

JULY 2016

**NEW PUBLISHER APPLICANT CHECK-LIST**

(CHECK-LIST TO BE SUBMITTED ON AUDITORS LETTER HEAD)

(TO BE COMPLETED AND SUBMITTED TO THE BUREAU  
BY EMPANELLED AUDITORS)

<b>Name of the Publication: (edition/printing centre)</b>	
<b>Address of the printing press:</b>	
<b>RNI Registration No. and date of RNI certificate</b> [to physically check the RNI certificate]	
<b>Name (s) of the Audit Staff who undertook the Press &amp; Market Visit alongwith respective dates &amp; time:</b>	
<b>Name of the Press In-charge/Printer/ responsible official of the publisher or printer present at the printing press at the time of auditors visit:</b>	
<b>Make of the machines (s):</b>	
<b>Number of folders (s):</b>	
<b>Installed printing capacity of the machine (s):</b> <b>Please state separately for each machine:</b>	
<b>Whether the machine has auto pasting facility?</b>	
<b>VISIT TO THE PRINTING PRESS:</b>	
<b>1) PRINTING:</b>	
1.1 Date & Time of visit to the press.	
1.2 Whether entry to the press was immediately allowed, if not, when was entry allowed to the press?	

	<b>PRINTING: (Contd..)</b>	
1.3	<p>Whether print order was available with the printer at the time of entry of auditors to the press?</p> <p>Details of the print order (no. of copies etc) for relevant issue date (please specify) (attach a copy of the print order)</p>	
1.4	<p>Whether print order contained all information as mentioned in "Guide to ABC Audit" i.e. number of pages etc?</p> <p>Please also provide details of supplements, add-ons printed, to be distributed along with the issue</p>	
1.5	<p>Printing started at: (as per MRR)</p>	
1.6	<p>Number of copies as per machine counter already recorded before the arrival of auditors (please record the time).</p>	
1.7	<p>Whether the MRR was available at the press, details recorded by the person in-charge during actual printing? (attach a copy of the MRR)</p>	
1.8	<p>Number of copies actually printed at the end of the printing (please record the time)</p>	
1.9	<p>How many and which printing machines were actually working at the time during auditors presence?</p>	
1.10	<p>Whether any unusual activity was observed at the printing press?</p>	
1.11	<p><u>In case of outside Printing Press:</u> Whether Printer's bills showing number of copies printed as well as records relating to Printer's statement of Newsprint Stocks supplied and consumption upto the previous</p>	

	issue were available.	
1.12	Any other observations.	

<b>2)</b>	<b>DISPATCHES:</b>	
2.1	Whether dispatch list showing name of the agents and their respective supplies was available at the press?	
2.2	Whether pre-printed labels were available at the press?  In case of labels prepared manually, please specify details.	
2.3	Whether the number of copies mentioned on the labels tallied with the number of copies as per dispatch list?	
2.4	Whether any copies were dispatched before the arrival of the auditors at the press? If yes, please specify number of copies	
2.5	Number of copies dispatched during the presence of the auditor	
2.6	Whether copies were supplied alongwith supplements? (if any)	
2.7	Whether delivery challans were available at the press? Whether all the necessary details were filled in delivery challans?	
2.8	Any other observations.	
<b>3)</b>	<b>MARKET VISIT:</b>	
	<b>(columnar table may be prepared to cover more than 1 sales centre as per the below mentioned details)</b>	
3.1	Name of the centre visited (location): (Date of visit).	
3.2	Time at which Auditors reached the Sales Centre and left the sales centre. (please specify names of the audit staff)	

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	<b>MARKET VISIT: (Contd..)</b> (columnar table may be prepared to cover more than 1 sales centre as per the below mentioned details)	
3.3	Whether copies had already arrived or yet to be arrived at the sales centre?	
3.4	Number of copies actually received at the sale centre.	
3.5	Whether sale was done through agents or directly by the publisher?	
3.6	Whether the copies received tallied with the dispatch list which was available at the press?	
3.7	Whether any unusual activity was observed at the sales centre?	
3.8	Cover price of the publication.	
3.9	Rate at which agents receive copies.	
3.10	Rate at which agents sell copies to hawkers.	
3.11	Whether unsolds were accepted at the sale centre?	
3.12	Whether the sale was in cash or credit basis?	
3.13	If the sale was on credit basis whether necessary records were prepared by the sales in charge?	
3.14	If the sale was done on cash basis whether cash tallied with the number of copies sold	
3.15	Number of copies of current issue lying (balance) at the sales centre (time to be recorded).	

	<b>MARKET VISIT: (Contd..)</b> (columnar table may be prepared to cover more than 1 sales centre as per the below mentioned details)	
3.16	Number of copies of previous issues lying at the sales centre.	
3.17	Any other observations.	
<b>4)</b>	<b>READERS SCHEME (THROUGH TRADE) &amp; TRADE SCHEMES:</b>	
4.1	Whether any reader or trade scheme was in operation?	
4.2	Please provide full details of the reader or trade scheme (including valuation of gifts (if any))	
4.3	Did you ascertain / cross check the benefits under the said scheme to the reader or trade during your market visit.	
4.4	Your observations from the market visit with respect to reader & trade schemes.	
<b>5)</b>	<b>BOOKS AND RECORDS:</b>	
5.1	Whether advance written indents / subsequent confirmation / monthly confirmations / statement of account confirmation from agents are regularly obtained and available for verifications. <b>(Details to be provided as per Annexure 1)</b>	
5.2	Whether cash payments or payments received through demand drafts from agents are duly supported by documentary evidence such as payment advices / correspondence etc. from agents. <b>(Details to be provided as per Annexure 1)</b>	

5.3	<b>Principal Agency:</b>	
	<ul style="list-style-type: none"> <li>Whether books and records pertaining to agents distributing more than 10% of the total sales subject to a minimum of 25,000 copies are available for verification and whether such records are maintained as per the prescribed guidelines by the Bureau for Publisher Members.</li> </ul>	
	<ul style="list-style-type: none"> <li>Any other observations</li> </ul>	
5.4	<b>Unsold:</b>	
	<ul style="list-style-type: none"> <li>Whether unsolds are accepted by the Publisher and appropriate credit note issued to the agent?</li> </ul>	
	<ul style="list-style-type: none"> <li>If not whether copies are supplied against agents advance indents?</li> </ul>	
	<ul style="list-style-type: none"> <li>Any other observation(s)</li> </ul>	
5.5.	<b>Banking of Cash Collections:</b>	
	<p>Whether Bureau's procedure relating to banking of cash collected from all sources on the next working day is regularly followed both by the publisher or his Principal Agents (as the case may be).</p> <ul style="list-style-type: none"> <li>- if not, instances to be detailed date wise.</li> </ul>	
5.6	<b>Newsprint Records:</b>	
	<ul style="list-style-type: none"> <li>Whether quantitative record of newsprint stocks and consumption as well as wastage is maintained and available for verification.</li> </ul>	

	<ul style="list-style-type: none"> <li>On physical verification of newsprint stocks on hand being carried out, whether newsprint stocks as per the publisher's books and records reconciled with the stocks on hand.</li> </ul>	
	<ul style="list-style-type: none"> <li>Whether documentary evidence in the form of Supplier's Invoices, transport receipts, octroi payments and other relevant documents for Newsprint purchases are regularly maintained and available for verification.</li> </ul>	
	<ul style="list-style-type: none"> <li>Whether publisher is regular in settlement of newsprint purchase bills. If not, details to be provided for the credit period normally available to the publisher. Instances to be detailed when payments to newsprint suppliers were not made over and above the credit period.</li> </ul>	
	<ul style="list-style-type: none"> <li>Any other observations</li> </ul>	
<b>5.7</b>	<b>Books and records</b>	
	<ul style="list-style-type: none"> <li>Whether the following books and records are regularly maintained and available for verification : <ul style="list-style-type: none"> <li>(Date upto which completed to be provided):</li> <li>Cash Book</li> <li>Bank Book</li> <li>Bank Reconciliation Statement</li> <li>Ledger</li> </ul> </li> </ul>	



	<ul style="list-style-type: none"> <li>• Supplier's Ledger</li> <li>• Newsprint Stocks Register</li> <li>• Newsprint Supplier's Register</li> <li>• Agents' Ledger</li> <li>• Subscription Records</li> <li>• Credit Notes</li> <li>• Any other observation(s)</li> </ul>	
<b>5.8</b>	<b>Subscription Copies:</b>	
	<ul style="list-style-type: none"> <li>• To confirm whether the publisher's subscription scheme /s are in line with the existing Bureau's guidelines. Details of subscription schemes to be provided (scheme to be attached duly translated in English)</li> </ul>	
	<ul style="list-style-type: none"> <li>• Valuation of gifts provided to a subscriber to be stated and other details to be provided <b>(as per Annexure 2.)</b></li> </ul>	
	<ul style="list-style-type: none"> <li>• Provide details of all subscription schemes whether compliant or not for which copies are being supplied as on date.</li> </ul>	

Date:  
Place:

Stamp & Signature of the Auditor

**ANNEXURE 1**

1.	Total Number of agents	<b>Local</b>			<b>Upcountry</b>		
		Xxxx			xxxx		
2.	Sample scrutiny (No's)	Xxxx			xxxx		
3.	Advance Written indents and/or subsequent confirmations (specify the month)	Available	Not Available	%	Available	Not Available	%
4.	Monthly confirmations from Agents on Agents Bills/ statements of account etc. (specify the month)						
5.	Payment covering letters from agents mainly for remittance by cash and demand drafts (specify the month)						

**ANNEXURE 2****Details of All Subscription Schemes whether compliant or not for which copies are being supplied till date**

		<b>Name of the Publication</b>
a)	Cover price of the publication for the subscription period	
b)	Subscription rate for the period of subscription	
c)	Discount offered to subscribers on cover price	
d)	Gifts offered to subscribers (list out various gifts and individual valuation thereof)	
e)	Trade commission / delivery charges incurred for delivering these copies to subscribers  (% on Subscription price)	
f)	Any other expenses incurred	
g)	Average subscription copies of the above mentioned scheme included in Net Paid Sales	
h)	Average subscription copies of the above mentioned scheme not included in Net Paid Sales and reasons thereof	

**ANNEXURE 3****Details of All Readers Schemes whether compliant or not – including previous schemes for which copies are being supplied till date**

1)	Scheme period (start date & end date)	
2)	Total cover price during the scheme period	
3)	Details of product/s offered as gift	
4)	MRP of the product/s (if any)	
5)	Cost to the publisher plus 15% mark up in case of customized product	
6)	Announced value of the gift (if any)	
7)	Average Qualifying copies	
8)	Average Non-Qualifying copies	