

INS

THE INDIAN NEWSPAPER SOCIETY

Pradeep Guha
President
Jacob Mathew
Deputy President
Gulab Kohari
Vice President
Mahendra Mohan Gupta
Honorary Treasurer

P. K. Lahiri
SECRETARY GENERAL

DAVP/ 386

23731003

January 14, 2005

ALL INS MEMBER PUBLICATIONS

Re: Constitution of Rate Structure Committee by DAVP

On our request the issue of revision of DAVP rates for advertisements for the future has been taken up for consideration by the Ministry of Information and Broadcasting and a Rate Structure Committee has been appointed to look into the matter.


We understand that a questionnaire, in this connection, is to be shortly sent to various newspapers requesting them to furnish the information to DAVP/Rate Structure Committee.

After detailed consideration of this matter, the view taken in INS Executive Committee is that we may not agree to collection of information as per the Questionnaire suggested by the Rate Structure Committee. We should instead make a presentation before the Committee on behalf of the Society. For this purpose we have engaged the services of Mr. S.A. Murali Prasad of M/s Sam Consultancy Services, Chennai, who has been requested to assist us in making such a presentation. Mr. S.A. Murali Prasad of M/s Sam Consultancy Services, Chennai, will separately take action to collect relevant information from the members to prepare for the presentation.

In view of the above decision taken, member publications are advised not to respond to any questionnaire if received directly from the DAVP/Rate Structure Committee. They should furnish the relevant information to our consultant Mr. S.A. Murali Prasad, when he seeks information to facilitate the preparation of the presentation on behalf of the Society.

Regards,

CC: All members of the Sub-Committee on Advertising


[P.K. Lahiri]