

APPENDICES

=: A P P E N D I C E S :-

Appendix : A :

Appendix : A1: indicates Questionnaire.

Appendix : A2: indicates List of publicity organisations in Kolhapur City.

Appendix : A3: to Appendix A9 : indicates tables based on questionnaire in respect of various publicity organisations as listed under Appendix No. A2

Appendix : A3 : Periodwise Establishment of Reporting publicity organisations (Table No. 1)

Appendix : A4 : Distribution of Employees(Table No.2)

Appendix : A5 : Organisational chart of Jayendra publicity.

Appendix : A6 : publicity Organisations in Different categories on the basis of Billing figures (Table No. 3(i))

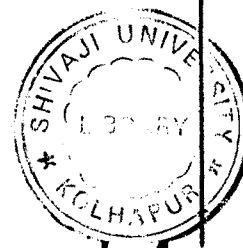
Size of Reporting Publicity Organisations.
(Table No. 3 (ii))

Appendix : A7 : Clientele and Reporting Publicity Organisations (Table No.4)

Appendix : A8 : Details of Extra Services offered by Reporting Three publicity Organisations(Table No.5.)

Appendix : A9 : Nature of Media used by Reporting publicity organisations. (Table No. 6)

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Appendix No. A1 :

=: Questionnaire :-

Publicity Organisations in Kolhapur city.

(A study of their operations and Management)

Name of publicity :

Name of person interviewed:

Designation:

Part A

1. Year of Establishment.

2. Head office at :

Branch office/s if any at -----

3. Form of Organisation (please tick)

Proprietary ()

Partnership. ()

Pvt. Ltd. ()

Public Ltd. ()

Cooperative. ()

4. Total number of Employees: -----

Executives ----

Non-Executive- Technical staff -----

Office staff -----

5. What is the organisational structure of your publicity ?
(If you have a printed or cyclostyled organisation

chart, please enclose a copy)

6. Please give approximate figures for billing for the year.

1981 :

1982:

1983:

7. Most of your clients are from (Pl. tick)

Public Sector.

--- Govt. of India. ()

--- State Govt. ()

Private Sector operating at

----- National level.

----- Regional level.

----- Local level.

Part B

1. a) What organisational set-up you have for looking after agency - client relationship ?

b) Generally, how many clients an executive looks after ?

2. Please specify the nature of industries which go for hiring the services of agencies like yours ?

3. a) What procedure/method do you follow for securing business ?.

b) What considerations do you have while soliciting a client.

4. a) What is your usual system of charging the client ?

b) Normally what services do you render if charging on 15% basis ?

5. What extra services do you offer in the following area/5 (Please tick)

a) MARKETING:

Pricing.	()
Sales.	()
Distribution.	()
Other.	() Please specify

b) MERCHANDISING:

Counter and Window Display	()
counter Giveaway	()
Other.	()
Please specify.	-----

c) PUBLIC RELATIONS: ()

D) TRADE PROMOTION :

Dealer Promotion	()
Catalogues.	()
Premium Offer.	()
Contests.	()
Convention Exhibit.	()
Other	()
Please specify	-----

E) RESEARCH:

Media Research. ()

Audience Research. ()

Consumer Panels. ()

Market Survey. ()

Market share Analysis ()

Other. ()

Please specify. -----

F) PRODUCT ANALYSIS :

Product Analysis.& Styling()

Brand Name Development ()

Trade Mark design. ()

Labelling & Packaging. ()

Other. ()

Please specify.

6. Generally how long it takes to mould first informed contact with a prospective client into a formal contract.

Less than 1 Month ()

1 to 3 Months. ()

3 to 6 Months. ()

More than 6 Months ()



7. What do you consider to be your strong point(s)
Over competitors ?

Part ' C '

1. What is your procedure for chalking out an
advertising plan ?

2. What medium/media you use :-

	Mostly	Quite often	Occas- ionally	Rarely	Never so far
a) Press.	()	()	()	()	()
b) Cinema.	()	()	()	()	()
c) Radio.	()	()	()	()	()
d) T.V.	()	()	()	()	()
e) Outdoor Hoarding	()	()	()	()	()
f) Transportation	()	()	()	()	()
g) Other (Please specify)	()	()	()	()	()

3. What are your considerations for selecting Media ?

4. For buying space - time, what arrangements do you
have with Media ?

5. What considerations do you have for selecting theme
and /or appeal ?

6. What considerations do you have while preparing the copy ?
7. Usually what techniques do you use for pre-testing the copy ?
8. What factors do you keep in view while deciding about the layout ?
9. For evaluating an advertising campaign, what are your:
 - a) Criteria
 - b) Procedures.

Part D

1. Ad. agencies rarely advertise for themselves. what reasons can you attribute :
2. What kind of problems are faced by your organisation in the course of business operations ?
3. We would feel highly obliged if you could give some of your valuable suggestions and clues for making this research work rewarding and academically more useful.

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=: Appendix No. A2 :-

List or Index of number of
Publicity Organisations in Kolhapur City :

Sr.No. : Name of Publicity Organisation : Year of
Establishment.

1. Jayendra Publicity.
2. Chandrakant Publicity.
3. Bimal Publicity.
4. Sudin Publicity.
5. Sadhna Publicity.
6. Panther Publicity.
7. New Advertising Bureau.
8. Sinehawani Publicity.
9. Singer Publicity.
10. Ad-vantage Publicity.
- * 11. Vikrant Publicity.
- * 12. Alankar Publicity.
- * 13. Kisan Publicity.
- * 14. Sanjivani Publicity.
- * 15. Unique Publicity.
- * 16. Aim Advertisers.

The sign '*' Indicates publicity organisation which are excluded from the study as they did not respond to the questionnaire in time.

APPENDIX NO. A3 :

(It refers to Question No.1(A) under part A)

Table No.1.

Shows the period - wise establishment of reporting
publicity organisations.

Table No.1: Period wise Establishment of Reporting Publicity Organisations.

Period of Establishment	Number of Agencies.
1940 S	1
1950 S	1
1960 S	2
1970 S	4
1980 S	2
(Upto 1983)	-----
Total :	10

Appendix No. A4 :

(It refers to Question No. 4 (A) under Part A)

Table No.2 :

Shows the Distribution of employees of Reporting
Publicity organisations.

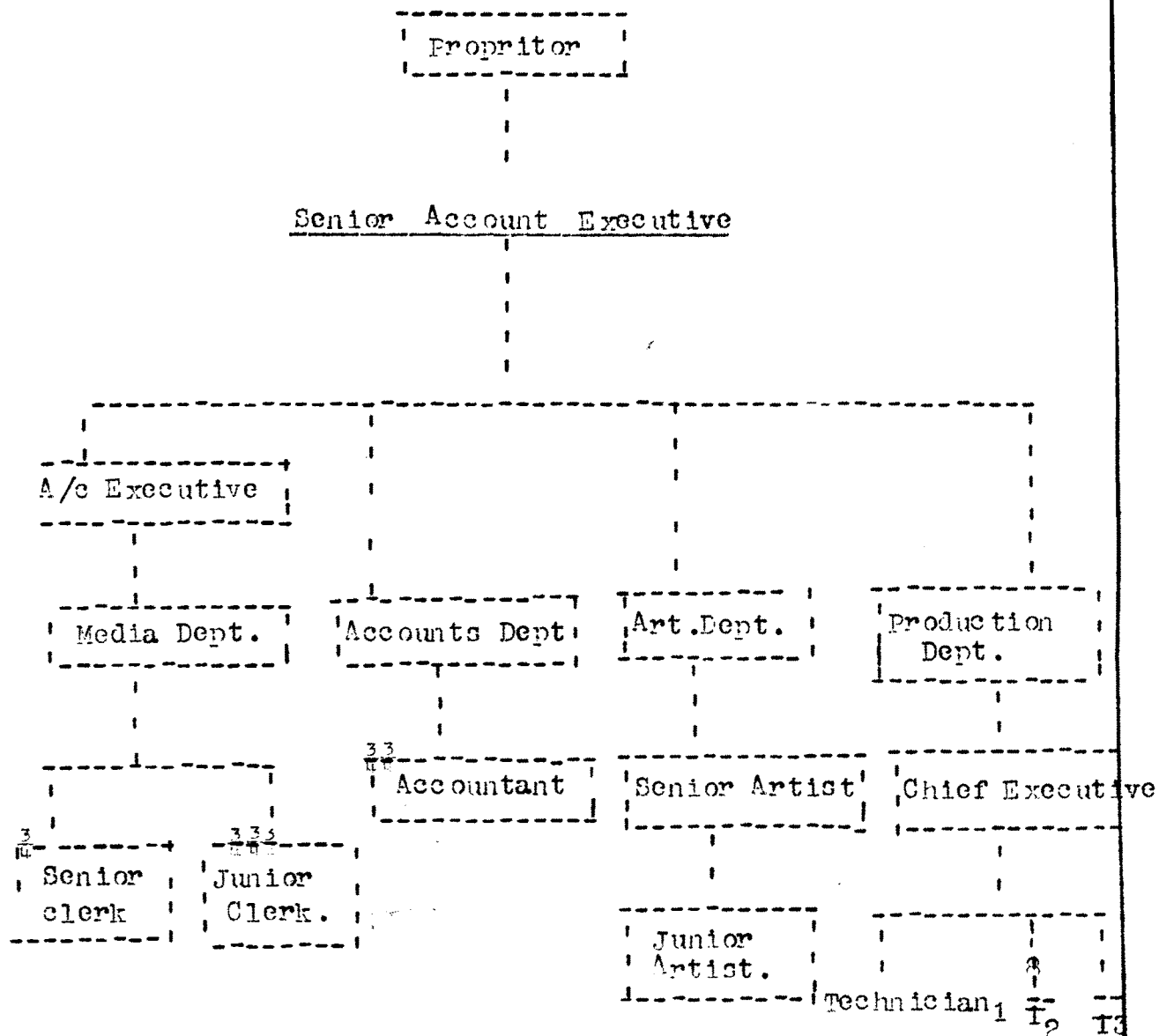
TABLE NO.2 : Distribution of Employees.

Sr.No:	Name of Publicity: Organisation.	Executives:	Non Executives: Technical Staff.	Office Staff.	Total No. of Emplo- yees.
1.	Jayendra	2	2	3	7
2.	Chandrakant.	1	1	4	6
3.	Ad-vantage.	1	2	-	3
4.	Sudin.	1	-	2	3

Organisational Chart

(Appendix A5)

(Jayendra Publicity)



(It refers to Question No. 6(A) under Part A)

Table No.3 (i)

Shows the publicity organisations in Different categories on the basis of Billing.

Billing (Rs.in thousands)	No.of Publicity Organisations.
0 -- 50	1
50 -- 100	3
100 -- 150	2
150 -- 200	1
200 above.	1
Total :	8
Number of Non-reporting Publicity Organisation.	2
Grand total :	10

Table No.3 (ii)

Shows the size of Reporting Publicity Organisations on the basis of Billings.

Category (Rs.In lakhs)	Number of Agencies.
Small (Billing Rs. 0 - 1 lakh)	4
Medium (Billing Rs. 1 - 2 lakhs)	3
Large (Billing Rs. 2 lakhs & above)	1
Total :	8
No. of Non-reporting publicity Organisations.	2
Grand total :	10

Appendix A7 :

Table No. 4

Shows the clientele of Reporting Publicity Organisations.

Category of client.	Marks (statistical)	No. of Publicity Organisations
a) <u>Public sector.</u>		
Government of India.	-	-
State Governments	-	-
b) <u>Private sector at</u>		
National Level.	11	2
Regional Level	11-1 11 1	6
Local Level.	11 11	10

(Data tabulated by giving statistical Marks for counting frequency in each Category.)

Appendix A8 :

Table No.5

Shows the Details of Extra Services Offered by Reporting Three publicity Organisations.:

Sr. No.	Category	Name of Publicity Organisations.	No. of publicity Organisations offering.
		Jayendra: Singer : Ad-Vantage:	

1. Marketing:

- Pricing.	-	-	-
- Sales.	1	-	1
- Distribution.	-	-	-

2. Merchandising.:

-Counter & windows Play	1	-	1	2
-Counter Giveraway	1	-	1	2

Sr. No.	Category	Name of Publicity Organisations.			No. of Publicity Organisations offering.
		Jayendra	Singer	Ad-vantage	
3.	Public Relation	-	1	-	1
4.	<u>Trade Promotion</u>				
	Dealer Promotion	1	-	-	1
	Premium offer.	-	-	1	1
	Convention Exhibit	-	-	1	1
	Catalogues.	1	-	1	2
	Contests.	1	1	-	2
5.	<u>Research</u>				
	Media Research	1	-	-	1
	Audience Research	-	1	-	1
	Consumer Panels.	-	-	-	-
	Market Survey.	1	-	-	1
	Market Potential Analysis.	1	-	-	1
6.	<u>Product Analysis</u>				
	Brand Name Development.	1	-	1	2
	Trade mark Design	1	-	1	2
	Labelling & Packaging	1	-	1	2

Appendix A9 :

Table No.6 :

Shows the Nature of Media used by Reporting Publications

Sr. No.	Media	: Mostly	: Quite often	: Occassionally	: Rarely	: Number of publicity organisation.	Ranks
1.	Press	1111111111 (10)	-	-	-	10	1
2.	Cinema	111 (3)	1 (1)	11 (2)	1 (1)	7	2
3.	Outdoor hoarding.	111 (3)	1 (1)	11 (2)	-	6	3
4.	Transportation.	-	1 (1)	-	1 (1)	2	4
5.	Radio	-	-	-	1 (1)	1	5
6.	T.V.	-	-	-	1 (1)	1	6

(Data tabulated by using statistical Marks and giving Ranks for counting frequency in each category)

Appendix B :

It indicates presentation and analysis of data which was collected in response to Questionnaire and their analysis section-wise (From B₁ to B₂₆)

Part A : Organisational Profile :

Sr.No. :	Point of Description.	Reference No. : Ref. No. for Analysis for Suggestion.
1.	Establishment.	B1
2.	Location & concentration	B2
3.	Form of ownership.	B3
4.	Work force.	B4
5.	Structure of Agencies.	B5
6.	Size of Agencies.	B6
7.	Type of Clientele.	B7

Part; B Account Management.

8.	Organisational set up for client services.	B8
9.	Type of clientele.	B9
10.	How Business is secured.	B10
11.	System of charging the client.	B11
12.	Extra services rendered by publicity organisations.	B12
13.	Time needed to secure the Business.	B13

Sr.No. : ~~Organization~~
 Point of description. Reference No.: Ref. No.
 for Analysis for sugges-
 tion.

14. Publicities strong points
 over competitors. B14

Part :C: Preparation of Advertisement.

15. Planning an Advertisement. B15

16. Media Planning. B16

17. Considerations for media
 selection. B17

18. Arrangements for Buying
 space/Time. B18

19. Considerations for selecting
 and developing the theme. B19

20. Considerations for writing
 a copy. B20

21. Copy Pre-testing. B21

22. Layout considerations. B22

23. Evaluating the Advertisement. B23.

Part:D: Agencies Viewpoint.

24. Advertising for publicity
 organisations. B24

25. Problems faced by Publicity
 Organisation. B25

26. Suggestions concerning
 this Research work. B26.

DAKSUIN MAHARASHTRA ADVERTISING AGENTS' ASSOCIATION

491-E, Station Road, Shahupuri, Kolhapur - 416 001.

Telephone (Care - JAYENDRA PUBLICITY) 24902

MEMBERSHIP

APPLICATION.7

1. Name and address of the Applicant Agency.
2. Date of establishment.
3. Type of organisation.
a) Private Limited, (b) Partnership
c) Proprietary (d) Public Ltd.
4. Is the Applicant Agency a subsidiary concern of some other organisation ?
If yes, give full details.
5. Number and address of Branch Offices, if any.
6. Has the agency operated previously under any other name ? If yes, give former name and reasons for change.
7. State the names of the owners who take active part in the operation of the agency.
a) Name :
b) Position held :
c) Agency experience :
d) Since when associated with present agency :

8. State names of owners not active in the operation of the agency :
9. Are any of the owners directly or indirectly financially concerned with any of the following media :
 - a) News- papers.
 - b) Outdoors.
 - c) Cinema.
 - d) Transport Advertising and the like.
10. Has any of your client any direct or indirect financial interest in your agency ? If yes, please give complete details.
11. What is your Capital Investment:
 - a) Authorised Capital.
 - b) Paid-up capital.
 - c) Proprietor's share.
 - d) Advance from Bank and other sources.
12. Please state the average period. you take to pay money to :
 - a) Newspaper Media(Including periodicals)
 - b) Printers.
 - c) Suppliers/Block Makers.
 - d) Others.

(The applicant agency may be called upon to furnish documentary evidence in respect of 11 and 12 above.)
13. State here your approximate annual billing for the last.

- a) Press b) Outdoor.
c) Cinema. d) Transport.
e) Direct Mail. f) Radio/Television.
g) Miscellaneous.

14. Give approximate figures of total billing during the last three years.
15. Is your agency fully equipped in Art/Media/Copy/Research Deptts?
Fully equipped/Partially equipped dependent on free lance service.
16. Please attach three sets of specimen of work executed recently.
17. Please attach latest copies of your Balance-Sheet and P & L A/c. Audited or certified by the Chief Executive of your agency.

The applicant agrees and undertakes.:

- i) to abide by the articles of Association of the Dakshin Maharashtra Advertising Agents Association. Kolhapur: and
- ii) to adhere to the standard and code of conduct prescribed from time to time by the D.M.A.A. Association.

Applicant's Signature.

Proposed by: -----
(Signature)
Name & Address.

Seconded by : -----
(Signature)

(The proposer and the Seconder should be the members of the Association. Please write the names of the proposer and the Seconder in Block letters below their respective signatures and the name of their agency/ Company.)

DAKSHIN MAHARASHTRA ADVERTISING AGENT'S ASSOCIATION

Office : KOLHAPUR.

GUIDE LINES FOR ACCEPTING NEW MEMBERS :

(It shall be open to the Association to admit as its member, Affiliate Member, or Associate Member)any organisation, Firm , Company or Individual which or who carries on the business of advertising agency and conforms to the minimum standards of business practice and professional skills prescribed by the Association for the purpose.

2. CATEGORIES OF MEMBERSHIP:

There shall be three categories of membership as under:-

a) Members, (b) Associate members, and (c) Affiliate Members.

3. ELIGIBILITY FOR MEMBERSHIP :

(a) Membership of the Association shall be open only to Individuals, Organisation, Firms or companies practising advertising.

b) Any organisation, Firm or company carrying on Advertising business/profession and having a permanent office in the territory covered by the Association and which conforms and agrees to conform to the minimum standards of business practice and professional skills as may be prescribed by the Association from time to time is eligible for the membership of the Association.

ASSOCIATE MEMBERS:

c) Any organisation, Firm or Company which operates as an

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Advertising Agency but has no permanent office within the aforesaid territory covered by the Association is eligible for admission as " Associate Member :

AFFILIATE MEMBERS:

d) Such Advertising Agencies or Individual Agents which are operating within the territory covered by the Association and which do not fully come up to the standards of full-fledged membership, may be enrolled as Affiliate Members. Affiliate Members must qualify for full-fledged membership within one year from the date of admission.

4) APPLICATION FOR MEMBERSHIP:

a) Those eligible and desirous of becoming members of the Association shall fill in the Membership Application form as may be prescribed by the Executive Committee and send it to the Office of the Association.

b) Membership applications received would be considered by the Executive Committee in accordance with the procedure it may lay down from time to time.

c) The decision of the Executive Committee shall be final and the committee shall not be under obligation to give reasons for any rejection of applications.

5. SUBSCRIPTIONS:

The annual subscription payable by members, shall be as follows:

i) Member	Rs. 150/-
ii) Affiliate Member	Rs: 100/-
iii) Associate Member.	Rs: 250/-

ENTRANCE FEE:- There shall be an Entrance fee of Rs:15/-
for any kind of membership.

6. PRIVILEGES OF MEMBERS: (All Categories)

Members of any classification shall be entitled:-

- a) to participate in the activities of the Association, but members belonging to category of Affiliate Member and Associate Member shall have no voting rights.
- b) to obtain gratis publications of the Association if and when there would be such publications.
- c) to the free use of Association's Library and such other facilities the Association may provide from time to time for its members.

7. QUALIFICATIONS FOR MEMBERSHIP:

a) Each applicant shall be required to fill in the appropriate application form obtainable from the Association's office and such application should be duly proposed by any member of the Association.

Individuals proposing should be those who represent their member agencies in the Association.

b) SIZE OF THE AGENCY:

The size or volume of business in itself of any applicant shall not be a factor in determining qualifications for membership.

c) LOCATION OF THE AGENCY:

The geographical location of the Head office or the Registered Office shall determine the zone of the Agency.

d) AGE OF THE AGENCY:-

No agency shall be considered for election as a member of the Association unless it is recognised by media owners. and has been operating as such for a minimum period of one year.

e) OWNERSHIP:

The applicant agency must show that it is directly or indirectly independent of and NOT maintained by any advertiser or a group of advertisers and/or is not organised for the purpose of obtaining agency commission for any one advertiser or a group of advertisers.

f) ABILITY:

Advertising ability varies with individual talent and need. It is difficult to standardise. Nevertheless, sound judgement regarding the applicant agency's ability can and may be formed after studying its method of operation and the work produced for clients. The Executive Committee shall determine this aspect as exigencies may demand.

g) FINANCIAL STABILITY:

Applicant Agency will have to satisfy the Association regarding its financial stability and healthy payment policy.

h) CONTRACTS:

i) The advertising agency must conform to its agreements and contractual obligations, with media.

ii) No applicant shall be deemed ~~worth~~ worthy of membership who has failed to fulfil contractual commitments.

1) SCOPE OF AGENCY SERVICE:

Ability to render service in reasonable conformity to the agency service standards of the Advertising profession in general and to those framed by the Association in particular shall be a consideration in determining the fitness of membership.

2) ETHICAL AND BUSINESS STANDARDS:

WHILE it may not be important to know the applicant's agency's form of organisation in all its details, or all of its operations, it is essential to know how it operates in relation to certain practices declared by the Association to be unfair practices in the light of the obligations agencies have not only to their clients but also to the media they employ, to the public and to each other.

8. TERRITORY:

The territory of the D.M.A.A.A. shall be the present districts of Kolhapur, Sangli, Satara, Solapur, Ratnagiri and Sindhudurg of Maharashtra state and Belgaum, Bijapur, Karwar and Dharwar of Karnataka state (formerly of Bombay Karnataka)

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= : APPENDIX ' D ' :=

The list of Dailies, Weeklies and Fortnightlies published in Kolhapur.

A) Dailies:-

1. Pudhari.
2. Satyavadi.
3. Sakal
4. Samaj
5. Nava Sandesh
6. Lok Sevak
7. Jana Sarthi.
8. Prajakt.
9. Suit bazaar.

B) Weeklies:

1. Samachar
2. Varta
3. Gurjana
4. Sinhavani
5. Cinea-Samachar.
6. Karveer.
7. Shivteej.
8. Panchanan
9. Sahitya-bindu.
10. Deshnur.

11. Sumpada.
12. Chandraroop.
13. Kranti sinha.
14. Dhumketu.
15. Sphurti.
16. Veesava.
17. Janaseva.
18. Sarvamanya.
19. Central.

C) Fortnightlies:-

1. Kolhapur.
2. Rana-vagini.
3. Bharat - Bhushan.
4. Janasandesh.
5. Nishant.
6. Biradar.
7. Vartamandarpan.
8. Antar.
9. Mitrasamaj.

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“आडाऽचं पाणी लई एवोल।”

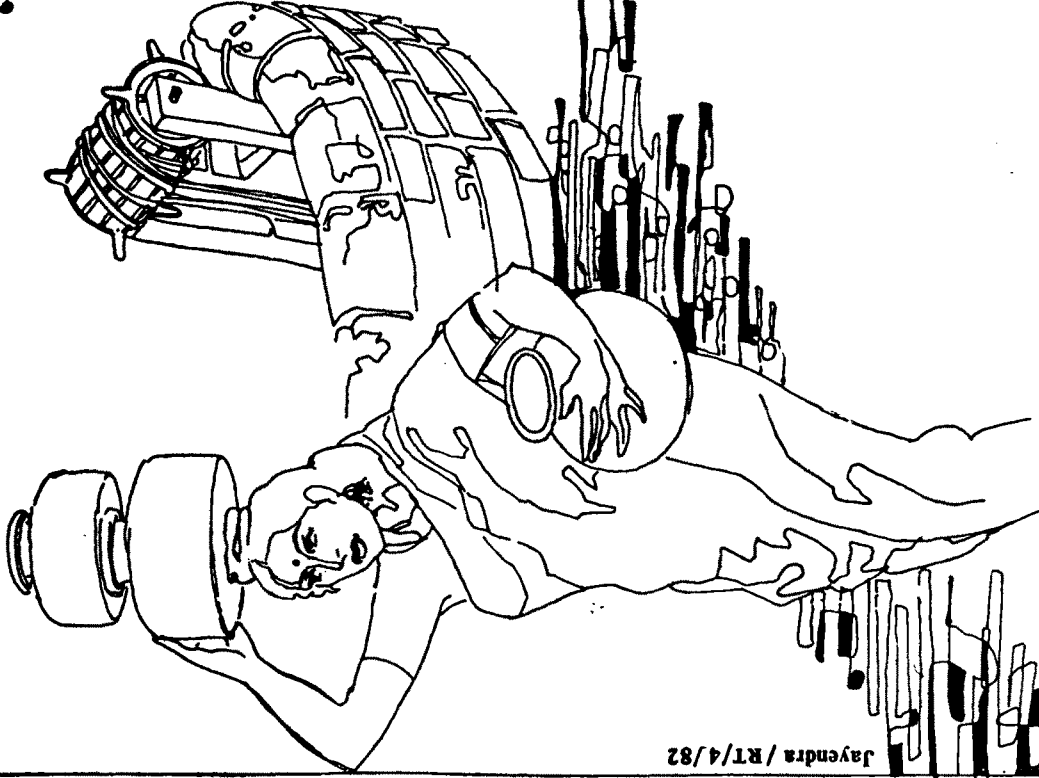
एकेकाळी लोकप्रिय अशा या जुन्या मराठी गाण्यातली विहीर जमीन खोल, तशी त्यावर पाणी भरणाऱ्या नवबुंध्या, किंवा प्रियकराकडे, विहीरीची खोली पाहून “आपला झोल जातो” असे म्हणणाऱ्या प्रेयसीचा आश्चर्याही कार वेगळा असे! पण पाण्याच्या गैरसोयीचा उल्लेख मात्र शब्दशः रोखठोक आणि बरा असे, आधी विहीराला पाणी लागले का ही विवेचना. लागलेच तर रडाट, गडगडा, मोटेने किंवा शेदून पाणी काढणे म्हणजे एक तसा जीववेणा आणि वेळ खाणारा खेळ. यांत्रिकीकरणाने आता हे प्रस्न बुटकीसारखे छुटू शकतात. बोअर वेल-कूपनलिके मुळे घरिची हुजलास झाल्याचे आपण पाहतोच आहे.

अशा बोअरसाठी, “आडाचं पाणी लई खोल” असे न म्हणता बघता बघता पातळीगा बर आपणारे-

राजेश तय्यबवेल्स

मीना मीनार, पुणे-बेंगलोर रोड, कोल्हापूर. फोन २७२४५-२७२४६

जमिनी पासून किंवा विहीरीत ४” - ६” व्यासाचा बोअर तुमच्या गरजेप्रमाणे।



Jayendra / RT/4/82



**आता आपण
वारणा दूध आपल्या
खिशात ठेऊ
शकता!**

सहज घेऊन जायची,
जवळ बाळगायची
आणि ज्यावेळी जेवढे हवे
तेवढ्याच
मापात द्यायची सोय !

केवळ अंक रुपयांत.

२०० मिलि. च्या पॉलिथीन पिशव्या
आता आमच्या सर्व विक्री केंद्रावर
उपलब्ध आहेत.

दूध तेच, कमी खर्चाचे, सगळ्यांना सोयीचे



**श्रीवारणा सह.
दूध उत्पादक प्रक्रिया संघ
लि. अमृतनगर.**

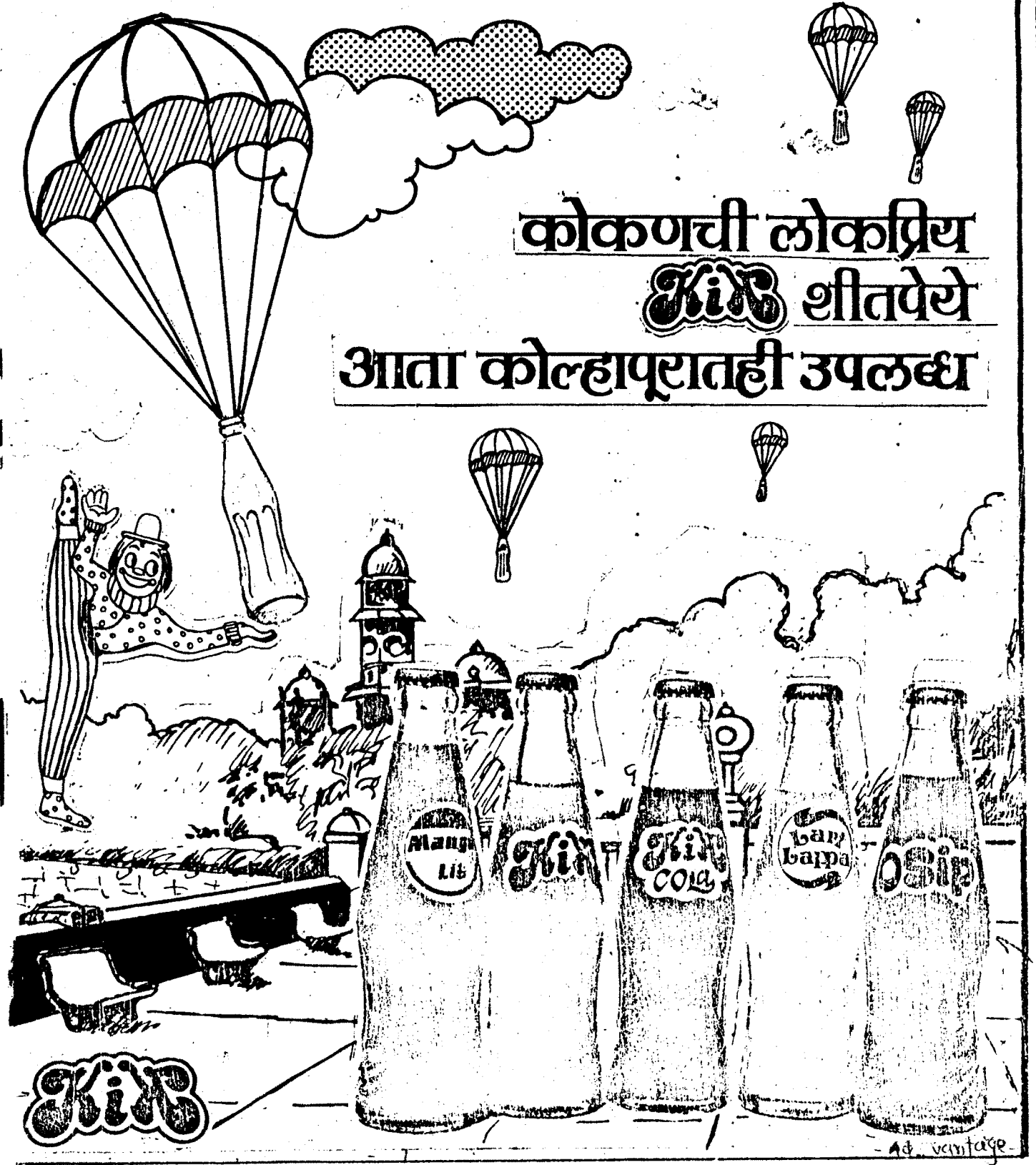
अमृतनगर, पोस्ट वारणानगर,

जि. कोल्हापूर (महाराष्ट्र)

फोन: (ऑफिस) २८

निवास: (कार्यकारी संचालक) २७

तार: वारणामृत



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कला पासवटावी कला [जाहीरात तंत्रा-मंत्र]