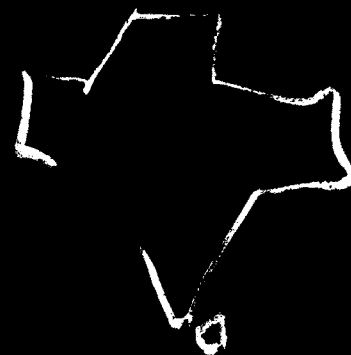

**HISTORICAL
BACKGROUND**



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= : CHAPTER NO. III :==: HISTORICAL BACKGROUND :-

Introductions:- Advertising is one of the major tools & selling which manufacturers and traders have been using since many centuries. The ~~hix~~ history of advertising spans the time since the town-crier or the seller shouted about his wares to the ~~xxx~~ people within ear-shot to the present daysleek commercials over the television which try to sell sometimes even to an entire nation at a time. The far-reaching power and influence to mass media coupled with messages based on the social sciences like sociology and psychology and modern techniques like ~~xxx~~ marketing & market research have made advertising to day not only an art but a definitive science with more and more predictable results. No wonder then that advertising has now gained an importance as never before in its history so far, both as a supporting as well as an independent marketing and selling tool.

Advertising plays an important role in social life of man and more so in the economy of the industrially developing and developed nations.

2. Birth of Advertising Agencies:- The first advertising agency was started in 1907 at Bombay the other was launched in 1909. These agencies mainly secured advertisements and get them published in the newspapers. In the period before the first world war, most of the advertising was planned and produced by the foreign manufacturers themselves and arranged for its publication in India.

The statesman of calcutta, was the first newspaper to introduce rotary and linotype machines. This was followed

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soon by other important newspapers, making it possible for the production of cheap newspapers, so that the circulations rose tremendously. However in the beginning the publications were reluctant to part with a portion of the advertising revenue as commission to the advertising agents and persuaded the clients to deal directly with the publications themselves.

During the first world war the circulation of the newspapers had a remarkable increase and in the post war period the markets were flooded by the foreign manufacturers with their goods, which increased the pace of the growth of advertising in the press.

The scarcity of goods during the first world war gave impetus to the indigenous industries and the rulers had no **alternative** but to encourage them. However their first preference was always in favour of the British manufacturers in the Indian market.

From these beginnings advertising has developed into a powerful business force. We are today able to advertise through many media such as magazines, newspapers, direct mail, posters and hoardings bus panels films, cinema slides radio, T.V. we advertise not only to sell goods and services but to practise family planning to obtain recruits for the nations armed services or to donate blood for the Jawans.

3. The Growth of Indian Advertising Agencies:-

During the first ~~world~~ world war a few other Indian advertising agencies were started. It was realised during

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this time that the publicity through the printed word reached but a few and hence the medium of outdoor advertising came into prominence. Hoardings panels on trams, Kiosks and other outdoor outlets were exploited for advertising purposes.

After the great depression that started in 1929 causing a setback to the growth of the press and advertising a steady expansion in both was witnessed after two or three years.

In 1931 the first full fledged Indian advertising agency was launched and soon many others sprung up. Competition grew stiff between the different agencies leading to heavy demands on high standards of copy layouts and printing on the part of foreign advertisers. This resulted in improvement in many directions-- in designing and art work in block making and printing many foreign agencies employed Indian personnel and quite a few of them were being sent abroad for training in the various aspects of advertising and publicity work.

I.E.N.S. is founded :- In 1939 the Indian and Eastern newspaper society was founded to protect and promote the interests of the newspapers and to deal collectively with the Govt., the advertising agencies and the advertisers and in 1941 the Indian languages Newspapers Association was formed to deal with the special problem of the Indian language newspapers.

- a) Period of consolidation :- The period 1930 - 39 just before the outbreak of the second world war could be termed as the period of consolidation in the history of Indian advertising. The number of advertising agencies grew steadily

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during this period, moreover the existing agencies also because of the threatened competition were expanding their services to make them more comprehensive. The further growth of local industries gave additional impetus to advertising. This growth was partially due to the " Swadeshi " movement and the consequent steep decline of the use of imported goods. The waves of national consciousness were sweeping the country as the struggle for freedom was more and more intensified.

b) The Second world war and After:-

The 2nd W.W. upset the regular flow of ~~life~~ life and in doing so threw light upon some of the economic and industrial imbalances in the country. Imports could not be made on a scale hitherto done because the vital communication lines had been blocked by enemy action and moreover, the factories in Europe, U.S.A. and Japan were engaged in war production or were incapacitated or destroyed in the war.

Immediate steps had to be taken to improve the situation and as a measure a beginning was made in engineering industries particularly in machine tools and small armaments. This led to Indian emerging as the chief supplier of manufactured goods to the middle and the far East.

Because of rapid industrialisation there is impetus to advertising.

India become Independent :- By the end of the IIInd W.W. the political and economic situation in India had undergone a radical change. Scarcity of goods had given an impetus to the light industries and the ~~small~~ small manufacturers.

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Many new industries sprung up and shortly after independence import of consumer goods was totally banned thus protecting the local industries. However, ~~competition~~ competition between manufacturers began growing, throwing a challenge to the advertising business to come out with newer techniques of marketing, selling and advertising. Advertising slowly began to come of age and with ~~rapid~~ rapid industrialisation the techniques ~~and~~ of market research, consumer research etc. were utilised to make advertising results more predictable and fruitful.

4. Present Position of Advertising Agencies in India:-

We could not get sufficient clues in the literature available regarding the history of the advertising agencies in India. Subrata Banerjee however, has briefly traced this history. The advertising agency business in India, according to him, has promoted in the late nineteen twenties and early nineteen thirties by the multinational agencies. But it was only during world war II, that Indian ad. agencies started coming up into their own. Two possible reasons could be attributed for this phenomenon. Firstly, foreign advertising personnel were being absorbed in the armed forces, thereby creating a vacuum in the industry and secondly war propaganda required a different approach to win over large masses of population generally hostile or indifferent towards the war efforts. These two developments, together with the growing desire for Indianization of advertising business gave an impetus to ad. agencies in India.

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The growth has been quite impressive. Although we couldnot lay our hands on any authoritative statistics for the period, the statistics as given by the Times of India year Book for 1976 speak for themselves. Most of these agencies were India- managed though many top agencies were also linked with various multinational corporations. The latter however had started diluting their holding by employees participation as found out in a study by the Economics - Times Research Bureau. The same study further pointed out that mushroom growth of agencies resulted in stiff competition in this business which as a consequence brought about unhealthy practices too. While terms and conditions offered by large sized units were more or less uniform, smaller agencies were undercutting and were eager to provide monetary and other benefits to clients. Many smaller agencies however, were financially viable further agencies also offered services like market research public relations, consultancy etc. though these agencies were charged for.

9) Advertising Scene in India:-

India today is passing through a rapidly changing Socio-economic political scene. It implications in day to day life are obvious and only a naive person would hold a view to the contrary. Therefore we considered it proper to know in this context, what agencies thought about.

a) advertising in India in the context of changing environment:

Mostly advertising in India was growing fast. It was

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passing through the take-off stage, hopefully for brighter future. Advertising would be more responsible in future its standards and values would improve and it would entail more expenditure likewise the emphases would be on rural markets and consumers would become more quality and brand conscious due to advertising.

Advertising would have to be rational rather than emotional and should be able to communicate something meaningful. Another point of view was that advertising would prosper if government legislation did not interfere with distribution margins ~~xxx~~ profits etc. as otherwise it (i.e. Govt.-
at interference) ultimately affected the advertising business.

b. Advertising Agencies operation in India:-

A general view was that competition will increase in future resulting in better performance. This business would grow tighter and only financially sound agencies with less people had a chance and survival. Another view point was that buyers market in coming years would emerge giving a boost to ad. agencies business and also agencies would become more socially committed and less profit oriented. Agencies were also expected to get involved more in marketing and public relations activities of clients. Professionalism in advertising would grow and specialisation would be in demand. Expansion and diversification of ad. agencies into related fields were also anticipated by an agency. Besides, agencies which were urban oriented would concentrate more on rural

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markets . Indian agencies were better which along were eligible for the public sector business that had recently been growing rapidly. However none of the agencies foresaw the emergence of agencies in the public sector which could give a new shape to advertising business, as has been the case in other industries.

5. a) The advertising Agencies Association of India :

There are various schools of art have been established all over the country to impart education in applied art. The commercial Artists ' Guild and the society of commercial Designers, Madras are making efforts to improve the lot of the commercial designers. various organisations are

- = The Advertising Agencies Association of India, 1945
- = The Indian society of Advertisers, 1952.
- = The Audit Bureau and of Circulation, 1948.
- = The Indian and Eastern News paper society.
- = The Advertising club Bombay, 1962.

The Advertising agencies association of India was formed in 1945 to raise the standard of advertising and to regularise its practice amongst the fellow member advertising agencies by introducing a code of conduct.

The Advertising Agencies Association of India has made various improvements to increase the importance of advertising. In U.S.A. stateotes are made in several states holding an advertiser guilty of his advertisement contain an asser-tion or a representation or a statement which is untrue

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deceptive or misleading.

Bureaus have also been organised to bring to light untruthfulness and fraudulent advertisements to get action taken against persons responsible for them to check upon the truthfulness of the statements and statistics appearing in advertisements and to suggest to those that approach them that the alterations they have to make in the text of their advertisements.

Members of the Advertising Agencies, Association of India work to a series of "bye laws" -

- a) One of which prevents a member agency from soliciting another's business.
- b) a member may not make contact with a client of a fellow member in a manner calculated to obtain advertising business unless the client has directly and specifically invited such an approach.
- c) Member shall neither prepare nor place any advertisement in any medium which --
 - i) is knowingly a copy of any other advertisement of any kind
 - ii) Makes attack of a personal character.
 - iii) is indecent vulgar, suggestive repulsive or offensive either in treatment or theme.
 - iv) is objectionable medical advertising and an offer of free medical treatment. Advertisement that makes a remedial relief or curative ~~claims~~ claims either

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directly or by inference not justified by the facts of common experience.

- v) Concerns a product known to the member to contain habit forming or dangerous drugs or any advertisements which may cause money loss to the reader or injury in health or morals or loss of confidence in reputable advertising and honourable businesses or which is regarded by the executive council of the Advertising Agencies, Associations of India.

The Indian Society of Advertiser:- was formed in 1952 to promote the interest of the advertisers and to raise the standards of advertising. It represents about 70% of the national advertisers in the country.

The ~~Adx~~ Audit Bureau of circulation formed in 1948 helped to bring Indian newspapers in line with those of the advanced industrial countries. Today almost all ^oimportant publications whether daily weekly or monthly are members of the ABC. An ABC certificate can be relied on for verification of the circulations of the various newspapers and periodicals.

The Indian and Eastern Newspaper Society apart from promoting the common interests of member newspapers gives accreditation to the various advertising agencies who are only then eligible for 15% commission and other credit terms. The society has helped to standardise advertising agency practice in the country, by prescribing and putting into effect the minimum qualifications of ability experience and financial resources

The Advertising Club Bombay:- Registered in 1962 presents annual awards for excellence in Advertising on an all India basis. It also conducts seminars, discussions, debates, audio-visual slide shows lectures etc. on advertising and allied subjects.

Origin

6. Origin and History of 1st Advertising Agency in Kolhapur city

Mrs Jayendra Parsharam Karkare - an unemployed youth of about 25 years, after having tried in vain to secure some job or vacation for his livelihood in places like Bombay, came to Kolhapur in or around 1935-36. He was originally from Konkan but had his secondary high school education at Amraoti - Akola in ~~Beas~~ Berar with one of his parental relatives. He had lost his father at an early age and had a sister and mother to care for. He was a very intelligent person with had some personality and a forceful and persuading tongue. He had no technical qualification but by indination and observation had mastered handling of cinema projectors and minor machines in those days, while in search of a vocation, having failed to secure a job of his liking, he must have thought of starting an independent business, which he did around 1939-40. He thought of advertising is indeed very creditable and remarkable than in those days a person of his middle class background should have thought of advertising business. There was practically no independent Indian advertising Agency even in Bombay although Indians were employed in agencies run by foreign companies. The word advertising agency had also not been evolved to extent of the shape and size we might today visualise or associate with the words. But the concept was there--- a fact proved by subsequent developments

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when he started, it was with ~~xxxxx~~ a noval idea -- a novel idea then which may seem totally outdated to-day. He started screening cine-slides in market places or at a prominent corner and charged his customers a monthly charge ~~xxx~~ of rupees ranging from two to rupees ten. Being a fine canvasser he secured a good number of slides for screening. He had termed his trade as "Talking slides" under the banner of "Jayendra Publicity". (The word publicity being followed by almost all the subsequent so called agent in and around Kolhapur).

He was the pioneer person in this field of business why 'Talking slides'? Yes indeed his slides were Talking of course for want of development and availability of sound producing equipment as of now, he used to engage a normal loud speaker with microphone run either on electricity or a Dry battery and read out the message on the slide screened accompanied with his own commentary in local language or in English and Hindi in a lucid manner. Further the screening used to take place for 2 to 3 hours every evening from 6.30 onwards. It would be monotonous to keep the display or commentary running for such a length of time. He therefore, bought a gramophone a few popular records of songs and played them intermittently, to attract the people passing by. Actually in a place like Kolhapur, there used to a number of idlers; and also passes by who made its their custom to gather at the street corner and kept on listening to the music played and the commentary made along with the visual display of the slides. So that was the beginning of "Jayendra Publicity" a business of Talking slides. This was indeed commercial broadcasting which was then not heard of in India. It grew well by local standards but after the second

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world war it gradually become more difficult to keep the people attracted to this media of publicity in advantage position of the city, because of many factors. The traffic grew -- so the regulation came. Police thought the gathering to be hindrance. Advent of radio and the growth of other entertainment media and also the speeding up of the pace of the peoples activities, resulted in thinning the crowds that used to gather at the show. Around 1959, after some ten 12 years of Talking slides he switched on to press publicity, Hoarding display and incidental publicity jobs - although the slides display was on. He had by this tire-less, a efforts and the force of his driving personality made his financial position reasonably secure, got married in 1942, had 4 children had earned a good name (he used to compose poms and write good copy himself). He was looking forward to developing his business and also start some other trading lines which he was quite capable of doing. Nobody even dreamt of the trogedy that was looming large over his head. He was a robust healthy person but had sometime after 1955-56 found traces of diabetes in his system. He was by temperament dare-devil type of person and probably did not take sufficient care of his health. He was certainly not ailing. But in 1958 on 7th March, he died at a comparatively young age of 44-45 of sudden and violent heart attack. He had earlier his Talking slides branches at Poona and at Belgaum. These were looked after by his employees, relatives or friends as the emergencies demanded. His death was sudden and harsh blow to the business and his family.

~~Jayendra~~ Jayendra Publicity, immediately after his death was on the verge of closure as there was none who could run a business

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of the kind. His eldest son was 10 years or age.

As providence would have it, Balasaheb Dhopeshwarkar his wife's brother although around 30 years of age had relatively good experience of outside world though not of advertising business. His widowed sister sought his help and he by resigning his earlier job at Belgaum came to Kolhapur to try his hand at Jayendra Publicity. He too was not educationally or academically qualified but was and still is a very versatile person with interest in many fields of life. He had a familiar for languages and was particularly good at English language. He could be a good copy writer without then knowing the vocabulary in the advertising profession. He learnt the trade by dint of hard labour & continual work and got himself into the saddle firmly within the first couple of years. But there was no much capital for him to use (All the money earned by Mr. Jayendra Karkare were firstly blocked because of the owner's death and subsequently withdrawn by his family as of necessity perhaps) and he had to struggle hard to earn the minimum required capital money required to run the business on sound foundation. Fortunately J.P. had earlier earned a good reputation and prestige and to some people the news of the death of its proprietor did not reach. Somehow M.B. Dhopeshwarkar continued. He has today completed 25 years in this business and ~~at~~ a talk with him reveals certain facts as under:-

When M.B.D. took over as Manager (at the instance of his elder widowed sister) he was not aware of the mechanism of the trade nor was temperamentally suitable for service - oriented profession. However, he shortly learned by experience that he could not only manage the established, although small business but

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can expand it. Naturally it was ONE - MAN - SHOW and he had to adapt methods suitable to his capacity and nature. Late Mr. Karkare was an outgoing personality and did not care much for press media, while MBD had also been a man of multifarious activities (what with his love for music drama, sports etc.) he found that he could not match the physical energy and stamina Karkare possessed. He was better at copy-writing so he concentrated on press media although he did not neglect the already existing business of Hoarding display and ancillary jobs such as getting ad. material prepared from suppliers for the clients on commission basis. At this time of the period Kolhapur was coming up industrially. Udyamnagar Industrial Estate had started looking up to wider markets with their production of Oil Engines and pump sets etc. This industry was one of the only two small scale successful industries complex in India by 1960-62 (The first one was at Ludhiana in Punjab) Mr. M.B.D. had a couple of clients from Bombay. One of the clients offered him an opportunity to go over to Bombay and handle their account which Mr. M.B.D. declined. He was not money making oriented. He really desired to soil or sink with the then small industrialists of Kolhapur. These small industrial units could not afford to engage big advertising agencies from Bombay or other similar places, nor could be satisfied by the services of "space - buyers" who had cropped up in Kolhapur after 1950. Some of these agents were only letter - head agents some so called journalists with their naissance value influence could get some advertising business, so they also started scratching the available potential under names. "Jayendra Publicity" was the only bonafide agency who could fill the gap. Although the media and other business was small, the small

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scale industry was sure to grow eventually and they needed the services of such an ad. agency which could actually have a large outlook and knowledge of fundamentals of advertising including production of commercial literature, sales promotion etc. Shri M.B.D. fitted the position so aptly that one would imagine as if he was sent to Kolhapur by providence to do the job. He claimed during those days, in spite of the better opportunities at Bombay/ Poona that by serving the growing small industries he was actually doing a national service and taking the local firms and persons ahead to compete with others from other parts of Maharashtra. The history of the small scale industry in Kolhapur is indeed a remarkable one & speaks volumes for the enterprising spirit and venture of uneducated but (undaunted) or bold personalities who shaped the modern Kolhapur in many respects.

Shri M.B.D. used to take parts in conferences, meetings etc of the trade not only in Poona or Bombay but also had by 1970 attended International Advertising (Asia) congress and had gathered a perspective of the whole operations of the advertising profession as such and had started adopting the onward outlook, by actually training his clients -- even at the cost of free designing etc. Advertisers in the beginning did not pay anything for copy writing or new ideas or did not have large enough budget to accommodate such talent financially. But JAVENDRA PUBLICITY knew perhaps for certain that sincere faith pays in the long term.

At the time of taking the business in 1958 JP had a turnover of less than one lakh rupees (which was relatively quite good comparing the then conditions). To-day its turnover is at least ten times more with a staff of artists, media assistant, accounts

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executive, accountants etc. By the Indian and Eastern Newspaper society standards of the profession, a minimum qualification in respect of personnel and performance is required if the ad. agency is to claim that it is a full-fledged ad. agency. Jayendra Publicity has been claiming this distinction for the last over 20 years. Although non believe or non- accredit (Mr. M.B.D. has certain personal views on this matter) it is today a complete agency.

While their main emphasis is on Press media, they also handle all the requirements of their clients right from commercial photography (including modelling), production of different types of commercial literature and propaganda material, hoarding display & what not some of the clients have remained with them for over two decades now and have so complete a faith in their honest dealing and efficient performance, that they did not engage or have so far not engaged any other agency in spite of lucrative(so called) incentives by way of commission, entertainments etc. One such client can be named prominently is Ghatge and Patil Automobiles Pvt.Ltd. These are others who are not so widely known therefore their mention is not made here.

To-day they have as their clients Warna Milk project, Ghatge Patil group of Industries RVS(Rajesh Group of Industries, Rajesh Motors, RVS Automobile services Pvt. Ltd.) Famila Ice-cream, some textile (Sarree manufacturing units) units from Ichalkaranji. During the last 15 to 30 years, there has not been a single advertiser in or around Kolhapur who has not at some time or other engaged Jayendra Publicity as their advertising agents may be for casual advertisements or for long term advertising campaigns.

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Jayendra Publicity is known to be the only standard ad. agency from say rural area throughout Kolhapur. All the major ad. agencies have been and are still located in places like Bombay : Delhi : Calcutta : Madras and a few at places like Poona etc. publications from upcountry area have on their lips the name of J.P. whenever they think of visiting Kolhapur for canvassing ad. business for their publications. The local newspapers and upcountry newspapers and periodicals (even National dailies like the Times of India, -- Indian Express Bombay - statesman calcutta, Hindu, Madras - Deccan Herald from Bangalore and all the Poona papers) have approved JP as their agents and their business is unhasitatingly accepted as is the case with no other agency from Kolhapur

Not that Jayendra Publicity has a very big turnover in terms of money, although this could be achieved by slightly changing their basic policy of straight dealings (without offering any untowards incentives - as has become the practice with large ad. agencies the world over) Mr. M.B.D. is a man of principles it seems and has stuck to his guns. It is doubtful if he can hold his flag during the days to come as the total social context and the moral values have considerably changed during these ten fifteen years. It appears that J.P. belongs (Its management, I mean) to an earlier generation as far as moral standards in the trade are concerned, However, one can not stop the onslaught of circumstances and environments and to think that J.P. by force of circumstances will change its rigid moral approach (not that they would anything) and get in the main- stream of the trade shortly with the joining of Mr. M.B.D.'s son Deepak (who is adequately qualified - academically and is actually handling a few accounts during (to do work

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quickly in the last couple of years.

No doubt Jayendra Publicity is filling a need that the clients feel. I have seen on other agency or a person who has a comprehensive perspective of the profession and its real scope, in Kolhapur than Mr. M.R.D. and the staff trained by him to meet the clients demands and to look forward to changing requirements.

When and if the history of Advertising business in Kolhapur is written, the first and foremost name would be that of JP who have been responsible for not only doing reasonably good business but actually changing the tastes and approach of their clients and other towards good advertising by very subtle methods and actual results.

JP has developed their own process department (Block making with modern machinery and technical staff) as none other from Kolhapur could cater to their needs. So it can be said they are responsible for process department's development also in Kolhapur. In Kolhapur, incidentally there were hardly a couple of block-makers some 20 years ago. Today there are about 16-20 publicity organisations are present in Kolhapur city. History of other publicity organisations in Kolhapur city upto year 1983. Since 1940 there was ~~anyone~~ only one ad. agency working in Kolhapur later addition of Bharat publicity which was managed by late Mr. Vapadekar started working in this line. The nature of work of this two agencies was ~~also to accept~~ to publish display advertisements in newspapers and also to accept hoarding contracts when the newspapers in Kolhapur gradually increased, the number of advertising agencies also started their own business with some new style of activity.

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The Chandrakant publicity, Bimal printers and Advertisers, sudin publicity, The New Advertising Beaura, Sinhavani etc. The number of news papers and periodicals published in Kolhapur has to-day gone up to about 15. Most of the advertising agencies in Kolhapur are publishing their advertisements not only in newspapers a periodical in Kolhapur, but also in outside newspapers (Please see in Appendix No. D.)

Some of the new advertising agencies started working in the same manner as the previous agencies. But some of the working journalist associated themselves with the advertising business. Their contacts with industrialist and businessman and their ability to prepare good-layout and publicity material proved to be an asset. This addition is very significant because while the previous agencies were only limited to business activity of publishing advertisement, journalisticment and style of presentation as well as creative approach resulted in better material and proper display of products or subjects to be published.

All ad. agencies are not fully equipped with required staff or departments like designing, photography block making etc. However this services are easily available in Kolhapur . The most of the ad. agencies hire this services as and when required and they are therefore not expected to have their own special departments or additional staff.

Each ad. agency has its own style of working and significant phases of development. Chandrakant publicity for instance, started in year 1958 by Mr. chandrakant with very ~~xxx~~ little capital and no staff. After 8 years (1966) they employed a clerk and an office

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boy and later expanded their field of activity. As regards their style of working, they prepare the rough material first and finalise it after personal discussion with clients. They have also good number of clients interested in display of slides in cinemas. This is an additional activity besides newspaper publicity.

Bimal Advertisers started in 1963 by Mr. Champakabhai Shah is a propriety concerns having no staff and they are hiring services like designing and blocks from designed and block-makers. Their clientele is limited because their main activity is printing and advertising business is their side activity.

In case of sudin publicity which started in year 1968, printing business is the main activity and advertising is the additional one. Mr. Jaisingh Shinde who worked for some years as a journalist has now dedicated himself to the profession of advertising. He says that his association with newspapers has helped in to study various aspects of advertising business. His son Mr. Vijaykumar Shinde has now joined him in the same business.

Sadhna and Panther Publicity which started in 1975 and ~~1976~~ 1977 have limited clientele. Sadhana publicity is mainly interested in advertisements regarding sale and purchase of property while publishing such type of advertisements they entered into business of property transactions. Mr. Joshi of Sadha publicity says that his previous experience of working in a cinema and accepting cine-slides and personal contacts with a few clients encouraged him to enter into this advertising business.

As regards the New Advertising Beraeu which started in the year 1977-78. The journalistic experience and personal contacts

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seems to be the main source of advertisement business in this ~~proprietary~~ proprietary concern. Mr. Prabhakar Kulkarni who works as the advertisement executive is himself a full time journalist. He works for the advertisement business on a part-time basis, when Mr. Kulkarni was working as a correspondent of a Pune daily Sakal when he ~~as~~ was a college student, he started sending advertisements to Sakal. This was the first experience of this business although it was limited to only one newspaper. He says that journalistic experience is useful for advertisement business because the copy-material which is to be prepared for advertisements is made more effective because of proper understanding of news sense and topicality. Again "when to advertise" is one of the important ~~as~~ aspects of advertising. A journalist knows as to how and when readers are normally curious to read and as to how ~~as~~ newspapers present the new stories and also plan various pages of a newspaper. For instance, readers are normally more interested to see the significant ~~photos~~ photos or read speeches of dignitaries like the Prime Minister or a Chief Minister of a state or even a description of an interesting cricket match. On such occasions newspapers are widely circulated and advertisements in these issues are read widely and appreciated.

Mr. Subhas Desai of Sinhawani advertisers which was established in 1978 is also a journalist and he could develop contacts with newspapers in Kolhapur and other areas. As representative of his agency he visited almost every news paper in Maharashtra and also at Delhi, Bangalore Calcutta and Madras. He says that his personal visits to newspaper offices has created confidence in him while working in this advertisement business.

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Mr. V.S.Mydeo of " Advantage Publicity" which started in 1982 had worked in a number of printing presses in Gujrat and Maharashtra. He has also worked as a Chief executive in an advertising agency, while working for his own ad. agency he has realised that creativity is the heart of advertisement and proper designing is most significant aspect of good advertisement. He says that specialised services like artistic designs, block making etc. are indispensable for ad. agency.

Mrs. Sanjivani Mohen Havaladar is proprietor of Singer advertisers which is established in 1981. Although Mrs. Havaladar manages this agency as a proprietor, her husband Mr. Mohen Havaladar helps her in securing business and preparing effective copy-material. Mr. Havaladar is a Journalist and a ~~xxx~~ social worker and his personal contacts with a number of clients are the main source of advertisement business. Singer advertisers also undertake hoarding assignments.

The other ad. agencies e.g. Sanjivani Kisan Vikarant, Alankar are working in the same line and their experience of these business is similar to those ad. agencies mentioned above.

Most of the advertising agencies in Kolhapur are members of the Dakshin Maharashtra Advertising Agents Association. This association is established recently and its salient features are...

1. The membership is opened to any organisation, firm, company or individual working as ad. agency and conforming to the minimum standards of business practice and professional skill.
2. Those agencies and individuals who are not full-fledged advertising agencies are enrolled as affiliated members.

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3. The annual subscription there is from Rs. 150 to 250 members of all categories are entitled to participate in various activities of the association.

4. The Association expects that the members or advertising agencies should have ability to render services in reasonable ~~xxx~~ conformity to the standards of advertising profession in general and to those framed by the association in particular.

5. The association has laid down some ethical and business standards, according to which advertising agencies are expected to abide by the rules and norms prepared by the association and to avoid unfaire practices not only in regard to the clients but also to the media and the public.

...