



Audit Bureau Of Circulations

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10th May 2011

TO,
ALL MEMBERS

NOTIFICATION NO. 816

PART – I) DE-EMPANELMENT OF APPROVED PUBLISHER AUDITORS FROM THE PANEL:

Council of Management at its recent meeting decided to de-empanel with immediate effect, following firms of Chartered Accountants from the list of empanelled Chartered Accountants carrying out publisher members circulation audits.

- 1) M/s. G. Panda & Co., Chartered Accountants
- 2) M/s. H. Naik & Co., Chartered Accountants
- 3) M/s. Das Pattnaik & Co., Chartered Accountants

This action was necessitated as the empanelled firms had certified circulation figures of member publications which were not in compliance with the prescribed Bureau's audit guidelines.

All publisher members are hereby informed that with immediate effect, the above firms of Chartered Accountants should not be appointed to carry out publisher members circulation audits for the current audit period January-June 2011 and thereafter.

Publisher members who have already appointed the above firms of Chartered Accountants to carry out their circulation audit are hereby informed to appoint any other firm of Chartered Accountants from the panel of Chartered Accountants listed by the Bureau to carry out publisher members circulation audit.

PART - II) SURPRISE RECHECK AUDITS – JULY-DECEMBER 2010

A) The following publications were surprise rechecked by Bureau's Auditors - audit period July-December 2010 result of which was satisfactory.

- 1) Amar Ujala (Hindi Daily), Bareilly
- 2) Amar Ujala (Hindi Daily), Varanasi
- 3) Amar Ujala Compact (Hindi Daily), Allahabad
- 4) Daily Sakal (Marathi Daily), Aurangabad edition printed at Jalna & Solapur
- 5) Daily Sakal (Marathi Daily), Kolhapur, Satara edition printed at Pune
- 6) Daily Sakal (Marathi Daily), Mumbai printed at Mumbai & Pune
- 7) Daily Sakal (Marathi Daily), Nagpur edition printed at Jalgaon & Nagpur
- 8) Dainik Purvoday (Hindi Daily), Guwahati & Jorhat
- 9) Dharitri (Oriya Daily), Balasore,
- 10) Dinamani (Tamil Daily), Dharmapuri
- 11) Ekdin (Bengali Daily), Kolkata edition printed at Durgapur & Kolkata
- 12) Hindustan (Hindi Daily), Lucknow edition printed at Lucknow & Gorakhpur
- 13) Hindustan (Hindi Daily), Bareilly
- 14) Hindustan (Hindi Daily), Kanpur
- 15) Ravivasriya Hindustan (Hindi Weekly), Allahabad
- 16) Ravivasriya Hindustan (Hindi Weekly), Bareilly

- 17) Ravivasriya Hindustan (Hindi Weekly), Dehradun edition printed at Dehradun and Bareilly
- 18) Ravivasriya Hindustan (Hindi Weekly), Kanpur
- 19) Ravivasriya Hindustan (Hindi Weekly), Lucknow edition printed at Lucknow and Gorakhpur
- 20) Ravivasriya Hindustan (Hindi Weekly), Patna edition printed at Patna, Baghalpur & Muzaffarpur and Ranchi edition printed at Ranchi, Dhanbad and Jamshedpur
- 21) Ravivasriya Hindustan (Hindi Weekly), Varanasi
- 22) Khabara (Oriya Daily), Bhubaneswar
- 23) Lokmat (Marathi Daily), Ahmadnagar edition printed at Aurangabad, Pune
- 24) Mumbai Mirror (English Daily), Mumbai
- 25) Nava Bharat (Hindi Daily), Mumbai
- 26) Patrika (Hindi Daily), Bhopal
- 27) Patrika (Hindi Daily), Indore
- 28) Prabhat Khabar (Hindi Daily), Deoghar, Dhanbad
- 29) Prabhat Khabar (Hindi Daily), Jamshedpur
- 30) Prabhat Khabar (Hindi Daily), Ranchi
- 31) Punjab Kesari (Hindi Daily), New Delhi edition printed at Jaipur
- 32) Sach Kahoon (Hindi Daily), Sirsa
- 33) Sach Kahoon (Punjabi Daily), Sirsa
- 34) Sakshi (Telugu Daily), Hyderabad

B-i) Publications NOT ACCEPTED for certification – July-December 2010:

Following publications were “**Not Accepted**” for certification for the audit period July-December 2010 due to various inadequacies observed by Bureau Auditors during surprise recheck audit.

- 1) Pudhari (Marathi Daily), Kolhapur edition printed at Kolhapur & Goa, Pune and Mumbai editions [*]
- 2) Anupam Bharat (Oriya Daily), Brahmapur
- 3) Orissa Express (Oriya Daily), Bhubaneswar
- 4) Prajatantra (Oriya Daily), Cuttack
- 5) Pragativadi (Oriya Daily), Bhubaneswar
- 6) Sambad Kalika (Oriya Daily), Bhubaneswar
- 7) The Samaya (Oriya Daily), Bhubaneswar

[*] “Pudhari” (Marathi Daily), Kolhapur edition printed at Kolhapur was surprise rechecked by Bureau Auditors for the audit period July-December 2010, circulation figures of which were “**Not Accepted**” for certification. However, under the provisions of Bureau’s Notification No. 698 dated 6th June 2001, combined circulation figures of “Pudhari”, Kolhapur edition printed at Kolhapur and Goa & Mumbai and Pune editions were treated as “**Not Accepted**” for certification for the audit period July-December 2010.

- B-ii)**
- 8) Dainik Bhaskar, Ludhiana edition printed at Sirhind and Bhatinda edition
 - 9) Dainik Bhaskar, Jodhpur edition printed at Jodhpur and Barmer, Pali edition and Nagour edition
 - 10) Dainik Bhaskar, Bhopal edition printed at Bhopal & Itarsi, Sagar edition
 - 11) Dainik Bhaskar, Indore edition printed at Indore & Khandwa, Ratlam edition and Ujjain edition

In respect of publications listed under Sr. No. 8 to 11, Publisher had filed audited circulation figures for the audit period July-December 2010 in respect of “Dainik Bhaskar”, Bhatindia and Nagour editions, Barmer, Itarsi and Khandwa printing centres.

Publisher thereafter intimated the Bureau their decision to withdraw the audited circulation figures earlier submitted to the Bureau in respect of the above editions / printing centres of "Dainik Bhaskar" which was **not permissible**. Secondly, printing centres are an integral part of an edition and therefore cannot be separately omitted from certification [Barmer, Itarsi & Khandwa].

Therefore, circulation figures for the audit period July-December 2010 for the above publications were treated as "**Not Accepted**" for certification.

PART III - PROGRESS OF MEMBERSHIP

A) NEW ADMISSIONS

I - PUBLISHERS

Following publications were admitted to Bureau Membership with effect from 1st July 2010. Their circulation figures for the audit period July-December 2010 were accepted for certification after a satisfactory surprise recheck audit by Bureau's Auditors:

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|----|---------------------------------|---------------|---|
| 1) | Purvoday Publications Pvt. Ltd. | in respect of | "Dainik Purvoday" [Hindi Daily], Guwahati & Jorhat editions |
| 2) | Rajasthan Patrika Pvt. Ltd. | In respect of | a) "Patrika" [Hindi Daily], Bhopal
b) "Patrika" [Hindi Daily], Indore |
| 3) | Mr. Suman Chattopadhyay | In respect of | "Ekdin" (Bengali Daily), Kolkata edition printed at Kolkata and Durgapur |
| 4) | L.J. Publications (P) Ltd. | In respect of | "Khabara" (Oriya Daily), Bhubaneswar |
| 5) | Samag True Enterprises Ltd. | in respect of | a) "Sach Kahoon" (Hindi Daily), Sirsa
b) "Sach Kahoon" (Punjabi Daily), Sirsa |
| 6) | Hindustan Media Ventures Ltd. | in respect of | a) "Ravivasriya Hindustan" (Hindi Weekly), Allahabad
b) "Ravivasriya Hindustan" (Hindi Weekly), Bareilly
c) "Ravivasriya Hindustan" (Hindi Weekly), Dehradun edition printed at Dehradun and Bareilly
d) "Ravivasriya Hindustan" (Hindi Weekly), Kanpur
e) "Ravivasriya Hindustan" (Hindi Weekly), Lucknow edition printed at Lucknow and Gorakhpur
f) "Ravivasriya Hindustan" (Hindi Weekly), Patna edition printed at Patna, Baghalpur & Muzaffarpur and Ranchi edition printed at Ranchi, Dhanbad and Jamshedpur
g) "Ravivasriya Hindustan" (Hindi Weekly), Varanasi |

B) RESIGNATION**PUBLISHERS**

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|----|--------------------------------|---------------|--|
| 1) | Rajasthan Patrika Pvt. Ltd. | in respect of | a) "Daily News" (Hindi Daily), Jaipur
b) "Patrika Year Book" (English Annual), Jaipur |
| 2) | Sangsthaan Prakashan Pvt. Ltd. | In respect of | "Karmasangsthaan" (Bengali Weekly), Kolkata |

C) CESSATION OF MEMBERSHIP**PUBLISHER**

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|----|-----------------------------|---------------|---|
| 1) | Bennett, Coleman & Co. Ltd. | In respect of | "The Economic Times on Saturday" (English Weekly), Mumbai edition printed at Mumbai and Goa |
|----|-----------------------------|---------------|---|

D) TERMINATION UNDER ARTICLE 5-A OF BUREAU'S ARTICLES OF ASSOCIATION

(For failure to submit circulation figures for two consecutive audit periods)

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|----|--------------------------------------|---------------|---|
| 1) | Bennett, Coleman & Co. Ltd. | In respect of | "Bangalore Mirror" (English Daily), Bangalore |
| 2) | DB Corp Ltd. | in respect of | "Divya Bhaskar" (Gujarati Daily), Surat |
| 3) | Prabodhan Prakashan | In respect of | "Saamana" (Marathi Daily), Mumbai |
| 4) | Bennett, Coleman & Co. Ltd. | In respect of | "The Sunday Times of India" (English Weekly), Goa |
| 5) | Eclectic Media Enterprises Pvt. Ltd. | In respect of | "The Eclectic" (English Monthly), Guwahati |

Sd/-
Secretary General