

F.No.M-25013/11/2016-MUC
Ministry of Information & Broadcasting
(Media Unit Cell)

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Shastri Bhavan, New Delhi-110001
Dated: 10.06.2016

OFFICE MEMORANDUM

**Subject: Amended guidelines for circulation check/verification by the team
of RNI – reg.**

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The undersigned is directed to say that the Print Media Advertisement Policy of the Government of India , 2016 has been issued vide this Ministry's OM No.M-24013/90/2015-MUC dated 7.6.2016.

2. In furtherance of the above communication and in pursuance of the recommendations of Print Media Committee based on the report of the Sub Group on DAVP's rate fixation formula in print media, the undersigned is now directed to forward herewith amended guidelines for circulation check / verification of newspapers and publications by RNI, duly approved by the competent authority of this Ministry. The said guidelines will be in force with immediate effect.

3. RNI is further directed to make its circulation check / verification application process on line.

Encl: as above



(S.S. Bedi)

Under Secretary to the Government of India
Tele:23384583

Office of the Registrar of Newspapers For India
(Shri S.M. Khan, Press Registrar)
Ministry of Information And Broadcasting,
West Block VIII, Wing-2, R.K. Puram
New Delhi - 110066

Copy to:-

1. PS to HMIB
2. PS to HMSIB
3. PPS to Secretary (I&B)
4. PPS to AS(I&B)
5. PPS to JS(P&A)
6. DAVP (Shri K. Ganesan, DG)

AMENDED GUIDELINES FOR CIRCULATION CHECK/VERIFICATION BY REGISTRAR OF NEWSPAPER OF INDIA THROUGH RNI TEAM ASSISTED BY CHARTERED ACCOUNTANT'S FIRMS

I OBJECTIVE OF CIRCULATION CHECK/VERIFICATION

The Registrar of Newspapers for India (RNI) receives circulation data from the publications in the prescribed annual returns which is filed by the publishers on yearly basis. This circulation data is used by various Government departments, including DAVP for deciding on allocation of government advertisements and by RNI for issue of eligibility certificate for import of newsprints etc. These returns/reports are certified by the auditors/Chartered Accountants of publishers.

RNI on request of the publisher or suo moto or on the receipt of complaints shall carry out the sample check/verification of the circulation data submitted by the publishers. The circulation check shall be done by the team of RNI/PIB and DAVP officials nominated by the Press Registrar for this purpose along with certified panel of auditors (i.e. Chartered Accountants firms) who are either on the panel of ABC, CAG and RBI. The objective of the said circulation check/verification shall be to reconfirm the correctness and genuineness of the circulation data/figures submitted by the publications in their annual returns/report.

II SCOPE OF WORK

The scope of work to be followed by the RNI team and CA firms while verifying these returns is to ensure correctness and genuineness of the data furnished by publisher. This is outlined in brief as under. These are only suggestive guidelines and the RNI team shall have access to all the relevant data and records maintained by the publisher. The publisher shall extend full support to the team in their process of circulation verification. Further, the team shall maintain the confidentiality of the records and data and it should not be shared with any party/person.

A Standard Operating Procedure (SOP) shall be followed in all cases of circulation verification which is to be taken up on the request of the publishing house. The SOP will involve two stages. In the first stage, documents as per Annexure I will

be submitted by the publisher along with a request letter addressed to Press Registrar (PR) for conducting the circulation verification check. The second stage will involve physical verification of the printing premises etc.

In case of circulation verification on the basis of complaints or otherwise, only the procedure for physical verification shall be followed, which will be in the nature of surprise check . However, during the process of check, the publisher is expected to cooperate with the visiting RNI team in terms of providing necessary documents and provide information which may extend to providing related documents which have been listed in Annexure I. This would include spot verification of premises too. In case the Press Registrar so desires that the documents are to be called for in the first instance, he may do so, if required, in any particular case.

The publisher should submit an application for circulation verification to the Press Registrar, RNI along with the following documents as per Annexure I –

1. Copy of Annual statement submitted to RNI
2. Copy of Bank account statements reflecting sale receipts and payments for 2 months
3. Copy of newsprint purchase bills for 2 months
4. Month wise newsprint purchase and consumption statement
5. Copies of Print Orders along with Machine Room Returns for the preceding one month
6. Printing machine details with printing schedule for the check period
7. Copy of Agent supply register for one month
8. Statement giving Wastage rate and Commission rate to agencies
9. Copy of month wise Sale proceeds for the check year
10. In case the printing press is not owned by the publisher , then a copy of the Agreement between the owner of the publishing house and the Printer to be given
11. Balance Sheet of the company , if the newspaper is owned by the company
12. Electricity Bills of the Company including the Printing Press for the preceding two months
13. Photocopy of PAN Card of publication/owner.

These documents have also been listed in **Annexure-I**.

In case all the documents are not submitted, the request for circulation verification will not be entertained.

Stage – I

After the necessary documents are received, there shall be initial scrutiny by RNI. If required, the Press Registrar may also send these documents to the CA for the purpose of preliminary check. The CA on receipt of the documents shall give his pre-check/preliminary report within 30 days of the receipt of the documents. Only after the satisfaction of the Press Registrar with initial scrutiny/preliminary report, the second stage of physical verification shall be carried out.

Stage - II

In the **second stage**, physical verification will be carried out at the earliest by the RNI team assisted by DAVP expert and the CA who are nominated by the Press Registrar under the exercise of the power 19 (i) of the PRB Act. Thereafter the final Report is to be submitted within 30 days conforming to the guidelines laid down by the RNI for this purpose. Circulation Verification Certificate will be issued for two years.

Physical verification will involve the following:

A. VERIFICATION OF PRINTING

- (i) The RNI team along with DAVP expert shall visit the printing press of the publication to verify the actual printing at the press whether the printing press is owned by the publisher / subsidiary company or printing is being done at outside printing press. This should be verified with the Printer Publisher declaration under the PRB Act
- ii) The printing capacity of the publisher(s) and/or the printing press of publication should be examined keeping in view the level of printing claimed by the publisher.

a) **Print Order (PO) / Daily Press Statement:**

The print order which contains the number of copies to be printed ,city-wise edition etc for each day/ period shall be test verified by auditors. Further, the supporting document such as indent etc. based on which the print order is prepared by publisher shall be verified and any significant variation in the number of copies be enquired so as to establish the correctness of the print order based on which the number of copies printed are mentioned in the annual statement.

b) **Machine Room Return (MRR) :**

The Machine Room Return/record which contains the details of the printing is to be maintained by the publisher.

The RNI team shall test verify the Machine Room Returns (MRR)/records and Print orders in original. (These must be signed by a responsible person of the publication).

c) The details given in the annual return should be in consonance with the daily print order and MRR maintained by the publisher.

d) Where a publication is printed from outside press not owned by the publisher, printer's bills showing number of copies printed and the rate proformamaintained by the publisher shall also be verified.

e) Where the printing press is an associate concern, or subsidiary company, printing records maintained by such printers shall be verified.

B. DISPATCH AND DISTRIBUTION OF PRINTED COPIES:

i) The actual dispatches of the printed copies shall be verified at the time of visit to the press with the dispatch challans, list of transporters etc. In cases where the copies are dispatched through road and where the copies are dispatched through railways, air and by post parcel etc., the

supporting proof for such dispatch shall be verified during the course of the verification procedure.

Further the reconciliation of the copies printed as per MRR/PO with the number of copies dispatched should be carried out for the day of the visit to the press and also for some of the earlier days based on the records available in the office of the publisher.

- ii) The distribution/sale of publication is to be physically verified by visiting the distribution centers where the copies are distributed/sold. On visit to the centre the copies dispatched from the press and received at the centre should be verified and actual distribution being made by the agents to the hawkers/sub-agents etc. are also to be verified. Any variation in copies sold or % of commission paid is to be reported. If any copies are sold for which no money is being received, the same may be enquired.
- iii) Where the copies are sold by the publisher through its sole/principal agent the distribution centre of the agents be visited and RNI team may verify the distribution record of such agent.

(Agents who are selling more than 10% of the total supply of the publisher subject to minimum of 15,000 copies per day should be considered as the principal/sole agent for this purpose)

C. NEWSPRINT CONSUMPTION:

- i) Receipt of Newsprint

The purchase/receipt of newsprint are to be verified with reference to invoice, list of transporters, delivery/dispatch documents, packing list, bank statement and correspondence of suppliers etc. If required direct confirmations from the newsprint suppliers may also be obtained by the RNI team.

- ii) In case a publication has been issued Eligibility Certificate for import of newsprint, the relevant vouchers/bills and receipts in original be verified and quantity purchased should be tallied with consumption.

- iii) Physical verification of newsprint stocks may be carried out to ensure its conformity with the records at the time of visit to publisher's office.
- iv) RNI Team is to verify the quantitative records of newsprint stock, receipt and issue etc. in respect of newsprint consumption and wastage to facilitate reconciliation of newsprint issued for printing and consumed.
- v) Verification of newsprint consumption is to be done with reference to Print Orders, Machine Room Returns, stock Register and/ or periodic newsprint consumption statements received from outside press and actual copies printed.

D. PRINTED COPIES SOLD THROUGH AGENTS/ SUBSCRIBERS:

Printed Copies sold through agents/ subscribers should be verified with the following:-

- i) The sale to agents should be verified with the agent's bills/ sale register, railway/ road/ air / posted delivery book etc.
- ii) The unsold copies received from the agents are to be verified with the credit notes issued by the publisher. Further, the accounts of the agents are to be received to ascertain the cases of unsold copies as these shall not be included in sold copies column.
- iii) Copies sold through subscriptions are to be verified with the subscribers register, postage book and delivery book etc. The records should be maintained in such a manner that the subscriber-wise and dispatch details thereof is verified.
- iv) In the return submitted to 'RNI' by publisher the average number of copies 'sold' per publishing day is to be clearly stated . The sold copies here shall imply those copies for which the payment has been received within a period of two months. In case the payment is not received from agent within 2 months the copies equivalent thereto shall be reduced from sold copies. However, the publisher can take the benefit of such copies deducted in the next period when actual payment is received from agent. Further the concept of Net Paid

Sales as formulated by Audit Bureau of Circulation shall be applied to sold copies figures being submitted by the publisher. Copies distributed 'free' though will be noted, it shall not be considered for circulation verification figure.

- v) The billing of the copies of the agents is normally carried out at the net amount after deduction of commission. The billing is to be verified to ascertain the cases where the commission being allowed appears to be unreasonable and which loses the significance of paid copies. The copies sold in excess of 40% commission shall not be included in sold copies.

This will be excluding the transport, handling charges and other allowances with a maximum of 10 per cent of the cover price .

- vi) In case of copies being sold through subscription and other combo offers or by giving incentives, the publisher must be able to recover at least 25% of the cover cost , otherwise all such copies will be deemed as non qualifying sales . The value of the incentive cannot exceed 35% of the cover price of the publication on which the incentive has been offered.

E. OTHER FINANCIAL RECORDS:

Financial and other records connected with printing, distribution and sale etc. of the publication will be reviewed by the Team.

F) CHECK LIST FOR RNI TEAM

RNI Team will follow the check list as per **Annexure – II**. These parameters are indicative and not exhaustive. As per the ground requirement, the team can look into additional factors

G) REPORT/ CONCLUSION:

Based on the verification of printing, distribution and circulation records of the publication as detailed above the RNI team shall draw a conclusion keeping in view the materiality of observation, whether the circulation figures as reported in the returns submitted by the publishers to RNI are correct or not. Wherever variations or inconsistency is observed with respect to printing, distribution and circulation etc, the RNI team shall carry out adjustment in the circulation figures based on the assessment vis-à-vis as reported by publishers in their returns . The report shall be submitted as per **Annexure –III**.

In case of verification check /spot verification on the basis of complaints or otherwise, the findings can be given by the RNI team as per **Annexure –IV**.

DAVP's report in both cases will be given as per **Annexure –V**.

**GOVERNMENT OF INDIA
OFFICE OF THE REGISTRAR OF NEWSPAPER FOR INDIA
(Ministry of Information & Broadcasting)
West Block-8, Wing No. 2, R.K. Puram, New Delhi – 110066**

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**Check List for documents to be submitted along with request for circulation
verification by the publication**

1. Copy of Annual statement submitted to RNI
2. Copy of Bank account statements reflecting sale receipts and payments for 2 months
3. Copy of newsprint purchase bills for 2 months
4. Month wise newsprint purchase and consumption statement
5. Copies of Print Orders along with Machine Room Returns for the preceding one month
6. Printing machine details with printing schedule for the check period
7. Copy of Agent supply register for one month
8. Statement giving Wastage rate and Commission rate to agencies
9. Copy of month wise Sale proceeds for the check year
10. In case the printing press is not owned by the publisher , then a copy of the Agreement between the owner of the publishing house and the Printer to be given
11. Balance Sheet of the company , if the newspaper is owned by the company
12. Electricity Bills of the Company including the Printing Press for the preceding two months
13. Photocopy of PAN Card of publication/owner.

Annexure -II

**Check list to be followed by the RNI Team for the Circulation Check
/Verification**

SR.NO.	PARTICULARS	YES/NO/NA*/REMARKS
1.	PRINTING :	
1.1	Date & Time of visit to the Press	
1.2	Whether the Print Order was available with the printer on daily basis?	
1.3	Whether print order for supplements was also available, if any?	
1.4	Whether there are any wide fluctuations in the print order? If so reasons to be provided.	
1.5	Whether generator/power back up facility is available ?	
1.6	Number of copies actually printed at the end of the printing (please record the time).	
1.7	How many and which printing machines were actually working at the time during team presence?	
1.8	Whether any unusual activity was observed at the printing press?	
1.9	Conclusion on the basis of all above	
2.	MACHINE ROOM RETURN (MRR) :	
2.1	Whether dispatch list showing name of the agents and their respective supplies was available at the press?	
2.2	Whether the machine room returns for normal issues	

	were prepared on daily basis?	
2.3	Whether the machine room returns were reconciled with the Newsprint consumption register?	
2.4	Whether as per MRR there was any difference in copies of supplements and normal issues? Wherever applicable?	
2.5	Whether pre-printed labels were available at the press? In case of labels prepared manually, please specify details.	
2.6	Whether delivery challans were available at the press? Whether all the necessary details were filled in delivery challans?	
2.7	Conclusion on the basis of all above	
3.	DISPATCHES :	
3.1	Whether the dispatch list was prepared on a daily basis containing the name of the agents and the number of copies to be supplied?	
3.2	Whether the trip wise delivery challans were prepared on daily basis?	
3.3	Whether the delivery challans contained the details of vehicle time out, driver signature, no. of bundles supplied etc.?	
3.4	Whether the dispatch list tallied with the Print order and machine room returns?	
3.5	Any other observations.	
4.	DISTRIBUTION – AGENCY SALES :	
4.1	Whether Agents sales register were verified with the Agency bills?	
4.2	Whether the copies were supplied as per agents	

	written indents, if not whether the subsequent / monthly confirmations were obtained from the agents?	
4.3	Whether the returns were checked with return register and necessary credit notes issued?	
4.4	Whether books and records reflect the same number of copies as observed at the sales centre during market visit?	
4.5	Conclusion on the basis of all above	
5.	BOOKS AND RECORDS – BANK & CASH BOOK :	
5.1	Whether the cash book was written on a day to day basis?	
5.2	Whether the cash receipts from all sources were deposited in the bank on next working day?	
5.3	Whether the cash deposits in the bank cross verified with the cash memo, cash receipt and bank statement(s)?	
5.4	Any other observations.	
6.	GENERAL LEDGER :	
6.1	Whether the scrutiny of the ledger was done to verify which accounts would have a bearing on the circulation figures and trade terms?	
6.2	Any other observations.	
7.	AGENT’S LEDGER :	
7.1	Whether the agent’s bills were properly recorded in the agent’s ledger?	
7.2	Whether the credits in the ledger account especially pertaining to sales promotion expenses, commission, allowances and reimbursement of expenses etc. were verified?	

7.3	Any other observations.	
8.	SUBSCRIPTION RECORDS :	
8.1	Whether subscription forms were available for subscriptions booked?	
8.2	Whether the subscription amount was received in advance in case of subscription booked for less than six months and within two months in case of subscription booked for more than six months?	
8.3	Whether any incentive was given with the subscription? If yes, please specify the nature of the incentive and its valuation.	
8.4	Whether the incentive was given in the form of cash or cash equivalent?	
8.5	Whether publisher had retained at least 25% of the cover price after taking in to account discount on cover price, value of gifts, delivery charges etc.	
8.6	Whether copies were deducted for unpaid subscription or non-compliant schemes?	
9.	PURCHASE OF NEWSPRINT :	
9.1	Whether purchase of newsprint was verified with invoices, transport documents goods inwards receipt, etc.?	
9.2	Whether all newsprint purchases were entered in the stock book/ register?	
9.3	Whether physical verification of stock was done? If newsprint was stored in bank godown whether the bank certificate(s) were available on record?	
9.4	Whether the newsprint consumption and stock register was updated on day to day basis?	
9.5	Whether consumption of newsprint was reconciled with the number of copies printed including waste copies?	

9.6	Whether wastage records were properly maintained?	
9.7	Whether disposal of wastages were properly accounted?	
9.8	Whether all newsprint bills were accounted in the newsprint supplier ledger account?	
9.9	Any other observations.	
10.	NET REALISATION RATE (NRR):	
10.1	Whether the calculation of NRR was done on day to day basis?	
10.2	Whether the number of pages of supplements was considered while calculating NRR?	
10.3	Whether the trade terms, allowances, incentives, commission etc. given to the agent's was considered while calculating NRR?	
10.4	Any other observations.	
11.	MARKET VISIT :	
	(Column table may be prepared to cover more than 1 sales centre as per the below mentioned details)	
11.1	Name of the centre visited (location) : (Date of visit)	
11.2	Whether copies had already arrived or yet to be arrived at the sales centre?	
11.3	Number of copies actually received at the sale centre?	
11.4	Whether sale was done through agents or directly by the publisher?	
11.5	Whether the copies received tallied with the dispatch list which was available at the press?	
11.6	Whether the sale was in cash or credit basis?	
11.7	If the sale was on credit basis whether necessary records were prepared by the sales in charge?	
11.8	If the sale was done on cash basis whether cash tallied with the number of copies sold.	

11.9	Number of copies of previous issues lying at the sales centre.	
11.10	Any other observations.	
12.	OTHER POINTS :	
12.1	Whether the bank reconciliation statements of all banks were completed on month to month basis?	
12.2	Whether trial balance was made available and verified?	
12.3	Whether there was any combo offer? If yeas, whether all rules pertaining to combo copies were followed?	
12.4	Whether there was any substantial increase/decrease in circulation? If yes, please provide reasons for such increase/decrease.	
12.5	Whether there were any agent(s) who qualified as principal agent(s)?	
12.6	Whether the press and market visit was carried out in the current audit period? If yes, please attach a detailed report on the findings of press and market visit.	
12.7	Whether the Area Breakdown Statement was verified and compiled?	
12.8	Whether the publication was printed at outside press? If yes, whether the printer's bills were available for verification? Printer ,if required, may also be asked to give a written statement for other printing job/printing schedule being done there	
12.9	Any other observations	

Annexure – III

**GOVERNMENT OF INDIA
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West Block-8, Wing No. 2, R.K. Puram, New Delhi – 110066**

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**Report Proforma for circulation verification on request, to be submitted by
the RNI Team /Chartered Accountants along with their assessment report**

1- Name (s) of the RNI Team		
2- Name(s) of the Chartered Accountant Firm who accompanied the RNI Team		
3- Year of the Circulation Verification		
4- Reference of Letter (number and date) of Registrar of Newspaper under which the circulation verification was conducted		
5- Newspaper/periodical details		
Particulars	As per annual statement for the year of verification	As per masthead /imprint line on the date of verification
a. Title and Registration number of the newspaper		
b. Language and periodicity		
c. Edition/ place of publication with full address		
d. Name of publisher		
e. Name of owner		
f. Name of editor		
g. Name of Printer		
h. Name and address of the printing press		
6- In case of daily newspapers 'Daily Press Statement' is submitted to RNI by the publisher. Information given in the statement should be in consonance with the circulation claimed by the publisher.		

Actual findings of RNI Team :-

7- *Printing press details:-

(A) Time and date of visit to the Printing Press

(i) Name of the Printing Press-

(ii) Address

(iii) Details of printing machinery -

Make and brand of printing machine with size-

Number of units-

Supplementary details regarding establishment/equipments and staff-

Maximum speed (copies/impressions per hour) with number of pages of the newspaper being printed-

How many pages can be printed in one go-

Time duration (in hours) for which the speed was observed -

Accepted speed-

(iv) Details of other jobs done in the printing press -

(v) Print order on the day of visit (copy to be enclosed with report) -

(vi) Printing schedule -

(vii) Newsprint stock available at printing press on the day of check (whether it was sufficient to print the print order for that day – to be given with calculation) -

(viii) How many copies can be printed with the given machinery and time slot allotted to the newspaper (to be explained with calculation) -

(*copies of sample supporting document wherever possible to be enclosed)

8- Newsprint consumption details provided by the publisher should be examined with reference to scrutiny of original bills of purchase and payments made thereon. The newsprint firms may be physically visited to ascertain the genuines of the bills and receipts. Opening and closing balance of newsprint should be in consonance with purchase and consumption during the check year -

Report of RNI Team with sample supporting documents -

9- In case a publication has been issued Eligibility Certificate for import of newspaper, the relevant vouchers/bills and receipts in original may be checked and quantity purchased should be tallied with consumption which should further be computed with reference to

claim -

Report of RNI Team/CA firm with sample supporting documents -

10- In case newsprint is purchased from an outstation agency, transportation bills / newsprint register may be checked

Report of RNI Team/CA firm with sample supporting documents-

11- The distribution and sale of newspaper may be done by physically visiting the agents given by the publisher. In case there is a sole distributor the agreement with him should be there, and the sole agent may be asked as to how he is further distributing the newspaper. Local Sub-agents may be further contacted, if needed, to verify the genuineness of sale.

The place (printing press or office of the publisher) may be personally visited to see physical lifting/dispatch of the newspaper by the agents -

Report of RNI Team/CA firm -

12- Bills and payments relating to dispatch to outside stations like transportation bills, courier bills/receipts should be seen. Agency bills and receipts in original to be checked -

Report of RNI Team/CA firm with sample supporting documents -

13- Sale proceeds:

Gross sale proceeds of the newspaper during the verification year

Cover price of the newspaper

Commission given to agents and transporters etc (commission cannot be allowed more than 40%)

Sold copies computed -

14- Balance sheet, Profit and Loss Account submitted by the publisher should be tallied

with the original records like ledger, Cash Book, Stock Register etc. –

Report of CA firm with sample supporting documents (copies of balance sheet and P/L account should mandatorily be enclosed) -

15- Reconciliation of sales with financial records -

Findings of CA firm -

16- Electricity bill / Use of diesel in case of generators from the printing press may be checked -

Report of RNI Team/CA firm with sample supporting documents

17 – Details of ink consumed during the year for printing of newspaper should be checked. Bills and receipts of purchase of the ink in original may be checked for cross verification.

Report of RNI Team/CA firm with sample supporting documents

18– Market survey like Railway Stations, Bus Stand and newspaper stalls in the vicinity may be visited to ascertain the sale –

(a) No of places visited physically

(b) Name of the places

Report of RNI Team/CA firm

19– Staff and employees in the office of the publication and their pay rolls etc. may be checked. -

Report of CA firm

Report of CA firm with sample supporting documents -

20- The timings of the newspaper coming in the market should be checked. In case newspaper comes in the market late it loses its news value and readership -

Report of RNI Team/CA firm -

21- Any other aspect the RNI Team/CA firm would like to report relating to circulation verification -

23. Calculation of circulation claim of the Newspaper

..... for the year 201__ -__

Publisher's Claim as per Annual Statement for the year _____

Printed copies

Sold copies

Free copies

No. of publishing days during 201__-1__: = days

Calculation as per newsprint consumption

Size of the newspaper as per Annual Statement : Sq. cm

Actual size of the newspaper found Sq.cm

GSM

Average no. of Pages printed : pages.

Quantity of newsprint consumed : M.T./ KG

Size of N.P. X GSM X Av.Page

$$\frac{\text{20000}}{\text{20000}} = \dots\dots\dots \text{gram age of Newspaper}$$

Formula if consumption given in M.T

$$\frac{\text{Newsprint consumed X 1000 X 1000}}{\text{Gram age X Pub. Days}} = \dots\dots\dots \text{Total printed Copies}$$

Formula if consumption given in KG

$$\frac{\text{Newsprint consumed X 1000}}{\text{Gram age X Pub. Days}} = \dots\dots\dots \text{Total printed Copies}$$

$$\text{Less wastages @ \%} = \dots\dots\dots \text{Copies}$$

$$\text{No. of good copies} = \dots\dots\dots \text{Good Copies}$$

$$\text{Free Copies} =$$

$$\text{Unsold Copies} =$$

$$\text{Sold copies} =$$

Circulation calculation as per Sale Proceeds

$$\text{Average Cover price daily} = \text{Rs. } \dots\dots\dots$$

$$\text{Trade/Agency Commission} = \dots\dots\dots \% \text{ for majority sold copies}$$

$$\text{Net price} =$$

Total copies sold through agency & hackers for the year 201__-1__

.....

$$\text{Gross Amount - Commission Amount} = \text{Net Amount}$$

$$\text{Total income from newspapers} =$$

Calculation

No. of sold copies =

Net amount of sale proceeds of the Newspaper

Net Sale price X No. of Publishing days.

CONCLUSION:-

The publisher has claimed the circulation of this newspaper as [Sold + Free] copies per publishing day as per the annual statement for the year 201__-1__ and certified by the Chartered Accountant (Name) [M.No.....] on behalf of their company M/S As per the newsprint consumption, printing capacity and sale proceeds, the publisher has..... capacity to print the claimed copies. On the basis of the documents furnished and other information given by the publisher, the circulation of the newspaper may be accepted as Total good Copies [Sold + Free] copies per publishing day as claimed by the publisher.

Regularity of the Newspaper is [No. of days of pub /No. of days in a year X 100 = %]..

Date :

Place :

Signature
(RNI Team Leader)

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Report Proforma for Spot Verification by RNI

A. Circulation Team:-

Sl. No.	Name of the Member of the Team	Designation
1.		
2.		
3.		

B. Circulation Verification:-

S. No.	Year of Circulation Verification	
i)	File No.	
ii)	Reason for taking up the 'case' for premises checking	

C. Newspaper/periodicals details:

Particulars of the Newspaper	As per Annual Statement for the year of check	As per masthead and imprint line on the date of spot /Premises check
1. Title of the Newspaper		
2. Registration Number		
3. Language & Periodicity		
4. Place of the Publication of the Paper		

5. Address of the Publication		
6. Name of the Publisher		
7. Name of the Printer		
8. Name of the Printing Press		
9. Address of the Press		
10. Owner's Name & address		

D. (a): Findings at the time of spot check:-

1.	Time & Date of visit to the Publisher's Office hours on / / 2014
2.	Was any anomaly noticed with reference to C[1] to C[10]	
3.	Comments on anomaly, if any	
4.	List of records checked on the spot:	
I)	Cash Book, Ledger, Bank Statement etc.	
II)	Newsprint account/whether sale of newsprint Checked with Supplier/Dealer and the result thereof.	
III)	Distribution Agents/Hawkers.	
5.	Does the information contained in the above Records tally/ co-relate with the information already furnished by the publisher?	
6.	If not, the discrepancies noticed	

D. (b): Time & Date of visit to the Printing Press:-

1.	Time & Date of visit to the Printing Press hours on/...../20
2.	Name of the Printing Press	.
3.	Address of the Press	
4.	Details of Printing Machinery	
I)	Make & Brand of Printing Machine with size.	
II)	Number of Units	
III)	Supplementary details regarding Establishment/ Equipment/Staff Maximum Speed etc.	
5.	How many inner pages/outer pages already printed at the time of visit	
6.	Status of Printing	
7.	Speed observed for 30 minutes from hours to hours copies were printed during this time @..... copies per hour.
8.	Accepted speed copies per hour
9.	Details of any other work/job done on this Printing Press	

10.	Print Order on the day of visit	
11.	Printing Schedule of the Newspaper under check	
12.	How many copies can be printed with the given machinery and time slot allotted and the maximum capacity of the machine to be printed	
13.	Quantity of newsprint stock available on the day of visit.	
14.	Was this sufficient to print the number of claimed circulation per publishing day.	
15.	Electricity bill/use of diesel in case of generator from the printing press checked for 3 months	
16.	Name & designation of the In charge of Publication at the time of spot verification.	
17.	Name & designation of the In charge of Printing Press at the time of spot verification	
E.	VISIBILITY	
F.	Was the publisher or his representative apprised of the discrepancies, observations of the team? His comments if any.	

Calculation of circulation claim of the Newspaper for the year 201__

Publisher's Claim as per Annual Statement for the year _____

Printed copies

Sold copies

Free copies

No. of publishing days during 201__-1__: = days

Calculation as per newsprint consumption

Size of the newspaper as per Annual Statement : Sq. cm

Actual size of the newspaper found Sq.cm

GSM

Average no. of Pages printed : pages.

Quantity of newsprint consumed : M.T./ KG

Size of N.P. X GSM X Av.Page
 _____ = gram age of Newspaper

20000

Formula if consumption given in M.T

$\frac{\text{Newsprint consumed X 1000 X 1000}}{\text{Gram age X Pub. Days}} = \dots\dots\dots \text{Total printed Copies}$

Formula if consumption given in KG

$\frac{\text{Newsprint consumed X 1000}}{\text{Gram age X Pub. Days}} = \dots\dots\dots \text{Total printed Copies}$

Less wastages @ % = Copies

No. of good copies = Good Copies

Free Copies =

Unsold Copies =

Sold copies =

Circulation calculation as per Sale Proceeds

Average Cover price daily = Rs.
Trade/Agency Commission = % for majority sold copies
Net price =

Total copies sold through agency & hackers for the year 201__-1__

Gross Amount - Commission Amount = Net Amount
Total income from newspapers =

Calculation

No. of sold copies =

Net amount of sale proceeds of the Newspaper
Net Sale price X No. of Publishing days.

CONCLUSION:-

The publisher has claimed the circulation of this newspaper as
[Sold + Free] copies per publishing day as per the annual statement for
the year 201__-1__ and certified by the Chartered Accountant (Name)
..... [M.No.....] on behalf of their company M/S
..... As per the
newsprint consumption, printing capacity and sale proceeds, the publisher has.....
capacity to print the claimed copies. On the basis of the documents furnished and other
information given by the publisher, the circulation of the newspaper may be accepted as Total
good Copies [Sold + Free] copies
per publishing day as claimed by the publisher.

Regularity of the Newspaper is [No. of days of pub /No. of days in a year X 100 =
..... %].

Date :

Place :

Signature
(RNI Team Leader)

Annexure –V

**Government of India
Directorate of Advertising & Visual Publicity
(M/o Information & Broadcasting)
SoochnaBhawan, CGO Complex, Lodhi Road, New Delhi – 110003**

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Inspection Report on Circulation/Verification/Spot Checking by DAVP.

1.	Date & Time of Visit	
2.	Name & Address of the Press	
3.	Details of Printing Machinery	
4.	Make & Brand of Printing Machine with size Number of Units	
5.	Supplementary details regarding Establishment Equipment etc.	
6.	Status of printing	
7.	Speed observed for 30 minutes from ----- to -----	
8.	Accepted speed	
9.	Details of any other work/ job done on the Press	
10.	Print order on the day of visit	

11.	Printing schedule of the Newspaper under check	
12.	How many copies can be printed with the given machinery and time slot allotted and the maximum capacity of the machine to be printed	
13.	Quantity of newspaper stock available on the day of visit	
14.	Was this sufficient to print the number of claimed circulation per publishing day	

