.50	..	9.87
		(d)	4.60	30.00	10.80	0.16	35.00	3.35	3.00	..	9.12
8. Gomantak, Marathi Panaji	2320.31	(a)	5.60	30.00	10.60	0.12	45.00	2.20*	4.40	1.65	12.10
		(b)	5.60	30.00	11.10	0.15	50.00	2.20	4.40	1.65	12.10
		(c)	4.00	29.17	8.62	0.15	45.00	2.20	4.40	1.65	6.48
		(d)	4.00	30.00	10.00	0.15	50.00	2.20	4.40	1.65	8.04
9. Siasat, Daily, Urdu Hyderabad	1935.48	(a)	8.60	30.00	10.61	0.18	33.00	2.20	2.20	2.20	1.36
		(b)	7.90	29.50	10.83	0.20	33.00	2.20	2.20	2.20	1.26
		(c)	6.95	30.00	10.70	0.20	33.00	2.20	2.20	2.20	1.11
		(d)	7.10	29.00	9.98	0.25	33.00	3.60	3.60	3.60	1.04
10. Janayugam, Malaya- lam, Calicut	2394.00	(a)	4.00	30.00	10.57	0.12	10.00	4.00	4.00	4.00	8.00
		(b)	4.00	29.00	10.79	0.12	12.00	5.00	5.00	5.00	7.50
		(c)	4.00	26.83	13.09	0.14	10.23	5.00	5.00	5.00	7.80
		(d)	4.00	27.00	13.11	0.17	10.00	6.00	6.00	8.00	8.50

ANNEXURE VIII. 1—contd.

	1	2	3	4	5	6	7	8	9	10	11	12	
11. Panj Amirathan, Tamil, Madras			(a) (b) (c) (d)	-----Ceased Publication-----									
12. Sanmarg, Hindi, Varanasi			(a) (b) (c) (d)	-----Reply to proforma not received-----									
13. Dainik Sambad, Bengali, Agartala	1176.00	(a)	4.50	30.00	9.80	0.15	10.00	5.00	4.25	2.50 to 4.00	5.45		
		(b)	4.50	29.00	8.14	0.15	19.00	5.00	4.25	Do.	4.00		
		(c)	4.50	30.00	8.44	0.15	9.68	5.00	4.25	Do.	6.25		
		(d)	4.50	29.00	9.17	0.15	10.00	5.00	4.25	Do.	3.51		
14. Daily Action, English, Kanpur	2499.00	(a)	6.47	30.30	9.50	2.11	2.00	2.20	13.36		
		(b)	6.01	30.00	9.40	0.10	5.00	2.20	12.07		
		(c)	6.13	30.33	11.05	0.11	5.00	2.20	14.44		
		(d)	6.20	30.00	12.20	0.16	6.00	2.66	16.65		
15. Saurashtra Samachar, Gujarati, Bhavnagar	2341.94	(a)	5.80	30.00	11.60	0.13	25.00	..	3.00	3.00	11.32		
		(h)	5.80	30.00	11.30	0.13	25.00	..	3.00	3.00	12.37		
		(c)	4.74	30.00	11.51	0.13	25.00	..	3.00	3.60	10.16		
		(d)	NS	NS	NS	NS	NS	NS	NS	NS	NS		
16. Theckkathir, Tamil Madurai	2395.16	(a)	4.00	26.00	10.89	0.14	7.24	Adver-	
		(b)	4.00	25.00	11.62	0.15	7.61	tisement	
		(c)	4.00	24.17	11.68	0.15	7.23	space is	
		(d)	4.00	25.00	11.57	0.15	7.42	neeli- giable.	

17. Deshdoot, Hindi Allahabad . . .	2394.00	(a)	8.60	30.00	8.73	0.16	15.00	2.75	2.75	3.85	13.85
		(b)	8.10	30.00	9.47	0.16	15.00	2.75	2.75	3.85	14.52
		(c)	6.83	29.83	9.32	0.16	17.50	2.75	2.75	3.85	12.25
		(d)	6.30	30.00	9.41	0.18	20.00	2.75	2.75	3.85	11.30
18. Dinaoli, Tamil. Madras . . .		(a)	}								Reply to proforma not received
		(b)									
		(c)									
		(d)									
19. Azad, Urdu, Banga- lore . . .		(a)	}								Reply to proforma not received
		(b)									
		(c)									
		(d)									
20. Urdu Times, Urdu Bombay . . .	1650.00	(a)	6.30	30.05	7.97	0.20	25.00	..	3.00	2.00	9.60
		(b)	6.28	30.00	7.74	0.20	25.00	..	3.80	2.80	9.09
		(c)	5.19	30.67	7.36	0.20	25.00	..	3.80	2.80	7.25
		(d)	4.42	31.00	7.06	0.20	25.00	..	3.80	2.80	5.67
21. Keralabhushanam, Malayalam, Kotta- yam.	2394.00	(a)	4.00	28.00	5.29	0.11	NS	1.00@	5.00	4.50	4.17 @Rate
		(b)	4.00	28.00	4.34	0.11	NS	1.00	5.00	4.50	3.16 Per
		(c)	4.00	24.00	3.73	0.13	NS	1.00	5.00	4.50	2.19 line
		(d)	4.00	25.00	3.63	0.13	NS	1.00	5.00	4.50	NS
22. Shiva Shakti, Marathi, Akola . . .	2028.00	(a)	4.00	28.00	6.15	0.10	17.50	3.00	3.00	3.00	4.26
		(b)	4.00	28.67	6.41	0.10	17.50	2.00	3.00	3.00	4.74
		(c)	4.00	29.00	6.55	0.14	17.50	3.00	3.00	3.00	4.50
		(d)	4.00	28.00	5.54	0.15	17.50	3.00	3.00	3.00	3.18
23. Ranjit, Punjabi, Patiala		(a)	}								Reply to proforma not received
		(b)									
		(c)									
		(d)									

ANNEXURE VIII. 1—Contd.

1	2	3	4	5	6	8	9	10	11		
24. Tarun Raiasthan, Hindi, Jodhpur	1900.00	(a)	2.17	27.66	6.11	0.10	22.00	6.00	3.50 to 6.00	1.25 to 2.80	2.04
		(b)	3.13	29.33	6.48	0.11	18.00	6.00	-do-	-do-	2.99
		(c)	4.00	30.17	6.33	0.14	15.00	6.00	-do-	-do-	3.82
		(d)	4.00	28.00	6.29	0.14	15.00	6.00	do-	do-	3.52
25. Rashtrdoot, Hindi, Nagpur		(a)	}	Reply to proforma not received							
		(b)									
		(c)									
		(d)									
II. Circulation upto 5,000											
26. Hindustan, Marathi, Amravati	1850.00	(a)	4.00	29.00	5.03	0.10	40.00	Between Rs.1.20 and Rs.4.00			3.35
		(b)	4.00	30.00	4.53	0.10	40.00	-do-		3.14	
		(c)	4.00	30.00	4.35	0.10	40.00	-do-		3.10	
		(d)	4.00	30.00	4.27	0.10	40.00	-do-		3.00	
27. Sadhvi, Kannada, Mysore	1176.00	(a)	2.00	29.00	4.75	0.03	40.00	0.80	0.80	0.80	0.90
		(b)	2.00	29.00	4.76	0.03	40.00	0.80	8.80	0.80	0.89
		(c)	2.00	28.33	4.56	0.03	40.00	0.80	0.80	0.80	0.85
		(d)	2.00	28.00	4.34	0.05	40.00	0.80	0.80	0.80	0.81
28. Narmada, Jyoti, Hindi, Jabalpur		(a)	}	Reply to proforma not received							
		(b)									
		(c)									
		(d)									
29. Salar, Urdu, Banga- lore	1625.00	(a)	6.00	30.00	7.00	0.18	10.00	3.00	4.00	4.00	6.13
		(b)	6.00	29.00	7.00	0.18	10.00	3.00	4.00	4.00	5.93
		(c)	6.00	30.00	7.63	0.18	10.00	3.00	4.00	4.00	6.45
		(d)	6.00	29.00	8.00	0.18	10.00	4.00	5.00	5.00	6.40

30.	Aabashaar, Urdu, Calcutta	1900.00	(a)	4.27	24.00	4.42	0.13	20.00	1.00	1.00	1.00	2.30	
			(b)	4.00	29.00	3.93	0.13	20.00	1.00	1.00	1.00	1.00	2.44
			(c)	4.00	30.00	4.09	0.13	20.00	1.00	1.00	1.00	1.00	2.58
			(d)	4.00	27.00	4.00	0.16	25.00	1.20	1.20	1.20	1.20	2.25
31.	Daily News, English, Hyderabad		(a)	}									
			(b)										
			(c)										
			(d)										
Reply to proforma not received													
32.	Hindu, Sindhi, Ajmer	1900.00	(a)	4.00	29.60	4.62	0.12	30.00	3.52	3.30	3.52	3.13	
			(b)	4.00	29.30	4.72	0.12	30.00	3.52	3.30	3.52	3.09	
			(c)	4.00	29.67	4.73	0.12	30.00	3.52	3.30	3.52	3.20	
			(d)	4.00	29.00	4.52	0.12	30.00	3.52	3.30	3.52	3.01	
33.	Amrit patrika, Panjabi, Delhi	1575.00	(a)	6.00	29.50	5.80	0.20	30.00	NS	NS	NS	NS	
			(b)	6.00	29.00	5.78	0.20	30.00	NS	NS	NS	NS	
			(c)	6.00	29.50	5.58	0.20	30.00	NS	NS	NS	NS	
			(d)	4.00	25.00	NS	0.20	30.00	NS	NS	NS	NS	
34.	Antarlok, Hindi, Ballia	937.50	(a)	2.00	28.20	1.80	0.10	5.00	1.25	2.50	2.00	0.52	
			(b)	3.02	23.83	1.79	0.10	5.00	1.25	2.50	2.00	0.30	
			(c)	2.00	30.00	1.85	0.10	5.00	1.25	2.50	2.00	0.32	
			(d)	4.00	30.00	1.90	0.10	5.00	1.25	2.50	2.00	0.30	
35.	Rashtra Pragati, Marathi, Kolhapur	1900.00	(a)	4.00	26.00	2.00	0.10	30.00	1.50	1.00	1.00	1.30	
			(b)	4.00	25.00	2.00	0.10	30.00	2.00	1.50	1.50	1.25	
			(c)	4.00	25.17	2.00	0.11	25.00	2.00	1.50	1.50	1.27	
			(d)	4.00	26.00	2.00	0.13	20.00	4.00	3.50	3.00	0.65	
36.	Dinavatha, Malaya- lam, Palghat	1024.90	(a)	4.00	23.00	1.90	0.07	15.00	2.50	2.50	2.50	0.65	
			(b)	4.00	24.00	2.00	0.07	15.00	2.50	2.50	2.50	0.71	
			(c)	4.00	23.50	1.80	0.07	15.00	2.50	2.50	2.50	0.30	
			(d)	4.00	23.00	1.40	0.10	18.00	3.00	3.00	3.00	NS	

ANNEXURE VIII. 1—Contd.

1	2	3	4	5	6	7	8	9	10	11
37. Lok Doot, Gujarati, Junagadh . . .	840.00	(a) 4.00	NS	1.90	0.08	40.00	1.00	1.00	1.00	NS
		(b) 4.00	NS	1.90	0.08	40.00	1.00	1.00	1.00	NS
		(c) 4.00	NS	1.90	0.08	40.00	1.00	1.00	1.00	NS
		(d) 4.00	NS	1.90	0.10	40.00	1.00	1.00	1.00	NS
38. Jagaran, Bengali, Agartala . . .	969.00	(a) 4.32	25.00	1.53	0.10	28.00	2.00	1.90	..	0.38.
		(b) 4.29	24.00	1.55	0.10	25.00	2.00	1.50	..	0.37
		(c) 4.19	24.50	1.32	0.10	20.83	2.00	1.50	..	0.32
		(d) 4.00	25.00	0.93	0.10	15.00	2.00	1.50	..	0.23
39. Kashmir Times, English, Jammu . . .		(a)								Reply to proforma not received
		(b)								
		(c)								
		(d)								
40. Aruna, Telugu, Kakinadar . . .	937.50	(a) 2.50	8.00	1.25	0.03	40.00	0.60	1.50	1.50	NS
		(b) 2.50	4.00	1.25	0.03	40.00	0.60	1.50	1.50	NS
		(c) 2.50	7.00	1.80	0.03	40.00	0.50	1.50	1.50	NS
		(d) 2.50	4.00	1.80	0.03	40.00	0.60	1.50	1.50	NS
41. Kosala, Oriya, Sam- balpur . . .	969.00	(a) 4.00	24.00	1.00	0.10	20.00	2.00	Rs. 400.00 per page minimum		0.30
		(b) 4.00	24.00	1.00	0.10	20.00	2.00			0.30
		(c) 4.00	22.50	1.00	0.10	20.00	2.00	Rs. 20.	0.30	
		(d) 4.00	22.00	1.00	0.10	20.00	2.00	Do.	0.30	
42. Lok Sevak, Bengali, Calcutta . . .		(a)								Reply to proforma not received
		(b)								
		(c)								
		(d)								

43	Nadcom, Urdu, Bhopal	1875.00	(a)	4.00	25.00	0.83	0.10	22.00	0.55 to 1.54	1.00	..	0.50
			(b)	4.00	24.00	0.97	0.10	25.00	Do.	1.00	..	0.50
			(c)	4.00	23.50	0.92	0.10	25.00	Do.	1.00	..	0.50
			(d)	4.00	21.00	0.90	0.10	25.00	Do.	1.00	..	0.50
44.	Viduthalai, Tamil, Madras	1875.00	(a)	4.00	30.50	9.60	0.12	5.00	3.00	3.00	3.00	6.68
			(b)	4.00	29.83	9.60	0.12	5.00	3.00	3.00	3.00	6.68
			(c)	4.00	30.30	9.77	0.12	5.00	3.00	3.00	3.00	6.81
			(d)	4.00	30.00	9.90	0.12	5.00	3.00	3.00	3.00	6.89
45.	Vijaya, Kannada, Mysore	937.50	(a)	2.00	25.00	0.50	0.03	25.00	2.00	1.25	1.00	NS
			(b)	2.00	25.00	0.50	0.03	25.00	2.00	1.50	1.00	NS
			(c)	2.00	25.00	0.50	0.05	25.00	2.00	1.50	1.00	NS
			(d)	2.00	25.00	0.50	0.05	25.00	2.00	1.50	1.00	NS

D. Other dailies belonging to major groups**

1.	Kannada Prabha, Kannada, Bangalore	2424.91	(a)	10.11	30.00	46.00	0.18	20.70	1.76@	4.95	2.20	100.00@	Rate per
			(b)	10.62	30.00	48.00	0.18	18.89	1.76	4.95	2.20	107.00	line.
			(c)	8.46	29.83	51.30	0.18	24.17	1.76	4.95	2.20	94.00	
			(d)	7.11	29.00	53.00	0.18	25.39	2.16	6.00	5.40	81.00	
2.	Thanthi, Tamil, Tiruchirapalli	2410.00	(a)	10.30	29.83	%	0.18	40.00	0.50	3.30	..	%	%Figures all edi- tions are combin- ed with Madras edition of Thanthi.
			(b)	9.90	29.50		0.18	36.00	0.50	3.30	..		
			(c)	8.60	29.83		0.16	44.50	0.50	3.30	..		
			(d)	7.70	29.00		0.16	45.00	0.60	4.00	..		

** having at least one daily with circulation above one lakh

ANNEXURE VIII. 1—Contd.

	1	2	3	4	5	6	7	8	9	10	11	12
3. Thanthi, Tamil, Coimbatore	2410.00	(a) 10.30 (b) 9.90 (c) 8.60 (d) 7.70	29.83 29.50 29.83 29.00	£	0.18	40.00	0.50	3.30	..	£	£ Figures of all editions are com- bined with Madras edition of Thanthi.	
					0.18	39.00	0.50	3.30	..			
					0.16	44.83	0.50	3.30	..			
					0.16	53.00	0.60	4.00	..			
4. Statesman, English, Delhi	2509.81	(a) 12.31 (b) 12.57 (c) 10.52 (d) 7.40	30.30 29.50 29.67 29.00	43.00	0.20	58.15	31.25	26.00	22.00	155.40		
				43.00	0.20	53.89	31.25	26.00	to	137.00		
				38.67	0.20	55.18	31.25	26.00	36.00	101.33		
				38.00	0.25	53.00	37.50	35.00	22.00 to 48.50	67.00		
5. Northern India Patrika, English, Allahabad	2507.62	(a) 11.27 (b) 10.59 (c) 9.67 (d) 8.66	30.16 29.66 30.00 30.00	38.52	0.18	50.07	4.50@	28.00	..	55.07 @ Rate per		
				37.43	0.18	48.54	4.50	28.00	..	48.54 line.		
				35.90	0.18	57.15	4.50	28.00	..	57.15		
				38.65	0.24	55.96	5.50	34.00	..	55.96		
6. Indian Express, English, Madras	2424.91	(a) 14.21 (b) 13.54 (c) 12.04 (d) 10.02	30.00 30.00 29.83 29.00	37.00	0.23	51.24	5.50@	28.00	32.00	114.00		
				36.00	0.23	49.69	5.50	28.00	32.00	102.00		
				37.67	0.25	55.05	5.50	28.00	32.00	78.33		
				32.00	0.30	57.85	6.60	33.60	28.40	71.00		
7. Thanthi, Tamil Madurai	2410.00	(a) 10.30 (b) 9.90 (c) 8.60 (d) 7.70	29.83 29.50 29.83 29.00	£	0.18	40.00	0.50	3.30	..	£		
					0.18	40.00	0.50	3.30	..			
					0.16	47.50	0.50	3.30	..			
					0.16	51.00	0.60	4.00	..			

8. Thanthi, Tamil, Vellore	2410.00	(a)	10.30	29.83	£	0.18	35.00	0.50	2.25	..		
		(b)	9.90	29.50		0.18	33.00	0.50	2.25	..		
		(c)	8.60	29.83		0.16	39.50	0.50	2.25	..		
		(d)	7.70	29.00		0.16	46.00	0.50	2.25	..		
9. Economic Times, English, Bombay	2192.00	(a)	9.56	30.50	28.39	0.25	26.28	15.50*	13.75	15.15	59.27	*Rate upto 24 words.
		(b)	8.31	29.66	30.99	0.25	22.14	15.50	13.75	15.15	59.62	
		(c)	8.03	29.17	35.79	0.25	27.49	15.50	14.46	15.63	64.17	
		(d)	8.00	25.00	38.41	0.25	29.98	18.18	21.60	21.60	55.65	
10. Andhra Prabha, Telugu, Bangalore	2424.91	(a)	8.44	30.00	25.00	0.16	44.17	2.20@	9.90	10.00	44.00	@Rate per line.
		(b)	7.73	30.00	29.00	0.16	38.77	2.20	10.00	11.00	48.00	
		(c)	7.27	30.00	26.33	0.18	49.56	2.20	10.00	11.00	40.83	
		(d)	6.22	29.00	26.00	0.20	55.00	2.40	12.00	13.20	33.00	
11. Thanthi, Tamil Tirunelveli	2410.00	(a)	10.30	29.83	£	0.18	36.00	0.50	2.25	..	£	£Figures are combined with Madras edition of Thanthi.
		(b)	9.90	29.50		0.18	34.00	0.50	2.25	..		
		(c)	8.60	29.83		0.16	39.66	0.50	2.25	..		
		(d)	7.70	29.00		0.16	43.00	0.50	2.25	..		
12. Times of India, English, Ahmedabad	2436.00	(a)	14.66	30.50	23.00	0.25	62.58	2.75	4.00	2.50 to 7.80 Do.	73.00	
		(b)	16.81	29.83	25.00	0.25	52.62	2.75	4.00	Do.	87.43	
		(c)	11.49	29.67	27.50	0.25	53.53	2.75	4.00	Do.	72.12	
		(d)	8.41	24.00	27.00	0.25	47.46	3.02	4.40	8.57	69.40	
13. Kovai Malai Murasu, Tamil Coimbatore	2436.00	(a)	8.59	29.00	21.00	0.18	19.50	0.50	2.20	2.50	37.85	
		(b)	8.83	30.00	18.60	0.16	18.90	0.50	2.20	2.50	35.23	
		(c)	8.07	29.83	18.50	0.15	25.61	0.50	2.80	3.00	31.29	
		(d)	7.66	29.00	19.00	0.20	30.00	0.50	2.80	3.00	30.13	
14. Malai Murasu, Tamil Madras	2436.00	(a)	6.80	29.00	19.70	0.16	21.00	2.34	2.34	2.34	29.54	
		(b)	6.90	30.00	21.90	0.16	18.80	2.35	2.35	2.35	32.46	
		(c)	6.73	29.83	24.33	0.16	21.70	2.35	2.35	2.35	36.17	
		(d)	6.30	29.00	25.10	0.16	28.60	2.82	2.82	2.82	30.13	

ANNEXURE VIII. 1- Concl'd.

1	2	3	4	5	6	7	8	9	10	11	12
15. Evening News of India, English, Bombay	913.13	(a) 13.06	25.83	19.33	0.12	39.44	16.04*	6.78	10.45	28.71	
		(b) 12.37	25.50	19.80	0.12	35.58	16.04	6.78	10.45	27.15	
		(c) 11.40	25.17	22.16	0.13	38.11	16.04	6.78	10.45	29.06	
		(d) 8.80	25.00	26.97	0.15	54.53	19.25	8.14	12.54	25.75	
16. Pradeep, Hindi, Patna		(a)									Reply to proforma not received
		(b)									
		(c)									
		(d)									
17. Searchlight, English Patna		(a)									Reply to proforma not received
		(b)									
		(c)									
		(d)									
18. Indian Express, English, Ahmedabad	2421.20	(a) 13.00	30.50	17.22	0.25	45.00	0.08*	15.00	32.35	48.45	*Rate
		(b) 13.35	29.83	17.19	0.25	45.00	0.08	15.00	32.35	49.87	per
		(c) 10.18	30.30	16.41	0.25	45.00	0.08	15.00	32.35	36.97	word.
		(d) 8.93	28.00	18.37	0.25	45.00	0.10	24.00	51.90	32.24	
19. Madurai Malai Murasu, Tamil, Madurai.		(a)									Reply to proforma not received
		(b)									
		(c)									
		(d)									
20. Thanjai Malai Murasu, Tamil, Tiruchirapalli	2436.00	(a) 7.38	30.00	13.00	0.16	24.00	1.90	1.70	2.20	23.02	
		(b) 7.00	30.00	14.00	0.15	22.90	1.90	1.70	2.20	20.61	
		(c) 6.63	29.83	14.67	0.18	27.53	2.25	2.00	2.50	20.28	
		(d) 6.30	29.00	15.00	0.18	22.30	2.25	2.00	2.50	18.70	
21. Bharat, Hindi, Allaha- bad	2478.00	(a) 8.71	30.17	12.84	0.18	20.00	..	4.40	1.25	27.82	
		(b) 8.71	23.17	13.38	0.20	20.00	..	4.40	1.25	19.22	
		(c) 7.25	30.00	13.98	0.20	20.00	..	4.40	1.25	23.25	
		(d) 6.83	29.00	13.54	0.24	20.00	..	3.28	1.50	19.10	

22. Salem Malai Murasu, Tamil, Salem	2435.00	(a)	6.85	29.00	12.23	0.15	28.67	1.80	1.60	2.10	18.66	
		(b)	6.99	30.00	11.78	0.16	26.25	1.80	1.60	2.10	17.77	
		(c)	6.94	29.83	11.99	0.20	27.41	2.20	2.00	2.50	17.25	
		(d)	7.33	29.00	12.03	0.20	36.57	2.20	2.00	2.50	18.26	
23. Financial Express English, Bombay.	2449.00	(a)	8.73	30.00	14.00	0.25	19.71	0.28@	7.92	10.70	20.49	@Rate
		(b)	8.00	30.00	12.00	0.25	19.34	0.28	7.92	10.70	22.16	per
		(c)	6.62	27.20	13.20	0.25	24.17	0.28	7.92	10.70	19.44	word
		(d)	7.36	29.00	14.00	0.25	18.00	0.42	12.00	16.80	20.86	
24. Malai Murasu, Tamil, Tirunelveli		(a)	}									Reply to proforma not received
		(b)										
		(c)										
		(d)										
25. Hindustan Times Evening News, English, Delhi.	1210.78	(a)	8.08	26.00	10.82	0.10	33.78	4.40	2.70	..	9.50	
		(b)	8.08	25.33	11.09	0.10	25.46	4.40	2.70	..	9.50	
		(c)	6.98	25.50	13.29	0.10	37.86	4.40	2.70	..	11.07	
		(d)	5.08	26.00	14.27	0.10	51.36	5.28	3.24	..	9.80	
26. Sevak, Gujarathi, Ahmedabad	2495.15	(a)	4.00	25.50	9.73	0.10	10.00	2.75	2.25	1.80	7.00	
		(b)	4.00	25.50	8.94	0.10	10.00	2.75	2.25	1.80	6.00	
		(c)	4.00	25.50	9.18	0.11	10.00	2.75	2.25	1.80	6.65	
		(d)	3.91	23.00	14.30	0.13	10.00	4.50	4.00	3.50	9.00	
27. Sakal, Marathi, Bombay	2448.38	(a)	6.93	30.00	10.37	0.13	33.00	0.10*	2.60	2.00	18.50	*Rate
		(b)	7.02	30.00	13.50	0.13	33.00	0.10	2.75	2.20	22.22	per
		(c)	6.16	30.00	14.01	0.15	33.00	0.10	2.75	2.20	28.27	word.
		(d)	6.29	28.00	13.68	0.18	33.00	0.12	3.00	2.40	13.08	
28. Vellore Malai Murasu, Tamil, Vellore	2280.00	(a)	6.24	29.83	7.50	0.15	25.00	..	1.60	..	8.90	
		(b)	6.50	29.50	6.80	0.15	25.00	..	1.60	..	8.80	
		(c)	6.58	29.83	6.65	0.15	25.00	..	1.60	..	8.35	
		(d)	7.03	29.00	6.30	0.20	25.00	..	2.00	..	8.20	

Percentage changes in page number of dailies, copies printed, newsprint requirement (derived) and newsprint consumed
(based on replies to proforma on impact of 30 per cent cut in newsprint quota)

Name of the newspaper, language and place of publication	Average number of pages			Number of copies printed			Newsprint requirement increase (+) decrease (-) (derived from 4 & 7)	Newsprint need according to statement—average per month (tonne)		
	During January 1974	During January 1973— June 1973	Percent change increase (+) decrease (-)	During January 1974	During January 1973— June 1973	Percent change increase (+) decrease (-)		During January 1974	During January 1973— June 1973	Percent change increase (+) decrease (-)
1	2	3	4	5	6	7	8	9	10	11

A. BIG

I. Circulation above 1 lakh

1. Ananda Bazar Patrika, Bengali, Calcutta	0.28	11.04	(-)6.9	249.31	298.08	(-)16.4	(-)22.0	542.00	683.00	(-)20.6
2. Malayala Manorama, Malayalam, Kottayam	4.60	7.30	(-)27.0	198.00	207.00	(-)4.3	(-)30.1	188.89	304.33	(-)37.9
3. Jugantar, Bengali, Calcutta	9.30	10.24	(-) 9.2	185.63	188.40	(-)1.5	(-)10.6	409.90	431.10	(-)4.9
4. Hindu, English, Madras	10.53	15.33	(-)31.3	223.17	199.85	(+)11.7	(-)23.3	510.00	669.00	(-)23.8
5. Nav Bharat Times, Hindi, Delhi	5.00	8.99	(-)44.4	184.61	182.29	(+)1.3	(-)43.7	219.00	389.55	(-)43.8
6. Hindustan, Hindi, Delhi	5.39	8.79	(-)38.7	159.80	159.86	(-)0.04	(-)38.7	178.50	316.50	(-)43.6
7. Times of India, English, Bombay	8.00	16.6	(-)50.2	187.63	168.31	(+)11.5	(-)44.5	282.60	609.29	(-)53.6
8. Statesman, English, Calcutta	8.48	11.58	(-)26.8	141.00	156.00	(-)9.6	(-)37.2	267.00	379.33	(-)29.6
9. Hindustan Times, English, Delhi	8.00	13.06	(-)28.7	155.34	151.43	(-)155.34	(-)26.8	252.40	441.00	(-)42.8
10. Mathrubhumi, Malayalam, Ernakulam	5.00	7.29	(-)31.4	144.00	148.00	(-)2.7	(-)33.3	150.80	216.60	(-)30.4

11.	Lokasatta, Marathi, Bombay .	6.65	11.10	(-)40.1	151.00	147.00	(+)2.7	(-)38.5	218.47	358.37	(-)39.0
12.	Kerala Kaumudi, Malayalam, Trivandrum .	4.13	6.43	(-)35.8	135.00	136.00	(-)0.7	(-)36.2	119.00	191.00	(-)37.7
13.	Mathrubhumi, Malayalam, Calicut .	4.93	7.44	(-)33.7	116.00	124.00	(-)6.5	(-)38.0	120.00	182.80	(-)34.1
14.	Maharashtra Times, Marathi, Bombay .	4.80	8.58	(-)43.7	126.08	124.36	(+)1.4	(-)42.9	114.62	239.29	(-)52.1
15.	Dinamani, Tamil, Madurai .	5.95	8.22	(-)27.6	111.00	118.00	(-)5.9	(-)31.9	136.00	203.00	(-)33.0
16.	Tribune, English, Chandigarh .	6.35	10.18	(-)37.6	110.73	111.03	(-)0.3	(-)37.8	143.00	232.00	(-)38.4
17.	Amrita Bazar Patrika, English, Calcutta .	9.10	12.82	(-)29.0	105.58	106.33	(-)0.8	(-)29.6	214.90	296.90	(-)27.6
18.	Thanthi, Tamil, Madras .	7.70	9.90	(-)22.2	277.23	253.38	(+)9.4	(-)14.9	430.00	520.67	(-)17.4
19.	Malayala Manorama, Malayalam, Calicut .	4.60	7.31	(-)37.1	103.00	108.00	(-)4.6	(-)40.0	96.68	151.56	(-)36.2
20.	Bombay Samachar, Gujarati, Bombay .	8.10	11.50	(-)29.6	117.00	108.00	(+)8.3	(-)23.8	209.10	251.40	(-)16.8
21.	Sandesh, Gujarati, Ahmedabad .	8.69	11.16	(-)22.1	101.77	105.49	(-)3.5	(-)24.8	205.00	288.00	(-)28.8
22.	Indian Express, English, Bombay	8.88	13.97	(-)36.4	95.00	100.00	(-)5.00	(-)29.6	179.28	305.06	(-)41.2
23.	Gujarat Samachar, Gujarati, Ahmedabad .				Information not supplied.						
24.	Indian Express, English, Delhi .	7.21	11.71	(-)38.4	100.30	95.69	(+)4.8	(-)35.4	186.00	244.00	(-)23.8
25.	Andhra Prabha, Telugu, Vijayawada .	6.46	7.61	(-)16.1	83.00	91.00	(-)8.8	(-)122.6	108.00	145.00	(-)25.5
26.	Prajavani, Kannada, Bangalore .	7.45	11.94	(-)37.4	109.29	90.71	(+)20.5	(-)24.6	187.42	224.90	(-)16.7
27.	Times of India, English, Delhi .	8.00	13.63	(-)41.3	89.32	90.58	(-)1.4	(-)42.1	159.00	293.53	(-)45.8
28.	Sakal, Marathi, Poona .	6.00	8.30	(-)27.7	81.07	80.46	(+)0.8	(-)27.1	117.00	162.00	(-)27.8
29.	Hindustan Standard, English, Calcutta .	10.20	12.23	(-)16.6	27.72	68.35	(-)59.4	(-)66.1	46.00	173.00	(-)73.4

ANNEXURE VIII. 2—Contd.

	1	2	3	4	5	6	7	8	9	10	11
30. Arya Varta, Hindi, Poona	6.29	8.91	(-)29.4	66.00	76.67	(-)13.9	(-)39.2	143.20	260.61	(-)45.0	
31. Indian Express, English, Madurai	10.21	12.98	(-)24.3	36.00	72.00	(-)50.0	(-)60.7	78.00	194.00	(-)59.8	
32. Free Express Journal, English, Bombay	7.79	9.27	(-)16.0	59.24	60.59	(-)2.2	(-)17.8	95.60	115.12	(-)17.0	
33. Deccan Herald, English, Bangalore	9.31	11.64	(-)20.0	75.79	68.37	(+)10.9	(-)11.3	161.14	164.54	(-)2.1	
34. Navbharat Times, Hindi, Bombay	4.72	8.50	(-)45.1	69.41	64.47	(+)7.7	(-)40.9	62.19	126.04	(-)50.7	
35. Dinamani, Tamil, Madras	6.19	7.67	(-)19.3	59.00	61.00	(-)3.3	(-)22.0	80.00	98.00	(-)18.4	
36. Nai Dunia, Hindi, Indore	6.82	8.78	(-)22.3	63.00	62.00	(+)1.6	(-)21.1	91.00	121.00	(-)24.8	
37. Deepika, Malayalam, Kottayam	4.30	6.60	(-)34.8	54.00	52.00	(-)1.9	(-)34.0	53.40	70.60	(-)24.4	
38. Indian Express, English, Vijayawada	10.07	12.20	(-)17.5	43.00	48.00	(-)10.4	(-)26.1	87.00	123.00	(-)29.3	
39. Indian Express, English, Bangalore	10.64	13.54	(-)21.4	46.00	50.00	(-)8.0	(-)27.7	103.00	144.00	(-)28.5	
40. Kesari, Marathi, Poona	6.23	7.91	(-)21.2	40.00	49.33	(-)18.9	(-)36.1	54.19	83.57	(-)35.2	
41. Jagaran, Hindi, Kanpur	7.20	9.30	(-)22.6	53.00	54.00	(-)1.9	(-)24.1	82.50	108.60	(-)24.0	

Effect of 30 per cent cut in newspaper quota on 17 selected dailies variation in page level, (May 1973—October 1974)
(Figures in brackets indicate indices with May 1973=100)

Name of the newspaper, language, and place of publication	May 1973	August 1973	November 1973	Average pages per issue			
				November 1974	June 1977	August 1977	October 1974
1	2	3	4	5	6	7	8
A. BIG							
1. Times of India, English, Bombay	14.73 (100.0)	12.13 (82.3)	10.00 (67.9)	8.00 (54.3)	7.93 (53.8)	8.80 (59.7)	9.20 (62.5)
2. Statesman, English, Calcutta	11.73 (100.0)	10.00 (85.3)	8.36 (71.3)	8.07 (68.8)	8.00 (68.2)	8.00 (68.2)	7.87 (67.1)
3. Hindustan Times, English, Delhi	12.52 (100.0)	10.53 (84.1)	8.28 (66.1)	8.17 (65.3)	8.20 (65.5)	8.00 (63.9)	9.43 (75.3)
4. Hindu, English, Madras	15.87 (100.0)	13.03 (82.1)	12.07 (76.1)	10.14 (63.9)	9.60 (60.5)	10.71 (67.5)	11.31 (71.3)
5. Navbharat Times, Hindi, Delhi	8.96 (100.0)	7.20 (80.4)	6.28 (70.1)	4.42 (49.3)	4.33 (48.3)	5.47 (61.0)	5.87 (65.5)
6. Malayala Manorama, Malayalam, Kottayam	7.27 (100.0)	5.87 (80.7)	5.40 (74.3)	4.86 (66.9)	4.87 (67.0)	5.36 (73.7)	5.38 (74.0)
7. Thanthi, Tamil, Madras	9.67 (100.0)	9.27 (95.9)	8.33 (86.1)	7.36 (76.1)	7.33 (75.8)	7.33 (73.7)	7.38 (76.3)

ANNEXURE VIII. 3 —Contd.

1	2	3	4	5	6	7	8
8. Lokasatta, Marathi, Bombay	10.96 (100.0)	8.64 (78.8)	7.00 (63.9)	6.31 (67.6)	4.69 (42.8)	4.97 (45.3)	N.A.
9. Ananda Bazar Patrika, Bengali, Calcutta	10.80 (100.0)	10.13 (93.8)	8.20 (75.9)	8.57 (79.4)	6.60 (61.1)	6.53 (60.5)	7.9 (73.3)
SUB-TOTAL(A)	11.39 (100.0)	9.67 (84.9)	8.22 (72.2)	7.35 (64.5)	6.85 (60.1)	7.26 (63.7)	8.03 (70.5)

B. MEDIUM

1. National Herald, English, Lucknow	10.45 (100.0)	8.69 (83.2)	8.83 (84.5)	8.67 (83.0)	6.33 (60.6)	6.83 (65.4)	6.86 (65.6)
2. Nagpur Times, English, Nagpur	8.47 (100.0)	6.55 (77.3)	6.53 (77.1)	5.93 (70.0)	5.67 (66.9)	5.73 (69.6)	5.72 (67.6)
3. Aj Hindi, Varanasi	12.52 (100.0)	10.90 (87.1)	8.60 (68.7)	8.46 (67.6)	7.93 (63.3)	8.00 (63.9)	8.00 (63.9)
4. Nava Bharat, Hindi, Raipur	7.48 (100.0)	7.13 (95.3)	5.52 (73.8)	6.22 (83.2)	4.73 (63.2)	N.A.	5.87 (78.5)
5. Tarun Bharat, Marathi, Nagpur	9.40 (100.0)	6.34 (67.4)	5.80 (61.7)	5.70 (60.6)	5.60 (59.6)	5.67 (60.3)	5.72 (60.9)
6. Janmabhoomi, Gujarati, Bombay	6.78 (100.0)	7.17 (105.8)	6.62 (97.6)	6.70 (98.8)	6.24 (92.0)	6.15 (90.7)	6.50 (95.9)
7. Alai Osei Tamil, Madras	4.07 (100.0)	4.00 (98.3)	4.00 (98.3)	4.00 (98.3)	4.00 (98.3)	4.00 (98.3)	4.00 (98.3)

8. Andhra Patrika, Telugu, Vijayawada	7.00 (100.0)	5.93 (84.7)	5.40 (77.1)	4.70 (6.71)	4.47 (63.9)	5.31 (75.9)	5.3 (76.6)
SUB TOTAL (B)	8.27 (100.0)	7.06 (85.4)	6.35 (76.8)	6.29 (76.1)	5.61 (67.8)	5.97 (72.2)	5.87 (71.0)
GRAND TOTAL (A & B)	9.93 (100.0)	8.47 (85.3)	7.33 (73.8)	6.85 (69.0)	6.27 (63.1)	6.71 (67.6)	6.96 (70.1)

Effect of 30 per cent cut in newsprint quota on 17 selected dailies variation in advertisement space per page, (May 1973—October 1974)

(Figures in brackets indicate indices with May 1973=100)

Name of the newspaper, language and place of publication	May 1973	August 1973	Advertisement per page (columns)				
			November 1973	February 1974	June 1974	August 1974	October 1974
1	2	3	4	5	6	7	8
A. BIG							
1. Times of India, English, Bombay	4.63 (100.0)	4.54 (98.1)	4.11 (88.8)	3.89 (84.0)	4.07 (87.0)	4.35 (94.0)	4.44 (95.9)
2. Statesman, English, Calcutta	4.34 (100.0)	4.73 (109.0)	4.43 (102.1)	4.36 (100.5)	4.26 (98.2)	4.58 (105.5)	4.49 (103.5)
3. Hindustan Times, English, Delhi	4.37 (100.0)	4.44 (101.6)	4.22 (96.6)	4.13 (95.7)	3.89 (89.0)	3.64 (83.3)	4.18 (95.7)
4. Hindu, English, Madras	4.06 (100.0)	4.71 (116.0)	4.90 (120.7)	4.64 (114.3)	4.73 (116.5)	4.34 (106.9)	4.65 (114.5)
5. Navbharat Times, Hindi, Delhi	3.00 (100.0)	3.33 (111.0)	3.63 (121.0)	3.90 (130.0)	3.99 (133.0)	3.11 (103.7)	3.12 (104.0)
6. Malayala Manorama, Malayalam, Kottayam	3.09 (100.0)	4.08 (132.0)	3.84 (124.3)	4.11 (133.0)	3.98 (124.9)	3.74 (121.0)	3.89 (125.9)

7. Thanthi, Tamil, Madras	3.64 (100.0)	3.88 (106.6)	4.54 (124.7)	4.30 (118.11)	4.33 (119.0)	4.26 (117.0)	4.47 (122.8)
8. Lokasatta, Marathi, Bombay	3.21 (100.0)	4.49 (139.9)	3.99 (124.3)	3.98 (122.4)	3.56 (110.9)	3.66 (114.0)	N.A.
9. Ananda Bazar Patrika, Bengali, Calcutta	3.49 (100.0)	3.58 (102.6)	4.12 (118.1)	3.40 (97.4)	3.67 (105.2)	3.91 (112.0)	4.76 (136.4)
SUB-TOTAL (A)	3.86 (100.0)	4.26 (110.4)	4.26 (110.4)	4.11 (106.5)	3. (106.2)	4.03 (104.4)	4.31 (111.7)

B. MEDIUM

1. National Herald, English, Lucknow	3.48 (100.0)	4.12 (118.4)	3.97 (114.1)	3.73 (107.2)	3.53 (101.4)	4.05 (116.4)	3.99 (114.7)
2. Nagpur Times, English, Nagpur	2.50 (100.0)	2.87 (114.8)	2.42 (96.8)	2.65 (106.0)	3.14 (125.6)	3.17 (126.8)	3.27 (130.8)
3. Aj, Hindi, Varanasi	1.55 (100.0)	1.75 (112.9)	2.35 (151.6)	2.39 (154.2)	2.13 (137.4)	2.07 (133.5)	2.39 (154.2)
4. Navbharat, Hindi, Raipur	3.71 (100.0)	3.93 (105.9)	4.85 (114.6)	3.64 (98.1)	4.13 (111.3)	N.A.	4.15 (111.9)
5. Tarun Bharat, Marathi, Nagpur	3.48 (100.0)	3.37 (96.8)	3.52 (101.1)	2.87 (82.5)	3.69 (106.0)	3.40 (97.7)	3.85 (110.6)
6. Janmabhoomi, Gujarati, Bombay	3.08 (100.0)	3.94 (128.9)	3.66 (118.8)	3.69 (119.8)	3.49 (113.3)	3.42 (111.0)	3.65 (118.5)
7. Alai Osai, Tamil, Madras	1.82 (100.0)	2.76 (96.7)	1.34 (73.6)	1.31 (72.0)	1.16 (63.7)	1.10 (60.4)	1.35 (74.2)

ANNEXURE VIII/4—Contd.

1	2	3	4	5	6	7	8
8. Andhra Patrika, Telugu, Vijayavada .	2.67 (100.0)	3.76 (140.8)	3.72 (139.3)	3.94 (147.6)	3.83 (143.4)	3.54 (132.6)	3.71 (139.0)
SUB-TOTAL (B)	2.78 (100.0)	3.17 (114.0)	3.19 (114.7)	3.07 (110.4)	3.12 (112.2)	3.03 (109.0)	3.39 (121.2)
GRAND TOTAL (A + B)	3.44 (100.0)	3.84 (111.6)	3.82 (111.0)	3.66 (106.4)	3.69 (107.3)	3.65 (106.1)	3.93 (114.2)

Effect of 30 per cent cut in newsprint quota on 17 Selected dailies price per issue (May 1973—October 1974)

(Paise)

Name of the newspaper, language and publication	Price per issue						
	May 1973	August 1973	November 1973	February 1974	June 1974	August 1974	October 1974
1	2	3	4	5	6	7	8
A. BIG							
1. Times of India, English, Bombay	25	25	25	25	30	30	35
2. Statesman, English, Calcutta	20	20	20	28	28	28	28
3. Hindustan Times, English, Delhi	20	20	20	25	30	30	35
4. Hindu, English, Madras	25	25	30	30	30	40	40
5. Navbharat Times, Hindi, Delhi	16	16	16	16	16	20	20
6. Malayala Manorama, Malayalam, Kottayam	13	13	17	17	17	17	17
7. Thantni, Tamil, Madras	16	16	16	20	20	20	25
8. Lokasatta, Marathi, Bombay	16	16	20	20	20	20	N.A
9. Ananda Bazar Patrika, Bengali, Calcutta	22	22	30	30	30	30	30

ANNEXURE VIII/5—Contd.

	1	2	3	4	5	6	7	8
B. MEDIUM								
1. National Herald, English, Lucknow •		18	18	18	24	24	28	28
2. Nagpur Times, English, Nagpur • •		16	16	18	18	25	25	25
3. Aj, Hindi, Varanasi • • •		25	25	25	30	30	30	30
4. Navbharat, Hindi, Raipur • • •		16	16	18	20	20	N.A.	25
5. Tarun Bharat, Marathi, Nagpur • •		18	18	22	22	25	25	25
6. Alai Osai, Tamil, Madras • • •		20	20	20	20	25	25	25
7. Janmabhoomi, Gujarati, Bombay •		18	18	18	20	25	25	25
8. Andhra Patrika, Telugu, Vijayawada •		16	16	16	18	18	25	25

† Advertisement space as per cent of total space in daily newspapers 1973 to 1967

(*Indicates that the figures have been taken from Press in India—Figures for 1973 are provisional)

- (a) Normal issue
(b) Festival supplements.
(c) Sponsored supplements
(d) Other supplements
NS:Not supplied

Name of the newspaper, language and place of publication	1973	1972	1971	1970	1969	1968	1967	Remarks
1	2	3	4	5	6	7	8	9
A. BIG								
1. Circulation above 1 lakh								
1. Ananda Bazar Patrika, (a)	50·0*	46·5	46·0	45·0	45·0	44·0	44·0	
Bengali, Calcutta. (b)		60·0	60·0	60·0	60·0	50·0	50·0	
(c)		70·0	60·0	60·0	60·0	50·0	50·0	
(d)		
2. Malayala Manorama (a)	43·0*	40·0*	42·0	40·9	40·2	40·8	37·6	
Malayalam, Kottayam. (b)		
(c)		
(d)		

†based on questionnaire replies, supplemented by 'Press in India'.

ANNEXURE IX 1—Contd.

1	2	3	4	5	6	7	8	9
3. Jugantar, Bengali, Calcutta.	(a)	28·7	28·0	29·0	30·0	28·0	..	26·1
	(b)	57·7	46·0	46·4	41·3	37·0	..	37·3
	(c)
	(d)
4. Hindu, English, Madras	(a)	55·0*	47·0*	58·1	56·7	55·3	52·2	57·1
	(b)	57·6	67·0	66·7	57·8	59·5
	64·1	61·9	60·2	57·9	65·1	
	80·5	82·1	84·0	86·2	78·7	
5. Navbharat Times, Hindi, Delhi	(a)	40·0*	39·0*	41·0	35·0	30·0	28·0	24·0
	(b)
	(c)
	(d)
6. Hindustan, Hindi, Delhi	(a)	28·8	31·6	29·1	26·7	24·2	20·9	N.S.
	(b)	54·0	56·3	60·4	36·0
	(c)	79·8	39·0	76·2	41·3
	(d)	25·0	..	62·5
7. Times of India, English, Bombay	(a)	56·0*	61·0*	65·0	64·0	62·0	63·0	62·0
	(b)	58·0	60·0	60·0	60·0
	(c)	66·0	59·0	60·0	60·0	60·0
	(d)

8. Statesman, English, Calcutta.	(a)	55.3	59.8	62.7	61.2	59.1	58.5	56.2
	(b)
	(c)
	(d)
9. Hindustan Times, English, Delhi.	(a)	54.0*	57.7	56.4	54.1	51.2	50.3	50.4
	(b)	..	68.7	..	38.2	61.0	60.0	..
	(c)	..	75.0	81.0	76.3	79.4	96.9	100.0
	(d)	31.3	41.4	..
10. Mathrubhumi, Malayalam, Ernakulam.	(a)	42.0*	42.0*	41.0	44.0	44.0	42.0	N.S
	(b)
	(c)
	(d)
11. Lokasatta, Marathi, Bombay.	(a)	50.0*	48.0	46.4	43.9	43.3	38.0	40.1
	(b)	..	85.0	85.0	85.0	85.0	85.0	85.0
	(c)	..	85.0	85.0	85.0	85.0	85.0	85.0
	(d)	..	85.0	85.0	85.0	85.0	85.0	85.0
12. Kerala Kaumudi, Malayalam Trivandrum	(a)	33.0*	32.2	31.7	30.0	29.8	28.0	27.3
	(b)	..	25.0	25.0	22.0	24.0	22.0	20.0
	(c)	..	37.0	42.0	39.0	37.0	38.0	36.0
	(d)
13. Mathrubhumi, Malayalam, Calicut.	(a)	35.0	37.0	41.0	44.0	44.0	42.0	42.0
	(b)	30.0	35.0	32.0	33.0	35.0	35.0	35.0
	(c)	75.0	75.0	75.0	75.0	75.0	75.0	75.0
	(d)

ANNEXURE IX 1—Contd.

1		2	3	4	5	6	7	8	9
14. Maharashtra Times, Marathi, Bombay.	(a)	37·0*	33·0*	34·9*	38·4	31·2	28·0*	28·9*	
	(b)	
	(c)	
	(d)	
15. Dinamani, Tamil, Madurai.	(a)	37·0*	37·0*	37·0*	N.S.	N.S.	30·0*	30·0*	
	(b)	
	(c)	
	(d)	
16. Tribune, English, Chan- digarh.	(a)	45·0*	46·0*	48·0	45·0	46·2	43·0	38·4	
	(b)	66·6	70·0	72·8	76·2	70·6	
	(c)	64·4	64·2	45·1	54·4	56·3	
	(d)	67·0	67·3	..	68·8	64·2	
17. Amrita Bazar Patrika, English, Calcutta.	(a)	40·0*	40·0*	41·0	37·0	40·0	40·0	41·0	
	(b)	0·2	0·3	0·3	0·2	0·2	
	(c)	0·2	0·2	0·8	0·2	0·2	
	(d)	1·0	1·4	1·6	2·7	0·8	
18. Thanthi, Tamil, Madras	(a)	N.S.	56·0	52·0	48·0	40·0	42·0	40·0	
	(b)	..	65·0	74·0	70·0	72·0	82·0	95·0	
	(c)	..	74·0	71·0	69·0	48·0	55·0	..	
	(d)	

19.	Malayala Manorama, (a)	43·0*	40·0*	42·0	40·9	40·2	40·8	37·6
	Malayalam, Calicut. (o)
	(c)
	(d)
20.	Bombay Samachar, (a)	@40·0*	42·5	42·5	42·5	42·5	42·5	42·5 @approximate
	Gujarati, Bombay. (b)	@ ..	50·0	50·0	50·0	50·0	50·0	50·0
	(c)
	(d)
21.	Samdesh, Gujarati, (a)	40·0*	38·0	38·0	36·0	33·0	33·0	N.S.
	Ahmedabad. (b)
	(c)
	(d)

II. Circulation 50,001—1,00,000

22.	Indian Express, English, (a)	56·0*	50·6	50·0	47·1	44·1	43·9	49·5
	Bombay. (b)	..	85·0	85·0	85·0	85·0	85·0	85·0
	(c)	..	85·0	85·0	85·0	85·0	85·0	85·0
	(d)	..	86·0	85·0	85·0	85·0	85·0	85·0
23.	Gujarat Samachar, (a)	@ N.S.	47·5	47·5	47·5	47·5	47·5	47·5 @approximate
	Gujarati, Ahmedabad. (b)	..	50·0	50·0	50·0	50·0	50·0	50·0
	(c)	@ ..	62·5	62·5	62·5	62·5	62·5	62·5
	(d)	..	60·0	60·0	60·0	60·0	60·0	60·0

	1	2	3	4	5	6	7	8	9
24. Indian Express, English, (a)		50·0	46·0	46·0	46·0	40·0	35·0	35·0	
Delhi. (b)		
(c)		
(d)		
25. Andhra Prabha, Telugu, (a)		34·0*	45·6	42·5	42·2	39·6	30·8	33·3	
Vijayawada. (b)		
(c)		
(d)		
26. Prajavani, Kannada, (a)		25·0*	25·0*	28·8*	25·0*	N.S.	25·0*	25·0*	
Bangalore. (b)		..	32·8	36·8	36·4	36·0	37·3	36·8	
(c)		..	27·8	32·6	37·5	29·0	
(d)		
27. Times of India, English, (a)		48·0*	53·0*	52·0	49·0	48·0	50·0	49·0	
Delhi. (b)		
(c)		
(d)		
28. Sakal, Marathi, Poona (a)		43·0*	47·0	47·0	47·0	43·0	44·0	40·0	
(b)		..	33·0	36·0	36·0	34·0	34·0	30·0	
(c)		
(d)		

29. Hindustan Standard, English, Calcutta.	(a)	28·0*	28·0*	22·0	21·0	20·0	20·0	18·0
	(b)	50·0	50·0	50·0	50·0	50·0
	(c)	60·0	50·0	50·0	50·0	50·0
	(d)
30. Arya Varta, Hindi, Patna.	(a)	32·0*	31·0*	28·0	28·0	25·0	21·0	17·0
	(b)
	(c)
	(d)
31. Indian Express, English, Madurai.	(a)	52·0*	52·0*	52·0*	52·0*	49·0*	47·0*	47·0*
	(b)
	(c)
	(d)
32. Free Press Journal, English, Bombay.	(a)	40·0*	34·0*	29·5	27·0	23·0	28·0	28·0
	(b)	41·0	41·0	41·5	45·0	45·0
	(c)	77·0	77·0	77·0	77·0	77·0
	(d)
33. Deccan Herald, English, Bangalore.	(a)	45·0*	45·0*	45·0*	45·0*	N.S.	45·0*	40·0*
	(b)
	(c)	..	43·3	43·8	46·6	33·7	30·6	38·2
	(d)
34. Navbharat Times, Hindi, Bombay.	(a)	27·0*	26·0*	25·7	24·1	21·9	20·0	16·1
	(b)
	(c)
	(d)

1	2	3	4	5	6	7	8	9
35. Dinamani, Tamil, Madras.	(a)	37·0*	33·0*	35·0	35·9	36·0*	33·0*	30·9*
	(b)	52·0	52·0	52·0
	(c)	66·0	66·0	66·0
	(d)
36. Nai Dunia, Hindi, Indore.	(a)	33·0*	34·0	32·0	36·0	35·0	35·0	33·0
	(b)	..	40·0	40·0	40·0	40·0	38·0	38·0
	(c)
	(d)
37. Deepika, Malayalam, Kottayam.	(a)	38·0*	38·0*	17·0	17·0	16·0	16·0	17·0
	(b)	44·0	42·0	39·9	37·0	35·0
	(c)	58·0	54·0	56·0	52·0	50·0
	(d)	26·0	27·0	28·0	24·0	25·0
38. Indian Express, English, Vijayawada.	(a)	48·0*	53·2	52·4	50·2	50·5	49·9	49·4
	(b)	..	60·3	60·0	60·0	60·0	60·0	60·0
	(c)	..	80·0	80·0	80·0	80·0	80·0	80·0
	(d)
39. Indian Express, English, Bangalore.	(a)	47·0*	47·0*	47·0*	N.S.	47·0*	47·0*	47·0*
	(b)
	(c)
	(d)

40. Kesari, Marathi, Poona	(a)	40·0*	30·0*	30·0*	30·0*	30·0*	30·0*	30·0*
	(b)
	(c)
	(d)
41. Jagran, Hindi, Kanpur	(a)	30·0	30·0	30·0	30·0	30·0	30·0	30·0
	(b)	50·0	50·0	50·0	50·0	50·0	50·0	50·0
	(c)	60·0	50·0	50·0	50·0	50·0	50·0	50·0
	(d)	..	40·0

B. MEDIUM

I. Circulation 30,001—50,000

1. Tarun Bharat, Marathi, Nagpur.	(a)	40·0*	40·0*	33·0	30·0	30·0	28·0	25·0
	(b)			52·0	50·0	52·0	52·0	51·0
	(c)			..	45·0	45·0
	(d)			50·0	40·0	40·0	40·0	40·0
2. Samaj, Oriya, Cuttack	(a)	NS	33·0	33·0	32·0	31·0	32·0	28·0
	(b)		45·0	34·0	47·0	45·0	47·0	44·0
	(c)	
	(d)	
3. Indian Nation, English, Patna.	(a)	32·0*	32·0*	30·0	27·0	28·0	24·0	24·0
	(b)
	(c)
	(d)

ANNEXURE IX 1—Contd.

1	2	3	4	5	6	7	8	9	10
4. Alai Osai, Tamil, Madras	(a) (b) (c) (d)	NS	20·5	12·5	Paper did not exit				
5. Hind Samachar, Urdu, Jullundur	(a) (b) (c) (d)	40·0*	35·0 70·0 50·0 40·0	35·0 70·0 50·0 40·0	35·0 70·0 50·0 40·0	33·0 70·0 50·0 40·0	33·0 65·0 50·0 50·0	33·0 60·0 50·0 50·0	
6. Samyukta Karnataka, Kannada, Hubli	(a) (b) (c) (d)	40·0*	40·0*	40·0 50·0	40·0 50·0	40·0 50·0	40·0 50·0	40·0 50·0	40·0 50·0
7. Janmabhoomi, Gujarati, Bombay	(a) (b) (c) (d)	37·2	31·5	31·5	30·5	45·4	45·6	25·0	
8. Aj, Hindi, Varanasi	(a) (b) (c) (d)	N.S.	20·0	19·0	19·0	18·0	18·0	17·0	

9. Jai Hind, Gujarati, Rajkot	(a)	30·0*	30·0*	25·0	25·0	25·0	25·0	25·0
	(b)			35·0	35·0	35·0	35·0	35·0
	(c)		
	(d)			25·0	25·0	25·0	25·0	25·0
10. Phulehhab, Gujarati, Rajkot	(a)	30·0*	31·0	29·0	29·0	29·0	25·0	24·0
	(b)
	(c)
	(d)
11. Amar Ujala, Hindi, Agra	(a)	30·0*	25·0	30·0	30·0	30·0	28·0	25·0
	(b)		40·0	40·0	40·0	40·0	40·0	40·0
	(c)	
	(d)	
12. Dinamalar, Tamil, Tiru- nelveli	(a)							
	(b)							
	(c)							
	(d)							
13. National Herald, English, Lucknow	(a)	49·9	NS	40·0	40·0	40·0	40·0	40·0
	(b)	67·0		50·0	50·0	50·0	50·0	50·0
	(c)	48·1		55·0	55·0	55·0	55·0	55·0
	(d)	56·6		60·0	60·0	60·0	60·0	60·0
<i>Circulation 15,001-30,000</i>								
14. Swantatra Bharat, Hindi, Lucknow	(a)	28·0*	28·0	26·0	24·0	22·0	20·0	18·0
	(b)		50·0	50·0	50·0	50·0	50·0	50·0
	(c)		60·0	50·0	50·0	50·0	50·0	50·0
	(d)		50·0	50·0	50·0	50·0	50·0	50·0

Information not
supplied

ANNEXURE IX 1—Contd.

1	2	3	4	5	6	7	8	9	10
15. Basumati, Bengali, Calcutta	(a) (b) (c) (d)								Filled in question- naire not received
16. Mail, English, Madras	(a) (b) (c) (d)	30·0*	30·0*	30·0*	30·0*	30·0*	30·0*	30·0*	Filled in question- naire not received
17. Chandrika, Malayalam	(a) (b) (c) (d)	NS	NS	16·0 45·0	16·0 ..	15·0 ..	12·0 ..	12·0 ..	
18. Navabharat, Hindi, Raipur	(a) (b) (c) (d)	NS	34·0	41·5	32·3	30·5	30·9	28·0	
19. Janashakti, Gujarati, Bombay	(a) (b) (c) (d)	NS	NS	19·9 45·0 60·0	19·0 50·0 60·0	14·0 45·0 60·0	15·0 42·0 50·0	13·0 40·0 50·0	

20. Navashakti, Tamil, Madras.	(a)	NS	NS	20.0	20.0	20.0	20.0	20.0
	(b)			25.0	25.0	25.0	25.0	25.0
	(c)		
	(d)		
21. Nagpur Times, English, Nagpur.	(a)	30.0	29.8	31.8	32.0	28.5	26.5	24.5
	(b)			50.0	50.0	50.0	50.0	50.0
	(c)			50.0	50.0	50.0	50.0	50.0
	(d)			50.0	50.0	50.0	50.0	50.0
22. Samyukta, Karnataka, Kannada, Bangalore.	(a)	NS	NS	25.0	27.0	22.0	18.0	17.0
	(b)			60.0
	(c)		
	(d)		
23. Janasatta, Gujarati, Rajkot.	(a)	18.0	17.0	16.0	14.0	10.0	10.0	20.0
	(b)	80.0	52.0	..	60.0	..	94.0	..
	(c)	..	80.0	48.0	60.0	60.0	63.0	75.0
	(d)
24. Rajasthan Patrika, Hindi, Raipur.	(a)	25.0	NS	25.0	22.0	19.0	NS	NS
	(b)			40.0	30.0	27.0
	(c)
	(d)
25. Akali Patrika, Punjabi, Jullundur.	(a)	25.0	30.0*	30.0*	30.0*
	(b)							
	(c)							
	(d)							

Filled in
question-
naire not
received.

ANNEXURE IX.1—Contd.

1	2	3	4	5	6	7	8	9	10
26. Sainik Daily, Hindi, Agra.	(a) (b) (c) (d)								Filled in question- naire not received.
C. SMALL									
I. Circulation 5001-15000									
1. Janayugom, Malayalam, Quilon.	(a) (b) (c) (d)	10·0* ..	8·0* ..	8·0* ..	10·0* ..	35·0* ..	35·0*	Filled in question- naire not- received.
2. Navjivan, Hindi, Luck- now.	(a) (b) (c) (d)	16·3 22·5 .. 53·3	20·0 40·0 50·0 50·0	20·0 40·0 50·0 50·0	20·0 40·0 50·0 50·0	20·0 40·0 50·0 50·0	20·0 40·0 50·0 50·0	20·0 40·0 50·0 50·0	
3. Ganashakti, Bengali, Calcutta.	(a)§ (b) (c) (d)	0·5	0·5	0·5	0·5	0·5	0·5	0·5	§Approximate.
4. Pratap, Gujarati, Surat.	(a) (b) (c) (d)	33·0	35·0	32·0	29·0	24·0	23·0	24·0	

5. Navajyoti Herald, Hindi, Jaipur.	(a)	25·0*	25·0*	Filled in question- naire not received.
	(b)								
	(c)								
	(d)								
6. Kerala Nadam, Malayalam, Ernakulam.	(a)	20·0	20·0	20·0	20·0	20·0	20·0	20·0	
	(b)	40·0	40·0	40·0	40·0	40·0	40·0	40·0	
	(c)	
	(d)	
7. Yugadharma, Hindi, Raipur.	(a)	35·0*	35·0*	16·0	15·0	14·0	12·0	10·0	
	(b)	30·0	28·0	28·0	26·0	25·0	
	(c)	
	(d)	25·0	20·0	20·0	20·0	20·0	
8. Gomantak, Marathi, Panaji.	(a)	40·0	40·0	40·0	40·0	40·0	40·0	NS	
	(b)	65·0	63·0	60·0	60·0	55·0	50·0		
	(c)		
	(d)		
9. Siasat Daily, Urdu, Hyderabad.	(a)	35·0*	40·0*	34·0	32·0	33·0	30·0	32·0	
	(b)			34·0	32·0	33·0	30·0	32·0	
	(c)			
	(d)			
10. Janayugam, Malayalam, Calicut.	(a)	10·0	8·0	8·0	10·0	Paper did not exist			
	(b)	20·0	15·0	15·0	15·0				
	(c)	30·0	20·0	20·0	20·0				
	(d)	30·0	20·0	20·0	20·0				

ANNEXURE IX.1—Contd.

	1	2	3	4	5	6	7	8	9	10	
11. Panj Amiruthan, Tamil, Madras.	(a)									10	Ceased publica- tion.
	(b)										
	(c)										
	(d)										
12. Sanmarg, Hindi, Varanasi.	(a)	30·0*	NS	30·0*	30·0*	30·0*	25·0*	NS			Filled in question- naire not received.
	(b)										
	(c)										
	(d)										
13. Dainik, Sambad, Ben- gali, Agartala.	(a)	NS	13·0	12·5	Records destroyed						
	(b)								
	(c)								
	(d)								
14. Daily Action, English, Kanpur.	(a)	NS	5·0	NS	Paper did not exist						
	(b)		7·5								
	(c)		10·0								
	(d)		..								
15. Saurashtra Samachar, Gujarati, Bhavanagar.	(a)	NS	NS	NS	NS	NS	25·0*	NS			Filled in question- naire not received.
	(b)										
	(c)										
	(d)										

16. Theekkathir, Tamil, Madurai.	(a)	NS	NS	NS	Paper did not exist			
	(b)							
	(c)							
	(d)							
17. Deshdoot, Hindi, Allahabad.	(a)	NS	15·0	10·0	Paper did not exist			
	(b)		40·0	..				
	(c)					
	(d)		..					
18. Dinaoli, Tamil, Madras.	(a)	NS	NS	NS	Paper did not exist			
	(b)							
	(c)							
	(d)							
19. Azad, Urdu, Bangalore.	(a)	20·0	15·0	15·0	15·0	15·0	15·0	15·0
	(b)	20·0	15·0	15·0	15·0	15·0	15·0	15·0
	(c)
	(d)
20. Urdu Times, Urdu, Bombay.	(a)	25·0*	25·0	25·0	25·0	25·0	25·0	25·0
	(b)
	(c)
	(d)
21. Keralabhushanam, Malayalam, Kottayam.	(a)	20·0	20·0	20·0	20·0	20·0	20·0	20·0
	(b)	40·0	40·0	40·0	40·0	40·0	40·0	40·0
	(c)	50·0	50·0	50·0	50·0	50·0	50·0	50·0
	(d)	50·0	50·0	50·0	50·0	50·0	50·0	50·0

ANNEXURE IX.1—Contd.

1	2	3	4	5	6	7	8	9	10
22. Shiva-Shakti, Marati, Akola.	(a)	20·0	20·0	20·0	20·0	20·0	20·0	20·0	£Approximate.
	(b)	£32·5	32·5	32·5	32·5	32·5	32·5	32·5	
	(c)	£32·5	32·5	32·5	32·5	32·5	32·5	32·5	
	(d)	£32·5	32·5	32·5	32·5	32·5	32·5	32·5	
23. Ranjit, Punjabi, Patiala.	(a)	NS	NS	NS	25·0*	26·0*	NS	NS	
	(b)								
	(c)								
	(d)								
24. Tarun Rajasthan, Hindi, Jodhpur.	(a)	15·0	15·0	15·0	15·0	25·0*	Paper did not exist.		
	(b)	15·0	15·0	15·0	15·0				
	(c)				
	(d)				
25. Rashtrodoot, Hindi, Nagpur	(a)	20·0	20·0	20·0	20·0	20·0	20·0	20·0	
	(b)	40·0	40·0	40·0	40·0	40·0	40·0	40·0	
	(c)	
	(d)	
<i>II. Circulation upto 5,000</i>									
26. Hindustan, Marathi, Bombay.	(a)	35·0*	35·0	35·0	35·0	35·0	35·0	40·0	
	(b)		40·0	40·0	40·0	40·0	40·0	45·0	
	(c)		
	(d)		45·0	45·0	45·0	45·0	45·0	45·0	

27. Sadhvi, Kannaada, Mysore.	(a)	50·0*	35·0	35·0	35·0	35·0	35·0	35·0
	(b)
	(c)
	(d)
28. Nurmala Jyoti, Hindi, Jabalpur.	(a)	40·0*	..	25·0*	25·0*	25·0*
	(b)
	(c)
	(d)
29. Salar, Urdu, Bangalore.	(a)	NS	10·0	10·0	10·0	10·0	10·0	10·0
	(b)	..	30·0	30·0	30·0	30·0	30·0	30·0
	(c)
	(d)
30. Aabashaar, Urdu, Cal- cutta.	(a)	30·0*	25·0	25·0	20·0	25·0	27·0	25·0
	(b)	..	20·0	20·0	15·0	20·0	32·0	30·0
	(c)
	(d)
31. Daily News, English, Hyderabad.	(a)	27·0	30·0	28·0	28·0	30·0	NS	NS
	(b)	50·0	50·0	30·0	40·0	40·0
	(c)	36·0	30·0	35·0	35·0	35·0
	(d)
32. Hindu, Sindhi, Ajmer	(a)	27·5	27·5	27·5	NS	NS	NS	NS
	(b)	40·0	40·0	40·0
	(c)
	(d)

Filled in
question-
naire not
received.

ANNEXURE IX.1—Contd.

1	2	3	4	5	6	7	8	9	10
33. Amrit Patrika, Panjabi, Delhi.	(a) (b) (c) (d)								Filled in Questionnaire not received.
34. Antarlok, Hindi, Ballia.	(a) (b) (c) (d)	NS	10·0 15·0	10·0 15·0	Paper did not exist				
35. Rashtra Pragati, Marathi, Kolhapur.	(a) (b) (c) (d)	NS	30·0 45·0 45·0 ..	25·0 45·0 45·0 ..	20·0 45·0 45·0 ..	15·0 40·0 40·0 ..	Paper did not exist		
36. Dinnavartha, Malayalam, Palghat.	(a) (b) (c) (d)	15·0	15·0	15·0	15·0	15·0	15·0	15·0	
37. Lok Doot, Gujarati, Junagadh.	(a) (b) (c) (d)	25·0*	25·0*	Filled in questionnaire not received.

38. Jagaran, Bengali, Agartala.	(a)	NS	26·0	26·0	26·0	26·0	30·0	30·0
	(b)		40·0	40·0	40·0	40·0	43·0	42·0
	(c)	
	(d)		35·0	35·0	35·0	35·0	37·0	38·0
39. Kashmir Times, English, Jammu.	(a)	20·0	18·0	18·0	20·0	15·0	15·0	15·0
	(b)	30·0	25·0	30·0	30·0	35·0	30·0	35·0
	(c)
	(d)
40. Aruna, Telugu, Kakinada.	(a)	40·0*	30·0	30·0	30·0	30·0	30·0	30·0
	(b)		40·0	40·0	40·0	40·0	40·0	40·0
	(c)	
	(d)	
41. Kosala, Oriya, Sambalpur.	(a)	NS	NS	5·0	Paper did not exist.			
	(b)			10·0				
	(c)			..				
	(d)			..				
42. Lok Sevak, Bengali, Calcutta.	(a)							Filled in questionnaire not received.
(b)								
(c)								
(d)								
43. Nadeem, Urdu, Bhopal.	(a)	NS	25·0	25·0	25·0	NS	NS	NS
	(b)	
	(c)	
	(d)	

ANNEXURE IX.1—Contd.

1	2	3	4	5	6	7	8	9	10
44. Viduthalai, Tamil, Madras.	(a) (b) (c) (d)	NS	NS	NS	NS	NS	NS	NS	
45. Vijaya, Kannada, Mysore.	(a) (b) (c) (d)	25.0*	Filled in questionnaire not received.
D. OTHER DAILIES BELONGING TO MAJOR GROUPS@									
1. Kannada Prabha, Telugu, Bangalore.	(a) (b) (c) (d)	NS	21.6 67.0	22.5 53.8 40.4 38.8	23.1 38.2	18.4 43.9 62.4	
2. Thanthi, Tamil, Tiruchirappalli.	(a) (b) (c) (d)	NS	56.0 65.0 74.0 ..	52.0 74.0 71.0 ..	48.0 70.0 69.0 ..	40.0 72.0 48.0 ..	42.0 82.0 55.0 ..	40.0 95.0	
3. Thanthi, Tamil, Coimbatore.	(a) (b) (c) (d)	NS	56.0 65.0 74.0 ..	52.0 74.0 71.0 ..	48.0 70.0 69.0 ..	40.0 72.0 48.0 ..	42.0 82.0 55.0 ..	40.0 95.0	

4. Statesman, English, Delhi.	(a)	54.5	60.0	60.3	55.6	55.5	58.0	57.0
	(b)
	(c)
	(d)
5. Northern Indian Patrika, English, Allahabad.	(a)	40.0*	40.0	40.0	40.0	40.0	..	40.0
	(b)	..	50.0	50.0	50.0	50.0	..	50.0
	(c)	..	60.0	60.0	60.0	60.0	..	60.0
	(d)	..	40.0	40.0	40.0	40.0	..	40.0
6. Indian Express, English, Madras.	(a)	52.0*	53.2	52.0*	50.2	49.0*	47.0*	49.4
	(b)	..	60.3	60.8	60.0	60.0
	(c)	..	80.0	60.8	80.0	80.0
	(d)
7. Thanthi, Tamil, Madurai.	(a)	NS	55.0	52.0	58.0	40.0	42.0	40.0
	(b)	..	65.0	74.0	70.0	72.0	82.0	95.0
	(c)	..	74.0	71.0	69.0	48.0	55.0	..
	(d)
8. Thanthi, Tamil, Vellore.	(a)	NS	56.0	52.0	48.0	40.0	Paper did not exist	
	(b)	..	65.0	74.0	70.0	72.0
	(c)	..	74.0	71.0	69.0	48.0
	(d)
9. Economic Times, English, Bombay.	(a)	25.0*	25.0*	25.0	25.0	25.0	25.0	25.0
	(b)	60.0	60.0	40.0
	(c)	60.0	60.0	60.0	60.0	60.0
	(d)	60.0	60.0	60.0	60.0	60.0

@having at least one daily with circulation above one lakh.

ANNEXURE IX.1—Contd.

1	2	3	4	5	6	7	8	9	10
10. Andhra Prabha, Telugu, Bangalore.	(a)	NS	45·6	42·5	42·2	39·6	30·8	33·3	
	(b)	
	(c)	
	(d)	
11. Thanthi, Tamil, Tirunelveli.	(a)	NS	56·0	52·0	48·0	40·0	42·0	40·0	
	(b)	..	65·0	74·0	70·0	72·0	82·0	95·0	
	(c)	..	74·0	71·0	69·0	48·0	55·0	..	
	(d)	
12. Times of India, English, Ahmedabad.	(a)	55·0*	63·0*	66·5	65·1	62·6	57·9	Paper did not exist	
	(b)	60·0	60·0	60·0	60·0	..	
	(c)	70·0	70·0	70·0	70·0	..	
	(d)	63·0	63·0	63·0	63·0	..	
13. Kovai Malai Murasu, Tamil, Coimbatore.	(a)	26·0	31·0	24·0	25·0	30·0	33·0	18·0	
	(b)	65·0	60·0	60·0	55·0	50·0	50·0	50·0	
	(c)	60·0	60·0	60·0	60·0	60·0	60·0	60·0	
	(d)	
4. Malai Murasu, Tamil, Madras.	(a)	25·0*	25·0*	25·0*	40·0*	Filled in
	(b)								question-
	(c)								naire not
	(d)								received.

15. Evening News of India, English, Bombay.	(a)	57·0*	61·0*	60·0	62·0	60·0	60·0	58·0
	(b)
	(c)	60·0	69·0	69·0	66·0	..
	(d)
16. Pradeep, Hindi, Patna.	(a)	20·0	20·0	20·0	20·0	20·0	20·0	20·0
	(b)	30·0	30·0	30·0	30·0	30·0	30·0	30·0
	(c)	40·0	40·0	40·0	40·0	40·0	40·0	40·0
	(d)
17. Searchlight, English, Patna.	(a)	25·0	25·0	25·0	25·0	25·0	25·0	25·0
	(b)	40·0	40·0	40·0	40·0	40·0	40·0	40·0
	(c)	40·0	40·0	40·0	40·0	40·0	40·0	40·0
	(d)
18. Indian Express, English, Ahmedabad.	(a)	40·0*	45·0	45·0	45·0	45·0	45·0	Paper did not exist
	(b)	..	65·0	65·0	65·0	65·0	65·0	..
	(c)	..	70·0	70·0	70·0	70·0	70·0	..
	(d)	..	70·0	70·0	70·0	70·0	70·0	..
19. Madurai Malai Murasu, Tamil, Madurai.	(a)	NS	NS	22·0	22·0	18·0	13·0	23·0
	(b)	60·0	60·0	55·0	57·0	60·0
	(c)
	(d)
20. Thanjai Malai Murasu, Tamil, Tiruchirapalli.	(a)	30·0	24·0	25·0	25·0	25·0	25·0	30·0
	(b)	50·0	50·0	50·0	50·0	45·0	45·0	40·0
	(c)	55·0	55·0	55·0	55·0	55·0	55·0	55·0
	(d)

ANNEXURE IX.1—*Concl'd.*

	1	2	3	4	5	6	7	8	9	10
21. Bharat, Hindi, Allahabad.	(a)	..	25.0*	Filled in
	(b)									question-
	(c)									naire not
	(d)									received.
22. Salem Malai Murasu,	(a)	25.0*	25.0*	30.0*	30.0*	30.0*	Filled in	
Tamil, Salem.	(b)	question-	
	(c)	naire not	
	(d)	received.	
23. Financial Express,	(a)	NS	18.8	18.1	16.8	17.0	17.0	17.0	18.4	
English, Bombay.	(b)	..	60.0	60.0	60.0	60.0	60.0	60.0	60.0	
	(c)	..	60.0	60.0	60.0	60.0	60.0	60.0	60.0	
	(d)	..	60.0	60.0	60.0	60.0	60.0	60.0	60.0	
24. Malai Murasu, Tamil,	(a)	Filled in
Tirunelveli.	(b)	question-
	(c)	naire not
	(d)	received.
25. Hindustan Times	(a)	30.6	28.0	28.1	20.2	24.4	NS	NS		
Evening News,	(b)		
English, Delhi.	(c)	95.0	70.0	70.0		
	(d)	..	35.0	32.5		

26. Sevak, Gujarati, Ahmedabad.	(a)	50·0*
	(b)
	(c)
	(d)
27. Sakal, Marathi, Bombay.	(a)	25·0	25·0	25·0	NS	Paper did not exist		
	(b)
	(c)
	(d)
28. Vellore Malai Murasu, Tamil, Vellore.	(a)	25·0*	25·0* Filled in
	(b) question-
	(c) naire not
	(d) received.

ANNEXURE X/1

Staff employed in different Departments on Daily Newspapers (number) 1967 and 1971

(based on questionnaire replies)

(a) 1967

(b) 1971

NS—Not Supplied

Name of Newspaper, Language and place of publication	Year	Edito- rial	News gather- ing	Adv- erti- sement	Press	Dist- ribu- tion	Gene- ral mana- gement	Total	Whether wage board recommendations implemented in respect of	
									working journal- ists	non- working journalists
1	2	3	4	5	6	7	8	9	10	11

A. BIG

I. Circulation above 1 lakh

1. Ananda Bazar Patrika, Bengali, Calcutta.	(a)	124	53	48	351	141	344	1061	Yes	Yes
	(b)	132	60	53	456	157	381	1239		
2. Malayala Manorama, Malayalam, Kottayam.	(a)	27	20	16	158	65	91	377	Yes	Yes
	(b)	33	30	18	166	55	92	394		
3. Jugantar Bengali, Calcutta	(a)	71	19	41	215	93	157	596	Yes	Yes
	(b)	65	28	43	218	114	159	628		

32-4 M of I & B/74	4. Hindia, English, Madras	(a)	84	93	55	354	136	391	1113	Yes	Yes
		(b)	71	82	55	288	111	324	931		
	5. Navabharat Times, Hindi, Delhi	(a)	58	8	50\$	318‡	95\$	198\$	727\$	Yes	Yes
		(b)	60	8	52	321	95	199	735		
	6. Hindustan, Hindi, Delhi	(a)	34	1	9	128	7	31	210	Yes	Yes
		(b)	39	6	11	151	5	24	236		
	7. Times of India, English, Bombay	(a)	46	95	114£	885£	87£	187£	1414£	Yes	Yes
		(b)	48	87	141	919	97	243	1535		
	8. Statesman, English* Calcutta	(a)	223		83	860	335	352	1853	Yes	Yes
		(b)	218	86	850	390	360	1904			
	9. Hindustan Times, English, Delhi	(a)	55	36	37	229	44	225	626	Yes	Yes
(b)		63	49	47	269	51	242	721			
10. Mathrubhumi, Malayalam, Ernakulam	(a)	43	18	10	355	11	113	550	Yes	Yes	
	(b)	48	17	11	417	22	167	682			
11. Lokasatta, Marathi, Bombay	(a)†	30	2	18	60	40	70	220	Yes	Yes	
	(b)	32	2	18	61	39	82	234			

ANNEXURE X.1—Contd.

1	2	3	4	5	6	7	8	9	10	11
12. Kerala Kaumudi, Malayalam, Trivandrum.	(a)	15	5	6	77	8	17	128	Yes	Yes
	(b)	20	6	7	80	7	26	146		
13. Mathrubhumi, Malayalam, Calicut	(a)	Figures combined with Mathrubhumi, Ernakulam							Yes	Yes
	(b)									
14. Maharashtra Times, Marathi, Bombay.	(a)	26	11	§	§	§	§	37	Yes	Yes
	(b)	26	11					37		
15. Dinamani, Tamil, Madurai	(a)	20	1	7	171	25	29	253	Yes	Yes
	(b)	23	1	10	195	28	38	295		
16. Tribune, English, Chandigarh	(a)	35	7	11	114	12	133	312	Yes	Yes
	(b)	34	7	13	147	15	114	330		
17. Amrita Bazar Patrika, English, Calcutta.	(a)	—————		81	368	175	215	942	Yes	Yes
	(b)	103		77	403	190	216	1000		
18. Thanthi, Tamil, Madras	(a)	8	3	10	40	..	28	89	Yes	Yes
	(b)	13	4	10	45	..	35	107		
19. Malayala Manorma, Malayalam, Calicut.	(a)	11	9	5	37	16	13	91	Yes	Yes
	(b)	18	14	7	48	17	33	137		

20. Bombay Samachar, Gujarati, Bombay	(a)	24	..	16	140	8	22	210	Yes	Yes
	(b)	21	..	15	138	7	26	207		
21. Sandesh, Gujarati, ¶ Ahmedabad	(a)*	—————		21	186	14	30	282	Yes	Yes
	(b)	31		30	200	23	44	332		
SUB-TOTAL I	(a)	1068	381	638	5046	1312	2646	11091		
	(b)	1114	412	704	5372	1423	2805	11830		

II. Circulation 50,001—1,00,000

22. Indian Express, English, Bombay	(a)*	63	25	26	156	40	95	405	Yes	Yes
	(b)	63	25	31	161	39	96	416		
23. Gujarat Samachar, Gujarati, Ahmedabad	(a)	36	15	..	193	16	33	223	Yes	Yes
	(b)	39	17	..	181	17	33	287		
24. Indian Express, English, Delhi	(a)	94	15	20	144	56	97	420	Yes	Yes
	(b)	73	12	33	140	53	123	434		
25. Andhra Prabha, Telugu, Vijayawada	(a)	26	13	12	93	34	23	201	Yes	Yes
	(b)	29	13	10	113	53	54	272		
26. Prajavani, Kannada, Bangalore	(a)*	9	..	25	361	18	91	594	NS	NS
	(b)	9	..	28	392	20	93	542		
27. Times of India, English, Delhi	(a)	83	20	\$	\$	\$	\$	103	Yes	Yes
	(b)	85	20					105		

ANNEXURE X.1—Contd.

1	2	3	4	5	6	7	8	9	10	11
28. Sakal, Marathi, Poona	(a)	14	..	13	97	9	40	173		
	(b)	15	..	15	109	10	45	194	Yes	P
29. Hindustan Standard, English, Calcutta	(a)	124	53	48	351	141	344	1061	Yes	Yes
	(b)	132	60	53	456	157	381	1239		
30. Arya Varta, Hindi, Patna	(a)	34	6	16	103	31	54	244	Yes	Yes
	(b)	33	7	18	107	35	58	258		
31. Indian Express, English, Madurai	(a)	32	7	7	171	25	29	271	Yes	Yes
	(b)	36	9	10	195	28	38	316		
32. Free Press Journal, English, Bombay	(a)	67	7	..	229	..	35	338	Yes	Yes
	(b)	76	14	..	258	..	34	382		
33. Deccan Herald, English, Bangalore	(a)*	31	..	25	361	18	92	527	NS	NS
	(b)	36	..	28	392	20	93	569		
34. Nav Bharat Times, Hindi, Bombay	(a)	33	7	\$	\$	\$	\$	40	Yes	Yes
	(b)	31	10					41		
35. Dinamani, Tamil, Madras	(a)	21	15	62	133	105	75	411	Yes	Yes
	(b)	20	22	56	168	93	88	447		
36. Nai Dunja, Hindi, D'ore	(a)	11	2	5	47	5	25	95	Yes	Yes
	(b)	12	3	11	68	9	34	137		

37. Deepika, Malayalam, Kottayam	(a)	7	2	1	43	10	4	67	Yes	Yes
	(b)	14	2	3	41	13	11	84		
38. Indian Express, English, Vijayawada	(a)	31	6	37	Yes	Yes
	(b)	31	9	40		
39. Indian Express, English, Bangalore	(a)*	28	9	12	167	28	38	273	Yes	Yes
	(b)	38	12	11	187	33	48	329		
40. Kesari, Marathi, Poona	(a)	10	6	9	109	6	44	184	NS	NS
	(b)	8	9	9	134	5	49	214		
41. Jagaran, Hindi, Kanpur	(a)	NS							Yes	P
	(b)	NS								
SUB-TOTAL II	(a)	754	208	281	2758	539	1113	5653		
	(b)	780	245	316	3102	585	1278	6306		
TOTAL (A)	(a)	1822	589	919	7804	1851	3759	16744		
	(b)	1894	657	1020	8474	2008	4083	18136		

*Includes figures of Delhi edition of *Statesman*.

†Figures relate to 1968.

‡Total for all publications from Delhi shown against *Navabharat Times*, Delhi.

¶Total for all publications from Bombay shown against *Times of India*, Bombay.

§Includes figures of *Sevak*, Ahmedabad.

ANNEXURE X.1—Contd.

1	2	3	4	5	6	7	8	9	10	11	
B—MEDIUM											
I. Circulation 30,001—50,000											
1. Tarun Bharat, Marathi, Nagpur.	(a)	15	6	5	119	8	50	203	Yes	Yes	
	(b)	20	8	8	164	10	59	269			
2. Samaj, Oriya, Cuttack	(a)	19	..	16	..	8	26	69	Yes	Yes	
	(b)	20	..	13	..	9	30	72			
3. Indian Nation, English, Patna	(a)	37	11	16	103	32	55	254	Yes	Yes	
	(b)	35	13	18	112	36	59	273			
4. Alai Osai, Tamil, Madras	(a)	Paper did not exist									
	(b)	16	1	2	19	Yes	Yes	
5. Hind Samachar, Punjabi, Jullundur.	(a)	19	24	3	35	3	15	99	Yes	Yes	
	(b)	25	6	6	60	6	25	128			
6. Sumyukta Karnataka, Kannada, Hubli	(a)	34	..	11	167	30	38	280	Yes	Yes	
	(b)	36	..	11	175	31	46	299			
7. Janmabhoomi, Gujarati, Bombay.	(a)*	32	85	12	97	226	Yes	Yes	
	(b)	35	84	14	104	237			
8. Aj, Hindi, Varanasi	(a)	20	..	10	182	4	40	256	Yes	Yes	
	(b)	24	..	8	195	4	47	278			
9. Jai Hind, Gujarati, Rajkot	(a)	9	8	2	19	NS	NS	
	(b)	9	10	2	21			

10. Phulchhab, Gujarati, Rajkot.	(a)*	18	..	9	59	4	17	107	Yes	Yes
	(b)	16	..	10	69	4	17	116		
11. Amar Ujala, Hindi, Agra	(a)	-----Information not supplied-----								
	(b)	-----Information not supplied-----								
12. Dinamalar, Tamil, Tirunelveli	(a)	-----Information not supplied-----								
	(b)	-----Information not supplied-----								
13. National Herald, English, Lucknow	(a)	61	..	47*	110	53*	90	361	Yes	Yes
	(b)	64	..	52	103	53	81	353		
SUB-TOTAL I	(a)	264	49	117	860	154	430	1874		
	(b)	300	38	128	962	167	470	2065		
II. Circulation 15,001—30,000										
14. Swatantra Bharat, Hindi, Lucknow.	(a)	18	2	3	41	64	Yes	Yes
	(b)	24	2	3	49	78		
15. Basumati, Bengali, Calcutta	(a)	-----Reply to questionnaire not received-----								
	(b)	-----Reply to questionnaire not received-----								
16. Mail, English, Madras	(a)	-----Reply to questionnaire not received-----								
	(b)	-----Reply to questionnaire not received-----								
17. Chandrika, Malayalam, Calicut.	(a)	10	2	3	60	3	91	169	Yes	Yes
	(b)	20	3	4	70	3	124	224		
18. Navabharat, Hindi, Raipur	(a)	7	..	3	..	1	1	12		
	(b)	9	..	3	..	2	2	16	Yes	Yes

ANNEXURE X.1—Contd.

1	2	3	4	5	6	7	8	9	10	11	
19.	Janashakti, Gujarati, Bombay.	(a)	48	..	10	81	Yes	Yes
		(b)	56	..	10	89		
20.	Navashakti, Tamil, Madras	(a)	9	4	2	39	6	23	83	Yes	Yes
		(b)	10	3	2	34	3	27	79		
21.	Nagpur Times, English, Nagpur.	(a)	22	3	7	64	5	35	136	P	P
		(b)	23	5	9	85	5	40	167		
22.	Samyukta Karnataka, • Kannada, Bangalore.	(a)	23	5	5	122	12	13	180	Yes	Yes
		(b)	29	8	9	114	7	16	183		
23.	Janasatta, Gujarati, Rajkot	(a)	3	..	2	15	2	3	25	Yes	Yes
		(b)	8	70	4	20	4	12	118		
24.	Rajasthan Patrika, Hindi, Jaipur.	(a)	Information not supplied							NS	NS
		(b)									
25.	Akali Patrika, Punjabi, Jullundur.	(a)	Reply to questionnaire not received								
		(b)									
26.	Sainik Daily, Hindi, Agra	(a)	Reply to questionnaire not received								
		(b)									
	Sub-TOTAL II	(a)	115	16	25	389	29	176	750		
		(b)	146	91	34	428	24	231	954		
	TOTAL (B)	(a)	379	65	142	1249	183	606	2624		
		(b)	446	129	162	1390	191	701	3019		

*Includes figures of Navjivan, Lucknow.

Total for 1971 relates to 19 papers.

Total for 1967 relates to 18 papers.

P—Implemented with modification or in part.

C. SMALL

I. Circulation 5,001—15,000

1. Janayugam, Malayalam, Quilon	(a)										
	(b)										
Reply to questionnaire not received.											
2. Navjivan, Hindi, Lucknow	(a)	35		†	61	†	..	96	Yes	Yes	
	(b)	39			78		..	117	..		
3. Ganashakti, Bengali, Calcutta	(a)										
	(b)										
No Staff employed [C.P.I.(M) paper]											
4. Pratap, Gujarati, Surat	(a)*	14	..	10	114	..	21	159	Yes	Yes	
	(b)	14	..	6	65	..	23	108	..		
5. Navjyoti Herald, English, Jaipur	(a)										
	(b)										
Reply to questionnaire not received.											
6. Kerala Nadam, Malayalam, Ernakulam.	(a)*	16	16	DNA	NO	
	(b)	17	17	..		
7. Yugadharma, Hindi, Raipur	(a)	18	3	7	129	12	26	195	Yes	P	
	(b)	18	3	11	151	16	36	235	..		
8. Gomantak, Marathi, Panaji	(a)*	12	2	2	40	..	8	64	Yes	Yes	
	(b)	13	2	2	78	..	11	106	..		
9. Siasat Daily, Urdu, Hyderabad	(a)	11	2	3	..	16	41	78	Yes	Yes	
	(b)	14	2	4	..	16	34	70			

ANNEXURE X.1—Contd.

	1	2	3	4	5	6	7	8	9	10	11	
10. Janayugam, Malayalam, Calicut	(a)											Paper did not exist.
	(b)											Information not supplied.
11. Panj Amiruthan, Tamil, Madras	(a)											Ceased publication.
	(b)											
12. Sanmarg, Hindi, Varanasi	(a)											Reply to questionnaire not received.
	(b)											
13. Dainik, Sambad, Bengali, Agarthala.	(a)											Information not supplied.
	(b)		1	4	2	8	4	6	25	Yes	Yes	
14. Daily Action, English, Kanpur	(a)											Reply to questionnaire received (too late)
	(b)											
15. Saurashtra Samachar, Gujarati, Bhavnagar.	(a)											Reply to questionnaire not received.
	(b)											
16. Theekkathir, Tamil, Madurai	(a)											Paper did not exist.
	(b)											No staff employed (CPI(M) paper) DNA DNA
17. Deshdoot, Hindi, Allahabad	(a)											Paper did not exist.
	(b)		2	1	1	36	1	3	44	NS	NS	
18. Dinaoli, Tamil, Madras	(a)											Paper did not exist.
	(b)											Information not supplied.
19. Azad, Urdu, Bangalore	(a)											Information not supplied.
	(b)											

20.	Urdu Times, Urdu, Bombay	(a)	4	..	2	10	..	9	25	NS	NS
			(b)	4	..	3	10	17	
21.	Keralabhushanam, Malayalam, Kottayam.	(a)*	6	1	1	58	..	2	68	NS	NS
			(b)	6	2	1	64	..	2	75	
22.	Shivashakti, Marathi, Akola	(a)	4	23	1	..	1	6	35	Yes	Yes
			(b)	4	16	1	13	34	
23.	Ranjit, Punjabi, Patiala	(a)	Information not supplied								
			(b)								
24.	Tarun Rajasthan, Hindi, Jodhpur	(a)	Paper did not exist							No	No
			(b)	4	..	1	1	..	2	8	
25.	Rashtrdoot, Hindi, Nagpur	(a)	1	..	1	2	NS	NS
			(b)	1	..	1	..	1	..	3	
SUB-TOTAL I‡			(a)	105	31	27	428	29	113	733	
			(b)	120	30	32	498	39	140	859	

*Total for 1971 relates to 13 papers.

†Figures combined with *National Herald*, Lucknow.

‡Total for 1967 relates to 10 papers.

P—Implemented with modification or in part

NA—Question does not arise as the paper has no regular employees.

ANNEXURE X.1—Contd.

	1	2	3	4	5	6	7	8	9	10	11
<i>II. Circulation up to 5,000</i>											
26. Hindustan, Marathi, Amravati	(a)	2	1	1	12	2	..	18	NS	NS	
	(b)	2	1	1	9	3	..	16			
27. Sadhvi, Kannada, Mysore	(a)	..	1	..	2	..	1	4	Yes	Yes	
	(b)	..	1	..	2	..	1	4			
28. Narmada Jyoti, Hindi, Jabalpur	(a)	Reply to questionnaire not received.									
	(b)										
29. Salar, Urdu, Bangalore	(a)	5	1	1	7	14	Yes	Yes	
	(b)	5	1	1	7	14			
30. Aabashaar, Urdu, Calcutta	(a)	7	12	..	8	27	NO	NO	
	(b)	5	10	..	7	22			
31. Daily News, English, Hyderabad	(a)	Information not supplied.									
	(b)	10	2	1	..	1	6	20			
32. Hindu, Sindhi, Ajmer	(a)	Information not supplied.									
	(b)	1	1	1	6	9			
33. Amrit Patrika, Panjabi, Delhi	(a)	Reply to questionnaire not received.									
	(b)										
34. Antarlok, Hindi, Ballia	(a)	Paper did not exist.									
	(b)	2	1	..	4	4	2	13	NS	NS	
35. Rashtra Pragati, Marathi, Kolhapur.	(a)	Paper did not exist.									
	(b)	2	2	1	18	1	2	26	NS	NS	
36. Dinavartha, Malayalam, Palghat	(a)	1	1	2	NO	NO	
	(b)	1	1	2			

37. Lok Doot, Gujarati, Junagadh	(a)										
	(b)										
38. Jagaran, Bengali, Agartala	(a)	1	1	5	7	Yes	Yes	
	(b)	1	1	4	6			
39. Kashmir Times, English, Jammu	(a)	2	2	1	10	2	2	19	NS	NS	
	(b)	2	2	1	12	2	2	21			
40. Aruna, Telugu, Kakinada	(a)								DNA	DNA	
	(b)										
41. Kosala, Oriya, Sambalpur	(a)								DNA	DNA	
	(b)										
42. Lok Sevak, Bengali, Calcutta	(a)										
	(b)										
43. Nadeem, Urdu, Bhopal	(a)										
	(b)	2	4	..	1	7	DNA	DNA	
44. Viduthalai, Tamil, Madras	(a)	4	1	1	26	..	2	34	DNA	DNA	
	(b)	4	1	1	29	6	2	43			
45. Vijaya, Kannada, Mysore	(a)										
	(b)										
Sub-Total II†	(a)	22	6	4	62	5	26	125			
	(b)	137	12	37	594	18	35	203			
TOTAL (C)	(a)	12	37	31	490	34	139	858			
	(b)	157	42	39	592	57	175	1062			

*Total for 1967 relates to 8 papers

†Total for 1971 relates to 13 papers

Group total relates to 26 papers for 1971 and 18 papers for 1967

DNA — Question does not arise as the paper has no regular employees.

ANNEXURE X.1—Contd.

	1	2	3	4	5	6	7	8	9	10	11
D. OTHER DAILIES BELONGING TO MAJOR GROUPS§											
1. Kannada Prabha, Kannada.	(a)*	32	3	..	48	83	Yes	Yes	
Bangalore	(b)	43	6	3	46	10	4	112			
2. Thanthi, Tamil, Tiruchirapalli	(a)	3	1	4	25	0	12	45	Yes	Yes	
	(b)	4	1	3	31	..	18	57			
3. Thanthi, Tamil, Coimbatore	(a)	4	1	4	25	..	11	45	Yes	Yes	
	(b)	5	1	3	33	..	16	58			
4. Statesman, English, Delhi	(a)	Figures combined with Statesman, Calcutta.									
	(b)										
5. Northern India Patrika, English, Allahabad.	(a)	41	6	12	163	18	151	391	Yes	Yes	
	(b)	43	6	14	159	18	164	404			
6. Indian Express, English, Madras.	(a)	40	31	62	146	105	75	459	Yes	Yes	
	(b)	51	41	56	194	93	88	523			
7. Thanthi, Tamil, Madurai	(a)	5	2	5	30	..	13	55	Yes	Yes	
	(b)	5	2	5	36	..	19	67			

8. Thanthi, Tamil, Vellore	(a)	Paper did not exist								
	(b)	3	1	2	20	..	10	36		
9. Economic Times, English, Bombay.	(a)	21	42					63	Yes	Yes
	(b)	19	43					62		
10. Andhra Prabha, Telugu, Bangalore.	(a)	10	10	Yes	Yes
	(b)	17	17		
11. Thanthi, Tamil, Tirunelveli.	(a)	3	1	2	18	..	9	33	Yes	Yes
	(b)	4	1	2	21	..	12	40		
12. Times of India, English, Ahmedabad.	(a)*	39	..	12	91	15	39	196	Yes	Yes
	(b)	40	..	18	95	15	45	213		
13. Kovai Malai Murasu, Coimbatore.	(a)	Reply to questionnaire received (too late)								
	(b)									
14. Malai Murasu, Tamil, Madras	(a)	Reply to questionnaire not received								
	(b)									
15. Evening News of India, English, Bombay.	(a)	3	1	‡	‡	‡	‡	4	Yes	Yes
	(b)	3	1					4		

ANNEXURE X.1—Contd.

	1	2	3	4	5	6	7	8	9	10	11
16. Pradeep, Hindi, Patna	(a)		50	15	15	130	23	31	264	Yes	Yes
	(b)		58	14	20	135	27	35	289		
17. Searchlight, English, Patna	(a)		Figures are combined with Pradeep, Patna								
	(b)										
18. Indian Express, English, Ahmedabad.	(a)*		17	16	5	56	3	22	119	P	P
	(b)		17	18	2	73	3	20	133		
19. Madurai Malai Murasu, Tamil, Madurai.	(a)		Reply to questionnaire received (too late)								
	(b)										
20. Thanjai Malai Murasu, Tamil, Tiruchirapalli.	(a)		6	15	2	14	2	4	43	Yes	Yes
	(b)		6	25	2	19	2	3	57		
21. Bharat, Hindi, Allahabad	(a)		Reply to questionnaire not received.								
	(b)										
22. Salem Malai Murasu, Tamil, Salem.	(a)		Reply to questionnaire not received								
	(b)										
23. Financial Express, English, Bombay.	(a)*		36	23	13	91	10	40	213	Yes	Yes
	(b)		37	20	11	99	8	33	208		

33-4 M of I & B/74	24. Malai Murasu, Tamil, Tiru- nelveli.	(a)	Reply to questionnaire not received								
		(b)									
	25. Hindustan Times Evening News, English, Delhi.	(a)	1	2	3	Yes	Yes
		(b)	6	7	1	16	3	3	36		
	26. Sevak, Gujarati, Ahmedabad.	(a)	Figures combined with Sandesh, Ahmedabad.								
		(b)									
	27. Sakal, Marathi, Bombay	(a)	Paper did not exist								
		(b)	11	..	1	48	4	12	76	Yes	P
	28. Vellore Malai Murasu, Tamil, Vellore.	(a)	Reply to questionnaire not received								
		(b)									
TOTAL (D)†		(a)	311	157	136	839	176	407	2026		
		(b)	372	187	143	1025	183	482	2392		

†Does not include figures of Statesman, Delhi and Sevak, Ahmedabad.

*Figures relates to 1968.

‡Figures combined with *Times of India*, Bombay.

§Having at least one daily with circulation above one lakh.

Total for 1971 relates to 19 papers.

Total for 1967 relates to 17 papers.

P—Implemented with modification or in part.

ANNEXURE X-2

Staff employed in different Departments of daily newspapers (number) 1967 and 1971-summary statement giving categorywise totals

Circulation range	Years	Editorial	News gathering	Advertisement	Press	Distribution	General management	Total
1	2	3	4	5	6	7	8	9
A. BIG								
I. Circulation above 1 lakh	1967	1068	381	638	5046	1312	2646	11094
	1971	1114	412	704	5372	1423	2805	11830
II. 50,001-1,00,000	1967	754	208	281	2758	539	1113	5653
	1971	780	245	316	3102	585	1278	6306
B. MEDIUM								
I. 30,001-50,000	1967	264	49	117	860	154	430	1874
	1971	200	38	128	962	167	470	2065
II. 15,001-30,000	1967	115	16	25	389	29	176	750
	1971	146	91	34	428	24	231	954
C. SMALL								
I. 5001-15,000	1967	105	31	27	428	29	113	733
	1971	120	30	32	498	39	140	859

II. Upto 5,000	1967	22	6	4	62	5	26	125
	1971	37	12	7	94	18	35	203
D. <i>OTHERS*</i>								
	1967	311	157	136	839	176	407	2026
	1971	372	187	143	1025	183	482	2392
<hr/>								
GRAND TOTAL	1967	2639	848	1228	10382	2244	4911	22252
	1971	2869	1015	1364	11481	2439	5441	24609

*Dailies belonging to major newspaper groups having at least one daily with circulation above 1 lakh.

NOTE :--Total relate to 95 dailies in the case of 1967 and 106 dailies in the case of 1971.

In some cases where 1967 figure was not available, 1968 figure have been taken into account.

ANNEXURE X-3

Staff employed in different departments of daily newspapers (by salary brackets), 1967 and 1971

(a) 1967

(b) 1971

(based on questionnaire replies)

Name of newspaper, language and place of publication	Year	Editorial & news gathering					General management					Advertisement, press & distribution					
		2000 & above	1000-2000	500-1000	Below 500	Total	2000 & above	1000-2000	500-1000	Below 500	Total	2000 & above	1000-2000	500-1000	Below 500	Total	
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
A. BIG																	
<i>Circulation above 1 lakh</i>																	
1. Ananda Bazar Patrika, Bengali, Calcutta.	(a)	6	24	88	59	177	3	5	13	323	344	4	4	6	526	540	
	(b)	13	43	86	50	192	7	8	37	329	381	7	9	75	575	666	
2. Malayala Manorama, Malayalam, Kottayam.	(a)	..	2	7	38	47	..	2	2	87	91	..	1	3	235	239	
	(b)	1	4	16	42	63	1	2	12	77	92	1	..	9	229	239	
3. Jugantar, Bengali, Calcutta	(a)	..	10	37	43	90	..	1	7	149	157	5	344	349	
	(b)	..	25	46	23	94	..	1	7	151	159	..	1	12	362	375	
4. Hindu, English, Madras	(a)	11	21	68	77	177	2	9	27	353	391	8	12	24	501	545	
	(b)	19	43	60	31	153	3	13	38	270	324	4	13	53	384	454	
5. Navbharat Times, Hindi, Delhi..	(a)	2	11	27	26	66	2‡	6‡	24‡	166‡	198‡	..	9‡	71‡	383‡	465	
	(b)	18	21	10	19	68	6	6	32	156	199	2	11	92	363	468	
6. Hindustan, Hindi, Delhi	(a)	..	3	20	12	35	31	31	2	142	144	
	(b)	1	18	15	11	45	24	24	6	161	165	
7. Times of India, English, Bombay	(a)	21	46	38	36	141	7§	19§	49§	112§	187§	9§	14§	84§	979§	1086	
	(b)	24	42	43	26	135	12	15	97	119	243	14	13	211	919	1157	

8. Statesman, English*, Calcutta	(a)	30	43	85	75	223	5	11	59	277	352	13	22	134	1109	1278
	(b)	27	72	69	50	218	8	21	107	224	360	11	37	311	967	1326
9. Hindustan Times, English, Delhi	(a)	6	20	46	19	91	2	4	16	203	225	..	2	14	294	310
	(b)	7	42	40	23	112	3	5	17	217	242	..	6	44	317	367
10. Mathrubhumi, Malayalam, Ernakulam.	(a)	..	8	13	45	61	..	1	4	108	113	1	375	376
	(b)	..	6	27	32	65	..	4	12	151	167	4	446	450
11. Lokasatta, Marathi, Bombay	(a)†	..	4	9	19	32	70	70	118	118
	(b)	..	4	16	14	34	82	82	118	118
12. Kerala Kaumudi, Malayalam, Trivandrum.	(a)	..	2	2	16	20	..	3	1	13	17	91	91
	(b)	..	2	8	16	26	..	3	3	20	26	2	92	94
13. Mathrubhumi, Malayalam, Calicut.	(a)															
	(b)															
Figures combined with Mathrubhumi, Ernakulam.																
14. Maharashtra Times, Marathi, Bombay.	(a)	1	6	21	9	37
	(b)	1	5	23	8	37
15. Dinamani, Tamil, Madurai	(a)	2	19	21	3	26	29	..	1	..	202	203
	(b)	..	1	8	15	24	3	35	38	..	1	2	230	233
16. Tribunc, English, Chandigarh	(a)	1	5	12	24	42	1	1	13	118	133	5	132	137
	(b)	1	11	15	14	41	1	4	10	99	114	..	3	16	156	175
17. Amrita Bazar Patrika, English, Calcutta.	(a)	..	12	42	49	103	1	8	10	196	215	..	2	15	607	624
	(b)	..	28	52	34	114	1	8	13	194	216	..	2	24	644	675
18. Thanthi, Tamil, Madras	(a)	11	11	5	23	28	50	50
	(b)	2	15	17	6	29	35	55	55
19. Malayala Manorama, Malayalam, Calicut.	(a)	20	20	13	13	58	58
	(b)	..	1	7	24	32	1	32	33	1	71	72
20. Bombay Samachar, Gujarati, Bombay.	(a)	..	2	4	18	24	..	1	8	13	22	..	1	7	156	164
	(b)	1	2	17	1	21	..	3	14	9	26	..	1	11	148	160

ANNEXURE X-3—Contd.

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
21. Sandesh, Gujarati, Ahmedabad	(a)†	..	3	10	18	31	1	29	30	3	218	221
	(b)	..	2	14	19	35	1	43	44	3	250	253
SUB TOTAL I	(a)	68	217	531	633	1449	23	71	242	2310	1646	34	68	374	6520	6996	
	(b)	113	372	574	467	1526	41	93	410	2261	2805	39	97	876	6487	7499	
II. Circulation 50,0001— 1,00,000																	
22. Indian Express, English, Bombay	(a)†	2	6	35	45	88	95	95	222	222	
	(b)	3	8	49	29	89	96	96	231	231	
23. Gujarat Samachar, Gujarati, Ahmedabad	(a)	..	2	11	38	51	..	1	2	30	33	1	208	209	
	(b)	..	7	18	31	56	..	1	4	28	33	5	193	198	
24. Indian Express, English, Delhi	(a)	5	12	28	64	109	1	..	3	93	97	8	212	220	
	(b)	5	20	29	31	85	1	2	6	114	123	..	2	23	201	286	
25. Andhra Prabha, Telugu, Vijayawada.	(a)	3	36	39	23	23	139	139	
	(b)	..	2	5	35	42	2	52	54	1	175	176	
26. Prajavani, Kannada, Bangalore..	(a)†	..	1	2	6	9	..	2	2	87	81	..	2	..	402	404	
	(b)	1	1	6	1	9	1	2	6	84	93	2	..	2	436	440	
27. Times of India, English, Delhi	(a)	4	22	35	42	103	†	†	†	†	†	†	†	†	†	†	†
	(b)	9	29	32	35	105											
28. Sekal, Marathi, Poona	(a)	1	..	2	11	14	2	38	40	3	116	119	
	(b)	1	..	4	10	15	1	2	2	40	45	5	129	134	
29. Hindustan Standard, English, Calcutta.	(a)	6	24	88	59	177	3	5	13	323	341	4	4	6	526	540	
	(b)	13	43	86	50	192	7	8	37	329	381	7	9	75	575	666	
30. Arya Varta, Hindi, Patna	(a)	..	1	4	35	40	1	53	54	150	150	
	(b)	..	2	16	22	40	2	56	58	7	153	160	
31. Indian Express, English, Madurai	(a)	5	34	39	3	26	29	..	1	..	202	203	
	(b)	..	3	15	27	45	3	35	38	..	1	2	230	233	

32. Free Press Journal, English, Bombay.	(a)	..	5	17	52	74	..	3	4	28	35	10	219	229
	(b)	..	20	21	49	90	1	3	11	19	34	13	245	258
33. Deccan Herald, English, Bangalore.	(a)†	1	4	7	19	31	1	2	2	87	92	..	2	..	402	404
	(b)	1	7	19	9	36	1	2	6	84	93	2	..	2	436	440
34. Navhharat Times, Hindi, Bombay.	(a)	1	25	4	10	40	§	§	§	§	§	§	§	§	§	§
	(b)	1	11	27	2	41										
35. Dinamani, Tamil, Madras	(a)	2	..	5	29	36	..	2	4	69	75	..	1	4	295	300
	(b)	2	2	10	28	42	2	2	8	76	88	..	2	15	300	317
36. Nai Dunia, Hindi, Indore	(a)	2	11	13	25	25	57	57
	(b)	4	11	15	1	33	34	87	88
37. Deepika, Malayalam, Kottayam	(a)	9	9	1	3	4	54	54
	(b)	1	15	16	1	10	11	57	57
38. Indian Express, English, Vijayawada.	(a)	2	35	37
	(b)	..	1	9	30	40
39. Indian Express, English, Bangalore.	(a)†	..	1	5	31	37	32	32	1	203	204
	(b)	..	3	17	30	50	2	46	48	2	229	231
40. Kesari, Marathi, Poona	(a)	5	11	16	2	42	44	1	123	124
	(b)	..	1	6	10	17	..	1	3	45	49	1	147	148
41. Jagaran, Hindi, Kanpur	(a)															
	(b)															
SUB TOTAL II	(a)	22	103	260	577	962	5	15	39	1054	1113	4	10	34	3530	3578
	(b)	36	163	371	455	1025	14	23	94	1147	1278	11	14	154	3824	4003
TOTAL (A)	(a)	90	320	791	1210	2411	28	86	281	3364	3759	38	78	408	10050	10574
	(b)	149	535	945	922	2551	55	116	504	3408	4083	50	111	1030	10311	11502

* Include figures of Delhi edition of *Statesman*.

† Figures relate to 1968.

‡ Total for all publications from Delhi shown against *Navhharat Times*, Delhi.

§ Total for all publications from Bombay shown against *Times of India*, Bombay.

¶ Includes figures of *Sevak*, Ahmedabad.

ANNEXURE X-3—Contd.

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
B. MEDIUM																	
1. Circulation 30,001—50,000																	
1. Tarun Bharat, Marathi, Nagpur	(a)	2	19	21	50	50	132	132	
	(b)	..	1	6	21	28	..	1	4	54	59	182	182	
2. Samaj, Oriya, Cuttack	(a)	4	15	19	26	26	24	24	
	(b)	5	15	20	30	30	22	22	
3. Indian Nation, English, Patna	(a)	..	1	5	42	48	..	1	1	53	55	3	148	151	
	(b)	..	1	21	26	48	..	1	2	56	59	12	154	166	
4. Alai Osai, Tamil, Madras	(a)	Paper did not exist															
	(b)	1	..	1	15	17	2	2	
5. Hind Samachar, Punjabi, Jullundur.	(a)	..	1	..	42	43	15	15	41	41	
	(b)	..	2	3	26	31	25	25	72	72	
6. Samyukta Karnataka, Kannada, Hubli.	(a)	4	30	34	2	36	38	208	208	
	(b)	8	28	36	3	43	46	217	217	
7. Janmabhoomi, Gujarati, Bombay	(a)*	..	2	9	21	32	..	2	2	93	97	2	95	97	
	(b)	..	2	17	16	35	..	2	3	99	104	..	1	1	96	98	
8. Aj, Hindi, Varanasi	(a)	1	..	5	14	20	4	36	40	2	194	196	
	(b)	1	..	8	15	24	3	44	47	2	205	207	
9. Jai Hindi, Gujarati, Rajkot	(a)	3	14	17	1	1	2	
	(b)	5	14	19	1	..	1	1	2	
10. Phulchhab, Gujarati, Rajko:	(a)*	1	17	18	1	16	17	72	72	
	(b)	1	15	16	1	16	17	83	85	
11. Amar Ujala, Hindi, Agra	(a)	Information not supplied															
	(b)																

12. Di namalar Tamil Tirunelveli	(a)	Information not supplied														
	(b)															
13. National Herald, English, Lucknow.	(a)	..	3	4	54	61	2	88	90	3†	207†	210†
	(b)	..	3	14	47	64	..	1	6	74	81	8	200	208
SUB TOTAL	(a)	1	7	37	268	313	1	3	12	414	430	10	1121	1131
	(b)	2	9	89	238	338	1	5	22	442	470	..	1	23	1233	1257

(Includes figures of *Navjivan*, Lucknow.)

II. Circulation 15,001—30,000

14. Swatantra Bharat, Hindi, Lucknow	(a)	1	19	20	44	44
	(b)	5	21	26	52	52
15. Basumati, Bengali, Calcutta.	(a)	Reply to questionnaire not received														
	(b)															
16. Mail, English, Madras	(a)	Reply to questionnaire not received														
	(b)															
17. Chandrika, Malayalam, Calicut	(a)	12	12	78	13	91	66	66
	(b)	1	22	23	100	..	1	23	124	77	77
18. Nava Bharat, Hindi, Raipur	(a)	1	6	7	1	1	4	4
	(b)	1	8	9	2	2	5	5
19. Janashakti, Gujarati, Bombay	(a)	4	19	23	10	10	48	48
	(b)	5	18	23	10	10	56	56
20. Navashakti, Tamil, Madras	(a)	13	13	23	23	47	47
	(b)	13	13	27	27	39	39
21. Nagpur Times, English, Nagpur	(a)	25	25	1	34	35	76	76
	(b)	5	23	28	..	1	1	38	40	1	98	99
22. Samyukta Karnataka, Kannada, Bangalore.	(a)	2	26	28	13	13	139	139
	(b)	8	29	37	1	15	16	130	130

*Figures relate to 1968.

† Does not include figures of advertisement and distribution which are combined with *National Herald*, Lucknow.

ANNEXURE X-3—Contd.

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
23. Janasatta, Gujarati, Rajkot	(a)	1	2	3	1	2	3	19	19	
	(b)	1	77	78	2	10	12	1	27	28	
24. Rajasthan Patrika, Hindi, Jaipur	(a)	Information not supplied															
	(b)																
25. Akali Patrika, Punjabi, Jullundur	(a)	Reply to questionnaire not received															
	(b)																
26. Sainik Daily, Hindi, Agra	(a)	Reply to questionnaire not received															
	(b)																
SUB TOTAL II	(a)	9	122	131	78	..	2	96	176	443	443	
	(b)	26	211	237	100	1	5	125	231	2	484	486	
TOTAL (B)	(a)	1	7	46	390	444	79	3	14	510	606	10	1564	1574	
	(b)	2	9	115	449	575	101	6	27	567	701	..	1	25	1717	1743	

C. SMALL

I. Circulation 5001—15000

1. Janayugom, Malayalam, Quilon	(a)	Reply to questionnaire not received															
	(b)																
2. Navajivan, Hindi, Lucknow	(a)	2	33	35	61	61†	
	(b)	7	32	39	1	77	78	
3. Ganashakti, Bengali, Cuttack	(a)	No Staff employed (CPI (M) Paper)															
	(b)																
4. Pratap, Gujarati, Surat	(a)*	14	14	21	21	124	124	
	(b)	2	12	14	23	23	71	71	
5. Navajyoti, Herald, Hindi, Jaipur	(a)	Reply to questionnaire not received															
	(b)																

6. Kerala Nadam, Malayalam, Ernakulam.	(a)*	16	16
	(b)	17	17
7. Yugadharna, Hindi, Raipur	(a)	3	18	21	2	24	23	148	148
	(b)	4	17	21	3	33	36	178	178
8. Gomantak, Marathi, Panaji.	(a)*	..	1	1	12	14	8	8	42	42
	(b)	..	1	..	14	15	11	11	80	80
9. Siasat Daily, Urdu, Hyderabad	(a)	1	12	13	41	41	19	19
	(b)	2	14	16	34	34	20	20
10. Janayugom, Malayalam, Calicut.	(a)														
	(b)														
11. Panj Amiruthan, Tamil, Madras	(a)														
	(b)														
12. Sanmarg, Hindi, Varanas	(a)														
	(b)														
13. Dainik Sambad, Bengali, Agartala.	(a)														
	(b)	5	5	6	5	14	14
14. Daily Action, English, Kanpur	(a)														
	(b)														
15. Saurashtra Samachar, Gujarati, Bhavnagar.	(a)														
	(b)														
16. Theekkathir, Tamil, Madurai	(a)														
	(b)														
17. Deshdoot, Hindi, Allahabad	(a)														
	(b)	3	3	3	3	38	38

* Figures relate to 1968.

† Does not include figures of advertisement and distribution which are combined with *National Herald*, Lucknow.

Total for 1971 relates to 19 papers

Total for 1967 relates to 18 papers

ANNEXURE X-3—Contd.

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
18. Dinaoli Tamil, Madras . . .	(a)																
	(b)																
19. Azad, Urdu, Bangalore . . .	(a)																
	(b)																
20. Urdu Times, Urdu, Bombay	(a)	4	4	9	9	12	12	
	(b)	4	4	10	10	3	3	
21. Keralahushnam, Malayalam, Kottayam.	(a)*	6	1	7	2	2	1	58	59	
	(b)	6	2	8	2	2	1	64	65	
22. Shiva-shakti, Marathi, Akola .	(a)	1	26	27	6	6	1	1	1	
	(b)	1	19	20	13	13	1	..	1	
23. Ranjit, Punjabi, Patiala . . .	(a)																
	(b)																
24. Tarun Rajasthan, Hindi, Jodhpur.	(a)																
	(b)	4	4	2	2	2	2	
25. Rashtradoot, Hindi, Nagpur	(a)	1	..	1	1	1	
	(b)	1	..	1	2	2	
SUB-TOTAL I	(a)	..	1	15	120	136	2	111	113	2	482	484	
	(b)	..	1	23	126	150	3	137	140	3	566	569	
II. Circulation upto 5000																	
26. Hindustan, Marathi, Amravati .	(a)	3	3	15	13	
	(b)	3	3	13	13	
27. Sadhvi, Kannada, Mysore . . .	(a)	1	1	1	1	2	2	
	(b)	1	1	1	1	2	2	

28. Narmada, Jyoti, Hindi, Jabalpur	(a)	Reply to questionnaire not received														
	(b)															
29. Salar, Urdu, Bangalore	(a)	1	5	6	7	7	1	1
	(b)	1	5	6	7	7	1	1
30. Aabshaar, Urdu, Calcutta	(a)	7	7	8	8	12	12
	(b)	5	5	7	7	10	10
31. Daily News, English, Hyderabad	(a)	Information not supplied														
	(b)	12	12	6	6	2	2
32. Pindu, Sindhi, Ajmer	(a)	Information not supplied														
	(b)	2	2	7	7
33. Amrit Patrika, Panjabi, Delhi	(a)															
	(b)	Reply to questionnaire not received														
34. Antarlok, Hindi, Ballia	(a)	Paper did not exist														
	(b)	3	3	2	2	8	8
35. Rashtra Pragati, Marathi, Kohlapur.	(a)	Paper did not exist														
	(b)	4	4	2	2	20	20
36. Dinavarta, Malayalam, Palghat	(a)	1	1	1	1
	(b)	1	1	1	1
37. Lok Doot, Gujarati, Junagadh	(a)															
	(b)	Reply to questionnaire not received														
38. Jaganan, Bengali, Agartala	(a)	1	1	5	5	1	1
	(b)	1	1	4	4	1	1
39. Kashmir Times, English, Jammu	(a)	4	4	2	2	13	13
	(b)	4	4	2	2	15	15

Total for 1971 relates to 13 papers.

Total for 1967 relates to 10 papers

ANNEXURE X-3—Contd.

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	
40. Aruna, Telugu, Kakinada	(a)																	No staff employed
	(b)																	
41. Kosala, Oriya, Sambalpur	(a)																	Paper did not exist
	(b)																	No staff employed
42. Lok Sevak, Bengali, Calcutta	(a)																	
	(b)																	Reply to questionnaire not received
43. Nadeem, Urdu, Bhopal	(a)																	
	(b)					2	2				1	1					4	4
44. Viduthalai, Tamil, Madras	(a)				5	5					2	2					27	27
	(b)				5	5					2	2					36	36
45. Vijaya, Kannada, Mysore	(a)																	
	(b)																	Reply to questionnaire not received
SUB-TOTAL II*	(a)				1	27	28				26	26					71	71
	(b)				1	48	49				35	35					119	119
TOTAL (C)	(a)			1	16	147	164			2	137	139			2	553	555	
	(b)			1	24	174	199			3	172	175			3	685	688	

Other dailies belonging to Major groups@

1. Kannada Prabha, Kannada, Bangalore	(a)**		2	2	31	35											48	48
	(b)		1	11	37	49					4	4					59	59
2. Thanthi, Tamil, Tiruchirapalli	(a)				4	4					12	12					29	29
	(b)				5	5					18	18					34	34
3. Thanthi, Tamil, Coimbatore	(a)				5	5					11	11					29	29
	(b)				6	6					16	16					36	36

4. Statesman, English, Delhi	(a)																
	(b)																
		Figures combined with Statesman, Calcutta															
5. Northern India Patrika, English, Alahabad.	(a)	10	37	47	..	1	4	146	181	4	189	193	
	(b)	..	2	12	35	49	..	1	6	157	152	4	187	191	
6. Indian Express, English, Madras	(a)	1	2	10	58	71	..	2	4	69	75	..	1	5	307	313	
	(b)	1	5	40	46	92	2	2	8	76	88	..	2	15	326	343	
7. Thanthi, Tamil, Madurai	(a)	7	7	13	13	35	35	
	(b)	7	7	19	19	41	41	
8. Thanthi, Tamil, Vellore	(a)	Paper did not exist															
	(b)	4	4	10	10	22	22	
9. Economic Times, English, Bombay	(a)	6	8	27	22	63	†	†	†	†	†	†	†	†	†	†	
	(b)	7	18	23	14	62											
10. Andhra Prabha, Telugu, Bangalore	(a)	..	1	1	8	10	
	(b)	6	11	17	
11. Thanthi, Tamil, Tirunelveli	(a)	4	4	9	9	20	20	
	(b)	5	5	12	12	23	23	
12. Times of India, English, Ahmedabad.	(a)	..	2	10	27	30	..	1	3	35	39	..	2	4	112	118	
	(b)	..	2	17	21	40	1	1	2	41	45	1	2	4	121	128	
13. Kovai Malai Murasu, Tamil, Coimbatore.	(a)	Reply to questionnaire received (too late)															
	(b)																

*Total for 1971 relates to 13 papers.

Total for 1967 relates to 8 papers.

Group total relates to 26 papers for 1971 and 18 papers for 1967.

@having at least one daily with circulation above one lakh.

†Figures combined in the *Times of India*, Bombay.

**Figures for 1968.

25. Hindustan Times, Evening News, English, Delhi.	(a)	..	1	1	2	2
	(b)	..	2	11	..	13	3	3	16	20
26. Sevak, Gujarati, Ahmedabad	(a)															
	(b)						Figures combined with Sandesh									
27. Sakal, Marathi, Bombay	(a)						Paper did not exist									
	(b)	..	1	1	9	11	2	10	12	2	51	53
28. Vellore Malai Murasu, Tamil, Vellore.	(a)						Reply to questionnaire not received.									
	(b)															
TOTAL (D) ‡	(a)	8	26	102	332	468	..	6	15	386	407	..	3	78	1070	1151
	(b)	9	45	172	333	559	3	6	22	451	482	1	5	116	1229	1351

*Figures for 1968.

† Figures combined with *Times of India*, Bombay.

‡ This does not include Figures of *Statesman*, Delhi and *Sevak*, Ahmedabad.

Total for 1971 relates to 19 papers.

Total for 1967 relates to 17 papers.

Staff employed in different departments of Daily Newspapers (by Salary Brackets) 1967 and 1971
SUMMARY STATEMENT GIVING CATEGORYWISE TOTALS

Circulation range	Editorial and news gathering					General management					
	2000 & above	1000-2000	500-1000	Below 500	Total	2000 & above	1000-2000	500-1000	Below 500	Total	
1	2	3	4	5	6	7	8	9	10	11	12
A. BIG											
I. Circulation above 1 lakh	1967	68	217	531	633	1449	23	71	242	2310	2646
	1971	113	372	574	467	1526	41	93	410	2261	2805
II. 50,001—1,00,000	1967	22	103	260	577	962	5	15	39	1054	1113
	1971	36	163	371	455	1025	14	23	94	1147	1278
B. MEDIUM											
I. 30,001—50,000	1967	1	7	37	268	313	1	3	12	414	430
	1971	2	9	89	238	338	1	5	22	442	470
II. 15,001—30,000	1967	9	122	131	78	..	2	96	176
	1971	26	211	237	100	1	5	125	231

C. SMALL											
I. 5,001—15,000	1967	..	1	15	120	136	2	111	113
	1971	..	1	23	126	150	3	137	140
II. Upto 5,000	1967	1	27	28	26	26
	1971	1	48	49	35	35
D. OTHERS*											
	1967	8	26	102	332	468	..	6	15	386	407
	1971	9	45	172	333	559	3	6	22	451	482
GRAND TOTAL	1967	99	354	955	2079	3487	107	95	312	4397	4911
	1971	160	590	1256	1878	3884	159	128	556	4598	5441

*Dailies belonging to major newspaper groups having at least one daily with circulation above 1 lakh.

ANNEXURE X.4—Contd.

Circulation range		Advertisement, press & distribution					Total				
		2000 & above	1000-2000	500-1000	Below 500	Total	2000 & above	1000-2000	500-1000	Below 500	Total
1	2	3	4	5	6	7	8	9	10	11	12
A. BIG											
I. Circulation above 1 lakh	1967	34	63	374	6520	6996	125	356	1147	9463	11091
	1971	39	97	876	6487	7499	193	562	1860	9215	11830
II. 50,001—1,00,000	1967	4	10	34	3530	3578	31	128	333	5161	5653
	1971	11	14	154	3824	4003	61	200	619	5426	6306
B. MEDIUM											
I. 30,001—50,000	1967	10	1121	1131	2	10	59	1803	1874
	1971	..	1	23	1233	1257	3	15	134	1913	2065
II. 15,001—30,000	1967	443	443	78	..	11	661	750
	1971	2	484	486	100	1	33	820	954

C. SMALL											
I. 5,001—15,000	1967	2	482	484	..	1	19	713	733
	1971	3	566	569	..	1	21	829	859
II. Upto 5,000	1967	71	71	1	124	125
	1971	119	119	1	202	203
D. OTHERS*											
	1967	..	3	78	1070	1151	8	35	195	1788	2026
	1971	1	5	116	1229	1351	13	56	310	2013	2392
GRAND TOTAL	1967	38	81	498	13237	13854	244	530	1765	19713	22252
	1971	51	117	1174	13942	15284	370	835	2986	20418	24609

*Dailies belonging to major newspaper groups having at least one daily with Circulation above 1 lakh.

NOTE.—Total relate to 95 dailies in the case of 1967 and 106 dailies in the case of 1971. In some cases where 1967 figure was not available, 1968 figure have been taken into account.

ANNEXURE X.5

Salaries and Wages of Staff Employed in Different Departments of Daily Newspapers during the years 1967 to 1971

(based on questionnaire replies)

(a) Editorial & News gathering
 (b) Advertisement, press & distribution.
 (c) General Management.
 (d) Total
 NS—Not supplied.

(In lakhs of rupees)

Name of the newspaper, language and place of publication	Department	1971	1970	1969	1968	1967	Remarks
1	2	3	4	5	6	7	8
A. BIG							
I. Circulation above 1 lakh							
1. Ananda Bazar Patrika, Bengali, Calcutta.	(a)	29.95	28.70	26.07	20.80	18.21	
	(b)	46.14	46.34	33.11	25.51	23.21	
	(c)	29.86	30.15	23.00	20.26	18.24	
	(d)	105.65	105.19	82.18	66.57	59.66	
2. Malayala Manorama, Malayalam, Kottayam.	(a)	3.87	3.64	3.18	2.73	2.10	
	(b)	8.32	7.64	7.17	6.43	4.90	
	(c)	3.66	3.21	2.71	2.40	1.37	
	(d)	15.85	14.49	13.06	11.56	8.37	

3. Jugantar, Bengali, Calcutta	(a)	8·74	8·83	9·42	5·11	*The accounting year was changed and hence included in 1969.	
	(b)	18·69	15·44	16·95	12·90		
	(c)	9·78	8·11	12·04	8·95		
	(d)	37·21	32·38	38·41	26·96		
4. Hindu, English, Madras	(a)	19·32	18·51	14·21	15·98	15·92	
	(b)	24·33	22·68	19·87	20·10	19·80	
	(c)	13·23	12·63	11·72	13·38	13·56	
	(d)	57·43	53·82	45·80	49·46	49·28	
5. Navbharat Times, Hindi, Delhi	(a)	7·93	7·51	7·24	5·52	5·66	
	(b)**	27·80	26·02	24·35	9·95	18·31	**Total for all the publications from Delhi.
	(c)**	10·80	10·45	10·00	8·42	8·00	
	(d)	46·53	43·98	41·59	23·89	31·97	
6. Hindustan, Hindi, Delhi	(a)	}	Combined figures given against Hindustan Times, Delhi.				
(b)							
(c)							
(d)							
7. Times of India, English, Bombay	(a)	27·49	25·74	24·44	22·04	19·63	*Total for all the publication from Bombay.
	(b)*	95·78	83·40	77·76	62·64	56·90	
	(c)*	23·90	20·27	18·95	13·78	15·20	
	(d)	147·17	129·41	121·09	103·46	91·73	

ANNEXURE X.5—Contd.

	1	2	3	4	5	6	7	8
8. Statesman, English, Calcutta	(a)		37·15	36·37	33·46	32·46	29·55	Include figures of Statesman, Delhi.
	(b)		95·06	88·42	75·52	65·02	61·57	
	(c)		19·46	18·49	19·88	14·10	13·04	
	(d)		151·67	143·28	128·86	111·58	104·16	
9. Hindustan Times, English, Delhi	(a)		13·90	14·04	11·56	12·43	13·04	Combined figures for the whole company—The Hindustan Times Ltd., New Delhi.
	(b)		17·05	13·41	10·81	12·05	11·13	
	(c)		10·16	8·37	7·48	8·05	7·23	
	(d)		41·11	35·82	29·85	32·53	31·40	
10. Mathrubhumi, Malayalam, Ernakulam.	(a)	}	Information not supplied.					
	(b)							
	(c)							
	(d)							
11. Lokasatta, Marathi, Bombay	(a)		2·51	2·33	2·01	1·78	NS	
	(b)		5·00	3·92	3·45	2·60		
	(c)		2·71	2·40	2·15	1·94		
	(d)		10·22	8·65	7·61	6·32		
12. Kerala Kaumudi, Malayalam, Trivandrum.	(a)		1·42	1·30	1·22	1·12	0·97	
	(b)		3·93	3·53	3·29	2·73	2·12	
	(c)		2·54	2·16	1·98	1·17	1·57	
	(d)		7·89	6·99	6·49	5·02	4·66	

13. Mathrubhumi, Malayalam, Calicut	(a)	Information not supplied.					
	(b)						
	(c)						
	(d)						
14. Maharashtra Times, Marathi, Bombay.	(a)	6.25	5.45	5.17	4.24	4.17	*Total for all publication from Bombay given against Times of India, Bombay.
	(b)*						
	(c)*						
	(d)	6.25	5.45	5.17	4.24	4.17	
15. Dinamani, Tamil, Madurai	(a)	1.32	4.26	NS	NS	0.79	
	(b)	5.08	4.47			2.85	
	(c)	1.35	1.22			0.82	
	(d)	7.75	6.95			4.46	
16. Tribune, English, Chandigarh	(a)	4.07	3.91	3.67	3.30	2.92	
	(b)	6.06	5.52	5.22	3.92	3.03	
	(c)	6.78	6.32	5.99	5.96	5.54	
	(d)	16.91	15.75	14.88	13.18	11.49	
17. Amrita Bazar Patrika, English, Calcutta.	(a)	13.36	12.90	15.26		11.13	*The accounting year was changed and hence included in 1969.
	(b)	37.40	34.77	37.35		26.77	
	(c)	9.71	9.93	10.98		8.77	
	(d)	60.47	57.60	63.59		46.67	

ANNEXURE X.5—Contd.

	1	2	3	4	5	6	7	8
18. Thanthi, Tamil, Madras	(a)		0·65	0·72	0·79	0·65	0·48	
	(b)		1·53	1·68	1·82	1·53	1·11	
	(c)		2·17	2·40	2·61	2·18	1·58	
	(d)		4·35	4·80	5·22	4·36	3·17	
19. Malayala Manorama, Malaya-lam, Calicut.	(a)		1·73	1·54	1·29	0·92	0·46	
	(b)		2·10	1·82	1·40	1·12	0·69	
	(c)		0·89	0·83	0·08	0·30	0·10	
	(d)		4·72	4·19	3·07	2·34	1·25	
20. Bombay Samachar, Gujarati, Bombay.	(a)		2·05	2·02	2·18	2·13	1·91	
	(b)		4·61	4·31	4·20	4·22	4·24	
	(c)		2·93	2·69	2·24	1·97	1·95	
	(d)		9·59	9·02	8·62	8·32	8·10	
21. Sandesh, Gujarati, Ahmedabad	(a)		NS	
	(b)		Separate figures not supplied.
	(c)		
	(d)		13·13	11·96	11·07	10·11		
II. Circulation 50,001–1,00,000								
22. Indian Express, English, Bombay	(a)		7·06	7·12	5·96	5·71	NS	
	(b)		8·67	7·35	6·30	5·49		
	(c)		3·58	3·44	3·00	2·57		
	(d)		19·31	17·91	15·26	13·77		

23. Gujarat Samachar, Gujarati, Ahmedabad.	(a)	3.18	2.75	2.62	2.56	2.08
	(b)	6.70	5.44	5.09	4.95	4.92
	(c)	1.34	1.06	1.09	0.95	0.82
	(d)	11.22	9.25	8.80	8.46	7.82
24. Indian Express, English, Delhi	(a)	8.48	8.37	8.31	8.59	7.95
	(b)	8.24	6.87	7.03	5.67	5.30
	(c)	4.62	3.76	3.52	2.48	2.40
	(d)	21.34	19.00	18.86	16.74	15.65
25. Andhra Prabha, Telugu, Vijayawada.	(a)	1.81	1.74	1.66	1.42	1.32
	(b)	3.67	3.12	2.71	2.19	1.94
	(c)	0.99	0.84	0.73	0.59	0.59
	(d)	6.47	5.70	5.10	4.20	3.85
26. Prajavani, Kannada, Bangalore	(a)	3.05	2.76	2.57	2.08	NS
	(b)	4.19	3.88	3.59	3.28	
	(c)	1.46	1.36	1.24	0.99	
	(d)	8.70	8.00	7.40	6.35	
27. Times of India, English, Delhi	(a)	11.62	11.76	11.92	9.49	9.95
	(b)**					
	(c)**					
	(d)	11.82	11.76	11.92	9.49	9.95

**Total for all publications from Delhi shown against Navbharat Times, Delhi.

ANNEXURE X. 5—Contd.

1	2	3	4	5	6	7	8
28. Sakal, Marathi, Poona	(a)	3.09	2.22	2.01	1.88	1.88	
	(b)	5.22	3.86	3.20	2.77	2.74	
	(c)	2.28	2.21	1.72	1.29	1.19	
	(d)	10.59	8.29	6.93	5.94	5.81	
29. Hindustan Standard, English, Calcutta.	(a)	29.65	28.70	26.07	20.80	18.21	
	(b)	46.14	46.34	33.11	25.51	23.21	
	(c)	29.88	30.15	23.00	20.25	18.24	
	(d)	105.65	105.19	82.18	66.57	59.66	
30. Arya Varta, Hindi, Patna	(a)	2.66	2.32	2.27	2.05	1.75	
	(b)	4.96	4.62	4.39	4.07	3.49	
	(c)	1.93	1.84	1.60	1.45	1.33	
	(d)	9.55	8.78	8.26	7.57	6.57	
31. Indian Express, English, Madurai	(a)	2.55	2.37	NS	NS	1.47	
	(b)	5.08	4.47			2.85	
	(c)	1.35	1.22			0.82	
	(d)	8.08	8.06			5.14	
32. Free Press Journal, English, Bombay.	(a)	6.77	5.41	4.34	4.45	4.81	
	(b)@	9.91	9.99	6.47	6.09	5.51	@Distribution
	(c)@	2.12	2.03	1.69	1.87	1.44	included with
	(d)	18.80	17.43	12.50	12.37	11.76	'General Mana- gement' instead of 'others'.

33. Deccan Herald, English, Bangalore.	(a)	5.02	4.70	4.18	3.79	3.17
	(b)	6.88	6.24	5.57	4.89	4.30
	(c)	1.66	1.64	1.54	1.39	1.11
	(d)	13.56	12.58	11.29	10.07	8.58
34. Navbharat Times, Hindi, Bombay	(a)	7.00	6.18	6.04	5.18	3.23
	(b)*					*Total for all publications from Bombay shown against Times of India, Bombay.
	(c)*					
	(d)	7.00	6.18	6.04	5.18	
35. Dinamani, Tamil, Madras	(a)	7.45	6.32	NS	NS	4.29
	(b)	13.93	12.20			6.89
	(c)	4.15	5.22			4.76
	(d)	25.53	23.74			15.94
36. Nai Dunia, Hindi, Indore	(a)	0.77	0.52	0.49	0.48	0.40
	(b)	2.56	1.82	1.69	1.54	1.24
	(c)	0.83	0.63	0.54	0.53	0.41
	(d)	4.16	2.97	2.72	2.55	2.05
37. Deepika, Malayalam, Kottayam	(a)	0.68	0.71	0.62	0.50	0.33
	(b)	1.69	1.75	1.79	1.66	1.01
	(c)	0.41	0.44	0.39	0.30	0.06
	(d)	2.78	2.90	2.80	2.46	1.40

ANNEXURE X.5—Contd.

	1	2	3	4	5	6	7	8
38. Indian Express, English, Vijayawada.	(a)		2.00	1.93	NS	NS	1.30	
	(b)		
	(c)		0.97	0.64			0.41	
	(d)		2.97	2.57			1.71	
39. Indian Express, English, Bangalore.	(a)		2.69	2.35	2.13	1.75	NS	
	(b)		4.60	4.58	4.07	3.05		
	(c)		0.78	0.71	0.79	1.00		
	(d)		8.07	7.64	6.99	5.80		
40. Kesari, Marathi, Poona	(a)		1.02	0.99	0.92	0.88	0.71	
	(b)		3.58	3.39	2.85	2.71	2.49	
	(c)		1.69	1.41	1.29	1.15	0.98	
	(d)		6.29	5.79	5.06	4.74	4.18	
41. Jagaran, Hindi, Kanpur	(a)		
	(b)		Separate figures not supplied.
	(c)		
	(d)		5.52	5.07	4.61	2.87	2.26	
B. MEDIUM								
I. Circulation 30,001—50,000								
1. Tarun Bharat, Marathi Nagpur	(a)		1.22	1.19	1.15	0.93	0.76	
	(b)		4.53	3.53	2.82	2.61	1.82	
	(c)		2.80	2.20	2.00	1.90	1.30	
	(d)		8.55	6.92	5.97	5.44	3.88	

2. Samaj, Oriya, Cuttack	(a)	1.76	1.63	1.37	1.35	1.16
	(b)	0.79	0.70	0.68	0.63	0.56
	(c)	1.19	1.38	1.10	0.99	0.91
	(d)	3.74	3.71	3.15	2.97	2.63
3. Indian Nation, English, Patna	(a)	2.61	2.61	2.41	2.19	1.84
	(b)	5.28	4.88	4.59	4.21	3.47
	(c)	1.93	1.84	1.30	1.45	1.33
	(d)	9.82	9.33	8.60	7.85	6.64
4. Alai Osai, Tamil, Madras	(a)	0.25	}	Paper dia not exist		
	(b)	0.07				
	(c)	0.18				
	(d)	0.50				
5. Hind Samachar, Urdu, Jullundur	(a)	2.00	1.84	1.59	1.19	0.94
	(b)	1.52	0.99	0.87	0.70	0.47
	(c)	0.62	0.44	0.41	0.31	0.28
	(d)	4.14	3.27	2.87	2.20	1.60
6. Samyukta Karnataka, Kannada, Hubli	(a)	1.68	1.47	1.45	1.56	1.06
	(b)	3.87	3.37	3.33	2.76	2.33
	(c)	1.08	1.02	0.96	0.84	0.75
	(d)	6.63	5.86	5.74	5.16	4.14
7. Janmabhoomi, Gujarati, Bombay	(a)	2.56	2.47	2.40	2.02	
	(b)	4.30	4.01	4.12	3.47	NS
	(c)	2.23	2.03	1.97	1.71	
	(d)	9.09	8.51	8.49	7.20	

ANNEXURE X.5—Contd.

1	2	3	4	5	6	7	8
8. Aj, Hindi, Varanasi	(a)	1.64	1.53	1.28	1.10	1.27	
	(b)	3.71	3.33	2.73	2.04	2.15	
	(c)	1.31	1.13	0.77	0.60	0.75	
	(d)	6.66	5.99	4.78	3.80	4.17	
9. Jai Hind, Gujarati, Rajkot	(a)	0.69	0.66	0.55	0.60	0.70	
	(b)	
	(c)	0.29	0.29	0.29	0.29	0.29	
	(d)	0.98	0.95	0.84	0.89	0.99	
10. Phulchhab, Gujarati, Rajkot	(a)	0.72	0.62	0.60	0.60		
	(b)	1.83	1.60	1.48	1.35	NS	
	(c)	0.52	0.47	0.47	0.72		
	(d)	3.07	2.69	2.55	2.67		
11. Amar Ujala, Hindi, Agra	(a)						
	(b)						
	(c)	NS	NS	NS	NS	NS	
	(d)						
12. Dinamalar, Tamil, Tirunelveli-1	(a)	NS	NS	NS	NS	NS	NS
	(b)						
	(c)						
	(d)						

13. National Herald, English, Lucknow.	(a)	2.99	2.67	2.66	1.92	1.89
	(b)	6.53	5.29	4.66	3.67	3.52
	(c)	3.90	1.83	2.89	2.49	2.49
	(d)	13.42	9.79	10.21	8.08	7.81
II. Circulation 15,001—30,000						
14. Swatantra Bharat, Hindi, Lucknow	(a)	1.08	1.03	0.96	0.78	0.58
	(b)	2.24	1.06	1.66	1.24	0.86
	(c)
	(d)	3.32	2.99	2.62	2.02	1.44
15. Basumati, Bengali, Calcutta	(a)					Reply to questionnaire not received.
	(b)					
	(c)					
	(d)					
16. Mail, English, Madras	(a)					Reply to questionnaire not received.
	(b)					
	(c)					
	(d)					
17. Chandrika, Malayalam, Calicut	(a)	NS	NS	NS	NS	NS
	(b)					
	(c)					
	(d)					

ANNEXURE X.5—Contd.

	1	2	3	4	5	6	7	8
18. Nava Bharat, Hindi, Raipur	(a)	0.50	0.47	0.45	0.36	0.36	0.36	
	(b)	0.14	0.13	0.13	0.13	0.13	0.13	
	(c)	0.06	0.06	0.05	0.14	0.04	0.04	
	(d)	0.70	0.66	0.63	0.63	0.53	0.53	
19. Janashakti, Gujarati, Bombay	(a)	1.38	1.19	0.99	0.96	0.77	0.77	
	(b)	2.64	2.63	1.58	1.61	1.46	1.46	
	(c)	0.61	0.51	0.36	0.57	0.48	0.48	
	(d)	4.63	4.38	2.93	3.14	2.71	2.71	
20. Navashakti, Tamil, Madras	(a)	0.56	0.47	0.58	0.59	0.47	0.47	
	(b)	0.95	0.95	1.14	0.60	0.89	0.89	
	(c)	0.53	0.44	0.42	0.46	0.34	0.34	
	(d)	2.04	1.86	2.14	1.65	1.70	1.70	
21. Nagpur Times, English, Nagpur	(a)	1.45	1.31	1.20	1.17	1.10	1.10	
	(b)	2.37	2.21	1.99	1.72	1.58	1.58	
	(c)	0.83	0.90	0.88	0.87	0.75	0.75	
	(d)	4.65	4.42	4.07	3.76	3.38	3.38	
22. Samyukta Karnataka, Kannada, Bangalore	(a)	1.57	1.45	1.11	1.11	0.85	0.85	
	(b)	2.55	2.89	2.96	2.32	1.94	1.94	
	(c)	0.38	0.26	0.41	0.31	0.29	0.29	
	(d)	4.50	4.60	4.48	3.74	3.08	3.08	

23. Janasatta, Gujarati, Rajkot	(a)	0·35	0·34	0·20	0·25	0·02
	(b)	0·44	0·39	0·29	0·39	0·04
	(c)	0·42	0·26	0·19	0·14	0·01
	(d)	1·21	0·99	0·68	0·78	0·07
24. Rajasthan Patrika, Hindi, Jaipur	(a)	NS	NS	NS	NS	NS
	(b)					
	(c)					
	(d)					
25. Akali Patrika, Punjabi, Jullundur	(a)					Reply to questionnaire not received.
	(b)					
	(c)					
	(d)					
26. Sainik, Daily, Hindi, Agra	(a)					Reply to questionnaire not received.
	(b)					
	(c)					
	(d)					
C.—SMALL						
I. Circulation 5,001—15,000						
1. Janayugem, Malayalam, Quilon	(a)					Reply to questionnaire not received.
	(b)					
	(c)					
	(d)					

ANNEXURE X.5—Contd.

1	2	3	4	5	6	7	8
2. Navjivan, Hindi, Lucknow	(a)	1.52	1.35	1.23	0.99	0.80	
	(b)	2.95	2.08	1.53	1.16	1.12	
	(c)	
	(d)	4.47	3.43	2.76	2.15	1.92	
3. Ganshakti, Bengali, Calcutta	(a)						
	(b)						
	(c)	-----No staff employed (C.P.I.(M) Paper)-----					
	(d)						
4. Pratap, Gujarati, Surat	(a)	1.38	1.26	1.30	1.11	NS	
	(b)	3.22	2.97	3.07	2.91		
	(c)						
	(d)	4.60	4.23	4.37	4.02		
5. Navajyoti, Herald Hindi, Jaipur	(a)						
	(b)						
	(c)						
	(d)						Reply to questionnaire not received.
6. Kerala Nadam, Malayalam, Ernakulam	(a)	NS	
	(b)	0.34	0.38	0.32	0.31		
	(c)		
	(d)	0.34	0.38	0.32	0.31		

7. Yuga Bharma, Hindi, Raipur	(a)	1.06	0.99	0.93	0.82	0.77
	(b)	4.01	3.74	3.50	3.09	2.69
	(c)	0.76	0.70	0.66	0.58	0.52
	(d)	5.83	5.43	5.09	4.49	3.98
8. Gornatak, Marathi, Panaji	(a)	0.76	0.56	0.64	0.64	NS
	(b)	1.73	1.06	1.00	0.95	
	(c)	0.23	0.18	0.17	0.15	
	(d)	2.72	1.80	1.81	1.74	
9. Siasat Daily, Urdu, Hyderabad	(a)	0.44	0.41	0.44	0.24	0.34
	(b)	0.15	0.13	0.12	0.05	0.10
	(c)	0.38	0.36	0.33	0.24	0.54
	(d)	0.97	0.90	0.89	0.53	0.98
10. Janayugam, Malayalam, Calicut	(a)	NS	NS	Paper did not exist		
	(b)					
	(c)					
	(d)					
11. Panj Amiruthau, Tamil, Madras	(a)					Ceased publication.
	(b)					
	(c)					
	(d)					
12. Sanmarg, Hindi, Varanasi	(a)					Reply to questionnaire not received.
	(b)					
	(c)					
	(d)					

ANNEXURE X.5—Contd.

1	2	3	4	5	6	7	8
13. Dainik Sambad, Bengali, Agartala	(a)	0·15	NS	NS	NS	NS	
	(b)	0·23					
	(c)	0·14					
	(d)	0·52					
14. Daily Action, English, Kanpur	(a)						Reply to
	(b)						question-
	(c)						naire
	(d)						received
							(too late).
15. Saurashtra Samachar, Gujarati, Bhavnagar	(a)						Reply to
	(b)						question-
	(c)						naire not
	(d)						received.
16. Theekkathir, Tamil, Madurai	(a)						
	(b)	No staff	Paper did not exist	(CPI(M) paper,			
	(c)	employed					
	(d)						
17. Deshdoot, Hindi, Allahabad	(a)	0·02					
	(b)	0·07	Paper did not exist				
	(c)	0·01					
	(d)	0·10					

18. Dinaoli, Tamil, Madras	(a)	NS ————— Paper did not exist —————				
	(b)					
	(c)					
	(d)					
19. Azad, Urdu, Bangalore	(a)	NS	NS	NS	NS	NS
	(b)					
	(c)					
	(d)					
20. Urdu Times, Urdu, Bombay	(a)	0·12	0·12	0·12	0·12	0·12
	(b)	0·09	0·09	0·35	0·32	0·36
	(c)	0·42	0·34	0·33	0·23	0·19
	(d)	0·63	0·55	0·77	0·70	0·67
21. Keralabhushanam, Malayalam, Kottayam	(a)	0·02	0·02	0·01	0·01	NS
	(b)	0·09	0·09	0·08	0·08	
	(c)	0·01	0·01	0·01	0·01	
	(d)	0·12	0·12	0·10	0·10	
22. Shiva-shakti, Marathi, Akola	(a)	0·61	0·50	0·38	0·40	0·34
	(b)	1·11	1·09	1·00	0·84	0·85
	(c)	0·49	0·51	0·43	0·39	0·30
	(d)	2·21	2·10	1·81	1·63	1·49
23. Ranjit, Punjabi, Patiala	(a)	NS	NS	NS	NS	NS
	(b)					
	(c)					
	(d)					

ANNEXURE X.5—Contd.

1	2	3	4	5	6	7	8	
24. Tarun Rajasthan, Hindi, Jodhpur	(a)	Paper did not exist			Details not sup- plied.
	(b)				
	(c)				
	(d)	0·23	0·01	NS				
25. Rashtradoot, Hindi, Nagpur	(a)	0·05	0·05	0·03	0·05	0·03		
	(b)	0·09	0·02	0·02	0·03	0·01		
	(c)		
	(d)	0·14	0·07	0·05	0·08	0·04		
II. Circulation upto 5,000								
26. Hindustan, Marathi, Amravati	(a)	0·21	0·21	0·21	0·19	0·19		
	(b)	0·23	0·21	0·19	0·15	0·13		
	(c)	0·09	0·07	0·05	0·03	0·03		
	(d)	0·53	0·49	0·45	0·37	0·35		
27. Sadhvi, Kannada, Mysore	(a)	NS	NS	NS	NS	NS		
	(b)							
	(c)							
	(d)							
28. Narmada Jyoti, Hindi, Jabalpur	(a)						Reply to question- naire not received.	
	(b)							
	(c)							
	(d)							

29. Salar, Urdu, Bangalore	(a)	NS	NS	NS	NS	NS
	(b)					
	(c)					
	(d)					
30. Aab-Shaar, Urdu, Calcutta	(a)	0·08	0·09	0·09	0·09	0·11
	(b)	0·22	0·23	0·24	0·24	0·25
	(c)	0·10	0·12	0·10	0·11	0·11
	(d)	0·40	0·44	0·43	0·44	0·47
31. Daily News, English, Hyderabad	(a)	0·40	0·45	NS	NS	NS
	(b)	0·07	0·04			
	(c)	0·13	0·16			
	(d)	0·60	0·65			
32. Hindu, Sindhi, Ajmer	(a)	NS	NS	NS	NS	NS
	(b)					
	(c)					
	(d)					
33. Amrit Patrika, Panjabi, Delhi	(a)					Reply to question- naire not received.
	(b)					
	(c)					
	(d)					
34. Antarlok, Hindi, Ballia	(a)	0·06	--- Paper did not exist ---			
	(b)	..				
	(c)	0·07				
	(d)	0·13				

ANNEXURE X.5—Contd.

1	2	3	4	5	6	7	8
35. Rashtra Pragati, Marathi, Kolhapur	(a)	0.08	0.07	0.06	Paper did not exist		
	(b)	0.37	0.35	0.27			
	(c)	0.05	0.03	0.02			
	(d)	0.50	0.45	0.35			
36. Dinavatha, Malayalam, Palghat	(a)	0.05	0.05	0.65	0.05	0.05	
	(b)	
	(c)	0.03	0.03	0.03	0.03	0.02	
	(d)	0.08	0.08	0.08	0.08	0.07	
37. Lok Doot, Gujarati, Junagadh	(a)						Reply to questionnaire not received.
	(b)						
	(c)						
	(d)						
38. Jagaran, Bengali, Agartala	(a)	0.02	0.02	0.02	0.01	0.01	
	(b)	0.01	0.01	0.01	0.01	0.01	
	(c)	0.10	0.10	0.10	0.10	0.09	
	(d)	0.13	0.13	0.13	0.12	0.11	
39. Kashmir Times, English, Jammu	(a)	0.14	0.13	0.13	0.13	0.12	
	(b)	0.47	0.46	0.40	0.39	0.38	
	(c)	0.06	0.06	0.05	0.06	0.05	
	(d)	0.67	0.65	0.58	0.57	0.55	

40. Aruna, Telugu, Kakinada	•	•	•	(a)	-----No staff employed-----				
				(b)					
				(c)					
				(d)					
41. Kosala, Oriya, Sambalpur	•	•	•	(a)	Managed by ----- Paper did not exist-----				
				(b)	party workers				
				(c)					
				(d)					
42. Lok Sevak, Bengali, Calcutta	•	•	•	(a)					Reply to questionnaire not received.
				(b)					
				(c)					
				(d)					
43. Nadeem, Urdu, Bhopal	•	•	•	(a)	0·05	0·04	NS	NS	NS
				(b)	0·08	0·08			
				(c)	0·01	0·01			
				(d)	0·14	0·13			
44. Viduthalai, Tamil, Madras	•	•	•	(a)	0·08	0·08	0·07	0·07	0·06
				(b)	0·30	0·39	0·37	0·36	0·36
				(c)
				(d)	0·47	0·47	0·44	0·43	0·42
45. Vijaya, Kannada, Mysore	•	•	•	(a)					Reply to questionnaire not received.
				(b)					
				(c)					
				(d)					

ANNEXURE X.5—Contd.

1	2	3	4	5	6	7	8
D. OTHER DAILIES BELONGING TO MAJOR GROUPS*							
1. Kannada Prabha, Kannada, Bangalore	(a)	2.19	1.95	1.84	0.97	..	
	(b)	2.26	2.43	1.17	0.42	..	
	(c)	0.36	0.22	0.19	
	(d)	4.91	4.60	3.20	1.39	..	
2. Thanthi, Tamil, Tiruchirapalli	(a)	0.43	0.49	0.57	0.35	0.26	
	(b)	1.03	1.13	1.31	0.82	0.60	
	(c)	1.47	1.61	1.88	1.16	0.85	
	(d)	2.93	3.23	3.76	2.33	1.71	
3. Thanthi, Tamil, Coimbatore	(a)	0.43	0.48	0.54	0.36	0.24	
	(b)	0.99	1.11	1.27	0.84	0.59	
	(c)	1.42	1.58	1.82	1.20	0.83	
	(d)	2.84	3.17	3.63	2.40	1.66	
4. Statesman, English, Delhi	(a)						Figures
	(b)						combined
	(c)						with States-
	(d)						man,
5. Northern India Patrika, English, Allahabad	(a)	2.78	2.36	3.10@	..	1.68	@Figures
	(b)	6.44	6.10	6.47	..	4.87	for 15
	(c)	4.46	4.23	4.64	..	3.51	months.
	(d)	13.68	12.69	14.21	..	10.06	

6. Indian Express, English, Madras	(a)	7.45	6.32	NS	NS	4.29
	(b)	13.93	12.20	6.89
	(c)	4.15	5.22	4.76
	(d)	25.53	23.74	15.94
7. Thanthi, Tamil, Madurai	(a)	0.35	0.36	0.43	0.28	0.25
	(b)	0.77	0.86	0.99	0.63	0.56
	(c)	1.11	1.22	1.43	0.90	0.81
	(d)	2.23	2.44	2.85	1.81	1.62
8. Thanthi, Tamil, Vellore	(a)	0.16	0.18	0.10		
	(b)	0.38	0.40	0.25		
	(c)	0.53	0.58	0.36	Paper did not exist	
	(d)	1.07	1.16	0.71		
9. Economic Times, English, Bombay	(a)	13.03	12.28	11.63	10.12	10.13
	(b)	\$	\$	\$	\$	\$
	(c)	\$	\$	\$	\$	\$
	(d)	13.03	12.28	11.63	10.12	10.13
10. Andhra Pradesh, Telugu, Bangalore	(a)	0.90	0.93	0.92	0.78	0.78
	(b)
	(c)	0.16	0.14	0.11	0.08	0.06
	(d)	1.06	1.07	1.03	0.86	0.84
11. Thanthi, Tamil, Tirunelveli	(a)	0.16	0.17	0.22	0.13	0.04
	(b)	0.37	0.42	0.47	0.28	0.11
	(c)	0.54	0.59	0.68	0.41	0.15
	(d)	1.07	1.18	1.37	0.82	0.30

*Having at least one daily with circulation above one lakh.

ANNEXURE X.5—Contd.

1	2	3	4	5	6	7	8
12. Times of India, English, Ahmedabad	(a)	2.91	2.56	2.34	1.87		Paper did not exist.
	(b)	5.10	3.84	3.52	2.86		
	(c)	2.82	1.86	1.58	1.22		
	(d)	10.53	8.26	7.44	5.95		
13. Kovai Malai Murasu, Tamil, Coimbatore	(a)						Reply to questionnaire not received.
	(b)						
	(c)						
	(d)						
14. Malai Murasu, Tamil, Madras	(a)						Reply to questionnaire not received.
	(b)						
	(c)						
	(d)						
15. Evening News of India, English, Bombay	(a)	0.76	0.83	0.74	0.60	1.16	
	(b)	\$	\$	\$	\$	\$	
	(c)	\$	\$	\$	\$	\$	
	(d)	0.76	0.83	0.74	0.60	1.16	
16. Pradeep, Hindi, Patna	(a)	2.89	2.55	2.32	1.95	1.93	
	(b)	3.65	2.89	2.38	2.37	2.41	
	(c)	1.04	0.94	0.84	0.86	0.89	
	(d)	7.58	6.38	5.54	5.18	5.23	

17. Searchlight, English, Patna	(a)						Figures combined with Pra-deep.
	(b)						
	(c)						
	(d)						
18. Indian Express, English, Ahmedabad	(a)	2.07	1.83	1.61	0.28		Paper did not exist.
	(b)	2.00	2.07	2.03	0.42		
	(c)	0.56	0.61	0.63	0.05		
	(d)	4.63	4.51	4.27	0.75		
19. Madurai Malai Murasu, Tamil, Madurai	(a)						Reply to questionnaire not received.
	(b)						
	(c)						
	(d)						
20. Thanjai Malai Murasu, Tamil, Tiruchirapalli	(a)	0.59	0.58	0.52	0.47	0.42	
	(b)	0.72	0.70	0.66	0.64	0.47	
	(c)	0.42	0.42	0.38	0.37	0.36	
	(d)	1.73	1.70	1.56	1.48	1.25	
21. Bharat, Hindi, Allababad	(a)						Reply to questionnaire not received.
	(b)						
	(c)						
	(d)						
22. Salem Malai Murasu, Tamil, Salem	(a)						Reply to questionnaire not received.
	(b)						
	(c)						
	(d)						

ANNEXURE X.5—Contd.

1	2	3	4	5	6	7	8
23. Financial Express, English, Bombay	(a)	4.95	5.22	5.03	4.40	NS	
	(b)	3.79	3.17	3.44	2.48		
	(c)	1.23	1.06	1.06	1.28		
	(d)	9.97	9.45	9.53	8.16		
24. Malai Murasu, Tamil, Tirunelveli	(a)					Reply to questionnaire not received.	
	(b)						
	(c)						
	(d)						
25. Hindustan Times Evening News, English, Delhi.	(a)					Figures combined with Hindustan times Delhi.	
	(b)						
	(c)						
	(d)						
26. Sevak, Gujarati, Ahmedabad	(a)					Figures combined with Sandesh, Ahmedabad.	
	(b)						
	(c)						
	(d)						
27. Sakal, Marathi, Bombay	(a)	NS	NS	Paper did not exist			
	(b)						
	(c)						
	(d)						

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4
M of I & B
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78. Vellore Malai Murasu, Tamil, Vellore

- (a)
- (b)
- (c)j
- (d)

Reply to
question-
naire not
received.

*Total for all publications from Bombay shown against Times of India, Bombay.

*Salaries and Wages of Staff employed in different departments of Daily Newspapers 1967 and 1971
Summary Statement Giving Categorywise Total*

Circulation Range	Editorial & News gathering		Advertisement, press and distribution		General Management		Total	
	1971	1967	1971	1967	1971	1967	1971	1967
A. BIG								
I Circulation above one lakh	181.91	133.83	398.88	252.13	149.98	107.86	730.77	493.82
II 50,001—1,00,000 . . .	106.75	72.39	136.02	77.71	60.02	39.12	302.79	189.22
B. MEDIUM								
I 30,001--50,000	18.12	12.24	32.43	19.14	16.05	10.44	66.60	41.82
II 15,001--30,000	6.89	4.15	11.33	6.85	2.83	1.91	21.05	12.91
C. SMALL								
I 5,0001-15,000	6.13	4.16	14.08	9.38	2.44	1.71	22.65	15.25
II Upto 5,000	1.17	0.54	1.84	1.13	0.64	0.30	3.65	1.97
D. OTHERS*								
	42.15	30.29	41.43	25.12	19.77	15.94	103.35	71.35
GRAND TOTAL	363.12	257.60	636.01	391.46	251.73	177.28	1250.86	826.34

*Dailies belonging to major groups having at least one daily with circulation above one lakh.

NOTE: This compilation refers to 97 papers out of 140 samples selected by the Committee which have given the totals as well as the category-wise breakdown in 1971. In addition 3 papers furnished only the total figures without the category-wise breakdown. Including the figures for these 3 papers, the overall total amount of salaries and wages of staff employed in 100 papers amounted to Rs. 1269.74 lakhs for 1971. The overall total amount for 91 papers was Rs. 838.71 lakhs for 1967 including the figure for two papers which did not furnish the category-wise breakdown. In some cases, where 1967 figure was not available 1968 figures have been taken into account.

ANNEXURE NO. XII/1

Retail Prices of Dailies—English Papers

Sl. No.	Name	Place of publication	As on 31st December					
			1972	1971	1970	1969	1968	1967
			<i>Paise per copy</i>					
1	Times of India	Ahmedabad	25	25	20	20	20	..
2	Indian Express	Ahmedabad	20	20	20	15	15	..
3	Hindu	Bangalore	25	25	20	18	18	18
4	Indian Express	Bangalore	23	23	18	15	15	15
5	Deccan Herald	Bangalore	N.A.	20	15	12	12	12
6	Times of India	Bombay	25	25	20	20	20	20
7	Economic Times	Bombay	25	25	20	20	20	20
8	Financial Express	Bombay	25	25	20	20	20	20
9	Indian Express	Bombay	21	21	15	15	15	15
10	Free Press Journal	Bombay	18	18	12	12	12	10
11	Evening News of India	Bombay	12	12	12	12	12	12
12	Statesman	Calcutta	20	20	18	18	18	18
13	Amrita Bazaar Patrika	Calcutta	20	20	18	18	18	18
14	Hindustan Standard	Calcutta	20	20	18	18	18	18
15	Tribune	Chandigarh	18	18	16	16	16	15
16	Hindu	Coimbatore	25	25	20	18	18	18
17	Hindustan Times	Delhi	20	20	18	18	18	18
18	Times of India	Delhi	20	20	18	18	18	18
19	Statesman	Delhi	20	20	18	18	18	18
20	Indian Express	Delhi	18	18	16	15	15	15
21	National Herald	Delhi	18	18	15	15	15	15
22	Hindustan Times Evening News	Delhi	10	10	10	10	5	5
23	Hindu	Madras	25	25	20	18	18	18
24	Indian Express	Madras	23	23	18	15	15	15
25	Indian Express	Madurai	23	23	18	15	15	15
26	Nagpur Times	Nagpur	16	16	13	13	12	12
27	Indian Nation	Patna	18	18	16	16	16	16
28	Search Light	Patna	18	18	16	16	16	16
29	Indian Express	Vijayawada	23	23	18	15	15	15

Average number of pages per copy—English papers

Sl. No.	Name	Place of publication	1971	1970	1969	1968	1967
1	Times of India	Ahmedabad	17.3	17.4	17.4	17.9	13.8
2	Indian Express	Ahmedabad	13.4	13.8	11.4	11.0	..
3	Hindu	Bangalore	16.3	15.7	15.5	14.7	13.7
4	Indian Express	Bangalore	14.9	14.4	12.6	11.8	N.A.
5	Deccan Herald	Bangalore	12.3	11.9	11.8	11.0	10.1
6	Times of India	Bombay	16.3	17.6	17.4	16.1	14.5
7	Economic Times	Bombay	9.1	9.0	8.9	9.0	8.7
8	Financial Express	Bombay	8.2	8.2	8.2	8.4	8.3
9	Indian Express	Bombay	11.1	11.9	11.0	9.7	10.2
10	Free Press Journal	Bombay	10.7	10.7	10.6	8.7	8.5
11	Evening News of India	Bombay	6.0	6.6	5.8	5.5	5.3
12	Statesman	Calcutta	14.4	14.4	14.6	13.5	12.9
13	Amrita Bazaar Patrika	Calcutta	12.6	12.2	12.8	12.8	11.2
14	Hindustan Standard	Calcutta	12.6	11.3	10.7	10.0	10.5
15	Tribune	Chandigarh	10.4	10.2	10.4	10.3	9.5
16	Hindu	Coimbatore	16.3	15.7	15.5	14.7	13.7
17	Hindustan Times	Delhi	14.5	14.5	15.2	13.3	12.7
8	Times of India	Delhi	14.6	14.7	17.9	13.2	13.6
19	Statesman	Delhi	14.4	14.4	14.6	13.5	12.9
20	Indian Express	Delhi	12.2	11.1	11.5	10.7	10.3
21	National Herald	Delhi	9.8	9.4	9.5	8.8	8.8
22	Hindustan Times Evening News	Delhi	4.0	3.7	2.2	2.1	2.0
23	Hindu	Madras	16.3	15.7	15.5	14.7	13.7
24	Indian Express	Madras	14.0	14.4	N.A.	N.A.	11.5
25	Indian Express	Madurai	14.3	13.7	N.A.	N.A.	11.4
26	Nagpur Times	Nagpur	8.3	7.1	7.0	7.0	6.9
27	Indian Nation	Patna	8.9	9.6	8.7	8.8	8.8
28	Search Light	Patna	8.7	8.6	8.6	8.6	8.4
29	Indian Express	Vijayawada	13.1	13.1	12.9	11.5	11.1

ANNEXURE NO. XII/2

*Retail Prices of Dailies—Indian language papers***HINDI***Paise per copy*

Sl. No.	Name	Place of publication	As on 31st December					
			1972	1971	1970	1969	1968	1967
1	Amar Ujala	Agra	15	15	12	12	10	10
2	Deshdoot	Allahabad	16	15
3	Nav Bharat Times	Bombay	16	16	15	14	14	14
4	Nav Bharat Times	Delhi	16	16	15	14	13	13
5	Hindustan	Delhi	16	16	15	14	13	13
6	Nai Dunia	Indore	18	18	15	12	12	10
7	Jagran	Kanpur	20	18	15	15	15	15
8	Swatantra Bharat	Lucknow	18	18	15	15	15	13
9	Navjivan	Lucknow	15	15	15	13	11	11
10	Yugadharma	Nagpur	15	14	13	13	12	10
11	Aryavartha	Patna	18	18	15	15	15	15
12	Pradeep	Patna	13	10	10	10
13	Nav Bharat	Raipur	15	15	15	13	12	10
14	Aj	Varanasi	20	20	15	15

ANNEXURE NO. XII/3

*Retail Prices of Dailies—Indian language papers***GUJARATHI***Paise per Copy*

S. No.	Name	Place of publication	As on 31st December					
			1972	1971	1970	1969	1968	1967
1	Sandesh	Ahmedabad	18	18	15	15	15	13
2	Gujarat Samachar	Ahmedabad	10	10	7	7	7	7
3	Saurashtra Samachar	Bhavnagar	13	13
4	Janmabhoomi	Bombay	18	18	15	15	15	15
5	Bombay Samachar	Bombay	16	16	16	16	16	16
6	Janashakthi	Bombay	13	13	12	12	12	12
7	Janasatta	Rajkot	16	16	13	13	13	10
8	Phulchaab	Rajkot	16	16	13	13	13	10
9	Pratap	Surat	14	14	12	12	12	12

Average Number of pages per copy—Hindi

Sl. No.	Name	Place of publication	1971	1970	1969	1968	1967
1	Amar Ujala	Agra	N.A.	N.A.	N.A.	N.A.	N.A.
2	Deshdoot	Allahabad	8.0
3	Nav Bharat Times	Bombay	8.4	8.7	8.8	8.7	8.6
4	Nav Bharat Times	Delhi	8.3	9.1	9.3	8.1	8.7
5	Hindustan	Delhi	9.4	9.6	9.9	9.2	10.3
6	Nai Dunia	Indore	8.3	6.7	6.3	5.3	4.8
7	Jagran	Kanpur	8.8	8.8	8.7	8.5	8.2
8	Swatantra Bharat	Lucknow	10.5	9.2	9.2	7.6	6.8
9	Nav Jivan	Lucknow	8.6	8.3	6.7	6.7	6.7
10	Yugadharna	Nagpur	6.9	6.5	6.3	6.3	5.3
11	Aryavatha	Patna	9.2	8.9	8.8	8.8	9.1
12	Pradeep	Patna	7.5	6.3	6.3	6.3	6.3
13	Nav Bharat	Raipur	7.8	7.8	8.1	8.0	8.0
14	Aj	Varanasi	12.4	12.9	11.8	9.9	9.6

Average number of pages per copy

S.No.	Name	Place of publication	1972	1971	1970	1969	1968	1967
1	Sandesh	Ahmedabad	12.4	11.7	10.6	10.7	N.A.	
2	Gujarat Samachar	Ahmedabad	11.7	11.4	10.8	10.5	10.1	
3	Saurashtra Samachar	Bhavnagar	N.A.	N.A.	N.A.	N.A.	N.A.	
4	Janmabhoomi	Bombay	10.3	10.1	10.1	10.1	10.0	
5	Bombay Samachar	Bombay	12.8	13.0	12.7	12.9	12.3	
6	Janashakthi	Bombay	8.1	7.7	7.6	7.3	7.5	
7	Janasatta	Rajkot	10.2	10.0	9.6	9.4	11.9	
8	Phulchaab	Rajkot	8.0	7.2	7.0	6.8	N.A.	
9	Pratap	Surat	8.4	8.4	8.4	8.4	8.2	

ANNEXURE No. XII/4

*Retail Prices of Dailies—Indian Language papers***MALAYALAM***Paise per copy*

S. No.	Name	Place of publication	As on 31st December					
			1972	1971	1970	1969	1968	1967
1	Chandrika	Calicut	13	13	12	12	11	11
2	Malayala Manorama	Calicut	12	12	12	12	11	11
3	Mathrubhumi	Calicut	12	12	12	12	11	11
4	Janayugam	Calicut	12	12	12
5	Mathrubhumi	Cochin	12	12	12	12	11	11
6	Kerala Nadam	Cochin	6	6	6	5	5	5
7	Malayala Manorama	Kottayam	12	12	12	12	11	11
8	Deepika	Kottayam	12	12	12	12	10.5	10.5
9	Kerala Kaumudi	Trivandrum	12	12	12	12	11	11

ANNEXURE No. XII/5

*Retail Prices of Dailies—Indian Language papers***MARATHI***Paise per copy*

S. No.	Name	Place of Publication	As on 31st December					
			1972	1971	1970	1969	1968	1967
1	Shivasakthi	Akola	10	10	10	10	10	10
2	Hindustan	Amravathi	10	10	10	10	8	7
3	Lok Satta	Bombay	16	15	12	12	12	12
4	Sakal	Bombay	13	12	10	9	9	9
5	Maharashtra Times	Bombay	12	12	12	12	12	12
6	Tarun Bharat	Nagpur	18	18	16	15	15	15
7	Sakal	Poona	13	12	10	9	9	9
8	Kesari	Poona	N.A.	13	12	10	10	10

Average Number of pages per copy

S. No.	Name	Place of publication	1972	1971	1970	1969	1968	1967
1	Chandrika	Calicut	5.5	5.3	5.0	5.0	5.2	
2	Malayala Manorama	Calicut	7.4	7.3	7.2	6.9	6.9	
3	Mathrubhumi	Calicut	7.5	7.2	7.0	7.1	7.4	
4	Janayugam	Calicut	4.0	4.0	
5	Mathrubhumi	Cochin	7.5	7.3	7.3	7.0	7.2	
6	Kerala Nadam	Cochin	4.0	4.1	4.2	4.3	3.9	
7	Malayala Manorama	Kottayam	7.4	7.3	7.2	6.9	6.8	
8	Deepika	Kottayam	6.6	6.6	6.5	6.1	4.7	
9	Kerala Kaumudi	Trivandrum	6.6	6.9	6.9	6.3	6.3	

Average Number of pages per copy

S. No.	Name	Place of publication	1972	1971	1970	1969	1968	1967
1	Shivasakthi	Akola	4.0	4.0	4.0	4.0	4.0	
2	Hindustan	Amravathi	4.1	4.1	4.1	4.1	4.1	
3	Lok Satta	Bombay	8.5	8.6	8.4	8.0	7.6	
4	Sakal	Bombay	9.1	8.7	8.3	7.2	7.1	
5	Maharashtra Times	Bombay	7.0	7.0	6.8	6.7	6.5	
6	Tarun Bharat	Nagpur	8.6	8.6	8.6	8.3	8.3	
7	Sakal	Poona	9.1	8.7	8.3	7.2	7.1	
8	Kesari	Poona	7.4	7.0	7.0	7.0	6.7	

Retail Prices of Dailies—Indian Language papers

URDU

Paise per copy

S. No	Name	Place of Publication	As on 31st December					
			1972	1971	1970	1969	1968	1967
1	Salar	Bangalore	18	18	15	15	15	15
2	Azad	Bangalore	16	16	16	15	15	15
3	Urdu Times	Bombay	20	20	16	16	16	16
4	Aabshaar	Calcutta	13	N.A.	N.A.	N.A.	N.A.	N.A.
5	Siasat Daily	Hyderabad	18	18	16	16	16	15
6	Hind Samachar	Jullundur	N.A.	21	18	18	18	18

ANNEXURE NO. XII/6—*contd.**Average Number of pages per copy*

S. No.	Name	Place of Publication	1972	1971	1970	1969	1968	1967
1	Salar	Bangalore		6·0	6·0	6·0	6·0	6·0
2	Azad	Bangalore		6·0	6·0	6·0	6·0	6·0
3	Urdu Times	Bombay		6·3	6·0	6·1	5·8	5·6
4	Aabshaar	Calcutta		4·0	4·0	4·0	4·0	4·0
5	Siasat Daily	Hyderabad		8·7	8·7	8·4	8·3	8·4
6	Hind Samachar	Jullundur		7·8	7·8	7·8	7·6	7·5

*Retail Prices of Dailies—Indian Languages***OTHER LANGUAGES***Paise per copy*

S.No.	Name	Place of Publication	As on 31st December					
			1972	1971	1970	1969	1968	1967
KANNADA								
1	Prajavani	Bangalore	N.A.	19	14	14	14	14
2	Kannada Prabha	Bangalore	18	15	14	14	14	14
3	Samyuktha Karnataka	Bangalore	18	18	14	14	14	14
4	Samyuktha Karnataka	Hubli	18	18	14	14	14	14
TAMIL								
5	Alai Osai	Madras	16	12
6	Dinamani	Madras	16	15	12	12	12	12
7	Dinamani	Madurai	16	15	12	12	12	12
8	Thanjai Malai Murasu	Tiruchirappalli	16	15	13	12	12	10
TELUGU								
9	Andhra Prabha	Bangalore	16	15	12	12	12	12
10	Andhra Prabha	Vijayawada	16	15	12	12	12	12
BENGALI								
11	Ananda Bazar Patrika	Calcutta	22	22	20	20	18	18
12	Jugantar	Calcutta	22	22	20	20	18	18
ORIYA								
13	Samaj	Cuttack	16	16	15	15	12	12
14	Kosala	Sambalpur	10

*Average Number of pages per copy***OTHER LANGUAGES**

S.No.	Name	Place of Publication	1972	1971	1970	1969	1968	1967
KANNADA								
1	Prajavani	Bangalore	10.7	10.1	9.8	9.4	8.9	
2	Kannada Prabha	Bangalore	9.2	8.1	7.9	9.6	..	
3	Samyuktha Karnataka	Bangalore	8.9	9.0	9.1	7.8	7.5	
4	Samyuktha Karnataka	Hobli	8.9	9.0	9.1	7.8	7.5	
TAMIL								
5	Alai Osai	Madras	4.0	
6	Dinamani	Madras	8.0	7.9	N.A.	N.A.	7.0	
7	Dinamani	Madurai	8.3	8.0	N.A.	N.A.	7.1	
8	Tharjai Malai Murasu	Tiruchirappalli	6.7	6.8	6.3	5.7	4.7	
TELUGU								
9	Andhra Prabha	Bangalore	8.1	8.3	8.1	7.8	7.0	
10	Andhra Prabha	Vijayawada	8.2	8.2	8.1	7.4	6.9	
BENGALI								
11	Ananda Bazar Patrika	Calcutta	10.0	10.1	10.3	10.2	9.4	
12	Jugantar	Calcutta	9.5	9.6	10.1	10.0	10.0	
ORIYA								
13	Samaj	Cuttack	8.9	8.8	8.8	8.4	7.9	
14	Kosala	Sambalpur	4	

PART II

**(Annexures containing summarised balance-sheets and
profit and loss accounts of 63 selected newspaper
undertakings enterprisewise)**

CONTENTS

(PART II)

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1. Organisation Code Numbers	Annexure 570-572 V/1
2. Summarised Balance Sheets of 63 Newspaper Under- takings Enterprise-wise	Annexures 573-635 V/5/1 to V/5/63
3. Summarised Profit & Loss Accounts of 63 Newspaper Undertakings Enterprise-wise	Annexures 636-698 VI/1/1/ to VI/1/63

NEWSPAPERS ORGANISATIONS

S.No.	Code No.	Name	End of Financial Year
1	2	3	4

PUBLIC LIMITED COMPANIES

1.	A.1.	Associated Journals Ltd., Lucknow	31st March
2.	A.2.	Behar Journals Limited, Patna	31st March
3.	A.3.	Bennett Coleman & Company Limited, Bombay	31st December
4.	A.4.	Hind Samachar Ltd., Jullundur	31st August
5.	A.5.	Hindustan Times Ltd., New Delhi	31st March
6.	A.6.	Indian National Press (Bombay) Ltd., Bombay	30th June
7.	A.7.	Janayugam Publications Ltd., Quilon	31st December
8.	A.8.	Jhanmandal Ltd., Varanasi	13th April
9.	A.9	Kasturi & Sons Limited, Madras	30th June
10.	A.10.	Lok Prakashan Ltd., Ahmedabad	31st December
11.	A.11.	Malayala Manorama Company Limited, Kottayam	31st December
12.	A.12.	Mathrubhumi Printing & Publishing Company Ltd., Calicut	31st July
13.	A.13.	Muslim Printing & Publishing Company Ltd., Calicut	31st December
14.	A.14.	Nava Samaj Ltd., Nagpur	31st May
15.	A.15.	Newspapers Ltd., Allahabad	31st March
16.	A.16.	Pioneer Ltd., Lucknow	31st December
17.	A.17.	Sandesh Ltd., Ahmedabad	31st March
18.	A.18.	Shri Narakesari Prakashan Ltd., Nagpur	31st December
19.	A.19.	Sikh Newspaper Limited, Jullundur	31st December
20.	A.20.	Southern Publications Ltd., Madras	31st December
21.	A.21.	Statesman Limited, Calcutta	31st December

1	2	3	4
PRIVATE LIMITED COMPANIES			
22.	B.1.	Aabshaar Publications Pvt. Ltd., Calcutta	31st December
23.	B.2.	Allahabad Patrika Private Ltd., Allahabad	31st March
24.	B.3.	Amrita Bazar Patrika Ltd., Calcutta	31st March
25.	B.4.	Ananda Bazar Patrika Private Ltd., Calcutta	31st December
26.	B.5.	Andhra Prabha Private Limited, Vijayawada	30th April
27.	B.6.	Associated Publishers (Pvt.) Ltd., Madras	31st January
28.	B.7.	Bombay Samachar Private Limited, Bombay	31st December
29.	B.8.	Chennai Murasu Private Ltd., Madras	30th September
30.	B.9.	Indian Express (Madurai) Private Ltd., Madurai	30th April
31.	B.10.	Indian Express Newspapers (Bombay) Private Ltd., Bombay	30th April
32.	B.11.	Jugantar Pvt. Ltd., Calcutta	31st March
33.	B.12.	Kerala Kaumudi Pvt. Ltd., Trivandrum	31st December
34.	B.13.	Kovai Murasu Pvt. Ltd., Madras	30th June
35.	B.14.	Nellai Murasu Private Ltd., Madras	30th June
36.	B.15.	Newspapers & Publications (Pvt.) Ltd., Patna	30th September
37.	B.16.	Printers (Mysore) Private Limited, Bangalore	31st March
38.	B.17.	Sakal Papers Private Ltd., Poona	31st December
39.	B.18.	Salem Murasu Private Limited, Madras	31st December
40.	B.19.	Saurashtra Samachar Pvt. Ltd., Bhavnagar	31st December
41.	B.20.	Thanjai Murasu Private Limited, Madras	31st December
42.	B.21.	Vellore Murasu Private Limited, Madras	30th September
TRUSTS			
43.	C.1.	Kesari Mahrata Trust, Poona	31st December
44.	C.2.	Lok Shikshana Trust, Hubli	30th June
45.	C.3.	Samaj (Servants of People Society—Trustees) Cuttack	31st December
46.	C.4.	Saurashtra Trust, Bombay	31st March

1	2	3	4
47.	C.5.	Shivashakti Trust, Akola	31st December
48.	C.6.	Tribune Trust, Chandigarh	31st December

FIRMS (PARTNERSHIP CONCERNS)

49.	D.1.	Daily Salar (Mohammed Hashim & Others), Bangalore	31st March
50.	D.2.	Dinamalar (T.V. Ramasubba Iyer & Sons), Tirunelveli	31st December
51.	D.3.	Jagran Publications, Kanpur	30th June
52.	D.4.	Jansatta Karyalaya, Ahmedabad	31st October
53.	D.5.	Deshdoot (Jai Chandra Arya & Others), Allahabad	31st December
54.	D.6.	Nai Dunia (Labh Chand Chhajlani & Others) Indore	30th June
55.	D.7.	M.L. Maheshwari & D.L. Aggarwal, (Amar Ujala), Agra	31st December
56.	D.8.	Nava Bharat (R.G. Maheshwari & Sons), Nagpur	31st December
57.	D.9.	Siasat (Abid Ali Khan & Others), Hyderabad	30th June
58.	D.10.	Urdu Times (N. Nazzer & Others), Bombay	31st March

INDIVIDUALS

59.	E.1.	Azad (Abdul Hadi Raffath), Bangalore	31st March
60.	E.2.	Deepika (St. Joseph's Province of the Carmelites of Mary Immaculate, Malabar), Kottayam	31st March
61.	E.3.	Hindustan (B.V. Marathe), Amravati	15th August
62.	E.4.	Keralanadam (C.P. Mammon), Cochin	31st March
63.	E.5.	Kosala (Tribikram Tripathy), Sambalpur	29th September

A-1

Summarised Balance Sheets

(Rs. in Lakhs)

S.No.	As on 31st March						
	1973	1972	1971	1970	1969	1968	1967
A. LIABILITIES							
1. Share Capital	41	39	32	32	26	26	26
2. Reserves & Surplus							
3. Borrowings:							
(a) From Commercial Banks	15	15	16	18	7	2	2
(b) From Other Financial Institutions							
(c) From other sources	19	20	21	23	29	32	25
4. Current Liabilities and Provisions	45	36	36	31	36	26	10
TOTAL	120	110	105	104	98	86	63
B. ASSETS							
1. Net Fixed Assets:							
(a) Gross Block	70	68	66	66	66	65	43
(b) Less: Cumulative Depreciation	40	36	32	27	21	14	11
(c) Net Block	30	32	34	39	45	51	32
(d) Capital Works-in-progress							
2. Investments							
3. Current Assets	67	52	52	47	43	33	29
4. Losses	23	26	19	18	10	2	2
TOTAL	120	110	105	104	98	86	63

A-2

Summarised Balance Sheets

(Rs. in Lakhs)

S.No.	As on 31st March						
	1973	1972	1971	1970	1969	1968	1967
A. LIABILITIES							
1. Share Capital	10	10	10	10	10	10	10
2. Reserve & Surplus . . .	1	1	..	1	1	1	..
3. Borrowings:							
(a) From Commercial Banks	1	2	2	4	2	2	2
(b) From other Financial Institutions . . .							
(c) From other sources	2
4. Current Liabilities and Provisions	9	7	5	4	4	3	3
TOTAL	23	20	17	19	17	16	15
B. ASSETS							
1. Net Fixed Assets:							
(a) Gross Block	10	10	10	10	10	10	10
(b) Less: Cumulative Depreciation	8	8	8	8	8	8	7
(c) Net Block	2	2	2	2	2	2	3
(d) Capital works-in-progress							
2. Investments							
3. Current Assets	21	18	15	17	15	14	12
4. Losses							
TOTAL	23	20	17	19	17	16	15

A-3

Summarised Balance Sheets

(Rs. in Lakhs)

S.No.	As on 31st December						
	1973	1972	1971	1970	1969	1968	1967
A. LIABILITIES							
1. Share Capital	42	42	42	42	42	42	42
2. Reserves & Surplus	318	278	237	209	223	216	215
3. Borrowings:							
(a) From Commercial Banks	49	238	269	206	218	223	187
(b) From other Financial Institutions							
(c) From other sources							
4. Current Liabilities and Provisions	371	340	295	276	211	180	171
TOTAL	780	898	843	733	694	661	615
B. ASSETS							
1. Net Fixed Assets							
(a) Gross Block	538	527	506	489	512	506	482
(b) Less: Cumulative Depreciation	259	248	235	225	213	206	195
(c) Net Block	279	279	271	264	299	300	287
(d) Capital Works-in-progress	5	7	2	4	12
2. Investments	7	7	6	7	7	9	8
3. Current Assets	494	612	561	455	386	348	308
4. Losses							
TOTAL	780	898	843	733	694	661	615

A-4

Summarised Balance Sheets

(Rs. in Lakhs)

S.No.	As on 31st August						
	1973	1972	1971	1970	1969	1968	1967
A. LIABILITIES							
1. Share Capital	2	2	2	2	2	2	2
2. Reserves & Surplus	2	2	1	1
3. Borrowings:							
(a) From Commercial Banks	16	5	4
(b) From other Financial Institutions (S.F.C.)	2	2	3	2	1	1	1
(c) From other sources	2	4	3	2	2	1	2
4. Current Liabilities and Provisions	13	7	8	5	4	3	2
TOTAL	37	22	21	12	9	7	7
B. ASSETS							
1. Net Fixed Assets							
(a) Gross Block	9	3	10	5	4	2	2
(b) Less: Cumulative Depreciation	3	2	1	1	1
(c)-(i) Net Block	6	6	9	4	3	2	2
(c)-(ii) Goodwill							
(d) Capital Works-in-progress							
2. Investments							
3. Current Assets	31	16	12	8	6	5	5
4. Losses							
TOTAL	37	22	21	12	9	7	7

A-5

Summarised Balance Sheets

(Rs. in lakhs)

S.No.	As on 31st March						
	1973	1972	1971	1970	1969	1968	1967
A. LIABILITIES							
1. Share Capital	21	21	21	21	13	3	13
2. Reserves & Surplus	195	134	112	103	93	84	74
3. Borrowings:							
(a) From Commercial Banks	84	80	39	29	29	35	28
(b) From other Financial Institutions (L.I.C.)	42	45	35	20
(c) From other sources	56	51	50	32	26	1	1
4. Current Liabilities and Provisions	179	107	104	74	67	72	15
TOTAL	577	438	361	279	228	205	167
B. ASSETS							
1. Net Fixed Assets							
(a) Gross Block	404	104	103	132	98	96	93
(b) Less: Cumulative Depreciation	84	65	61	57	53	49	44
(c) Net Block	320	39	42	75	45	47	49
(d) Capital Works-in-progress	9	237	146	74	70	4	4
2. Investments	1
3. Current Assets	248	162	173	130	112	154	114
4. Losses							
TOTAL	577	438	361	279	228	205	167

A-6

Summarised Balance Sheets

(Rs. in Lakhs)

S.No.	As on 30th June						
	1973	1972	1971	1970	1969	1968	1967
A. LIABILITIES							
1. Share Capital	12	12	12	12	12	12	12
2. Reserves & Surplus	22	24	..	2	7	10	10
3. Borrowings:							
(a) From Commercial Banks	25	30	28	21	15	11	5
(b) From other Financial Institutions							.
(c) From other sources	1	1	1	7	9	4	4
4. Current Liabilities and Provisions	28	26	30	29	28	29	27
TOTAL	88	93	71	71	71	66	58
B. ASSETS							
1. Net Fixed Assets							
(a) Gross Block	85	86	65	64	49	49	47
(b) Less: Cumulative Depreciation	33	31	32	30	28	27	25
(c) Net Block	52	55	33	34	21	22	22
(d) Capita Works-in-progress							
2. Investments							
3. Current Assets	36	38	34	37	50	44	36
Losses	4
TOTAL	88	93	71	71	71	66	58

A-7

Summarised Balance Sheets

(Rs. in lakhs)

S.No.	As on 31st December							
	1973	1972	1971	1970	1969	1968	1967	
A. LIABILITIES								
1. Share Capital	7	7	7	7	2	2	2	
2. Reserves & Surplus	1	1	1	1	1	
3. Borrowings:								
(a) From Commercial Banks	2	2	1	1	..	1	..	
(b) From other Financial Institutions								
(c) From other sources	4	4	4	2	6	4	3	
4. Current Liabilities and Provisions	6	6	5	6	5	1	1	
TOTAL	20	20	18	17	14	8	6	
B. ASSETS								
1. Net Fixed Assets								
(a) Gross Block	9	9	9	9	9	2	2	
(b) Less: Cumulative Depreciation	4	3	3	2	2	1	1	
(c) Net Block	5	6	6	7	7	1	1	
(d) Capital Works-in-progress								
2. Investments								
3. Current Assets	15	14	12	10	7	7	5	
4. Losses								
TOTAL	20	20	18	17	14	8	6	

A-8

Summarised Balance Sheets

(Rs. in Lakhs)

S. No.	As on 13th April						
	1973	1972	1971	1970	1969	1968	1967
A. LIABILITIES							
1. Share Capital	2	2	2	2	2	2	2
2. Reserves & Surplus . .	15	11	11	11	8	9	7
3. Borrowings :							
(a) From Commercial Banks	3	2	2	2	..	2	3
(b) From other Financial Institutions	2	2	2	3	3	4	4
(c) From other sources	1
4. Current Liabilities and Provisions	5	5	5	4	4	2	2
TOTAL	27	22	22	22	17	19	19
B. ASSETS							
1. Net Fixed Assets							
(a) Gross Block	25	25	25	19	19	19	19
(b) Less: Cumulative Depreciation	11	10	9	7	6	5	5
(c) Net Block	14	15	16	12	13	14	14
(d) Capital Works-in-progress							
2. Investments							
3. Current Assets	13	7	6	10	4	5	5
4. Losses							
TOTAL	27	22	22	22	17	19	19

A-9

Summarised Balance Sheets

(Rs. in Lakhs)

S. No.	As on 30th June						
	1973	1972	1971	1970	1969	1968	1967
A. LIABILITIES							
1. Share Capital	59	59	59	59	59	59	59
2. Reserves & Surplus	28	29	26	32	21	23	26
3. Borrowings :							
(a) From commercial Banks	48	80	88	93	84	72	45
(b) From other Financial institutions							
(c) From other sources	81	57	59	46	42	35	35
4. Current liabilities and provisions	101	68	56	53	46	46	51
TOTAL	237	293	288	283	252	235	216
B. ASSETS							
1. Net Fixed Assets.							
(a) Gross Block	213	209	200	197	147	153	152
(b) Less: Cumulative Depreciation	118	107	96	86	76	74	67
(c) (i) Net Block	95	102	104	111	71	79	85
(c) (ii) Net Goodwill	25	25	25	25	25	25	25
(d) Capital Works-in-progress	1	..	5	1	40
2. Investments	1	1	1	1	1	1	1
3. Current Assets	165	165	153	145	115	130	105
4. Losses							
TOTAL :	287	293	288	283	252	235	216

A-10

Summarised Balance Sheets

(Rs. in Lakhs)

S. No.	As on 31st December						
	1973	1972	1971	1970	1969	1968	1967
A. LIABILITIES							
1. Share Capital . . .	8	8	8	8	8	8	8
2. Reserves & Surplus . . .	18	10	6	4	3	3	3
3. Borrowings :							
(a) From Commercial Banks	5	10	15	11	11	5	7
(b) From other financial institutions							
(c) From other sources	16	20	28	23	11	8	6
4. Current Liabilities and provisions	22	24	12	10	8	6	7
TOTAL ;	69	72	69	56	41	30	31
B. ASSETS							
1. Net Fixed Assets :							
(a) Gross Block	53	51	49	48	36	34	35
(b) Less: Cumulative Depreciation	32	29	26	23	21	20	19
(c) Net Block	21	22	23	25	15	14	16
(d) Capital Works-in-progress							
2. Investments							
3. Current Assets	48	50	46	31	26	16	15
4. Losses							
TOTAL	69	72	69	56	41	30	31

A-11

Summarised Balance Sheets

(Rs. in Lakhs)

S. No.	As on 31st December							
	1973	1972	1971	1970	1969	1968	1967	
A. LIABILITIES ;								
1. Share Capital	12	8	8	8	8	8	8	
2. Reserves & Surplus	14	16	14	10	8	7	5	
3. Borrowings :								
(a) From Commercial Banks	13	29	27	10	18	14	18	
(b) From other financial institutions (S.F.C.)	16	18	17	11	12	12	..	
(c) From other sources	13	14	16	2	2	..	3	
4. Current Liabilities and Provisions	45	37	37	34	29	25	19	
TOTAL	113	122	119	75	77	65	53	
B. ASSETS								
1. Net Fixed Assets:								
(a) Gross Block	86	81	75	56	52	49	37	
(b) Less: Cumulative Depreciation	42	37	31	27	24	21	18	
(c) Net Block	44	44	44	29	28	28	19	
(d) Capital Works-in-progress								
2. Investments	1	1	1	1	1	1	1	
3. Current Assets	68	77	74	45	48	37	33	
4. Losses							
TOTAL	113	122	119	75	77	66	53	

A-12

Summarised Balance Sheets

(Rs. in Lakhs)

S. No.	As on 31st July						
	1973	1972	1971	1970	1969	1968	1967
A. LIABILITIES							
1. Share Capital	9	9	9	9	9	8	6
2. Reserve & Surplus	13	13	12	12	10	11	11
3. Borrowings :							
(a) From Commercial Banks	14	31	16	19	15	21	18
(b) From other financial institutions							
(c) From others source	2	4	3	2	2	2	1
4. Current Liabilities and Provisions	33	27	31	27	23	24	17
TOTAL	71	84	71	69	59	66	53
B. ASSETS							
1. Net Fixed Assets:							
(a) Gross Block	76	75	70	67	62	52	47
(b) Less: Cumulative Depreciation	45	41	37	33	28	24	21
(c) Net Block	31	34	33	34	34	28	26
(d) Capital Works-in progress	1	2	9	3
2. Investments							
3. Current Assets	40	50	38	34	23	29	24
4. Losses							
TOTAL	71	84	71	69	59	66	53

A-13

Summarised Balance Sheets

(Rs. in Lakhs)

S. No.	As on 31st December							
	1973	1972	1971	1970	1969	1968	1967	
A. LIABILITIES								
1.	Share Capital	10	9	6	5	4	2	2
2.	Reserves & Surplus							
3.	Borrowings :							
	(a) From Commercial Banks	6	2	3	1	5	1	..
	(b) From other Financial Institutions (S.F.C.)	6	5	6	6
	(c) From other sources	3	3	2	1	1
4.	Current Liabilities and Provisions	3	2	3	2	3	2	2
	TOTAL	27	21	20	15	13	5	4
B. ASSETS								
1.	Net Fixed Assets:							
	(a) Gross Block	15	14	14	12	3	3	3
	(b) Less: Cumulative Depreciation	7	5	4	3	2	2	2
	(c) Net Block	8	9	10	9	1	1	1
	(d) Capital Works-in-progress	8
2.	Investments							
3.	Current Assets	14	7	7	6	4	4	3
4.	Losses	5	5	3
	TOTAL	27	21	20	15	13	5	4

A-14

Summarised Balance Sheets

(Rs. in Lakhs)

S. No.	As on 31st May						
	1973	1972	1971	1970	1969	1968	1967
A. LIABILITIES							
1. Share Capital . . .	9	9	9	9	9	9	9
2. Reserves & Surplus . . .	1
3. Borrowings :							
(a) From Commercial Banks	5	7	6	4	5	5	1
(b) From Other Financial Institutions							
(c) From other sources	7	7	3	1	1
4. Current Liabilities and Provisions	4	4	3	2	1	1	1
TOTAL	26	27	21	16	16	15	11
B. ASSETS							
1. Net Fixed Assets:							
(a) Gross Block	28	26	19	14	14	11	7
(b) Less: Cumulative Depreciation	11	9	7	5	5	4	3
(c) Net Block	17	17	12	9	9	7	4
(d) Net Goodwill	1	1	1	1	1	1	1
(e) Capital Works-in-Progress							
2. Investments							
3. Current Assets	8	8	8	5	5	5	4
4. Losses	1	..	1	1	2	2
TOTAL	26	27	21	16	16	15	11

A-15

Summarised Balance Sheets

(Rs. in lakhs)

S.No.	As on 31st March						
	1973	1972	1971	1970	1969	1968	1967
A. LIABILITIES:							
1. Share Capital	11	11	11	11	11	11	11
2. Reserves & Surplus							
3. Borrowings:							
(a) From Commercial Banks	1	1	..	1	1	..	3
(b) From other Financial Institutions							
(c) From other Sources	8	9	5	5	5	6	2
4. Current Liabilities and Provisions	6	4	4	3	3	3	5
TOTAL	26	25	20	20	20	20	21
B. ASSETS:							
1. Net Fixed Assets :							
(a) Gross Block	20	19	16	16	16	16	17
(b) Less: Cumulative Depreciation	12	11	10	10	9	9	9
(c) Net Block	8	8	6	6	7	7	8
(d) Capital Works-in-progress							
2. Investments.							
3. Current Assets	13	12	9	9	8	8	11
4. Losses	5	5	5	5	5	5	2
TOTAL	26	25	20	20	20	20	21

A-16

Summarised Balance Sheets •

(Rs. in Lakhs)

S. No.	As on						
	1973	1972	1971	1970	1969	1968	1967
A. LIABILITIES:							
1. Share Capital	8	7	7	7	7	7	7
2. Reserves & Surplus	4	4	4	4	4	4	2
3. Borrowings:							
(a) From Commercial Banks	4	2	1	3	4
(b) From other Financial Institutions							
(c) From other sources	2	2	1
4. Current Liabilities and provisions	38	37	37	42	22	27	12
TOTAL	56	52	50	56	37	38	21
B. ASSETS:							
1. Net Fixed Assets:							
(a) Gross Block	18	17	17	17	17	17	17
(b) Less: Cumulative Depreciation	15	14	13	13	12	12	11
(c) Net Block	3	3	4	4	5	5	6
(d) Capital Works-in-progress							
2. Investments	2	2	2	2
3. Current Assets	51	47	44	50	32	32	15
4. Losses.							
TOTAL	56	52	50	56	37	38	21

A-17

Summarised Balance Sheets

(Rs. in lakhs)

S. No.	As on 31st March						
	1973	1972	1971	1970	1969	1968	1967
A. LIABILITIES:							
1. Share Capital	12	12	12	12	12	12	12
2. Reserves & Surplus	14	11	8	7	7	7	7
3. Borrowings :							
(a) From Commercial Banks	16	8	11	3	1	6	3
(b) From other Financial Institutions (S.F.C.)	6	7	8	9	10	8	10
(c) From other sources	9	7	11	11	5	7	4
4. Current Liabilities and Provisions	20	22	16	18	14	10	8
TOTAL	77	67	66	60	49	50	44
B. ASSETS:							
1. Net Fixed Assets:							
(a) Gross Block	47	44	44	44	38	37	36
(b) Less Cumulative Depreciation	27	25	23	21	18	15	13
(c-i) Net Block	20	19	21	23	20	22	23
(c-ii) Net Goodwill	1	1	1	1	1	1	1
(d) Capital Works-in-progress							
2. Investments							
3. Current Assets	56	47	44	36	28	27	20
4. Losses							
TOTAL	77	67	66	60	49	50	44

A-18

Summarised Balance Sheets

(Rs. in Lakhs)

S. No.	As on 31st December						
	1973	1972	1971	1970	1969	1968	1967
A. LIABILITIES:							
1. Share Capital	7	7	7	7	7	7	6
2. Reserves & Surplus	4	4	4	3	2	2	2
3. Borrowings :							
(a) From Commercial Banks	6	4	3	4	3	3	3
(b) From other Financial Institutions							
(c) From other sources	9	13	14	17	15	13	13
4. Current Liabilities and Provisions	15	19	18	18	16	8	8
TOTAL	41	47	46	49	43	33	32
B. ASSETS:							
1. Net Fixed Assets:							
(a) Gross Block	27	33	34	33	29	21	22
(b) Less : Cumulative Depreciation	11	12	10	9	6	6	6
(c) Net Block	16	21	24	24	23	15	16
(d) Capital Works-in-progress							
2. Investments							
3. Current Assets	25	26	22	25	20	18	16
4. Losses							
TOTAL	41	47	46	49	43	33	32

A-19

Summarised Balance Sheets

(Rs. in Thousands)

S.No.	As on 31st December							
	1973	1972	1971	1970	1969	1968	1967	
A. LIABILITIES								
1.	Share Capital	182	182	182	171	171	171	117
2.	Reserves & Surplus							
3.	Borrowings :							
	(a) From Commercial Banks							
	(b) From other Financial Institutions	88	102	115	150	151
	(c) From other sources	70	70	77	86	65	19	54
4.	Current Liabilities and Provisions	229	179	141	120	108	61	66
	TOTAL	569	533	515	527	495	251	237
B. ASSETS								
1.	Net Fixed Assets:							
	(a) Gross Block	329	321	309	297	287	23	66
	(b) Less: Cumulative Depreciation	150	131	111	90	69	2	43
	(c) Net Block	179	190	198	207	218	21	23
	(d) Capital Works-in-progress							
2.	Investments							
3.	Current Assets	319	270	243	235	202	183	165
4.	Losses	71	73	74	85	75	47	49
	TOTAL	569	533	515	527	495	251	237

A-20

Summarised Balance Sheets

(Rs. in Thousands)

S.No.	As on 31st December		
	1973	1972	1971
A. LIABILITIES			
1. Share Capital . . .	334	245	145
2. Reserves & Surplus . . .	80	71	..
3. Borrowings:			
(a) From Commercial Banks	2	..
(b) From Other Financial Institutions . . .			
(c) From other sources . . .	159	5	48
4. Current Liabilities and Provisions . . .	307	390	45
TOTAL	880	713	238
B. ASSETS			
1. Net Fixed Assets:			
(a) Gross Block . . .	262	202	57
(b) Less: Cumulative Depreciation . . .	43	19	4
(c) Net Block . . .	219	183	53
(d) Capital Works-in-progress . . .			
2. Investments . . .			
3. Current Assets . . .	661	530	109
4. Losses	76
TOTAL	880	713	238

A-21

Summarised Balance Sheets

(Rs. in Lakhs)

S.No.	As on 31st December						
	1973	1972	1971	1970	1969	1968	1967
A. LIABILITIES							
1. Share Capital	79	79	79	79	79	79	79
2. Reserves & Surplus	45	51	43	44	41	42	28
3. Borrowings:							
(a) From Commercial Banks	28	53	56	50	61	33	4
(b) From other Financial Institutions							
(c) From other sources	38	33	11	5
4. Current Liabilities and Provisions	98	74	63	60	48	53	78
TOTAL	288	290	272	238	229	207	189
B. ASSETS							
1. Net fixed Assets:							
(a) Gross Block	167	165	163	162	155	142	129
(b) Less: Cumulative Depreciation	117	111	105	98	91	83	77
(c-i) Net Block	50	54	58	64	64	59	52
(c-ii) Net Goodwill	1	1	1	1	1	1	1
(d) Capital Works-in-progress	2	1
2. Investments	2	2	2	2	1	1	1
3. Current Assets	235	233	191	171	163	144	134
4. Losses							
TOTAL	288	290	252	238	229	207	189

B-1

Summarised Balance Sheets

(Rs. in Thousands)

S.No.	As on 31st December					
	1972	1971	1970	1969	1968	1967
A. LIABILITIES						
1. Share Capital	40	40	40	40	40	40
2. Reserves & Surplus						
3. Borrowings :						
(a) From Commercial Banks						
(b) From other Financial Institutions						
(c) From other sources	10	3	4	4
4. Current Liabilities and Provisions	52	37	21	18	10	10
TOTAL	92	77	71	61	54	54
B. ASSETS						
1. Net Fixed Assets:						
(a) Gross Block	12	12	12	7	12	12
(b) Less: Cumulative Depreciation	8	7	7	1	6	5
(c-i)	4	5	5	6	6	7
(c-ii)	15	15	15	15	15	15
(d) Capital Works-in-progress						
2. Investments						
3. Current Assets	29	21	34	26	20	18
4. Losses	44	36	17	14	13	14
TOTAL	92	77	71	61	54	54

B-2

Summarised Balance Sheets

(Rs. in Lakhs)

S.No.	As on 31st March				31st Dec.		
	1973	1972	1971	1970	1969	1967	1966
A. LIABILITIES							
1.	Share Capital
2.	Reserves & Surplus						
3.	Borrowings:						
	(a) From Commercial Banks	10	7	8	6	5	2
	(b) From other Financial Institutions						
	(c) From other sources	6	6	7	6	6	4
4.	Current Liabilities and Provisions	5	6	4	3	2	2
	TOTAL	21	19	19	15	13	10
B. ASSETS							
1.	Net Fixed Assets:						
	(a) Gross Block	2	2	2	2	2	2
	(b) Less: Cumulative Depreciation	1	1	1	1	1	1
	(c) Net Block	1	1	1	1	1	1
	(d) Capital Works-in-progress						
2.	Investments						
3.	Current Assets	20	18	17	13	12	9
4.	Losses	1	1
	TOTAL	21	19	19	15	13	10

B-3

Summarised Balance Sheets

(Rs. in Lakhs)

S.No.	As on 31st March				31st Dec.		
	1973	1972	1971	1970	1969	1967	1966
A. LIABILITIES							
1.	Share Capital	8	8	8	8	8	8
2.	Reserves & Surplus	10	18	20	22	29	28
3.	Borrowings:						
	(a) From Commercial Banks	68	82	59	61	37	31
	(b) From other Financial Institutions						
	(c) From other sources	25	25	24	25	23	23
4.	Current Liabilities and Provisions	70	57	50	50	36	49
	TOTAL	181	190	161	166	133	139
B. ASSETS							
1.	Net Fixed Assets:						
	(a) Gross Block	90	89	82	81	75	58
	(b) Less: Cumulative Depreciation	56	51	47	42	31	26
	(c) Net Block	34	38	35	39	44	32
	(d) Capital Works-in-progress						
2.	Investments	1	2	2	2	2	3
3.	Current Assets	146	150	124	125	87	104
4.	Losses						
	TOTAL	181	190	161	166	133	139

B-4

Summarised Balance Sheets

(Rs. in Lakhs)

S.No.	As on 31st December							
	1973	1972	1971	1970	1969	1968	1967	7.
A. LIABILITIES								
1.	Share Capital	17	17	17	17	17	10	10
2.	Reserves & Surplus	4	9
3.	Borrowings:							
	(a) From Commercial Banks	70	101	83	68	88	66	47
	(b) From other Financial Institutions
	(c) From other sources	13	16	26	..	3
4.	Current Liabilities and Provisions	108	123	84	75	66	46	44
	TOTAL	208	257	214	160	174	122	110
B. ASSETS								
1.	Net Fixed Assets:							
	(a) Gross Block	136	132	131	98	94	81	76
	(b) Less: Cumulative Depreciation	83	74	64	54	47	39	34
	(c) Net Block	53	58	67	44	47	42	42
	(d) Capital Works-in-progress
2.	Investments	2	2	2	2	2	2	2
3.	Current Assets	145	185	145	102	121	78	66
4.	Losses	8	12	..	12	4
	TOTAL	208	257	214	160	174	122	110

B-5

Summarised Balance Sheets

(Rs. in Lakhs)

S.No.	As on 30th April						
	1973	1972	1971	1970	1969	1968	1967
A. LIABILITIES							
1. Share Capital	3	3	3	3	3	3	3
2. Reserves & Surplus	2	16	15	13	12
3. Borrowings:							
(a) From Commercial Banks	57	54	56	60	27	73	28
(b) From other Financial Institutions							
(c) From other sources	35	35	37	31	22	11	..
4. Current Liabilities and Provisions	150	120	91	102	32	42	29
TOTAL	245	212	189	212	99	142	72
B. ASSETS							
1. Net Fixed Assets:							
(a) Gross Block	38	38	39	33	31	30	30
(b) Less: Cumulative Depreciation	23	21	22	20	18	16	15
(c) Net Block	15	17	17	13	13	14	15
(d) Capital Works-in-progress							
2. Investments	25	25	25	34	34	34	..
3. Current Assets	177	149	147	165	52	94	57
4. Losses	28	21
TOTAL	245	212	189	212	99	142	72

B-6

Summarised Balance Sheets

(Rs. in lakhs)

S. No.	As on 31st January						
	1973	1972	1971	1970	1969	1968	1967
A. LIABILITIES:							
1.	Share Capital	12	12	12	12	12	12
2.	Reserves & Surplus	1
3.	Borrowings:						
	(a) From Commercial Banks	28	22	20	17	14	8
	(b) From other Financial Institutions
	(c) From other sources	2	1	1	1
4.	Current Liabilities and Provisions	17	10	9	7	8	8
	TOTAL	50	45	42	37	34	29
B. ASSETS:							
1.	Net Fixed Assets:						
	(a) Gross Block	32	32	32	32	32	32
	(b) Less: Cumulative Depreciation	23	23	22	22	21	19
	(c) Net Block	9	9	10	10	12	13
	(d) Capital Works-in-progress
2.	Investments
3.	Current Assets	22	17	17	19	17	16
4.	Losses	28	19	15	8	6	..
	TOTAL	59	45	42	37	34	29

B-7

Summarised Balance Sheets

(Rs. in lakhs)

S.No.	As on 31st December						
	1973	1972	1971	1970	1969	1968	1967
A. LIABILITIES:							
1. Share Capital	24	24	24	24	24	12	12
2. Reserves & Surplus	59	50	45	36	27	31	25
3. Borrowings:							
(a) From Commercial Banks	2	1
(b) From other Financial Institutions
(c) From other sources
4. Current Liabilities and Provisions	19	13	13	13	7	12	9
TOTAL	102	87	82	75	59	55	46
B. ASSETS:							
1. Net Fixed Assets:							
(a) Gross Block	54	54	54	54	36	35	31
(b) Less: Cumulative Depreciation	32	28	25	24	22	20	18
(c)(i) Net Block	22	26	29	30	14	15	13
(c)(ii) Goodwill	3	3	3	3	3
(d) Capital Works-in-Progress
2. Investments	..	1	1	1	1	1	1
3. Current Assets	80	60	49	41	41	36	29
4. Losses
TOTAL	102	87	82	75	59	55	46

B-8

Summarised Balance Sheets

(Rs. in Thousands)

S.No.	As on 30th September					
	1972	1971	1970	1969	1968	1967
A. LIABILITIES:						
1. Share Capital	250	250	250	250	200	200
2. Reserves & Surplus
3. Borrowings:						
(a) From Commercial Banks	266	110	..	2	45	3
(b) From other Financial Institutions
(c) From other sources	258	345	351	109	243	204
4. Current Liabilities and Provisions	460	330	272	313	212	236
TOTAL	1,234	1,036	873	674	700	643
B. ASSETS:						
1. Net Fixed Assets:						
(a) Gross Block	431	427	392	379	394	92
(b) Less: Cumulative Depreciation	172	148	114	85	60	27
	259	279	278	294	334	65
(c) Net Block
(d) Capital Works-in-Progress
2. Investments	76	76	16	16	15	15
3. Current Assets	887	664	558	334	305	509
4. Losses	12	17	21	30	46	54
TOTAL	1,234	1,036	873	674	700	643

B-9

Summarised Balance Sheets

(Rs. in lakhs)

S. No.	As on 30th April						
	1973	1972	1971	1970	1969	1968	1967
A. LIABILITIES:							
1. Share Capital	4	4	4	4	4	4	4
2. Reserves & Surplus	22	38	37	31	26
3. Borrowings :							
(a) From Commercial Banks	106	78	83	79	65	89	114
(b) From other Financial Institutions							
(c) From other sources	264	306	310	258	160	88	..
4. Current Liabilities and Provisions	388	301	135	182	125	118	72
TOTAL	762	689	554	561	391	330	216
B. ASSETS:							
1. Net Fixed Assets							
(a) Gross Block	151	149	146	139	132	114	109
(b) Less: Cumulative Depreciation	101	95	87	77	66	58	49
(c) Net Block	50	54	59	62	66	56	60
(d) Capital Works-in-Progress	1	2	..	147	121	84	..
2. Investments	286	285	285	26	..	11	..
3. Current Assets	330	225	210	326	204	179	156
4. Losses	95	123
TOTAL	762	689	554	561	391	330	216

B-10

Summarised Balance Sheets

(Rs. in Lakhs)

S. No.	As on 30th April							
	1973	1972	1971	1970	1969	1968	1967	
A. LIABILITIES								
1.	Share Capital	87	87	87	87	87	87	87
2.	Reserves & Surplus	47	60	70	64
3.	Borrowings :							
	(a) From Commercial Banks	89	64	67	86	62	66	48
	(b) From other Financial Institutions							
	(c) From other sources	420 ^b	621	720	707	336	219	13
4.	Current Liabilities and Provisions	487	350	162	135	92	134	125
	TOTAL	1083	1122	1036	1062	637	576	337
B. ASSETS								
1.	Net Fixed Assets							
	(a) Gross Block	696	687	645	164	126	113	78
	(b) Less: Cumulative Depreciation	144	121	97	73	58	45	35
	(c) Net Block	552	566	548	91	68	68	43
	(d) Capital Works-in-progress	5	9	15	235	150	83	110
2.	Investments	208	208	194	268	119	185	44
3.	Current Assets	303	271	257	468	300	240	140
4.	Losses	15	68	22
	TOTAL	1083	1122	1036	1062	637	576	337

B-11*Summarised Balance Sheets*

(Rs. in Lakhs)

S.No.	As on 31st March					As on 31st Decem- ber	
	1973	1972	1971	1970	1969	1967	1966
A. LIABILITIES							
1. Share Capital . . .	3	3	3	3	3	3	3
2. Reserves & Surplus . .	6	2	3	5	7	8	8
3. Borrowings :							
(a) From Commercial Banks	22	19	19	8	10	10	12
(b) From other Financial Institutions							
(c) From other sources	1	1	1	1	1	1	1
4. Current Liabilities and Provisions	28	34	38	30	32	23	25
TOTAL	60	59	64	47	53	45	49
B. ASSETS							
1. Net Fixed Assets							
(a) Gross Block	13	12	12	12	12	11	11
(b) <i>Less</i> : Cumulative Depreciation	10	9	9	9	8	7	7
(c) Net Block	3	3	3	3	4	4	4
(d) Capital Works-in- progress.							
2. Investments							
3. Current Assets	57	56	61	44	49	41	45
4. Losses							
TOTAL	60	59	64	47	53	45	49

B-12

Summarised Balance Sheets

(Rs. in Lakhs)

S.No.	As on 31st December						
	1973	1972	1971	1970	1969	1968	1967
A. LIABILITIES							
1. Share Capital	2	2	2	2	2	2	2
2. Reserves & Surplus	14	12	12	13	9	6	4
3. Borrowings :							
(a) From Commercial Banks	23	25	9	2
(b) From other Financial Institutions (S. F. C.)	6	6	7	7	6	6	7
(c) From other sources	..	3	2	2	2	2	..
4. Current Liabilities and Provisions	15	11	22	20	3	5	5
TOTAL	60	59	54	44	22	21	20
B. ASSETS							
1. Net Fixed Assets							
(a) Gross Block	55	42	42	38	17	16	13
(b) Less : Cumulative Depreciation	17	13	11	7	5	4	3
(c) Net Block	38	29	31	31	12	12	10
(d) Capital Works-in-progress	..	11
2. Investments							
3. Current Assets	22	19	23	13	10	9	10
4. Losses							
TOTAL	60	59	54	44	22	21	20

B-13

Summarised Balance Sheets

(Rs. in Thousands)

S No.	As on 30th June					
	1972	1971	1970	1969	1968	1967
A. LIABILITIES						
1. Share Capital	199	199	199	199	199	199
2. Reserves & Surplus	12	8
3. Borrowings:						
(a) From Commercial Banks	244	..	123	114	..	168
(b) From other Financial Institutions						
(c) From other sources	142	134	95	219	209	354
4. Current Liabilities and Provisions	453	400	204	158	141	162
TOTAL	1050	741	621	690	549	883
B. ASSETS						
1. Net Fixed Assets						
(a) Gross Block	305	303	303	316	316	632
(b) <i>Less:</i> Cumulative Depreciation	129	115	100	93	73	88
(c) Net Block	176	188	203	223	243	594
(d) Capital Works-in-progress.						
2. Investments	62	61	1	1	1	1
3. Current Assets	812	492	412	441	266	206
4. Losses	5	25	39	82
TOTAL	1050	741	621	690	549	883

B-14

Summarised Balance Sheets

(Rs. in Thousands)

S.No.	As on 30th June						
	1973	1972	1971	1970	1969	1968	1967
A. LIABILITIES							
1. Share Capital	193	193	193	193	193	193	193
2. Reserves & Surplus							
3. Borrowings:							
(a) From Commercial Banks	414	616	202	218	65
(b) From other Financial Institutions							
(c) From other sources	295	314	353	435	350
4. Current Liabilities and Provisions	81	77	94	77	58	387	281
TOTAL	983	1200	842	923	666	580	474
B. ASSETS							
1. Net Fixed Assets							
(a) Gross Block							
(b) Less: Cumulative Depreciation							
(c) Net Block	459	411	370	312	329	268	172
(d) Capital Works-in-progress							
2. Investments	51	51	51	14	1	1	..
3. Current Assets	441	720	318	492	280	292	215
4. Losses	32	18	103	105	56	19	87
TOTAL	983	1200	842	923	666	580	474

B-15*Summarised Balance Sheets*

(Rs. in Lakhs)

S.No.	As on 30th September						
	1973	1972	1971	1970	1969	1968	1967
A. LIABILITIES							
1. Share Capital	25	25	25	25	25	25	25
2. Reserves & Surplus	28	26	23	19	15	13	13
3. Borrowings :							
(a) From Commercial Banks	6	7	5	5	6	7	6
(b) From other Financial Institutions							
(c) From other sources	..	1	2	2	3	4	1
4. Current Liabilities and Provisions	48	36	32	29	26	23	19
TOTAL	107	95	87	80	75	72	64
B. ASSETS							
1. Net Fixed Assets:							
(a) Gross Block	41	40	39	38	37	35	35
(b) Less : Cumulative Depreciation	28	26	25	24	23	22	21
(c) Net Block	13	14	14	14	14	13	14
(d) Capital Works-in-progress	2	2
2. Investments	14	15	15	15	15	15	15
3. Current Assets	80	66	58	51	46	42	33
4. Losses .							
TOTAL	107	95	87	80	75	72	64

B-16

Summarised Balance Sheet

(Rs. in Lakhs)

S.No.	As on 31st March						
	1973	1972	1971	1970	1969	1968	1967
A. LIABILITIES							
1. Share Capital . . .	10	10	10	10	10	10	10
2. Reserves & Surplus . . .	6	8	8	7	8	6	2
3. Borrowings :							
(a) From Commercial Banks	44	38	33	32	22	23	15
(b) From other Financial Institutions.							
(c) From other sources	2	1	..	1	2	1	1
4. Current Liabilities and Provisions	47	37	36	29	32	37	15
TOTAL	109	94	87	79	74	77	43
B. ASSETS							
1. Net Fixed Assets:							
(a) Gross Block	88	77	74	63	58	26	25
(b) Less : Cumulative Depreciation	49	42	36	29	23	17	16
(c) Net Block	39	35	38	34	35	9	9
(d) Capital Works-in-progress	29	..
2. Investments	1	1	1	1	1	1	1
3. Current Assets	69	58	48	44	38	38	33
4. Losses							
TOTAL	109	94	87	79	74	77	43

B-17

Summarised Balance Sheets

(Rs. in Lakhs)

S.No.	As on 31st December						
	1973	1972	1971	1970	1969	1968	1967
A. LIABILITIES							
1	Share Capital	5	5	5	5	4	4
2	Reserves & Surplus	12	11	7	7	6	5
3	Borrowings :						
	(a) From Commercial Banks	31	34	31	36	19	11
	(b) From other Financial Institutions						
	(c) From other sources	8	9	10	7	6	6
4	Current Liabilities and Provisions	23	21	24	7	5	6
	TOTAL	79	80	77	62	41	32
B. ASSETS							
1	Net Fixed Assets:						
	(a) Gross Block	79	79	57	57	40	38
	(b) Less : Cumulative Depreciation	34	30	26	24	21	18
	(c) Net Block	45	49	31	33	19	20
	(d) Capital Works-in-progress	21
2	Investments	3	3	3	2	1	1
3	Current Assets	31	28	22	27	16	11
4	Losses						
	TOTAL	79	80	77	62	41	32

B-18

Summarised Balance Sheets

(Rs. in Thousands)

S.No.	As on 31st December					
	1972	1971	1970	1969	1968	1967
A. LIABILITIES						
1	Share Capital	182	182	182	182	182
2	Reserves & Surplus					
3	Borrowings :					
	(a) From Commercial Banks	189	5	54	42	.. 23
	(b) From other Financial Institutions.					
	(c) From other sources	30 20
4	Current Liabilities and Provisions	590	497	228	210	88 91
	TOTAL	991	684	464	434	270 316
B. ASSETS						
1	Net Fixed Assets:					
	(a) Gross Block	233	263	184	143	140 139
	(b) Less : Cumulative Depreciation	66	69	54	41	40 31
	(c) Net Block	167	194	130	102	100 108
	(d) Capital Works-in-Progress	17
2	Investments	60	60
3	Current Assets	756	412	301	274	136 156
4	Losses	8	18	33	41	34 52
	TOTAL	991	684	464	434	270 316

B-19*Summarised Balance Sheets*

(Rs. in Thousands)

S.No.	As on 31st December						
	1973	1972	1971	1970	1969	1968	1967
A. LIABILITIES							
1	Share Capital	73	73	73	73	73	73
2.	Reserves & Surplus						
3	Borrowings :						
	(a) From Commercial Banks	20	34
	(b) From other Financial Institutions	74	87	101	115	100	..
	(c) From other sources	52	52	44	48	44	49
4	Current Liabilities and Provisions	108	184	174	144	91	60
	TOTAL	327	430	392	380	308	182
B. ASSETS							
1	Net Fixed Assets:						
	(a) Gross Block	177	176	176	205	47	43
	(b) Less : Cumulative Depreciation	76	64	51	36	16	11
	(c) Net Block	101	112	125	169	31	32
	(d) Capital Works-in progress	131	..
2	Investments						
3	Current Assets	218	306	250	194	115	109
4	Losses	8	12	17	17	31	41
	TOTAL	327	430	392	380	308	182

B-20

Summarised Balance Sheets

(Rs. in Thousands)

S.No.	As on 31st December					
	1972	1971	1970	1969	1968	1967
A. LIABILITIES						
1. Share Capital	475	475	350	250	250	250
2. Reserves & Surplus						
3. Borrowings :						
a) From Commercial Banks	671	550	23	1	..	19
(b) From other Financial Institutions						
(c) From other sources	443	471	89	166	180	153
4. Current Liabilities and Provisions	267	273	293	268	154	132
TOTAL	1856	1769	760	685	584	554
B. ASSETS						
1. Net Fixed Assets:						
(a) Gross Block	1148	1134	245	237	233	219
(b) Less : Cumulative Depreciation	270	179	90	76	63	58
(c) Net block	878	955	155	161	170	161
(d) Capital Works-in-progress						
2. Investments	85	70
3. Current Assets	829	711	495	385	254	227
4. Losses	64	33	110	139	160	166
TOTAL	1856	1769	760	685	584	554

B-21

Summarised Balance Sheets

(Rs. in Thousands)

S.No.	As on 30th September					
	1972	1971	1970	1969	1968	1967
A. LIABILITIES						
1. Share Capital	205	205	205	205	205	177
2. Reserves & Surplus						
3. Borrowings :						
(a) From Commercial Banks	128	20	113	2	7	..
(b) From other Financial Institutions.						
(c) From other sources	67	20	20	20
4. Current Liabilities and Provisions	173	191	135	63	63	57
TOTAL	573	416	453	290	295	254
B. ASSETS						
1. Net Fixed Assets:						
(a) Gross Block	152	143	136	128	140	136
(b) Less : Cumulative Depreciation	31	25	19	13	16	8
(c) Net Block	121	118	117	115	124	128
(d) Capital Works-in-progress.						
2. Investments	40	40
3. Current Assets	337	170	241	85	89	78
4. Losses	75	88	95	90	82	48
TOTAL	573	416	453	290	295	254

C-1

Summarised Balance Sheets

(Rs. in Lakhs)

S.No.	As on 31st December					
	1972	1971	1970	1969	1968	1967
A. LIABILITIES						
1. Trust Capital	1	1	1	1	1	1
2. Reserves & Surplus						
3. Borrowings :						
(a) From Commercial Banks	3	8	8	1
(b) From other Financial Institutions						
(c) From other sources	29	28	22	29	26	20
4. Current Liabilities and Provisions.	4	6	5	3	3	2
TOTAL	37	43	36	34	30	23
B. ASSETS						
1. Net Fixed Assets						
(a) Gross Block	18	18	18	16	13	13
(b) Less : Cumulative Depreciation	10	9	9	8	7	6
(c) Net Block	8	9	9	8	6	7
(d) Capital Works-in-progress.						
2. Investments	2	2	2	2	2	2
3. Current Assets	11	18	13	14	13	8
4. Losses	16	14	12	10	9	6
TOTAL	37	43	36	34	30	23

C-2

Summarised Balance Sheets

(Rs. in Lakhs)

S.No.	As on 30th June					
	1972	1971	1970	1969	1968	1967
A. LIABILITIES						
1. Trust Capital	1	1	1	1	1	1
2. Reserves & Surplus	2	5	7	8	9	10
3. Borrowings :						
(a) From Commercial Banks	22	17	25	17	14	11
(b) From other Financial Institutions						
(c) From other sources	21	19	8	4	5	4
4. Current Liabilities and Provisions	18	18	20	9	9	7
TOTAL	64	60	61	39	38	33
B ASSETS						
1. Net Fixed Assets:						
(a) Gross Block						
(b) Less : Cumulative Depreciation						
(c) Net Block	28	30	29	11	11	12
(d) Capital Works-in-progress						
2. Investments						
3. Current Assets	36	30	32	28	27	21
4. Losses						
TOTAL	64	60	61	39	38	33

C-3

Summarised Balance Sheets

(Rs. in Lakhs)

S.No.	As on 31st December					
	1972	1971	1970	1969	1968	1967
A. LIABILITIES						
1. Trust Capital	14	10	9	7	7	7
2. Reserves & Surplus	4	7	6	4	3	3
3. Borrowings :						
(a) From Commercial Banks	1	..	1	1	..	2
(b) From other Financial Institutions	4	5	6	7	5	6
(c) From other sources	4	5	4	4	2	1
4. Current Liabilities and Provisions	4	6	6	5	5	4
TOTAL	31	33	32	28	22	23
B. ASSETS						
1. Net Fixed Assets						
(a) Gross Block						
(b) <i>Less</i> : Cumulative Depreciation						
(c) Net Block	2	1	1	1	1	..
(d) Capital Works-in-progress						
2. Investments						
3. Current Assets	29	32	31	27	21	23
4. Losses						
TOTAL	31	33	32	28	22	23

C-4

Summarised Balance Sheets

(Rs. in Lakhs)

S.No.	As on 31st March						
	1973	1972	1971	1970	1969	1968	1967
A. LIABILITIES							
1. Trust Capital	45	45	45	45	45	25	25
2. Reserves & Surplus	32	28	26	22	15	32	32
3. Borrowings :							
(a) From Commercial Banks	1	6
(b) From other Financial Institutions							
(c) From other sources	1	1	1	1	1	1	1
4. Current Liabilities and Provisions	33	31	28	27	19	18	14
TOTAL	112	111	100	95	80	76	72
B. ASSETS							
1. Net fixed Assets							
(a) Gross Block	86	82	75	75	64	60	56
(b) Less : Cumulative Depreciation	38	33	30	28	26	23	21
(c) Net Block	48	49	45	47	38	37	35
(d) Capital Works-in-progress							
2. Investments	2	2	2	2	2	2	2
3. Current Assets	62	60	53	46	40	37	35
4. Losses							
TOTAL	112	111	100	95	80	76	72

C-5

Summarised Balance Sheets

(Rs. in Thousand)

S.No.	As on 31st December					
	1972	1971	1970	1969	1968	1967
A. LIABILITIES						
1. Trust Capital	67	67	67
2. Reserves & Surplus	23	21	60	31	21
3. Borrowings :						
(a) From Commercial Banks	2	12	..	3
(b) From other Financial Institutions						
(c) From other sources	5	26
4. Current Liabilities and Provisions	109	31	40	28	40	44
TOTAL	183	159	128	91	71	65
B. ASSETS						
1. Net Fixed Assets						
(a) Gross Block						
(b) <i>Less</i> : Cumulative Depreciation						
(c) Net Block	14	22	17	7	6	8
(d) Capital Works-in-progress						
2. Investments						
3. Current Assets	168	137	111	84	65	57
4. Losses	1
TOTAL	183	159	128	91	71	65

C-6

Summarised Balance Sheets

(Rs. in Lakhs)

S. No.	As on 31st December							
	1973	1972	1971	1970	1969	1968	1967	
A. LIABILITIES								
1	Trust Capital	159	148	141	132	123	74	74
2	Reserves & Surplus	15	15	13	12	10	42	32
3	Borrowings:							
	(a) From Commercial Banks	..	6	4	9	17	6	..
	(b) From other Financial Institutions							
	(c) From other sources							
4	Current Liabilities and Provisions	16	13	12	13	14	18	23
	TOTAL	190	182	170	166	164	140	129
B. ASSETS								
1	Net Fixed Assets:							
	(a) Gross Block	143	148	137	122	120	60	36
	(b) Less: Cumulative Depreciation	39	38	32	27	23	20	16
	(c) Net Block	104	110	105	95	97	40	20
	(d) Capital Works-in-progress	5	3	..	12	4	40	32
2	Investments	35	25	25	25	29	29	51
3	Current Assets	46	44	40	34	34	31	26
4	Losses							
	TOTAL	190	182	170	166	164	140	129

D-1

Summarised Balance Sheets

(Rs. in Thousands)

S. No.	As on 31st March					
	1973	1972	1971	1970	1969	1968
A. LIABILITIES						
1	Capital	15	15	15	15	15
2	Reserves & Surplus	23	13
3	Borrowings :					
	(a) From Commercial Banks					
	(b) From other Financial Institutions					
	(c) From other sources	5	5
4	Current Liabilities and Provisions					
	TOTAL	38	28	15	20	20
B. ASSETS						
1	Net Fixed Assets					
	(a) Gross Block					
	(b) Less: Cumulative Depreciation.					
	(c) Net Block					
	(d) Capital Works-in-progress					
2	Investments					
3	Current Assets	38	28	15	10	8
4	Losses	10	12
	TOTAL	38	28	15	20	31

D-2

Summarised Balance Sheets

(Rs. in Lakhs)

S. No.	As on 31st December						
	1973	1972	1971	1970	1969	1968	1967
A. LIABILITIES							
1	Partners' Capital	2	2	4	4	4	3
2	Reserves & Surplus	2	1	1	1
3	Borrowings :						
	(a) From Commercial Banks	11	3	5	4	1	2
	(b) From other Financial Institutions						
	(c) From other sources	7	2	1
4	Current Liabilities and Provisions	9	6	2	2	1	1
	TOTAL	31	14	13	11	7	6
B. ASSETS							
1	Net Fixed Assets						
	(a) Gross Block						
	(b) Less: Cumulative Depreciation						
	(c) Net Block	15	5	6	6	3	3
	(d) Capital Works-in-progress						
2	Investments						
3	Current Assets	16	9	7	5	4	3
4	Losses						
	TOTAL	31	14	13	11	7	6

D-3

Summarised Balance Sheets

(Rs. in Lakhs)

S. No.	As on 30th June						
	1973	1972	1971	1970	1969	1968	1967
A. LIABILITIES							
1	Capital	1	1
2	Reserves & Surplus	4	4	3	3
3	Borrowings :						
	(a) From Commercial Banks	5	7	3	2	2	1
	(b) From other Financial Institutions.
	(c) From other sources	..	1	1	1
4	Current Liabilities and Provisions	22	19	14	11	12	4
	TOTAL	31	31	21	17	17	7
B. ASSETS							
1	Net Fixed Assets:						
	(a) Gross Block	34	33	23	19	18	7
	(b) Less: Cumulative Depreciation	19	11	7	5	4	3
	(c) Net Block	15	22	16	14	14	4
	(d) Capital Works-in-progress.
2	Investments.
3	Current Assets	16	9	5	3	3	1
4	Losses.
	TOTAL	31	31	21	17	17	7

D-4

Summarised Balance Sheets

(Rs. in Lakhs)

S. No.	As on 31st Oct.				As on 31st Dec.			
	1973	1972	1971	1970	1969	1968	1967	
A. LIABILITIES								
1	Capital	2	2	2	2	4
2	Reserves & Surplus	3	3	3	3	3	3	3
3	Borrowings :							
	(a) From Commercial Banks	8	15	8	8	13	3	1
	(b) From other Financial Institutions (S.F.C.)	4	5	5	6	8	8	8
	(c) From other sources	51	39	43	39	25	31	23
4	Current Liabilities and Provisions	44	37	27	26	19	11	8
	TOTAL	112	101	88	84	68	56	47
B. ASSETS								
1	Net Fixed Assets:							
	(a) Gross Block	33	33	33	33	33	32	30
	(b) Less: Cumulative Depreciation	15	14	12	10	9	7	5
	(c) Net Block	18	19	21	23	24	25	25
	(d) Capital Works-in-progress	5	4
2	Investments							
3	Current Assets	89	78	67	61	44	31	22
4	Losses							
	TOTAL	112	101	88	84	68	56	47

D-5

Summarised Balance Sheets

(Rs. in Thousands)

S. No.	As on 31st December	
	1972	1971
A. LIABILITIES		
1	Capital	
2	Reserves & Surplus	
3	Borrowings :	
	(a) From Commercial Banks.	
	(b) From other Financial Institutions	
	(c) From other sources	139 162
4	Current Liabilities and Provisions	1 ..
	TOTAL	140 162
B. ASSETS		
1	Net Fixed Assets:	
	(a) Gross Block	9 93
	(b) Less: Cumulative Depreciation	2 9
	(c) Net Block	7 84
	(d) Capital Works-in-progress	
2	Investments	
3	Current Assets	8 3
4	Losses	125 75
	TOTAL	140 162

D-6

Summarised Balance Sheets

(Rs. in Lakhs)

S. No.	As on 30th June						
	1973	1972	1971	1970	1969	1968	1967
A. LIABILITIES							
1	Capital	5	3	3	3	3	3
2	Reserves & Surplus	2	3	2	2	1	1
3	Borrowings :						
	(a) From Commercial Banks	5	5	2	2	2	1
	(b) From other Financial Institutions	8	9	10	6	6	7
	(c) From other sources	15	11	10	5	5	5
4	Current Liabilities and Provisions	10	6	6	4	4	4
	TOTAL	45	37	33	22	21	19
B. ASSETS							
1	Net Fixed Assets:						
	(a) Gross Block						
	(b) Less: Cumulative Depreciation						
	(c-i) Net Block	21	18	20	11	11	11
	(c-ii) Goodwill						
	(d) Capital Works-in-progress						
2	Investments						
3	Current Assets	24	19	13	11	10	10
4	Losses						
	TOTAL	45	37	33	22	21	19

D-7

Summarised Balance Sheets

(Rs. in Thousands)

S. No.	As on 31st December							
	1973	1972	1971	1970	1969	1968	1967	
A. LIABILITIES								
1	Capital	205	185	183	154	197	152	112
2	Reserves & Surplus	125	125	125	80	20	20	20
3	Borrowings:							
	(a) From Commercial Banks	278	456	478	310	5	3	4
	(b) From other Financial Institutions							
	(c) From other sources	518	427	344	290	236	156	105
4	Current Liabilities and Provisions	144	178	155	174	44	179	94
	TOTAL	1270	1371	1285	1008	502	510	335
B. ASSETS								
1	Net Fixed Assets:							
	(a) Gross Block							
	(b) Less: Cumulative Depreciation							
	(c) Net Block	990	1066	1000	805	177	282	149
	(d) Capital Works-in-Progress.							
2	Investments	1	1	1	1	1
3	Current Assets	279	304	284	202	324	228	186
4	Losses							
	TOTAL	1270	1371	1285	1008	502	510	335

D-8

Summarised Balance Sheets

(Rs. in Lakhs)

S. No.	As on 31st December					
	1972	1971	1970	1969	1968	1967
A. LIABILITIES						
1	Capital	2	2	3	2	3
2	Reserves & Surplus	2	2	1	1	1
3	Borrowings:					
	(a) From Commercial Banks	24	10	16	10	3
	(b) From other Financial Institutions					
	(c) From other sources	2	10	1	2	5
4	Current Liabilities and Provisions	6	1	4	5	1
	TOTAL	36	25	25	20	13
B. ASSETS						
1	Net Fixed Assets:					
	(a) Gross Block					
	(b) Less: Cumulative Depreciation					
	(c) Net Block	14	15	10	9	5
	(d) Capital Works-in-progress					
2	Investments	1	1	1	1	1
3	Current Assets	21	9	14	10	7
4	Losses					
	TOTAL	36	25	25	20	13

D-9

Summarised Balance Sheets

(Rs. in Thousands)

S. No.	As on 30th June						
	1973	1972	1971	1970	1969	1968	1967
A. LIABILITIES							
1	Partners' Capital	118	121	85	77	50	37
2	Reserves & Surplus	32
3	Borrowings :						
	(a) From Commercial Banks	223	32	14	7	37	15
	(b) From other Financial Institutions						
	(c) From other sources						
4	Current Liabilities and Provisions	41	34	34	49	25	34
	TOTAL	414	187	133	133	112	86
B. ASSETS							
1	Net Fixed Assets:						
	(a) Gross Block						
	(b) Less: Cumulative Depreciation						
	(c) Net Block	270	73	27	22	26	30
	(d) Capital Works-in-progress						
2	Investments						
3	Current Assets	144	114	106	111	86	56
4	Losses						
	TOTAL	414	187	133	133	112	86

D-10

Summarised Balance Sheets

(Rs. in Thousands)

S. No.	As on 31st March							
	1973	1972	1971	1970	1969	1968	1967	
A. LIABILITIES								
1	Capital	83	66	28	49	52	48	28
2	Reserves & Surplus							
3	Borrowings:							
	(a) From Commercial Banks							
	(b) From other Financial Institutions	5	3
	(c) From other sources.							
4	Current Liabilities and Provisions	8	7	7	6	5	5	4
	TOTAL	91	73	35	60	60	53	32
B. ASSETS								
1	Net Fixed Assets							
	(a) Gross Block							
	(b) <i>Less:</i> Cumulative Depreciation							
	(c) Net Block	13	14	2	47	45	38	21
	(d) Capital Works-in-progress.							
2	Investments							
3	Current Assets	78	59	33	13	15	15	11
4	Losses							
	TOTAL	91	73	35	60	60	53	32

E-1

Summarised Balance Sheets

(Rs. in Thousands)

S. No.	As on 31st March							
	1973	1972	1971	1970	1969	1968	1967	
A. LIABILITIES								
1	Capital	55	48	46	44	42	43	43
2	Reserves & Surplus							
3	Borrowings:							
	(a) From Commercial Banks							
	(b) From other Financial Institutions.							
	(c) From other sources.							
4	Current Liabilities and Provisions.							
	TOTAL	55	48	46	44	42	43	43
B. ASSETS								
1	Net Fixed Assets							
	(a) Gross Block							
	(b) Less: Cumulative Depreciation.							
	(c) Net Block	22	22	23	26	29	32	35
	(d) Capital Works-in-progress.							
2	Investments.							
3	Current Assets	33	26	23	18	13	11	8
4	Losses.							
	TOTAL	55	48	46	44	42	43	43

E-2

Summarised Balance Sheets

(Rs. in Lakhs)

S. No.	As on 31st March				31st December	
	1973	1972	1970	1969	1968	1967
A. LIABILITIES						
1	Capital
2	Reserves & Surplus	9	9	7	7	5
3	Borrowings:					
	(a) From Commercial Banks	1	4	1	1	..
	(b) From other Financial Institutions.					
	(c) From other Sources	25	15	14	10	8
4	Current Liabilities and Provisions.	5	10	5	5	4
	TOTAL	40	38	27	23	17
B. ASSETS						
1	Net Fixed Assets					
	(a) Gross block					
	(b) Less: Cumulative Depreciation.					
	(c) Net Block	8	9	8	9	8
	(d) Capital Works-in-Progress.					
2	Investments					
3	Current Assets	16	16	10	9	6
4	Losses	16	13	9	5	3
	TOTAL	40	38	27	23	17

E-3

Summarised Balance Sheets

(Rs. in Thousands)

S. No.	As on 15th August						
	1973	1972	1971	1970	1969	1968	
A. LIABILITIES							
1	Capital	31.	30	27	27	28	27
2	Reserves & Surplus	1	2	4	5	3	2
3	Borrowings :						
	(a) From Commercial Banks.						
	(b) From other Financial Institutions.						
	(c) From other sources.						
4	Current Liabilities and Provisions.1	..
	TOTAL	32	32	31	32	32	29
B. ASSETS							
1	Net Fixed Assets						
	(a) Gross Block						
	(b) <i>Less:</i> Cumulative Depreciation.	28	28	28	28	28	28
	(c) Net Block						
	(d) Capital Works-in-progress.						
2	Investments						
3	Current Assets	4	4	3	4	4	1
4	Losses.						
	TOTAL	32	32	31	32	32	29

E-4

Summarised Balance Sheets

(Rs. in Thousands)

S.No.	As on 31st March						
	1973	1972	1971	1970	1969	1968	1967
A. LIABILITIES							
1. Capital	4	8	13	16	22	30	37
2 Reserves & Surplus
3 Borrowings:							
(a) From Commercial Banks	15	4	4	4	5	16	14
(b) From other Financial Institutions (S.F.C.)	7
(c) From other sources
4 Current Liabilities and Provisions	10	17	13	12	10	11	11
TOTAL	36	29	30	32	37	57	62
B. ASSETS							
1 Net Fixed Assets							
(a) Gross Block
(b) Less: Cumulative Depreciation
(c) Net Block	21	15	16	17	18	19	20
(d) Capital Works-in-Progress
2 Investments
3 Current Assets	15	14	14	15	19	38	42
4 Losses
TOTAL	36	29	30	32	37	57	62

E-5

Summarised Balance Sheets

(Rs. in Thousands)

S.No.	As on 20th September		
	1973	1972	
A. LIABILITIES			
1	Capital	1	1
2	Reserves & Surplus
3	Borrowings:		
	(a) From Commercial Banks
	(b) From other Financial Institutions
	(c) From other sources	3	3
4	Current Liabilities and Provisions	2	2
	TOTAL	6	6
B. ASSETS			
1	Net Fixed Assets
	(a) Gross Block
	(b) <i>Less:</i> Cumulative Depreciation
	(c) Net Block
	(d) Capital Works-in-progress
2	Investments
3	Current Assets	2	2
4	Losses	4	4
	TOTAL	6	6

A-1

Summarised Profit and Loss Accounts

(Rs. in Lakhs)

S.No.	For financial year ended on 31st March.....						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1	Net Sales
2	Net Advertisements
3	Total 1 and 2	93	80	82	71	70	41
4	Job Income	4	6	4	1	1	1
5	Interest received
6	Other Income	30	18	16	10	11	8
	TOTAL (3 to 6)	127	104	102	82	82	50
B. EXPENSES							
1	Materials Consumed:						
	(a) Newsprint and Paper	29	30	27	23	28	16
	(b) Ink	1	1	1	1	1	1
	(c) Stores and spare parts	6	6	5	4	4	3
	(d) Less: Sales of Waste paper	1	1	1	1	1	2
	TOTAL (a to d)	35	36	32	27	32	18
2	Employees	60	43	42	34	30	17
3	Depreciation	3	4	5	6	7	3
4	Managerial Remuneration
5	Interest Paid	3	3	3	3	3	2
6	Outside Printing charges
7	Other Expenses	23	23	21	20	19	10
	TOTAL (1 to 7)	124	109	103	90	91	50
C. PROFIT (LOSS)							
		3	(5)	(1)	(8)	(9)	(..)

A-2

Summarised Profit and Loss Accounts

(Rs. in Lakhs)

S.No.	For financial year ended on 31st March.....							
	1973	1972	1971	1970	1969	1968	1967	
A. INCOME								
1	Net Sales	16	15	11	8	7	9	9
2	Net Advertisements	21	18	14	13	10	9	9
3	Total 1 and 2	37	33	25	21	17	18	18
4	Job Income	..	1	2
5	Interest received
6	Other Income
	TOTAL (3 to 6)	37	34	27	21	17	18	18
B. EXPENSES								
1	Materials Consumed:							
	(a) Newsprint and Paper	14	13	10	7	6	8	7
	(b) Ink
	(c) Stores and spare parts	2	2	2	2	1	1	1
	(d) Less: Sales of Waste Paper
	TOTAL (a to d)	16	15	12	9	7	9	8
2	Employees	13	11	9	7	6	6	6
3	Depreciation
4	Managerial Remuneration
5	Interest Paid
6	Outside Printing charges
7	Other Expenses	7	7	6	5	4	3	4
	TOTAL (1 to 7)	36	33	27	21	17	18	18
C. PROFIT (LOSS)								
		1	1	(..)

A-3

Summarised Profit and Loss Accounts

(Rs. in Lakhs)

S.No.	For financial year ended on 31st December.....							
	1973	1972	1971	1970	1969	1968	1967	
A. INCOME								
1	Net Sales	668	619	536	423	364	270	286
2	Net Advertisements	791	780	691	611	512	390	372
3	Total 1 and 2	1459	1399	1227	1034	876	660	658
4	Job Income	46	57	55	53	49	84	100
5	Interest received	..	1	5
6	Other Income	19	15	14	14	19	3	3
	TOTAL (3 to 6)	1524	1472	1296	1101	949	747	761
B. EXPENSES								
1	Materials Consumed							
	(a) Newsprint and Paper	630	570	521	419	340	227	263
	(b) Ink	10	8	8	7	7	5	5
	(c) Stores and spare parts	32	33	30	29	25	34	35
	(d) Less Sales or Waste Paper	62	52	45	40	27	20	18
	TOTAL (a to d)	610	559	514	415	345	246	285
2	Employees	456	431	401	350	321	257	232
3	Depreciation	15	14	13	12	11	11	10
4	Managerial Remuneration	..	1	1	1
5	Interest Paid	16	31	26	23	21	23	22
6	Outside Printing charges
7	Other Expenses	299	291	243	225	189	188	169
	TOTAL (1 to 7)	1396	1327	1198	1026	887	725	718
C. PROFIT (LOSS)								
		128	145	98	75	62	22	43

A-4

Summarised Profit and Loss Accounts

(Rs. in Lakhs)

S.No.	For financial year ended on 31st August							
	1973	1972	1971	1970	1969	1968	1967	
A. INCOME								
1	Net Sales	33	36	25	19	14	11	9
2	Net Advertisements	18	15	13	9	7	5	4
3	Total 1 and 2	51	51	38	28	21	16	13
4	Job Income
5	Interest received
6	Other Income	1	1
	TOTAL (3 to 6)	52	52	38	28	21	16	13
B. EXPENSES								
1	Materials Consumed							
	(a) Newsprint and paper	25	24	17	11	8	6	5
	(b) Ink	2	2	2	1
	(c) Stores and spare parts	1	1	1	1	1	1	1
	(d) Less Sales of waste paper
	TOTAL (a to d)	28	27	20	13	9	7	6
2	Employees	7	7	6	4	4	3	2
3	Depreciation	1	2
4	Managerial Remuneration
5	Interest paid	2	2	1	1
6	Outside Printing charges	5	4	4	5	3	2	3
7	Other charges	8	9	7	5	4	3	2
	Total (1 to 7)	51	51	38	28	20	15	13
C. PROFIT (LOSS)								
		1	1	1	1	..

A-5

Summarised Profit and Loss Accounts

(Rs. in Lakhs)

S.No.	For financial year ended on 31st March.....							
	1973	1972	1971	1970	1969	1968	1967	
A. INCOME								
1	Net Sales	184	179	146	130	97	108	101
2	Net Advertisements	287	260	244	212	163	161	148
3	Total 1 and 2	471	439	390	342	260	269	249
4	Job Income	..	---	---	..	1	1	1
5	Interest received	1	---	1	..	---	---	..
6	Other Income	61	2	2	2	1	1	1
	TOTAL (3 to 6)	533	441	393	344	262	271	251
B. EXPENSES								
1	Materials Consumed							
	(a) Newsprint and Paper	182	175	161	136	99	107	96
	(b) Ink	..	---	..	---	---	---	---
	(c) Stores and spare parts	12	13	17	16	12	13	12
	(d) <i>Less</i> Sales of Waste Paper	6	6	5	4	3	3	2
	TOTAL (a to d)	188	182	173	148	108	117	106
2	Employees	107	102	87	83	63	67	57
3	Depreciation	21	4	5	4	5	5	6
4	Managerial Remuneration	1	1	1	1	1	1	1
5	Interest Paid	18	14	10	7	4	2	3
6	Outside Printing charges	---	---
7	Other Expenses	86	76	78	70	56	54	45
	TOTAL (1 to 7)	421	379	354	313	237	246	218
C. PROFIT (LOSS)		112	62	39	31	25	25	33

A-6

Summarised Profit & Loss Accounts

(Rs. in Lakhs)

S.No.	For financial year ended on 30th June.....							
	1973	1972	1971	1970	1969	1968	1967	
A. INCOME								
1	Net Sales	53	59	50	45	34	42	42
2	Net Advertisements	48	45	46	43	32	31	32
3	Total 1 and 2	101	104	96	88	66	73	74
4	Job Income	4	4	4	4	3	2	3
5	Interest received
6	Other Income	2	2	1	1	1	1	1
	TOTAL (3 to 6)	107	110	101	93	70	76	78
B. EXPENSES								
1	Materials Consumed							
	(a) Newsprint and Paper	39	47	44	40	29	32	34
	(b) Ink	2	3	3	2	2	2	2
	(c) Stores and spare parts	5	3	3	3	3	3	3
	(d) <i>Less</i> Sales of Waste Paper	3	3	3	2	1	1	1
	TOTAL (a to d)	43	50	47	43	33	36	38
2	Employees	42	37	37	33	23	24	21
3	Depreciation	3	4	2	2	2	2	2
4	Managerial Remuneration	1	1
5	Interest Paid	3	3	3	2	1
6	Outside Printing charges
7	Other Expenses	18	18	18	17	14	13	12
	TOTAL (1 to 7)	109	112	107	97	73	76	74
C. PROFIT (LOSS)								
		(2)	(2)	(6)	(4)	(3)	(...)	4

A-7

Summarised Profit & Loss Accounts

(Rs. in Lakhs)

S. No.	For financial year ended on 31st December.....						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales	16	13	14	15	11	9	8
2. Net Advertisements	7	6	5	5	3	2	2
3. Total 1 and 2	23	19	19	20	14	11	10
4. Job Income	2	2	1	1	1	1	1
5. Interest received							
6. Other Income	1
TOTAL (3 to 6)	26	21	20	21	15	12	11
B. EXPENSES							
1. Materials Consumed							
(a) Newsprint and paper	11	8	8	10	6	6	6
(b) Ink							
(c) Stores and Spare parts	1	1	1	1	1	1	1
(d) Less Sales of Waste paper							
TOTAL (a to d)	12	9	9	11	7	7	7
2. Employees	7	6	5	4	3	2	2
3. Depreciation	1	1	1	1	1
4. Managerial Remuneration							
5. Interest Paid							
6. Outside Printing charges							
7. Other expenses	6	5	5	5	3	3	2
TOTAL (1 to 7)	26	21	20	21	14	12	11
C. PROFIT (LOSS)	(...)	1	(...)	...

A-8

Summarised Profit & Loss Accounts

(Rs. in Lakhs)

S.No.	For financial year ended on 13th April.....						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales	24	26	21	18	15	13	13
2. Net Advertisements	26	22	19	18	12	10	10
3. Total 1 and 2	50	48	40	36	27	23	23
Job Income	1	1	1	1	1	1	1
5. Interest received							
6. Other Income	1	1	1	..
TOTAL (3 to 6)	51	49	41	38	29	25	24
B. EXPENSES							
1. Materials Consumed							
(a) Newsprint and Paper	17	23	18	14	11	8	8
(b) Ink	1	1	1
(c) Stores and spare parts	3	1	1	1	1	1	1
(d) Less: Sales of Waste paper							
TOTAL (a to d)	21	25	20	15	12	9	9
2. Employees	12	11	10	10	7	6	7
3. Depreciation	2	1	2	1	1	1	1
4. Managerial Remuneration							
5. Interest Paid	1	1	..	1	1	1	..
6. Outside Printing Charges							
7. Other Expenses	9	9	7	6	4	4	4
TOTAL (1 to 7)	45	47	39	33	25	21	21
C. PROFIT (LOSS)	6	2	2	5	4	4	3

A-9

Summarised Profit & Loss Accounts

(Rs. in Lakhs)

S. No.	For financial year ended on 30th June.....						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales	129	123	104	84	58	72	73
2. Net Advertisements	282	254	245	220	152	155	173
3. Total 1 and 2	411	377	349	304	210	227	246
4. Job Income							
5. Interest received	1	1	1
6. Other Income	5	6	10	6	8	7	5
TOTAL (3 to 6)	417	384	360	310	218	234	251
B. EXPENSES							
1. Materials Consumed							
(a) Newsprint and Paper	120	124	139	106	67	68	69
(b) Ink	4	4	4	3	2	3	3
(c) Stores and spare parts	8	8	10	7	2	2	2
(d) Less Sales of Waste paper	13	11	13	10	7	5	5
TOTAL (a to d)	119	125	140	106	64	68	69
2. Employees	116	86	79	74	61	68	67
3. Depreciation	12	11	11	11	7	8	9
4. Managerial Remuneration	2	2	2	2	2	2	2
5. Interest Paid	13	17	14	12	8	7	7
6. Outside Printing charges							
7. Other Expenses	123	122	104	90	76	80	77
TOTAL (1 to 7)	385	363	350	295	218	233	231
C. PROFIT (LOSS)	32	21	10	15	..	1	20

A-10

Summarised Profit & Loss Accounts

(Rs. in Lakhs)

S. No.	For financial year ended on 31st December.....						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales	68	56	50	43	36	31	30
2. Net Advertisements	58	58	46	3	28	22	22
3. Total 1 and 2	126	114	96	75	64	53	52
4. Job Income	1	1	1	1	1	1	...
5. Interest received							
6. Other Income	1	1	1	1	1	1	1
TOTAL (3 to 6)	128	116	98	77	66	55	53
B. EXPENSES							
1. Materials Consumed							
(a) Newsprint & paper	65	49	48	36	31	26	25
(b) Ink	2	2	2	2	1	1	1
(c) Stores & spare parts	3	3	2	2	2	2	2
(d) Less Sales of Waste paper	2	2	2	1	1	1	1
TOTAL (a to d)	68	52	50	39	33	28	27
2. Employees	22	23	17	14	12	11	11
3. Depreciation	3	3	3	2	1	1	2
4. Managerial Remuneration	1	1
5. Interest paid	2	4	4	2	2	2	1
6. Outside printing charges							
7. Other Expenses	21	19	20	17	15	12	11
TOTAL (1 to 7)	117	102	94	74	63	54	52
C. PROFIT (LOSS)	11	14	4	3	3	1	1

A-11

Summarised Profit & Loss Accounts

(Rs. in Lakhs)

S.No.	For financial year ended on 31st December						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales	136	118	120	106	91	74	68
2. Net Advertisements	76	74	72	60	48	41	36
3. Total 1 and 2	212	192	192	166	139	115	104
4. Job Income	1	1
5. Interest received
6. Other Income	1	1	1	1	1	1	..
TOTAL (3 to 6)	215	194	193	167	140	116	104
B. EXPENSES							
1. Materials Consumed							
(a) Newsprint & Paper	105	97	101	85	73	56	54
(b) Ink	2	2	2	2	2	1	1
(c) Stores & spare parts	4	4	4	6	4	4	3
(d) Less Sales of Waste Paper	1	1	1	1	1	1	..
TOTAL (a to d)	110	102	106	92	78	60	57
2. Employees	47	38	35	32	27	22	17
3. Depreciation	6	6	5	4	3	3	3
4. Managerial Remuneration							
5. Interest paid	7	7	6	5	5	5	3
6. Outside Printing charges							
7. Other Expenses	37	36	33	29	23	22	20
TOTAL (1 to 7)	207	189	185	162	136	112	110
C. PROFIT (LOSS)	8	5	8	5	4	4	4

A-12

Summarised Profit & Loss Accounts

(Rs. in Lakhs)

S. No.	For financial year ended on 31st July.....						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1.	Net Sales
2.	Net Advertisements
3.	Total 1 and 2	173	168	156	138	123	110
4.	Job Income	2	2	2	2	2	2
5.	Interest received
6.	Other Income	1	1	1	1	1	1
	TOTAL (3 to 6)	176	171	159	141	126	113
B. EXPENSES							
	Material Consumed:						
	(a) Newsprint & paper	}	89	93	84	73	69
	(b) Ink						
	(c) Stores & spare parts						
	(d) Less: Sales of Waste paper	2	2	2	1	1	1
	TOTAL (a to d)	87	91	82	72	68	58
2.	Employees	49	43	41	36	33	27
3.	Depreciation	4	4	4	5	4	4
4.	Managerial Remuneration
5.	Interest paid	4	6	4	3	3	3
6.	Outside printing charges
7.	Other Expenses	25	25	22	19	18	16
	TOTAL (1 to 7)	169	169	153	135	126	112
	C. PROFIT (LOSS)	7	2	6	6	(..)	3

A-13

Summarised Profit & Loss Accounts

(Rs. in Thousands)

S. No.	For financial year ended on 31st December.....							
	1973	1972	1971	1970	1969	1968	1967	
A. INCOME								
1. Net Sales	1233	934	849	860	758	640	601	
2. Net Advertisements	558	505	444	380	310	269	236	
3. Total 1 and 2	1791	1439	1293	1240	1068	909	837	
4. Job Income	60	34	54	57	49	59	50	
5. Interest received	2	1	
6. Other Income	49	41	29	17	19	19	4	
TOTAL (3 to 6)	1900	1514	1376	1316	1137	987	891	
B. EXPENSES:								
1. Materials Consumed:								
(a) Newsprint & Paper	676	637	625	454	412	367	347	
(b) Ink	18	17	15	16	16	12	12	
(c) Stores & spare parts	19	35	36	42	32	42	25	
(d) Less: Sales of Waste Paper	14	8	10	8	10	4	9	
TOTAL (a to d)	699	681	666	504	450	417	375	
2. Employees	520	455	416	386	338	300	237	
3. Depreciation	113	133	144	128	21	16	24	
4. Managerial Remuneration								
5. Interest paid	116	93	85	47	18	10	12	
6. Outside printing charges								
7. Other Expenses	446	371	310	288	227	193	176	
TOTAL (1 to 7)	1894	1733	1621	1353	1054	936	824	
C. PROFIT (LOSS)	6	(219)	245	(37)	83	51	67	

A-14

Summarised Profit & Loss Accounts

(Rs. in Lakhs)

S.No.	For financial year ended on 31st May.....						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales	7	7	6	6	4	4	4
2. Net Advertisements	14	12	12	10	9	7	6
3. Total 1 and 2	21	19	18	16	13	11	10
4. Job Income	4	1	1	1	1	1	1
5. Interest received							
6. Other Income	1	1	1	..	1
TOTAL (3 to 6)	26	21	20	17	15	12	11
B. EXPENSES							
1. Materials Consumed:							
(a) Newsprint & Paper	7	7	6	4	4	4	4
(b) Ink							
(c) Stores & spare parts	1	1	1	1	1
(d) Less: Sales of Waste Paper							
TOTAL (a to d)	8	8	7	5	5	4	4
2. Employees	7	8	5	5	5	4	4
3. Depreciation	3	2	2	1	1	1	..
4. Managerial Remuneration							
5. Interest paid	1	1	1	1
6. Outside Printing charges							
7. Other Expenses	4	3	4	3	3	3	2
TOTAL (1 to 7)	23	22	19	15	14	12	10
C. PROFIT (LOSS)	3	(1)	1	2	(1)	..	1

A-15

Summarised and Profit & Loss Accounts

(Rs. in Lakhs)

S. No.	For financial year ended on 31st March.						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales							
2. Net Advertisements .							
3. Total 1 and 2	21	22	16	14	11	12	15
4. Job Income							
5. Interest received . . .							
6. Other Income							
TOTAL (3 to 6)	21	22	16	14	11	12	15
B. EXPENSES							
1. Materials Consumed:							
(a) Newsprint and Paper	4	5	4	3	2	3	4
(b) Ink							
(c) Stores and spare parts	5	5	2	2	1	2	2
(d) Less: Sales of Waste Paper							
TOTAL (a to d)	9	10	6	5	3	5	6
2. Employees	7	6	5	5	4	7	6
3. Depreciation	1	1	1	1
4. Managerial Remuneration							
5. Interest paid	1	1	1	1	1
6. Outside printing charges .							
7. Other Expenses	3	4	3	2	3	3	4
TOTAL (1 to 7)	21	22	16	14	11	15	16
PROFIT (LOSS)	(..)	(..)	..	(..)	..	(3)	(1)

A-16

Summarised Profit and Loss Accounts

(Rs. in Lakhs)

S. No.	For financial year ended on 31st December						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales .							
2. Net Advertisements .							
3. Total 1 and 2	49	47	43	35	31	24	21
4. Job Income	2	1	1	2	1	1	1
5. Interest received	2	1	..	1	..
6. Other Income	178	244	287	260	287	329	224
TOTAL (3 to 6)	229	292	333	298	319	355	246
B. EXPENSES							
1. Materials Consumed:							
(a) Newsprint and Paper	18	18	17	14	12	9	9
(b) Ink							
(c) Stores and spare parts	3	3	3	3	2	2	2
(d) Less Sales of Waste Paper							
TOTAL (a to d)	21	21	20	17	14	11	11
2. Employees	19	17	14	13	11	11	9
3. Depreciation	1	1	1	1	1	1	1
4. Managerial Remuneration							
5. Interest Paid	3	3	5	3	1	2	1
6. Outside Printing charges .							
7. Other Expenses	184	249	290	262	281	325	224
TOTAL (1 to 7)	228	291	330	296	318	350	246
C. PROFIT (LOSS)	1	1	3	2	1	5	..

A-17

Summarised Profit & Loss Accounts

(Rs. in Lakhs)

S. No.	For financial year ended on 31st March						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales	61	62	53	46	38	35	32
2. Net Advertisements	68	59	52	37	28	25	22
3. Total 1 and 2	129	121	105	83	66	60	54
4. Job Income	2	1	..
5. Interest received.							
6. Other Income	1	1
TOTAL (3 to 6)	130	121	105	83	69	61	54
B. EXPENSES							
1. Materials Consumed:							
(a) Newsprint and Paper	64	64	59	46	33	31	24
(b) Ink	3	3	3	2	2	2	2
(c) Stores and spare parts	2	2	3	5	7	8	7
(d) Lees; Sales of Waste Paper	2	2	1	1	1	1	..
TOTAL (a to d)	67	67	64	52	41	40	33
2. Employees	20	17	13	12	11	10	9
3. Depreciation	2	2	2	2	2	2	1
4. Managerial Remuneration	2	1	1	1	1	1	1
5. Interest Paid	3	3	3	3	2	2	2
6. Outside Printing charges							
7. Other Expenses	21	21	18	13	9	6	4
TOTAL (1 to 7)	115	111	110	83	66	61	50
C. PROFIT (LOSS)	15	10	4	..	3	..	4

A-18

Summarised Profit & Loss Accounts

(Rs. in Lakhs)

S. No.	For financial year ended on 31st December						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales	23	23	29	26	23	22	21
2. Net Advertisements	19	19	25	23	18	19	17
3. Total 1 and 2	42	42	54	49	41	41	38
4. Job Income	3	3	2	2	2	3	1
5. Interest received							
6. Other income	1
TOTAL (3 to 6)	45	45	56	51	44	44	39
B. EXPENSES							
1. Materials Consumed:							
(a) Newsprint and Paper	15	16	25	21	18	18	16
(b) Ink	1	1	1	1	1
(c) Stores and spare parts	2	2	2	2	1	2	2
(d) Less: Sales of Waste Paper							
TOTAL (a to d)	18	19	28	24	20	20	18
2. Employees	15	14	16	14	13	14	12
3. Depreciation	2	2	2	2	2	2	1
4. Managerial Remuneration							
5. Interest Paid	2	2	2	2	2	1	1
6. Outside Printing charges.							
7. Other Expenses	8	8	8	8	6	7	6
TOTAL (1 to 7)	45	45	56	50	43	44	38
C. PROFIT (LOSS)	1	1	..	1

A-19

Summarised Profit & Loss Accounts

(Rs. in Thousands)

S. No.	For financial year ended on 31st December						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales	815	657	661	549	483	334	319
2. Net Advertisements	337	283	259	215	185	165	123
3. Total 1 and 2	1152	940	920	764	668	499	442
4. Job Income	23	18	33	28	5	16	..
5. Interest received	4	1	..
6. Other Income							
TOTAL (3 to 6)	1175	958	957	792	673	516	442
B. EXPENSES							
1. Materials Consumed:							
(a) Newsprint and paper	518	407	407	315	268	190	207
(b) Ink	66	56	61	55	22	14	9
(c) Stores and spare parts	77	58	49	21	15	12	8
(d) <i>Less</i> Sales of Waste paper							
TOTAL (a to d)	661	521	517	391	305	216	224
2. Employees	237	206	189	156	95	70	61
3. Depreciation	19	21	21	21	24	2	2
4. Managerial Remuneration	6	6	6	5	5	5	5
5. Interest paid	18	17	20	18	13	2	..
6. Outside Printing charges	6	4	19	45	84	75	42
7. Other Expenses	225	183	185	167	174	142	106
TOTAL (1 to 7)	1172	958	957	803	700	512	441
C. PROFIT (LOSS)	3	11	(27)	4	..

A-20

Summarised Profit and Loss Accounts

(Rs. in Lakhs)

S. No.	For financial year ended on 31st December						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales	24	16	1				
2. Net Advertisements	4	3	..				
3. Total 1 and 2	28	19	1				
4. Job Income							
5. Interest received							
6. Other Income							
TOTAL (3 to 6)	28	19	1				
B. EXPENSES							
1. Materials Consumed							
(a) Newsprint and paper	16	9	1				
(b) Ink							
(c) Stores and spare parts							
(d) Less: Sales of Waste paper							
TOTAL (a to d)	16	9	1				
2. Employees	3	2	..				
3. Depreciation							
4. Managerial Remuneration							
5. Interest Paid							
6. Outside Printing charges	4	3	..				
7. Other Expenses	5	3	1				
TOTAL (1 to 7)	28	17	2				
C. PROFIT (LOSS)	..	2	(1)				

A-21

Summarised Profit and Loss Accounts

(Rs. in Lakhs)

S. No.	For financial year ended on 31st December						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales	115	108	106	92	87	69	82
2. Net Advertisements	327	334	289	274	247	189	268
3. Total 1 and 2	442	442	395	366	334	258	290
4. Job Income	20	22	22	24	26	24	30
5. Interest received							
6. Other Income	1	1	1	1	1	1	1
TOTAL	463	465	418	391	361	283	321
B. EXPENSES							
1. Materials Consumed							
(a) Newsprint and Paper	148	140	134	117	114	74	82
(b) Ink	7	6	6	5	4	3	3
(c) Stores and spare parts	10	9	11	8	7	5	8
(d) Less: Sales of Waste paper	10	7	6	6	4	3	4
TOTAL (a to d)	155	148	145	124	121	79	89
2. Employees	194	192	180	174	153	125	135
3. Depreciation	6	6	7	8	8	7	6
4. Managerial Remuneration	1	1	1	1	1	1	..
5. Interest Paid	8	6	5	4	3	1	..
6. Outside Printing charges							
7. Other Expenses	89	82	73	67	63	53	54
TOTAL (1 to 7)	453	435	411	378	349	266	284
C. PROFIT (LOSS)	10	30	7	13	12	17	37

B-1*Summarised Profit and Loss Accounts*

(Rs. in Thousands)

S. No.	For financial year ended on 31st Dec.						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales	97	110	113	112	111	119	
2. Net Advertisements .	30	43	40	33	27	28	
3. Total 1 and 2	127	153	153	145	138	147	
4. Job Income							
5. Interest received . . .							
6. Other Income	1	1	
TOTAL	128	154	153	145	138	147	
B. EXPENSES							
1. Materials Consumed . .							
(a) Newsprint and Paper	51	53	46	53	46	58	
(b) Ink							
(c) Stores and spare parts							
(d) Less: Sales of waste paper	2	
TOTAL (a to d)	51	53	46	51	46	58	
2. Employees	25	32	37	35	34	37	
3. Depreciation	1	1	..	1	1	
4. Managerial Remuneration	15	15	15	15	13	13	
5. Interest Paid	1	..	1	
6. Outside Printing charges .							
7. Other Expenses	41	56	56	45	42	38	
TOTAL (1 to 7)	133	157	156	146	136	147	
C. PROFIT (LOSS)	(5)	(3)	(3)	(1)	2	..	

B-2

Summarised Profit and Loss Accounts

(Rs. in Lakhs)

S. No.	For financial year ended on 31st March 31st December						
	1973	1972	1971	1970	1969	1967	1966
A. INCOME							
1. Net Sales		16	14	13	15	10	
2. Net Advertisements		29	29	26	30	19	
3. Total 1 and 2	49	45	43	39	45	29	29
4. Job Income							
5. Interest received							
6. Other Income							
TOTAL (3 to 6)	49	45	43	39	45	29	29
B. EXPENSES							
1. Materials Consumed							
(a) Newsprint and paper	18	15	15	14	15	9	
(b) Ink							
(c) Stores and spare parts	2	2	2	1	2	1	
(d) Less: Sales of Waste paper	1	1	1	1	1	1	
TOTAL (a to d)	19	16	16	14	16	9	
2. Employees	18	18	16	15	16	11	
3. Depreciation							
. Managerial remuneration							
5. Interest Paid	1	1	1	1	1	1	1
. Outside printing charges							
7. Other expenses	11	10	10	9	12	7	7
TOTAL (1 to 7)	49	45	43	39	45	28	28
C. PROFIT (LOSS)	(..)	(..)	(..)	1	1

B-3

Summarised Profit and Loss Accounts

(Rs. in Lakhs)

S. No.	For financial year ended on						
	31st March			31st December			
	1973	1972	1971	1970	1969	1967	1966
A. INCOME							
1. Net Sales				50	50	67	50
2. Net Advertisements				98	99	112	79
3. Total 1 and 2	161	150	148	149	179	129	136
4. Job Income	12	12	12	6	6	4	5
5. Interest received							
6. Other Income	1	1	15	1	2	1	1
TOTAL (3 to 6)	174	163	175	156	187	134	142
B. EXPENSES							
1. Materials Consumed							
(a) Newsprint and paper	59	55	55	50	62	43	53
(b) Ink				1	2	2	1
(c) Stores and spare parts				3	3	5	4
(d) Less: Sales of Waste paper	1	1	1	1	1	1	1
TOTAL (a to d)	58	54	58	54	68	47	52
2. Employees	81	70	81	63	70	50	45
3. Depreciation	5	5	5	5	7	5	3
4. Managerial Remuneration	1	1	1	1	2	1	1
5. Interest paid	3	3	4	4	5	2	2
6. Outside Printing charges							
7. Other Expenses	32	29	28	32	39	28	32
TOTAL (1 to 7)	180	162	177	159	191	133	135
C. PROFIT (LOSS)	(6)	1	(2)	(3)	4)	1	7

B-4*Summarised Profit and Loss Accounts*

(Rs. in Lakhs)

S. No.	For financial year ending on 31st December						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales		233	222	170	148	114	129
2. Net Advertisements		209	163	144	133	93	97
3. Total 1 and 2	434	442	385	314	281	207	226
4. Job Income	1	1	1	1
5. Interest received							
6. Other Income	1	..	1	1	1	1	1
TOTAL (3 to 6)	435	442	386	316	283	209	228
B EXPENSES							
1. Materials Consumed							
(a) Newsprint and paper	174	197	173	143	137	91	104
(b) Ink	4	4	3	3	2	2	2
(c) Stores and spare parts	4	4	5	4	3	3	4
(d) Less: Sales of Waste paper	4	5	4	3	3	3	3
TOTAL (a to d)	178	200	177	147	139	93	107
2. Employees	135	157	106	105	82	67	59
3. Depreciation	9	10	9	7	8	6	6
4. Managerial Remuneration	1	1	1	1	1	1
5. Interest Paid	*1	12	10	9	9	8	7
6. Outside printing charges	13	7	4	2	2	1	1
7. Other Expenses	95	73	62	53	46	42	43
TOTAL (1 to 7)	431	460	369	324	287	218	224
C. PROFIT (LOSS)	4	(18)	17	(8)	(4)	(9)	4

*Complete details not available

B-5

Summarised Profit and Loss Accounts

(Rs. in Lakhs)

S. No.	For financial year ended on 30th April						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales	75	76	62	56	49	46	46
2. Net Advertisements	44	48	43	36	31	27	22
3. Total 1 and 2	119	124	105	92	80	73	68
4. Job Income	11	15	15	14	10	9	9
5. Interest received	5	2	10	8	6	4	1
6. Other Income	2	2	3	3	3	2	2
TOTAL (3 to 6)	137	143	133	117	99	88	80
B. EXPENSES							
1. Materials Consumed							
(a) Newsprints & Paper	55	60	52	46	36	31	31
(b) Ink							
(c) Stores and spare parts	3	2	2	3	3	3	3
(d) Less: Sales of Waste paper	3	3	2	1	2	1	1
TOTAL (a to d)	55	59	52	48	37	33	33
2. Employees	19	18	18	12	11	10	8
3. Depreciation	2	3	3	2	2	2	2
4. Managerial Remuneration							
5. Interest Paid	16	17	22	14	11	6	2
6. Outside Printing charges	12	12	12	11	8	8	7
7. Other Expenses	33	38	31	28	25	24	23
TOTAL (1 to 7)	137	147	138	115	94	83	75
C. PROFIT (LOSS)	..	(4)	(5)	2	5	5	5
D. LOSS ON TRADING IN SHARES							
	7	18	8				
E. NET PROFIT (LOSS)	(7)	22)	(13)				

B-6

Summarised Profit and Loss Accounts

(Rs. in Lakhs)

S. No.	For financial year ended on 31st January						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales	12	11	10	10	9	9	9
2. Net Advertisements .	16	19	16	15	16	15	15
3. Total 1 and 2	28	30	26	25	25	24	24
4. Job Income	1	1	1	2	22	2	3
5. Interest received . .							
6. Other Income	2	1	2	5	4	2	1
TOTAL (3 to 6) * . . .	31	32	29	32	31	28	28
B. EXPENSES							
1. Materials consumed . .							
(a) Newsprint and paper							
(b) Ink							
(c) Stores and spare parts							
(d) Less: Sales of Waste paper							
TOTAL (a to d)	10	10	10	10	10	10	10
2. Employees	17	16	17	15	15	15	15
3. Depreciation	1	1	1	1	1	1	1
4. Managerial Remuneration							
5. Interest paid	3	2	2	1	1	1	..
6. Outside printing charges .							
7. Other Expenses	9	7	7	7	6	7	7
TOTAL (1 to 7)	40	36	37	34	33	34	33
C. PROFIT (LOSS)	(9)	(4)	(8)	(2)	(2)	(6)	(5)

B-7

Summarised Profit and Loss Accounts

(Rs. in Lakhs)

S. No.	For financial year ended on 31st December						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales	47	41	40	38	36	36	29
2. Net Advertisements	79	77	71	70	56	49	42
3. Total 1 and 2	126	118	111	108	92	85	71
4. Job Income	1	1	1	1	1	1	1
5. Interest received	1	2
6. Other Income	1
TOTAL (3 to 6)	128	119	113	111	93	86	72
B. EXPENSES							
1. Materials consumed:							
(a) Newsprint and paper	48	46	48	46	41	37	28
(b) Ink	2	2	2	2	2	2	1
(c) Stores and Spare parts	2	3	3	2	2	2	2
(d) Less: Sales of Waste paper	3	2	1	1	1	1	1
TOTAL (a to d)	49	49	52	49	44	40	30
2. Employees	22	14	12	13	12	12	11
3. Depreciation	3	4	5	2	2	2	2
4. Managerial Remuneration	2	1	1	1	1	1	1
5. Interest paid	1
6. Outside Printing charges
7. Other Expenses	21	19	16	16	14	13	13
TOTAL (1 to 7)	97	87	86	82	73	68	57
C. PROFIT (LOSS)	31	32	27	29	20	18	15

B-8

Summarised Profit and Loss Accounts

(Rs. in Thousands)

S. No.	For financial year ended on 30th September						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales	671	972	877	862	754	793
2. Net Advertisements	518	409	324	223	175	116
3. Total 1 and 2	1189	1381	1201	1085	929	909
4. Job Income	10	4	8	9	59	20
5. Interest received	2	3	2	1	1	16
6. Other Income							
TOTAL (3 to 6)		1201	1388	1212	1095	989	945
B. EXPENSES							
1. Materials consumed							
(a) Newsprint and paper		638	803	690	536	450	483
(b) Ink		19	22	21	18	16	18
(c) Stores and spare parts		22	34	30	45	42	37
(d) Less; Sales of Waste paper		8	6	5	7	7	7
TOTAL (a to d)		671	853	736	592	501	531
2. Employees		150	151	140	137	204	206
3. Depreciation		32	34	31	34	40	10
4. Managerial Remuneration		11	10	10	10	10	10
5. Interest paid		45	33	21	18	57	24
6. Outside printing charges							
7. Other Expenses		280	296	255	288	170	154
TOTAL (1 to 7)		1189	1377	1193	1079	982	935
C. PROFIT (LOSS)		12	11	19	16	7	10

B-9

Summarised Profit and Loss Accounts

(Rs. in Lakhs)

S. No.	For financial year ended on 30th April						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales	254	255	214	186	178	156	130
2. Net Advertisements	271	267	247	211	182	149	137
3. Total 1 and 2	525	522	461	397	360	305	267
4. Job Income	15	14	15	13	12	9	7
5. Interest received	10	4	15	16	6	5	3
6. Other Income	4	3	21	3	12	3	2
TOTAL (3 to 6)	554	543	512	429	390	322	279
B. EXPENSES							
1. Materials Consumed:							
(a) Newsprint and paper	203	238	229	197	169	133	115
(b) Ink							
(c) Stores and spare parts	13	13	13	9	10	10	9
(d) Less: Sales of Waste paper							
TOTAL (a to d)	216	251	242	206	179	143	124
2. Employees	84	79	69	60	56	47	36
3. Depreciation	8	9	11	11	9	9	10
4. Managerial Remuneration							
5. Interest paid	48	48	55	39	30	15	10
6. Outside printing charges	12	15	15	14	11	9	8
7. Other Expenses	110	108	102	93	86	78	70
TOTAL (1 to 7)	478	510	494	423	371	361	258
C. PROFIT	76	33	18	6	19	21	21
D. LOSS ON TRADING IN SHARES	49	178	34				
E. NET PROFIT (LOSS)	27	(145)	(16)				

B-10

Summarised profit and Loss Accounts

(Rs. in Lakhs)

S. No.	For financial year ended on 30th April						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales	215	217	181	158	124	134	132
2. Net Advertisements	293	273	258	234	170	160	171
3. Total 1 and 2	508	490	439	392	294	294	303
4. Job Income	1	3	-4	4	2	2	2
5. Interest received	7	9	46	34	21	7	3
6. Other Income	117	103	38	4	5	3	6
TOTAL (3 to 6)	633	605	527	434	322	306	314
B. EXPENSES							
1. Materials Consumed:							
(a) Newsprint and paper	190	199	202	163	118	122	123
(b) Ink	7	7	7	6	5	7	5
(c) Stores and spare parts							
(d) Less: Sales of Waste paper							
TOTAL (a to d)	197	206	209	169	123	129	128
2. Employees	121	100	89	85	66	61	55
3. Depreciation	23	24	25	16	13	10	7
4. Managerial Remuneration	1	1	1	1	1	1	1
5. Interest Paid	72	87	106	83	51	16	7
6. Outside Printing charges	1
7. Other Expenses	140	137	118	94	77	72	66
TOTAL (1 to 7)	554	555	548	448	332	289	264
C. PROFIT (LOSS)	79	50	(21)	(14)	(10)	17	50
D. LOSS ON TRADING IN SHARES	26	97	49				
E. NET PROFIT (LOSS)	53	(47)	(70)				

B-11

Summarised Profit and Loss Accounts

(Rs. in Lakhs)

S. No.	For financial year ended on 31st						
	1973	1972	1971	1970	1969	1967	1966
A. INCOME							
1. Net Sales		111	98	74	85	63	
2. Net Advertisements		66	57	52	55	39	
3. Total 1 and 2	192	177	155	126	140	102	106
4. Job Income							
5. Interest received							
6. Other Income							
TOTAL (3 to 6)	192	177	155	126	140	102	106
B. EXPENSES							
1. Materials Consumed							
(a) Newsprint and paper	89	83	73	59	60	44	
(b) Ink	2	2	3	2	2	1	
(c) Stores and spare parts		2	3	2	3	2	
(d) <i>Less</i> Sales of Waste Paper		1	1	1	1	1	
TOTAL (a to d)	91	86	78	62	64	46	50
2. Employees	50	48	44	37	46	31	30
3. Depreciation	1	1	1	1	1	1	1
4. Managerials Remuneration	1	1	1	1	1	1	1
5. Interest paid							
6. Outside printing charges							
7. Other Expenses	50	42	32	26	29	23	21
TOTAL (1 to 7)	193	178	156	127	141	102	103
C. PROFIT (LOSS)	(1)	(1)	(1)	(1)	(1)	(..)	3

B-12

Summarised Profit and Loss Accounts

(Rs. in Lakhs)

S. No.	For financial year ended on 31st December						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales	46	38	40	38	33	27	25
2. Net Advertisements	25	23	23	20	17	13	11
3. Total 1 and 2	71	61	63	58	50	40	36
4. Job Income							
5. Interest received							
6. Other Income	2
TOTAL (3 to 6)	71	61	63	60	50	40	36
B. EXPENSES							
1. Materials Consumed							
(a) Newsprint and paper	32	33	33	34	28	22	20
(b) Ink	1	1	1	1	1
(c) Stores and spare parts	3	1	2	1	1	1	1
(d) <i>Less</i> Sales of Waste Paper							
TOTAL (a to d)	36	35	35	36	30	23	21
2. Employees	12	11	10	7	7	6	5
3. Depreciation	4	3	4	3	1	1	1
4. Managerial Remuneration	1	1	1	1	1
5. Interest paid	5	3	2	2	1	1	1
6. Outside printing charges							
7. Other Expenses	11	8	8	6	5	4	2
TOTAL (1 to 7)	69	61	61	55	45	35	30
C. PROFIT (LOSS)	2	..	2	5	5	5	6

B-13

Summarised Profit and Loss Accounts

(Rs. in Thousands)

S. No.	For financial year ended on 30th June						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales	839	901	859	822	700	737	
2. Net Advertisements	669	472	417	313	238	169	
3. Total 1 and 2	1508	1373	1276	1135	938	906	
4. Job Income							
5. Interest received	30	..	
6. Other Income	5	8	
TOTAL (3 to 6)	1508	1373	1281	1135	968	914	
B. EXPENSES							
1. Materials Consumed							
(a) Newsprint and Paper	745	691	650	586	447	462	
(b) Ink	25	23	20	17	13	11	
(c) Stores and spare parts	84	67	63	56	52	45	
(d) Less Sales of Waste Paper	6	3	3	5	5	3	
TOTAL (a to d)	848	778	730	654	507	515	
2. Employees	304	271	243	206	182	178	
3. Depreciation	14	15	17	20	22	61	
4. Managerial Remuneration	10	10	10	10	10	10	
5. Interest paid	29	23	25	37	9	45	
6. Outside printing charges							
7. Other Expenses	292	236	224	197	147	167	
TOTAL (1 to 7)	1497	1333	1249	1124	877	976	
C. PROFIT (LOSS)	11	40	32	11	91	(62)	

B-14

Summarised Profit and Loss Accounts

(Rs. in Thousands)

S. No.	For financial year ended on 30th June						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales	424	445	458	457	540	522	517
2. Net Advertisements	250	289	168	132	100	104	71
3. Total 1 and 2	674	734	626	589	640	626	588
4. Job Income							
5. Interest received	12	5
6. Other Income	55	17	23	14	10	51	..
TOTAL (3 to 6)	741	756	649	603	650	677	588
B. EXPENSES							
1. Materials Consumed							
(a) Newsprint and Paper	284	305	355	329	351	332	321
(b) Ink	11	11	11	13	13	11	10
(c) Stores and spare parts	23	16	4	6	17	17	16
(d) <i>Less</i> Sales of Waste Paper	5	2	4	2	..	2	1
TOTAL (a to d)	313	330	346	346	381	358	346
2. Employees	118	97	88	94	107	96	114
3. Depreciation	27	22	24	21	23	12	5
4. Managerial Remuneration	5	5	5	10	10	10	10
5. Interest paid	50	30	30	38	33	23	..
6. Outside printing charges							
7. Other Expenses	205	187	154	143	134	110	108
TOTAL (1 to 7)	718	671	647	652	688	609	583
C. PROFIT (LOSS)	23	85	2	(49)	(38)	68	5

B-15

Summarised Profit and Loss Accounts

(Rs. in Lakhs)

S. No.	For financial year ended on 30th September							
	1973	1972	1971	1970	1969	1968	1967	
A. INCOME								
1. Net Sales	57	59	54	42	41	39	35	
2. Net Advertisements	72	59	54	52	44	34	32	
3. Total 1 and 2	129	118	108	94	85	73	67	
4. Job Income	2	2	1	1	1	1	1	
5. Interest received								
6. Other Income	1	1	1	1	1	
TOTAL (3 to 6)	131	120	110	96	87	75	69	
B. EXPENSES								
1. Materials Consumed								
(a) Newsprint and paper	44	49	43	33	33	30	29	
(b) Ink	2	2	1	1	1	1	1	
(c) Stores and spare parts	3	3	3	3	3	3	2	
(d) Less Sales of Waste Paper	2	1	1	1	
TOTAL (a to d)	47	53	46	36	37	34	32	
2. Employees	40	33	29	26	26	21	17	
3. Depreciation	1	1	1	1	1	1	1	
4. Managerial Remuneration	1	1	1	1	1	1	1	
5. Interest paid	2	2	2	2	2	2	2	
6. Outside printing charges								
7. Other Expenses	18	15	15	12	10	10	9	
TOTAL (1 to 7)	109	105	94	78	77	69	62	
C. PROFIT (LOSS)	22	15	16	18	10	6	7	

B-16

Summarised Profit and Loss Accounts

(Rs. in Lakhs)

S. No.	For financial year ended on 31st March						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales	101	90	73	65	60	56	43
2. Net Advertisements	96	87	78	68	60	51	47
3. Total 1 and 2	197	177	151	133	120	107	90
4. Job Income	3	2
5. Interest received							
6. Other Income							
TOTAL (3 to 6)	197	177	151	133	120	110	92
B. EXPENSES							
1. Materials Consumed							
(a) Newsprint and paper	104	96	81	72	58	49	39
(b) Ink							
(c) Stores and Spare parts	2	3	2	2	2	5	4
(d) Less Sales of Waste paper	6	5	4	3	2	1	1
TOTAL (a to d)	100	94	79	71	58	53	42
2. Employees	42	31	28	26	24	20	18
3. Depreciation	7	7	7	7	5	1	1
4. Managerial Remuneration	1	1	1	1	1	1	1
5. Interest paid	4	4	4	3	3	2	1
6. Outside printing charges							
7. Other Expenses	44	38	29	27	27	24	18
TOTAL (1 to 7)	198	175	148	135	118	101	81
C. PROFIT (LOSS)	(1)	2	3	(2)	2	9	11

B-17

Summarised Profit and Loss Accounts

(Rs. in Lakhs)

S. No.	For financial year ended on 31st December						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales	39	34	35	29	28	22	22
2. Net Advertisements .	36	35	34	34	21	18	18
3. Total 1 and 2	75	69	69	63	49	40	40
4. Job Income	2	3	2	2	2	1	1
5. Interest received . . .							
6. Other Income							
TOTAL (3 to 6)	77	72	71	65	51	41	41
B. EXPENSES							
1. Materials Consumed							
(a) Newsprint and paper	37	35	36	32	26	18	19
(b) Ink			2	1	1	1	1
(c) Stores and spare parts			3	4	2	2	1
(d) Less Sales of Waste Paper	3	2	2	1
TOTAL (a to d)	34	33	39	36	29	21	21
2. Employees	17	12	11	8	6	5	6
3. Depreciation	4	4	2	2	2	2	2
4. Managerial Remuneration	1	1	1	1	1	1	1
5. Interest paid	5	5	5	3	2	2	2
6. Outside printing charges							
7. Other Expenses	13	12	12	10	7	6	6
TOTAL (1 to 7)	74	67	70	60	47	37	38
C. PROFIT (LOSS)	3	5	1	5	4	4	3

B-18

Summarised Profit and Loss Accounts

(Rs.in Thousands)

S. No.	For financial year ended on 31st March						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME		495	470	445	407	420	465
2. Net Advertisements		417	476	319	277	226	189
3. Total 1 and 2		912	946	764	684	646	654
4. Job Income							
5. Interest received		15	2	3	..
6. Other Income		27	2	..	4
TOTAL (3 to 6)		954	946	764	688	649	658
B. EXPENSES							
1. Materials consumed							
(a) Newsprint and paper		333	340	291	270	277	278
(b) Ink		18	18	15	15	14	12
(c) Stores and spare parts		57	58	53	44	46	38
(d) Less Sales of Waste Paper		6	4	4	3	5	7
TOTAL (a to d)		402	412	355	326	332	321
2. Employees		219	219	191	176	155	148
3. Depreciation		16	15	13	10	8	9
4. Managerial Remuneration		8	8	8	5	5	5
5. Interest paid		52	12	15	7	7	7
6. Outside printing charges							
7. Other Expenses		233	238	163	142	124	153
TOTAL (1 to 7)		930	904	745	666	631	643
C. PROFIT (LOSS)		24	42	19	22	18	15

B-19

Summarised Profit and Loss Accounts

(Rs. in Thousands)

S. No.	For financial year ended on 31st December						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales	291	229	176	146	123	105	90
2. Net Advertisements	328	308	249	269	188	160	144
3. Total 1 and 2	619	537	425	415	311	265	234
4. Job Income							
5. Interest received							
6. Other Income	.5	9	1	2	..	1	1
TOTAL (3 to 6)	624	546	426	417	311	266	235
B. EXPENSES							
1. Materials Consumed							
(a) Newsprint and Paper	267	199	149	126	78	70	61
(b) Ink	6	7	4	3	4	3	3
(c) Stores and spare parts	18	17	9	12	18	11	5
(d) Less Sales of Waste Paper							
TOTAL (a to d)	291	223	162	141	100	84	69
2. Employees	178	148	132	131	116	99	86
3. Depreciation	12	13	15	20	5	2	3
4. Managerial Remuneration	13	13	13	10	10	10	9
5. Interest Paid	13	10	11	11	2	1	2
6. Outside Printing charges							
7. Other Expenses	107	128	87	91	62	50	50
TOTAL (1 to 7)	614	535	420	404	295	246	219
C. PROFIT (LOSS)	10	11	6	13	16	20	16

B-20

Summarised Profit and Loss Accounts

(Rs. in Thousands)

S. No.	For financial year ended on 31st December						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales	552	594	721	638	537	550	
2. Net Advertisements	403	412	296	206	167	166	
3. Total 1 and 2	955	1006	1017	844	704	716	
4. Job Income							
5. Interest received	12	9	8	3	
6. Other Income	9	12	9	9	12	7	
TOTAL (3 to 6)	976	1027	1034	856	716	723	
B. EXPENSES							
1. Materials Consumed							
(a) Newsprint and Paper	388	333	564	435	361	323	
(b) Ink	10	10	16	13	10	15	
(c) Stores and spare parts	24	32	28	24	18	17	
(d) <i>Less</i> Sales of Waste Paper	10	9	7	6	4	2	
TOTAL (a to c)	412	365	631	466	385	353	
2. Employees	216	210	210	189	176	169	
3. Depreciation	95	103	14	14	13	12	
4. Managerial Remuneration	15	13	10	10	10	10	
5. Interest Paid	104	66	17	23	21	21	
6. Outside Printing charges	..	1	
7. Other Expenses	165	190	154	133	105	150	
TOTAL (1 to 7)	1007	949	1006	835	710	715	
C. PROFIT (LOSS)	(31)	78	28	21	6	8	

B-21

Summarised Profit and Loss Accounts

(Rs. in Thousands)

S. No.	For financial year ended on 30th September						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales		255	246	239	227	207	212
2. Net Advertisements		247	217	149	129	91	41
3. Total 1 and 2		502	463	388	356	298	253
4. Job Income							
5. Interest received							
6. Other Income		7
TOTAL (3 to 6)		502	463	388	363	298	253
B. EXPENSES							
1. Materials Consumed							
(a) Newsprint and Paper		183	182	166	136	126	117
(b) Ink		12	12	11	10	8	8
(c) Stores and spare parts		22	25	18	23	15	12
(d) Less Sales of Waste Paper			1	..	1	..	1
TOTAL (a to d)		217	218	195	168	149	136
2. Employees		142	121	108	108	96	90
3. Depreciation		6	6	6	5	8	8
4. Managerial Remuneration		7	6	6	6	6	..
5. Interest Paid		15	12	12	3	3	2
6. Outside Printing charges							
7. Other Expenses		102	93	67	81	70	62
TOTAL (1 to 7)		489	456	394	371	332	298
C. PROFIT (LOSS)		-13	7	(6)	(8)	(34)	(45)

C-1

Summarised Profit and Loss Accounts

(Rs. in Lakhs)

S. No.	For financial year ended on 31st December						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales	23	17	15	14	13	12	
2. Net Advertisements	14	12	11	11	9	7	
3. Total 1 and 2	37	29	26	25	22	19	
4. Job Income	3	2	2	1	1	1	
5. Interest received							
6. Other Income							
TOTAL (3 to 6)	40	31	28	26	23	20	
B. EXPENSES							
1. Materials Consumed							
(a) Newsprint and Paper	13	13	12	10	10	9	
(b) Ink							
(c) Stores and spare parts		2	1	1	1	1	
(d) <i>Less</i> Sales of Waste Paper							
TOTAL (a to d)	17	15	13	12	11	10	
2. Employees	8	7	7	6	5	5	
3. Depreciation	1	1	1	1	1	1	
4. Managerial Remuneration							
5. Interest Paid	3	3	3	2	2	1	
6. Outside Printing Charges							
7. Other Expenses	13	8	7	6	6	4	
TOTAL (1 to 7)	42	34	30	27	25	21	
C. PROFIT (LOSS)	(2)	(3)	(2)	(1)	(2)	(1)	

C-2

Summarised Profit and Loss Accounts

(Rs. in Lakhs)

S. No.	For financial year ended on 30th June						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales							
2. Net Advertisements							
3. Total 1 and 2		59	54	48	43	40	38
4. Job Income		5	4	3	3	2	2
5. Interest received							
6. Other Income		2	1	1	1	1	2
TOTAL (3 to 6)		66	59	52	47	43	42
B. EXPENSES							
1. Materials Consumed							
(a) Newsprint and Paper		27	25	22	19	20	20
(b) Ink		1	1	1	1	1	1
(c) Stores and spare parts		4	3	2	1	1	2
(d) <i>Less</i> Sales of Waste Paper							
TOTAL (a to d)		32	29	25	21	22	23
2. Employees		15	13	13	13	11	9
3. Depreciation		3	3	1	1	1	1
4. Managerial Remuneration							
5. Interest Paid		5	4	2	2	1	1
6. Outside printing charges							
7. Other Expenses		14	13	11	11	9	8
TOTAL (1 to 7)		69	62	52	48	44	42
C. PROFIT (LOSS)		(3)	(3)	(..)	(1)	(1)	..

C-3

Summarised Profit and Loss Accounts

(Rs. in Lakhs)

S. No.	For financial year ended on 31st December						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales		19	19	16	15	13	13
2. Net Advertisements		20	18	17	12	11	10
3. Total 1 and 2		39	37	33	27	24	23
4. Job Income							
5. Interest received							
6. Other Income							
TOTAL (3 to 6)		39	37	33	27	23	23
B. EXPENSES							
1. Materials Consumed							
(a) Newsprint and Paper		16	17	14	14	12	11
(b) Ink							
(c) Stores and spare parts							
(d) <i>Less</i> Sales of Waste Paper							
TOTAL (a to d)		16	17	14	14	12	11
2. Employees		6	5	5	4	4	3
3. Depreciation		1	1	..	--	--	--
4. Managerial Remuneration							
5. Interest Paid							
6. Outside printing charges		8	6	5	5	4	4
7. Other Expenses		7	6	6	4	4	4
TOTAL (1 to 7)		38	35	30	27	24	22
C. PROFIT (LOSS)		1	2	3	1

C-4

Summarised Profit and Loss Accounts

(Rs. in Lakhs)

S. No.	For financial year ended on 31st March							
	1973	1972	1971	1970	1969	1968	1967	
A. INCOME								
1. Net Sales	52	52	42	39	34	31	30	
2. Net Advertisements	47	43	40	35	32	28	26	
3. Total 1 and 2	99	95	82	74	66	59	56	
4. Job Income	18	18	18	19	18	15	15	
5. Interest received	4	4	3	2	2	2	2	
6. Other Income	3	3	3	4	3	3	3	
TOTAL (3 to 6)	124.5	120	106	99	89	79	76	
B. EXPENSES								
1. Materials Consumed								
(a) Newsprint and Paper	38	39	32	28	25	23	21	
(b) Ink	1	1	1	1	1	1	1	
(c) Stores and spare parts	1	1	1	1	1	1	1	
(d) Less Sales of Waste Paper	2	2	1	1	1	1	1	
TOTAL (a to d)	38	39	33	29	26	24	21	
2. Employees	35	32	29	28	27	24	22	
3. Depreciation	5	4	4	4	3	3	3	
4. Managerial Remuneration								
5. Interest Paid	4	4	3	2	2	2	2	
6. Outside Printing charges								
7. Other Expenses	38	38	34	29	28	26	23	
TOTAL (1 to 7)	120	117	103	92	86	79	71	
C. PROFIT (LOSS)	4	3	3	7	3	..	5	

C-5

Summarised Profit and Loss Accounts

(Rs. in Thousands)

S. No.	For financial year ended on 31st December						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales		148	150	135	135	130	117
2. Net Advertisements		186	176	161	113	94	92
3. Total 1 and 2		334	326	296	248	224	209
4. Job Income							
5. Interest received							
6. Other Income		5	..
TOTAL (3 to 6)		334	326	296	248	229	209
B. EXPENSES							
1. Materials Consumed							
(a) Newsprint and Paper		98	95	78	70	69	61
(b) Ink							
(c) Stores and spare parts		1	1	..	2	..	1
d) Less: Sales of Waste Paper							
TOTAL (a to d)		99	96	78	72	69	62
2. Employees		58	52	48	26	31	30
3. Depreciation		1	3	1	1	1	1
4. Managerial Remuneration		8	8	7	7	3	..
5. Interest Paid		1	1	..
6. Outside printing charges		99	96	89	79	71	70
7. Other Expenses		45	52	45	37	45	30
TOTAL (1 to 7)		311	307	268	222	221	193
C. PROFIT (LOSS)		23	19	28	26	8	16

C-6

Summarised Profit and Loss Accounts

(Rs. in Lakhs)

S. No.	For financial year ended on 31st March						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales	55	50	50	41	39	35	30
2. Net Advertisements	60	61	59	55	53	44	37
3. Total 1 and 2	115	111	109	96	92	99	67
4. Job Income							
5. Interest received	1	1	1	1	1	1	2
6. Other Income	4	2	2	6	7	1	..
TOTAL (3 to 6)	120	114	112	103	100	181	669
B. EXPENSES							
1. Materials Consumed							
(a) Newsprint and paper	37	40	41	37	32	27	24
(b) Ink	1	1	1	1	1	1	1
(c) Stores and spare parts	1	2	1	1	1	1	1
(d) Less: Sales of Waste Paper	1
TOTAL (a to d)	39	43	42	39	34	29	26
2. Employees	28	27	24	23	22	2	17
3. Depreciation	6	6	5	6	6	4	1
4. Managerial Remuneration							
5. Interest Paid	1	1	1	1	1
6. Outside Printing charges							
7. Other Expenses	16	15	15	13	13	11	9
TOTAL (1 to 7)	90	92	88	82	76	64	53
C. PROFIT (LOSS)	30	22	24	21	24	17	16

D-1

Summarised Profit and Loss Accounts

(Rs. in Thousands)

S. No.	For financial year ended in 31st March						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME	255	181	164	152	153	150	
1. Net Sales . . .	255	181	164	152	153	150	
2. Net Advertisements .	31	35	31	21	24	6	
3. Total 1 and 2 . . .	286	216	195	173	177	156	
4. Job Income							
5. Interest received . .							
6. Other Income							
TOTAL (3 to 6)	286	216	195	173	177	156	
B. EXPENSES							
1. Materials consumed .							
(a) Newsprint and Paper	134	93	85	75	77	80	
(b) Ink							
(c) Stores and spare parts							
(d) Less: Sales of Waste Paper	5	4	3	3	4	2	
TOTAL (a to d)	129	89	82	72	73	78	
2. Employees	76	57	53	52	48	48	
3. Depreciation							
4. Managerial Remuneration							
5. Interest Paid							
6. Outside Printing charges	39	31	26	25	24	23	
7. Other Expenses	31	26	24	22	21	21	
TOTAL (1 to 7)	275	203	185	171	166	170	
C. PROFIT (LOSS)	11	13	10	2	11	(14)	

D-2

Summarised Profit and Loss Accounts

(Rs. in Lakhs)

S. No.	For financial year ended on 31st December						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales	35	8	15	11	11	7	5
2. Net Advertisements	11	21	6	5	4	3	3
3. Total 1 and 2	46	29	21	16	15	10	8
4. Job Income							
5. Interest received							
6. Other Income							
TOTAL (3 to 6)	46	29	21	16	15	10	8
B. EXPENSES							
1. Materials Consumed							
(a) Newsprint and Paper	22	13	10	8	7	4	3
(b) Ink							
(c) Stores and spare parts	1	1
(d) Less: Sales of Waste Paper							
TOTAL (a to d)	23	14	10	8	7	4	3
2. Employees	4	3	2	2	3	2	2
3. Depreciation	2	1	1
4. Managerial Remuneration	1	1	1	1
5. Interest Paid	1	1	1	1	1	1	..
6. Outstanding printing charges							
7. Other Expenses	13	7	5	4	4	3	3
TOTAL (1 to 7)	44	27	20	16	15	9	8
C. PROFIT (LOSS)	2	2	1	1	..

D-3

Summarised Profit and Loss Accounts

(Rs. in Lakhs)

S. No.	For financial year ended on 30th June						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales	23	20	16	12	11	10	8
2. Net Advertisements	31	23	18	16	13	9	7
3. Total 1 and 2	54	43	34	28	24	19	15
4. Job Income							
5. Interest received							
6. Other Income							
TOTAL (3 to 6)	54	43	34	28	24	19	15
B. EXPENSES							
1. Materials Consumed							
(a) Newsprint and Paper	20	18	15	12	10	8	7
(b) Ink	1	1	1	1	1
(c) Stores and spare parts	2	2	2	2	1	1	1
(d) Less: Sales of Waste Paper							
TOTAL (a to d)	23	21	18	15	12	9	8
2. Employees	9	7	6	5	4	3	2
3. Depreciation	4	2	2	2	1	1	..
4. Managerial Remuneration							
5. Interest Paid	1	1
6. Outside Printing charges	1	1	1
7. Other Expenses	13	10	8	6	4	4	3
TOTAL (1 to 7)	50	41	34	28	22	18	14
C. PROFIT (LOSS)	4	2	2	1	1

D-4

Summarised Profit and Loss Accounts

(Rs. in Lakhs)

S. No.	For financial year ended on							
	31st October			31st December				
	1973	1972	1971	1970	1969	1968	1967	
A. INCOME								
1.	Net Sales	31	33	31	29	21	26	23
2.	Net Advertisements	29	27	26	23	16	17	14
3.	Total 1 and 2	60	60	57	52	37	43	37
4.	Job Income	1	1	1
5.	Interest received							
6.	Other Income	2	2	3	2	1	..	2
	TOTAL (3 to 6)	62	62	60	54	39	44	40
B. EXPENSES								
1.	Materials Consumed							
	(a) Newsprint & Paper	27	27	32	33	20	24	20
	(b) Ink							
	(c) Stores and spare parts	2	2	2	2	1	2	3
	(d) Less Sales of Waste Paper	1	1	1	1
	TOTAL (a to d)	28	28	33	34	21	26	23
2.	Employees	13	11	11	10	8	9	7
3.	Depreciation	1	2	2	2	2	2	2
4.	Managerial Remuneration	1	1	1	1
5.	Interest Paid	6	6	5	5	4	5	4
6.	Outside Printing charges							
7.	Other Expenses	14	14	13	13	10	10	6
	TOTAL (1 to 7)	63	62	65	65	45	52	42
C.	PROFIT (LOSS)	(1)	..	(5)	(11)	(6)	(8)	(2)

D-5

Summarised Profit and Loss Accounts

(Rs. in Thousands)

S. No.	For financial year ended on 31st December						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1.	Net Sales		311	29			
2.	Net Advertisements		60	1			
3.	Total 1 and 2		371	30			
4.	Job Income						
5.	Interest received						
6.	Other Income						
	TOTAL (3 to 6)		371	30			
B. EXPENSES							
1.	Materials Consumed						
	(a) Newsprint and Paper		243	27			
	(b) Ink		8	3			
	(c) Stores and spare parts		25	12			
	(d) Less: Sales of Waste Paper		1	..			
	TOTAL (a to d)		275	42			
2.	Employees		94	10			
3.	Depreciation		2	9			
4.	Managerial Remuneration		4	..			
5.	Interest Paid						
6.	Outside Printing Charges						
7.	Other Expenses		118	37			
	TOTAL (1 to 7)		493	98			
C.	PROFIT (LOSS)		(122)	(68)			

D-6

Summarised Profit and Loss Accounts

(Rs. in Lakhs)

S. No.	For financial year ended on 30th June						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales	28	22	21	16	13	9	7
2. Net Advertisements	23	18	15	11	9	6	5
3. Total 1 and 2	51	40	36	27	22	15	12
4. Job Income	5	4	6	6	4	3	3
5. Interest received							
6. Other Income							
TOTAL (3 to 6)	56	44	42	33	26	18	15
B. EXPENSES							
1. Materials Consumed							
(a) Newsprint and Paper	22	17	19	14	11	6	5
(b) Ink	3	2	2	1	1	1	..
(c) Stores and spare parts	4	3	2	3	1	2	1
(d) Less: Sales of Waste Paper	1
TOTAL (a to d)	28	22	23	18	13	9	6
2. Employees	12	9	9	8	6	4	4
3. Depreciation	2	2	1	1	1	1	1
4. Managerial Remuneration	1	1	1
5. Interest Paid	3	3	2	2	2	1	1
6. Outside printing charges							
7. Other Expenses	6	4	4	3	3	3	3
TOTAL (1 to 7)	52	41	40	32	25	18	15
C. PROFIT (LOSS)	4	3	2	1	1

D-7

Summarised Profit and Loss Accounts

(Rs. in Lakhs)

S. No.	For financial year ended on 31st December						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales	18	15	12	7	6	5	4
2. Net Advertisements	20	16	13	8	6	5	4
3. Total 1 and 2	38	31	25	15	12	10	8
4. Job Income	1	1
5. Interest received
6. Other Income
TOTAL (3 to 6)	39	32	25	15	12	10	8
B. EXPENSES							
1. Materials Consumed							
(a) Newsprint and Paper	16	12	13	7	6	4	3
(b) Ink
(c) Stores and spare parts	2	3	1
d) Less: Sales of Waste Paper
TOTAL (a to d)	18	15	14	7	6	4	3
2. Employees	3	2	2	1	1	1	1
3. Depreciation	1
4. Managerial Remuneration
5. Interest Paid	1	1	1	1
6. Outside Printing charges	4	4	2	2	1	1	1
7. Other Expenses	11	9	5	4	4	4	3
TOTAL (1 to 7)	38	31	24	15	12	10	8
C. PROFIT (LOSS)	1	1	1

D-8

Summarised Profit and Loss Accounts

(Rs. in Lakhs)

S. No.	For financial year ended on 31st December						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales	30	28	23	21	18	16	
2. Net Advertisements	33	28	26	22	17	16	
3. Total 1 and 2	63	56	49	43	35	32	
4. Job Income							
5. Interest received							
6. Other Income							
TOTAL (3 to 6)	63	56	49	43	35	32	
B. EXPENSES							
1. Materials Consumed							
(a) Newsprint and Paper	29	27	21	18	15	14	
(b) Ink	1	1	1	1	1	1	
(c) Stores and spare parts	3	2	2	2	1	1	
(d) Less: Sales of Waste Paper							
TOTAL (a to d)	33	30	24	21	17	16	
2. Employees	12	10	9	8	7	7	
3. Depreciation	2	2	2	1	1	1	
4. Managerial Remuneration							
5. Interest Paid	2	1	1	1	..	1	
6. Outside Printing charges							
7. Other Expenses	12	11	10	9	7	5	
TOTAL (1 to 7)	61	54	46	40	32	30	
C. PROFIT (LOSS)	2	2	3	3	3	2	

D-9

Summarised Profit and Loss Accounts

(Rs. in Lakhs)

S. No.	For financial year ended on 30th June						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales	5	4	4	4	3	2	
2. Net Advertisements	5	5	4	3	3	1	
3. Total 1 and 2	10	9	8	7	6	3	
4. Job Income							
5. Interest received							
6. Other Income							
TOTAL (3 to 6)	10	9	8	7	6	3	
B. EXPENSES							
1. Materials Consumed							
(a) Newsprint and Paper	3	3	3	3	2	1	..
(b) Ink							
(c) Stores and spare parts							
(d) Less: Sales of Waste Paper							
TOTAL (a to d)	3	3	3	3	2	1	
2. Employees	2	2	2	2	2	1	
3. Depreciation							
4. Managerial Remuneration							
5. Interest Paid							
6. Outside Printing charges	1	1	1	1	1	..	
7. Other Expenses	3	2	2	1	1	1	
TOTAL (1 to 7)	9	8	8	7	6	3	
C. PROFIT (LOSS)	1	1	

D-10

Summarised Profits and Loss Accounts

(Rs. in Thousands)

S.No	For financial year ended on 31st March						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales	344	386	282	223	228	206	224
2. Net Advertisements	168	161	165	114	87	80	43
3. Total 1 and 2	512	547	447	337	315	286	267
4. Job Income							
5. Interest received							
6. Other Income							
TOTAL (3 to 6)	512	547	447	337	315	286	267
B. EXPENSES							
1. Materials Consumed							
(a) Newsprint and Paper	169	179	156	110	128	127	122
(b) Ink	1	2	1	12	12	11	5
(c) Stores and spare parts	2	5	5	21	4	1	..
(d) Less: Sales of Waste Paper							
TOTAL (a to d)	172	186	162	143	144	139	127
2. Employees	77	76	70	80	86	74	80
3. Depreciation	3	3	..	5	5	4	2
4. Managerial Remuneration							
5. Interest Paid							
6. Outside Printing charges	113	109	101
7. Other Expenses	106	119	85	89	65	53	41
TOTAL (1 to 7)	471	493	418	317	300	270	250
C. PROFIT (LOSS)	41	54	29	20	15	16	17

E-1

Summarised Profit and Loss Accounts

(Rs. in Thousands)

S. No.	For financial year ended on 31st March						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales	234	243	279	223	221	179	188
2. Net Advertisements	60	30	22	30	30	23	24
3. Total 1 and 2	294	273	301	253	251	202	212
4. Job Income							
5. Interest received							
6. Other Income							
TOTAL (3 to 6)	294	273	301	253	251	202	212
B. EXPENSES							
1. Materials consumed							
(a) Newsprint and paper	208	180	208	172	170	137	146
(b) Ink							
(c) Stores and spare parts	6	9	12	8	9	4	5
(d) <i>Less:</i> Sales of Waste Paper							
TOTAL (a to d)	214	189	220	180	179	141	151
2. Employees	51	51	51	48	48	41	41
3. Depreciation	2	2	3	3	3	3	4
4. Managerial Remuneration							
5. Interest Paid	1	1	1	1	1	1	..
6. Outside Printing charges							
7. Other Expenses	14	23	20	14	15	10	9
TOTAL (1 to 7)	282	266	295	246	246	196	205
PROFIT (LOSS)	12	7	6	7	5	6	7

E-2

Summarised Profit and Loss Accounts

(Rs. in Lakhs)

S. No.	For financial year ended on						
	31st March			31st December			
	1973	1972	1970	1969	1968	1967	
A. INCOME							
1.	Net Sales	16	21	16	11	8	7
2.	Net Advertisements	7	8	5	4	3	2
3.	Total 1 and 2	23	29	21	15	11	9
4.	Job Income	1	2	1
5.	Interest received
6.	Other Income	2
	TOTAL (3 to 6)	23	29	21	18	13	10
B. EXPENSES							
1.	Materials Consumed						
	(a) Newsprint and Paper	13	17	13	9	7	5
	(b) Ink
	(c) Stores and spare parts	1	1	1	1
	(d) Less Sales of Waste Paper
	TOTAL (a to d)	14	18	14	10	7	5
2.	Employees	3	4	3	3	3	2
3.	Depreciation	1	1	1	1	1	..
4.	Managerial Remuneration
5.	Interest Paid	1	1	1
6.	Outside Printing charges
7.	Other Expenses	7	9	5	4	3	3
	TOTAL (1 to 7)	26	33	24	18	14	10
C. PROFIT (LOSS)							
		3	4	3	..	1	..

E-3

Summarised Profit and Loss Accounts

(Rs. in Thousands)

S.No.	For financial year ended on 15th August						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales	92	101	97	91	92	84	..
2. Net Advertisement	72	63	56	55	48	45	..
3. Total 1 and 2	164	164	153	146	140	129	..
4. Job Income	7	1	3	2	..	1	..
5. Interest received							
6. Other Income							
TOTAL (3 to 6)	171	165	156	148	140	130	..
B. EXPENSES							
1. Materials Consumed							
(a) Newsprint and Paper	78	71	68	62	50	61	--
(b) Ink	3	3	3	2	2	2	--
(c) Stores and spare parts	7	10	4	6	8	6	..
(d) <i>Less</i> Sales of Waste Paper							
TOTAL (a to d)	88	84	75	70	60	69	..
2. Employees	43	43	41	37	33	26	--
3. Depreciation							
4. Managerial Remuneration							
5. Interest Paid							
6. Outside Printing charges							
7. Other Expenses	39	36	36	35	41	33	..
TOTAL (1 to 7)	170	163	152	142	137	128	..
C. PROFIT (LOSS)	1	2	4	3	3	2	..

E-4

Summarised Profit and Loss Accounts

(Rs. in Thousands)

S.No.	For financial year ended on 31st March						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales							
2. Net Advertisements							
3. Total 1 and 2	200	164	161	171	163	148	133
4. Job Income							
5. Interest received							
6. Other Income							
TOTAL (3 to 6)	200	164	161	171	163	148	133
B. EXPENSES							
1. Materials Consumed							
(a) Newsprint and Paper	134						
(b) Ink							
(c) Stores & Spare Parts	1						
(d) Less Sales of Waste Paper							
TOTAL (a to d)	135	95	92	94	93	60	45
2. Employees	34	36	34	38	32	31	32
3. Depreciation	1	1	1	1	1	1	1
4. Managerial Remuneration							
5. Interest Paid							
6. Outside Printing charges						22	18
7. Other Expenses	34	36	36	41	39	37	39
TOTAL (1 to 7)	204	168	163	174	165	151	135
C. PROFIT (LOSS)	4	4	2	3	2	3	2

E-5

Summarised Profit and Loss Accounts

(Rs. in Thousands)

S.No.	For financial year ended on 29th September						
	1973	1972	1971	1970	1969	1968	1967
A. INCOME							
1. Net Sales	20	21					
2. Net Advertisements	14	9					
3. Total 1 and 2	34	30					
4. Job Income							
5. Interest received							
6. Other Income							
TOTAL (3 to 6)	34	30					
B. EXPENSES							
1. Materials Consumed							
(a) Newsprint and Paper	14	12					
(b) Ink							
(c) Stores and spare parts							
(d) Less Sales of Waste P per							
TOTAL (a to d)	14	12					
2. Employees	1	1					
3. Depreciation							
4. Managerial Remuneration							
5. Interest Paid							
6. Outside Printing charges	15	16					
7. Other Expenses	4	5					
TOTAL (1 to 7)	34	34					
C. PROFIT (LOSS)	..	4

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Price : Inland Rs. 17.00 or Foreign £ 1.99 or \$ 6.12.

PRINTED BY THE MANAGER GOVERNMENT OF INDIA PRESS COIMBATORE
AND PUBLISHED BY THE CONTROLLER OF PUBLICATIONS DELHI-110006
1975