### Annexure - I

**Information on Various Product Categories Compiled By the MICA-KEIC For the Clients**

<table>
<thead>
<tr>
<th>Category</th>
<th>Company/Brand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising agencies</td>
<td>L’oreal</td>
</tr>
<tr>
<td>Air conditioners</td>
<td>LIC (life insurance corporation)</td>
</tr>
<tr>
<td>Anway</td>
<td>Liquor</td>
</tr>
<tr>
<td>Antacids</td>
<td>Lubricants</td>
</tr>
<tr>
<td>AOR, media buying &amp; media specialist</td>
<td>Luggage</td>
</tr>
<tr>
<td>Apparel/garments</td>
<td>Malt foods</td>
</tr>
<tr>
<td>Atta</td>
<td>Macro-economic</td>
</tr>
<tr>
<td>Automotive batteries</td>
<td>Microwave ovens</td>
</tr>
<tr>
<td>Aviance</td>
<td>Milk</td>
</tr>
<tr>
<td>Avon</td>
<td>Mineral water</td>
</tr>
<tr>
<td>Baby care</td>
<td>MNC brands</td>
</tr>
<tr>
<td>Banking</td>
<td>Mobile phone services providers</td>
</tr>
<tr>
<td>Beauty markets &amp; attitudes towards beauty</td>
<td>Motor cycle</td>
</tr>
<tr>
<td>Bicycle</td>
<td>Mutual fund</td>
</tr>
<tr>
<td>Biotique</td>
<td>NLDO</td>
</tr>
<tr>
<td>Calcium tablets</td>
<td>Noodles</td>
</tr>
<tr>
<td>Car (print ad)</td>
<td>Oriflame</td>
</tr>
<tr>
<td>Celebrity endorsement</td>
<td>OTC (over the counter)</td>
</tr>
<tr>
<td>Cellular phones</td>
<td>Outdoor hoardings</td>
</tr>
<tr>
<td>Cellular services</td>
<td>Parlors &amp; salon</td>
</tr>
<tr>
<td>Cheese</td>
<td>Pepsi &amp; cola war</td>
</tr>
<tr>
<td>Christion Dior</td>
<td>Personal finance</td>
</tr>
<tr>
<td>Cigarettes</td>
<td>Pharmaceuticals</td>
</tr>
<tr>
<td>Clarins</td>
<td>Ponds</td>
</tr>
<tr>
<td>Coffee</td>
<td>Pressure cookers &amp; nonstick cookware</td>
</tr>
<tr>
<td>Colour television</td>
<td>Product packaging</td>
</tr>
<tr>
<td>Computer education &amp; training</td>
<td>Promotional campaigns</td>
</tr>
<tr>
<td>Computer printer</td>
<td>Repellents</td>
</tr>
<tr>
<td>Computer products (print ad)</td>
<td>Research methodology for youth</td>
</tr>
<tr>
<td>Confectionery</td>
<td>Retailing</td>
</tr>
<tr>
<td>Cooking gas (print ad)</td>
<td>Rural market</td>
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</tbody>
</table>
Cough and cold
Data base on newspaper
Detergent
Direct marketing
Dish wash detergent
Dot com (print ad.)
Edible oils
Elizabeth Arden
ERP (enterprise resource planning)
Fairness cream market
Fair & lovely
Fast food
Foods (print ad)
Footwear
Generators & inventors
Hair oils
Health food
Herbal & health category
HCL/LCV
Household care products
ICICI group
Insurance sector
Internet data centers (print ad)
ISP (internet service provider)
Kids
Kitchen appliances
Lakme
Sales promotion
Salt (dandi)
Sanitary napkin
Shahnaz Hussain
Shampoo
Shaving cream, foam & aftershave
Short term interests
Shiseido
Skincare, cream & lotion
Soaps
Soft drink
Soft drinks(print ad)
Spice, jams & preservers, soft confectionary & concentrates
Sport shoes
Steel
Tea
Telecom (print ad.)
Telephone lines & services
Tetra pack drink
Textile industry
Toothpastes, toothbrushes, toothpowders
Tractor
Wafer/Namkeen
Washing machine
Watches
Yellow pages (print ad.)
Youth
Annexure - II

Clients’ List of MICA-KEIC

Ad - Agencies
Ambience D’ Arcy
Anugrah Madison
Bates Clarion
Big Apple
Breeze Advertising Ltd.
Contract Advertising
Enterprise Nexus
EURO RSCG
FCB-ULKA (Daily Monitoring)
Icon-Added-Value
Ideas Junction
Identity Communication
Interact Vision
Interface Communications
Lemon Communications Pvt. Ltd.
Leo Burnett India P. Ltd.
Lowe Lintas
Maa Bozell
McCann Erickson India
Mudra Communications
Network Advertising
Ogilvy & Mather
Orchard Advertising
Percept H
Purple Focus
Rediffusion - DY&R Ltd.
Sobhagya Advertising Service
Think Design
Triton Communications

**Academic Institutions**
Goa Institute of Management
Indian Institute of Management Ahmedabad (IIMA)
IIPS
Indiana University Southeast New Albany
Institute of Rural Management, Anand (IRMA)
Nanyang Technological University (NTU)
S. K. Patel Institute of MGT & Comp. Sci.
S.P. Jain Institute of Management
School of Communication & Information
SCMS, Cochin
University of Slovenia
University of Southern California
University of Wisconsin
Xavier Institute of Management
XLRI, Jamshedpur

**Market Research**
Blackstone Market Facts India
HANSA Research
Icon-Added-Value
Indica Research Pvt. Ltd.
Momentum Marketing
Monitor India Pvt. Ltd.
NFO MBL Indian Pvt. Ltd.
ORG - MARG
Quantam Market Research
**Media**

Anandabazar Patrika  
Carat Media Services India  
Dainik Jagran  
Gujarat Samachar  
Indian Express  
Learning Byte International  
NDTV  
Wahindia.com

**Advertisers/Marketers**

Alliance Capital  
Bajaj Electricals Ltd  
Blowplast Ltd.  
BPL Mobile Cellular Ltd.  
Cactus Communications  
Catalyst Consulting  
Colgate-Palmolive  
Elephant Design  
ESSAR Group  
Grasim Industries  
Hero Honda Motors Limited  
High Energy Systems  
ICICI Lombard General Insurance  
Indian Oil Corporation  
Libreexport India  
Marico  
Navbharat Seeds  
Nike  
Nutrine Confectioneries  
Parrys
Rasna
Sara Lee Household & Body Care India Pvt. Ltd.
Taj Group of Hotels
Universal Corporation Ltd.
Annexure - III

Information Sources on Integrated Marketing Communications (IMC)

Advertising:-
Agencyfaqs (Afaqs)
The Agency Source Indx (ibanklive.com)
Exchange4media
India Advertising Yahoo.com
Magindia.com
Squared Monitoring
Televisionpoint.com

Association:-
Advertising Agencies Association of India (AAAI)
Advertising Standard Council of India (ASCI)
Bombay Adclub
Direct Marketing Association
Indian Broadcasting Foundation (IBF)
Indian Newspaper Society (INS)
Indian Society of Advertisers (ISA)
Market Research Society of India (MRSI)
Public Relations Consultants Association of India (PRCAI)
Public Relations Society of India (PRSI)
Retailers Association of India (RAI)
Rural Marketing Agencies Association of India (RMAAI)

Brand:-
Brand Finance (India) Private Limited
Global Brand Forum
Superbrands

Consumer:-
National Council for Applied Economic Research (NCAER) - 1956 (India Market Demographics Report)
National Sample Survey Organization (NSSO) - 1970 (Household consumer expenditure, Social Consumption)
Nielsen (Retail Audit, Lamp & Fluorescent Tube Audit, Liquor Audit, Pharmaceutical Audit (IMS), Consumer Durable Audit (GFK))
IMRB International (Market Pulse: IMRB’s Household Purchase Panel, National Food Survey)
Consultancy:-
Ernst and Young (India)
Goldman Sachs
KPMG (Peat Marwick International (PMI) and Klynveld Main Goerdeler (KMG))
McKinsey and Company
PricewaterhouseCoopers Pvt. Ltd.
Technopak

Economy and Statistics:-
Asian Development Bank (ADB)
Bharat Nirman
Bombay Stock Exchange
CARE
Census of India - 1872
Central Statistical Organization (CSO) - 1951 (Monthly Abstract of Statistics, Statistical Abstract)
Confederation of Indian Industry (CII)
Country Profiles by BBC
District Information
FICCI
ICRA
Incredible India
India.gov.in (National Portal of India)
India Image
Indian Brand Equity Foundation (ibef)
National Stock Exchange
Ministry of Finance (Economy Survey and Budget)
Planning Commission - 1950
Reserve Bank of India - Statistics
World Bank - Countries and Regions

Communication and Media:-

* Research:-
Mudra Institute of Communications Research (MICORE)

* General:-
Directorate of Advertising and Visual Publicity
Ministry of Broadcasting and Information

* Press:-
Audit Bureau of Circulations (ABC)
Indian Newspaper Society (INS) Handbook
Media Research Users Council (MRUC) (Indian Readership Survey (IRS))
National Readership Studies Council (NRSC) (National Readership Survey)
Online Indian Newspapers
Press Council of India (PCI)
Press Information Bureau (PIB)
Press Trust of India (PTI)
Registrar of Newspapers for India
United News of India (UNI)

* Radio:
All India Radio - Prasar Bharati
All India Radio - Radio Audience Reports
MRUC and Nielsen (Indian Listenership Track)
Radio Broadcasters

* Television:
Audience Measurement and Analytics Ltd. (aMap) (Television)
Doordarshan - Prasar Bharati
Indian Television
Television Audience Measurement (TAM) (TAM Viewership: Television, AdEx India: TV, Press, Radio)
Television Channels

Secondary Sources:
Mudra Institute of Communications Ahmedabad (MICA) (MICA Rural Market Ratings, MICA Urban Market Ratings)
Centre for Monitoring Indian Economy

Indian Periodicals on Integrated Marketing Communications:

01. The Economic Times
02. The Financial Express
03. Business Standard
04. Business Line
05. DNA Money
06. Mint
07. 4Ps Business and Marketing
08. Advertising Express
09. Brand Reporter
10. Business India
11. Business Today
12. Business World
13. Cable Quest
14. Consumer Voice
15. Franchise Plus
16. Franchising World
17. Images Business of fashion
18. Images Retail
19. Impact
20. Indian Retail Review
21. Insight
22. Marketing Mastermind
23. Outdoor Advertising (now Outdoor Asia)
24. Pitch
25. Platform
26. Point of Purchase (P-O-P) Today
27. Retail Biz
28. Retailer
29. Storai
30. Strategic Marketing
31. USP Age
32. Visual Merchandising – Retail Design
## Annexure – IV Agency Profiles

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<thead>
<tr>
<th>Name of Agency</th>
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<th>No. of Branches</th>
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<td>Mumbai</td>
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<td>JWT</td>
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<td>Everest</td>
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<td>Mumbai</td>
<td>New Delhi</td>
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<td>Bates</td>
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<td>DraftFCBULKA</td>
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<td>Lowe Lintas</td>
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<td>Mumbai</td>
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<td>Leo Burnett</td>
<td>1972</td>
<td>Mumbai</td>
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<td>Rediffusion Y&amp;R</td>
<td>1973</td>
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<td>Grey Worldwide</td>
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<td>Ahmedabad, Bangalore, Chennai, New Delhi, Kolkata</td>
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<td>Mudra</td>
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<td>Percept H</td>
<td>1984</td>
<td>Mumbai</td>
<td>Bangalore, Chennai, New Delhi, Indore, Kolkata, Lucknow, Vadodara, Pune</td>
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<td>McCann</td>
<td>1985</td>
<td>New Delhi</td>
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<td>Interface</td>
<td>1985</td>
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<td>communication</td>
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<td></td>
<td></td>
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<td>Contract</td>
<td>1986</td>
<td>Mumbai</td>
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<td>Anugrah MadisonAdvertising P. Ltd.</td>
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<td>Count</td>
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<td>------</td>
<td>---------------------------</td>
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<td>Aadharshila</td>
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<td>Vadodara</td>
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<td>Publicis India</td>
<td>1991</td>
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<td>Triton</td>
<td>1991</td>
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<td>Capital</td>
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<td>Euro RSCG</td>
<td>1995</td>
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<tr>
<td>Saatchi &amp; Saatchi</td>
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<td>Orchard</td>
<td>1999</td>
<td>Bangalore, Chennai, Mumbai, New Delhi</td>
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<td></td>
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<td>Dentsu</td>
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Annexure – V List of Periodicals

Industry trade publications

National:
1. 4PS
2. Campaign India
3. The Brand Reporter
4. Impact
5. Pitch
6. Point of Purchase
7. Solus
8. Outdoor Advertising
9. Platform Magazine
10. USP Age

International:

11. Admap (UK)
12. Advertising Age
13. Adweek
14. Agency
15. Brandweek
16. Campaign (UK)
17. Communication Art
18. Lurzer’s Archive

Business Magazines with marketing sections

Indian:
19. Business & Economy
20. Business India
21. Business Outlook
22. Business Today
23. Business World
24. Images Retail
25. Retail
26. Retail Biz
27. Visual Merchandizing and Retailing
28. Voice & Data

International:
29. Forbes
30. Fortune
31. Business Week

General Interest

Indian:
32. Femina
33. India Today
34. Outlook
35. Society
36. Man’s World
37. The Week

Scholarly Journals:

Indian:
38. Advertising Express
39. ICFAI Journal of Brand Management (IJBM)
40. Journal of Creative Communications
41. Marketing Mastermind

International:
42. International Journal of Advertising
43. International Journal of Marketing Research
44. Journal of Advertising History
45. Journal of Advertising Research
46. Journal of Brand Management
47. Journal of Current Issues and Research in Advertising
48. Journal of Consumer Research
49. Journal of Consumer Behaviour
50. Journal of Consumer Psychology
51. Journal of Interactive Advertising
52. Journal of Marketing
53. Journal of Marketing Research
54. Market Leader Magazine
55. Young Consumer Magazine

Major Newspaper with advertising/marketing columns:

Indian:
56. DNA
57. The Indian Express
58. The Hindu
59. The Hindustan Times
60. The Telegraph
61. The Times of India
62. The Business Line
63. The Business Standard
64. The Economic Times
65. The Financial Express
66. Mint

Weekly Supplements:
67. Brand Equity (The Economic Times)
68. Corporate Dossier (The Economic Times)
69. Brandline (The Business Line)
70. The Strategist (The Business Standard)
71. Brand Wagon (The Financial Express)
72. Campaign (Mint)

International:
73. Asian Wall Street Journal
74. The Financial Times
75. New York Times
### Annexure – VI.I Library Services

<table>
<thead>
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<th>Sr. No.</th>
<th>Professional</th>
<th>Interlibrary Lending</th>
<th>Bibliography</th>
<th>Literature search</th>
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TRL = To be Referred in Library (continue on next page)
## Annexure – VI.II Library Services

<table>
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<tr>
<th>Sr. No.</th>
<th>Abstracting</th>
<th>Clippings</th>
<th>Online</th>
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<th>Print</th>
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<td>16</td>
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<td>17</td>
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</tr>
</tbody>
</table>

438
### Annexure – VII  Open access of newspapers (Print Ads only)

<table>
<thead>
<tr>
<th>Name of Newspaper</th>
<th>Print Form</th>
<th>E-paper</th>
<th>Open access of print ads</th>
<th>Subscription based access</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian Wall Street Journal (International)</td>
<td>YES</td>
<td>YES</td>
<td>NO</td>
<td>E-paper can be accessed</td>
</tr>
<tr>
<td>Business Line</td>
<td>YES</td>
<td>YES</td>
<td>NO</td>
<td>E-paper can be accessed</td>
</tr>
<tr>
<td>Business Standard</td>
<td>YES</td>
<td>YES</td>
<td>Free Registration based access for last 60 days</td>
<td>No subscription details given</td>
</tr>
<tr>
<td>DNA</td>
<td>YES</td>
<td>YES</td>
<td>Only for 365 days Registration is required</td>
<td>Older than 365 days e-paper can be accessed</td>
</tr>
<tr>
<td>Economic Times</td>
<td>YES</td>
<td>YES</td>
<td>Free registration is required. E-paper is accessible from September 2004 onwards</td>
<td>No subscription required.</td>
</tr>
<tr>
<td>Financial Express</td>
<td>YES</td>
<td>YES</td>
<td>Registration is required. E-paper is accessible for current 15 days</td>
<td>Free access for last 15 days only</td>
</tr>
<tr>
<td>Financial Times (International)</td>
<td>YES</td>
<td>YES</td>
<td>NO</td>
<td>Print subscription of FT is mandatory</td>
</tr>
<tr>
<td>The Hindu</td>
<td>YES</td>
<td>YES</td>
<td>NO</td>
<td>E-paper can be accessed</td>
</tr>
<tr>
<td>The Hindustan Times</td>
<td>YES</td>
<td>YES</td>
<td>Registration is required. Current Week only</td>
<td>October 2004 onwards</td>
</tr>
<tr>
<td>The Indian Express</td>
<td>YES</td>
<td>YES</td>
<td>Registration is required. E-paper is accessible for current 15 days</td>
<td>Free access for last 15 days only</td>
</tr>
<tr>
<td>The Pioneer</td>
<td>YES</td>
<td>YES</td>
<td>Registration is required. E-paper is accessible for current 16 days</td>
<td>Free access for last 16 days only</td>
</tr>
<tr>
<td>Newspaper</td>
<td>Registration Required</td>
<td>E-paper Accessible</td>
<td>E-paper Accessible Details</td>
<td></td>
</tr>
<tr>
<td>-----------------</td>
<td>-----------------------</td>
<td>--------------------</td>
<td>-------------------------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>The Telegraph</td>
<td>YES</td>
<td>YES</td>
<td>Free registration is required. E-paper is accessible from September 2008 onwards</td>
<td></td>
</tr>
<tr>
<td>The Times of India</td>
<td>YES</td>
<td>YES</td>
<td>Registration is required. E-paper is accessible from December 2003 onwards</td>
<td></td>
</tr>
<tr>
<td>MINT</td>
<td>YES</td>
<td>YES</td>
<td>Free registration is required. E-paper is accessible from January 2009 onwards</td>
<td></td>
</tr>
</tbody>
</table>

Subscription not required.
## Annexure – VIII Open access of newspapers (News items only)

<table>
<thead>
<tr>
<th>Name of Newspaper</th>
<th>Print Form</th>
<th>E-paper</th>
<th>Open access for number of days</th>
<th>Subscription based access</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian Wall Street Journal (International)</td>
<td>YES</td>
<td>YES</td>
<td>Up to 1000 new items of current month are accessible through free registration</td>
<td>All archive can be accessed</td>
</tr>
<tr>
<td>Business Line</td>
<td>YES</td>
<td>YES</td>
<td>Selected news items 2000 onwards Registration is required</td>
<td>All Archive from 2000 onwards can be accessed</td>
</tr>
<tr>
<td>Business Standard</td>
<td>YES</td>
<td>YES</td>
<td>Current 10 days and very selected articles of current year</td>
<td>1999 onwards</td>
</tr>
<tr>
<td>DNA</td>
<td>YES</td>
<td>YES</td>
<td>Only for 365 days Registration is required</td>
<td>From October 2005 onwards</td>
</tr>
<tr>
<td>Economic Times</td>
<td>YES</td>
<td>YES</td>
<td>2001 onwards selected articles in archive and e-paper is accessible from September 2004 onwards</td>
<td>No subscription required to access archive (2001 onwards) as well as e-paper (2004 onwards)</td>
</tr>
<tr>
<td>Financial Express</td>
<td>YES</td>
<td>YES</td>
<td>Archive can be accessed from 2000 onwards and e-paper for last 15 days</td>
<td>No subscription is required to access archive from 2000 onwards</td>
</tr>
<tr>
<td>Financial Times (International)</td>
<td></td>
<td></td>
<td>Current day</td>
<td>Archive can be accessed</td>
</tr>
<tr>
<td>The Hindu</td>
<td>YES</td>
<td>YES</td>
<td>Selected news items from 2000 onwards Registration is required</td>
<td>All Archive from 2000 onwards can be accessed</td>
</tr>
<tr>
<td>The Hindustan Times</td>
<td>YES</td>
<td>YES</td>
<td>Current Week access through free registration</td>
<td>October 2004 onwards</td>
</tr>
<tr>
<td>Newspaper</td>
<td>Access</td>
<td>Archive</td>
<td>Subscription Required</td>
<td></td>
</tr>
<tr>
<td>------------------------</td>
<td>--------</td>
<td>---------</td>
<td>-----------------------</td>
<td></td>
</tr>
<tr>
<td>The Indian Express</td>
<td>YES</td>
<td>YES</td>
<td>Archive can be accessed from 1997 onwards and e-paper for last 15 days. No subscription is required to access archive from 1997 onwards.</td>
<td></td>
</tr>
<tr>
<td>The Pioneer</td>
<td>YES</td>
<td>YES</td>
<td>Selected days from April 2006 onwards and last 16 days papers through e-paper by free registration. No subscription is required to access archive from 2006 onwards.</td>
<td></td>
</tr>
<tr>
<td>The Telegraph</td>
<td>YES</td>
<td>YES</td>
<td>Selected articles from 1999 onwards. Free registration is required. E-paper is accessible from September 2008 onwards. No subscription is required to access archive from 1999 onwards.</td>
<td></td>
</tr>
<tr>
<td>The Times of India</td>
<td>YES</td>
<td>YES</td>
<td>January 2001 onwards selected articles in archive and e-paper is accessible from December 2003 onwards. No subscription required to access archive (2001 onwards) as well as e-paper (December 2003 onwards).</td>
<td></td>
</tr>
<tr>
<td>MINT</td>
<td>YES</td>
<td>YES</td>
<td>E-paper access from January 2009 onwards. No subscription is required to access archive from January 2009 onwards.</td>
<td></td>
</tr>
</tbody>
</table>
Annexure - IX  Agency Website:

http://www.aadharshila.com
http://www.adcapital.com
http://www.anugrahamadison.com
http://www.bates141.com
http://www.contractadvertising.com
http://www.dentsu.com
http://www.draftfcb.com
http://www.eurorscg.com/
http://www.grey.com
http://www.ineverest.com
http://www.interfacecom.com/
http://www.jwt.com
http://www.leoburnett.com
http://www.loweworldwide.com
http://www.mccannworldgroup.com
http://www.mudra.com
http://www.ogilvy.com
http://www.orchardindia.com/
http://www.publicis.com
http://www.publicisgroup.com
http://www.rediffusionyr.com
http://www.rkswamybbdo.com/index1.html
Annexure - X Commercial Database:

http://www.factiva.com/index_i7_w.asp
http://in.nielsen.com/site/index.shtml
http://www.mruc.net/
http://www.audiencemap.com/
http://www.auditbureau.org/nrscouncil.htm
http://www.canneslionsarchive.com/
http://www.cmie.com/
http://www.dandad.org/
http://www.datamonitor.com/
http://www.euromonitor.com/
http://www.gunnreport.com/
http://www.ibanklive.com/
http://www.indiastat.com/
http://www.lexisnexis.com/
http://www.loginads.com/rksguide/index.html
http://www.luerzersarchive.net/luerzers-archive-magazine.html
http://www.magindia.com/
http://www.ncaer.org/
http://www.questia.com/Index.jsp
http://www.securities.com/
http://www.tamindia.com/tamindia/
http://www.warc.com/
Annexure – XI Search Engine/Website

http://220.225.146.34/
http://censusindia.gov.in/
http://in.advertising.yahoo.com/
http://insocietyad.com/
http://www.aaaindia.org/
http://www.adclubbombay.com/
http://www.ascioneerline.org/
http://www.auditbureau.org/
http://www.exchange4media.com/home.html
http://www.google.co.in/
http://www.ibanklive.com/ (Formerly: http://www.tvadindx.com/)
http://www.ibef.org/
http://www.indiannewspapersociety.org/
http://www.indiantelevision.com/
http://www.ncaer.org/
http://www.youtube.com/
www.allindiaradio.org & www.ddindia.gov.in
Annexure – XII Questionnaire

Title: Information Management in the Advertising Industry in India

According to Online Dictionary for Library and Information Science, “information management is the skillful exercise of control over the acquisition, organization, storage, security, retrieval and dissemination of the information resources essential to the successful operation of a business, agency, organization, or institution.”

Objectives of the study:

1) To study the existing information management in the advertising industry;
2) Role of library related personnel in managing information;
3) Study the widespread changes happening in the same (information management in the advertising industry)
4) Challenges faced by the professionals in Information Management;
5) To assess the need for setting up an Information centre to serve the advertising industry.
6) To suggest/recommend a model information centre/system with requisite standards & guidelines
Annexure – XII Questionnaire

Questionnaire for Advertising Agency Library/Information Centre/Knowledge Management Centre

1. AGENCY PROFILE
a) Name of the agency __________________________________________

b) Website ___________________ c) Year of establishment _____________

1.1 Profile of the Library/Information Centre/Knowledge Management Centre
a) Name ______________________________________

b) Year of Establishment __________________

c) Number of branch libraries _________________

1.2 Rules and Regulations
a) Does the library have a written policy about the library rules?
   1) Yes  2) No

b) What are the working hours of the library?
   1) Daily from a.m. _________ to __________ p.m.

1.3 Membership
a) Please indicate who can become the member of the library:
   1) Account planning staff  2) Creative staff  3) Media planning staff
   4) Market research staff  5) If any other, please specifies ______________

b) No. of books issued to a member at a time ______________

1.4 Physical Facilities
a) Does the library have proper infrastructure facilities?
   1) Stack area  2) Reading area  3) Staff work Area

b) Total floor area ___________________________
1.5 Finance

a) What is the basis of budget allocation for agency library?

1) Percentage of___________   2) Per capita   3) Ad hoc

b) Provide Budget Figure for last three year

<table>
<thead>
<tr>
<th>Rs in Lakh/Year</th>
<th>2007-08</th>
<th>2006-07</th>
<th>2005-06</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 5 lakh</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 – 10 lakh</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10-15 lakh</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15-20 lakh</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>More than 20 lakh</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

c) Please give the break-up of budget for the current year

<table>
<thead>
<tr>
<th>Category</th>
<th>% of total budget</th>
<th>Category</th>
<th>% of total budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books</td>
<td></td>
<td>Journals</td>
<td></td>
</tr>
<tr>
<td>e-books</td>
<td></td>
<td>e-journals</td>
<td></td>
</tr>
<tr>
<td>Databases (e.g. WARC)</td>
<td></td>
<td>Audio/Video Equipments</td>
<td></td>
</tr>
<tr>
<td>CD/DVD/Film</td>
<td></td>
<td>Any other</td>
<td></td>
</tr>
</tbody>
</table>

1.6 Staff

a) Who heads the library?

1) Library professional  2) Semi-library professional  3) Non- Library professional

b) Please give category-wise break up of the number of library staff:

<table>
<thead>
<tr>
<th>Library Professional</th>
<th>Semi-library professional</th>
<th>Non-library professional</th>
</tr>
</thead>
</table>
c) Who does the following jobs/services of the library?

<table>
<thead>
<tr>
<th>Services</th>
<th>Library Professional</th>
<th>Semi-Library Professional</th>
<th>Non-Library Professional</th>
</tr>
</thead>
<tbody>
<tr>
<td>Selection of books</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Technical Process (Classification/Cataloging)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Processing of Library materials</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lending service</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inter library loan</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Compiling Bibliographical Service</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reference Service</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current awareness Service</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Selective Dissemination of Information</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Indexing service</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Abstracting service</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Compiling Newspaper clippings</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online search</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tracking Television Commercials</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tracking Radio Commercials</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Networking</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Photocopy Services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Any other</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

d) Does the library have facility for professional development of the library staff?
1) Yes ☐  2) No ☐

e) If yes, please indicate the purposes
1) Pursuing higher courses ☐  2) Participation in seminars/conferences ☐
3) Participation in short-term courses ☐  4) Visiting libraries ☐
5) Visiting book fairs and exhibitions ☐  6) Supporting Professional Membership ☐
7) If any other, please specify ___________
f) Does the library have a career advancement policy for the staff?
1) Yes ☐ 2) No ☐

g) Please indicate the criteria of promotion.
1) Seniority ☐ 2) Merit ☐ 3) Assessment ☐ 4) Time bound ☐
5) If any other, please specify ____________________________

1.7 Library Management
a) Do you have a library committee?
1) Yes ☐ 2) No ☐
b) If yes, please indicate the nature of library committee:
1) Advisory ☐ 2) Executive ☐
3) If any other, please specify ____________________________
c) What is the status of the librarian in the committee?
1) Member ☐ 2) Secretary ☐ 3) Convener ☐ 4) Chairman ☐ 5) None ☐
6) If any other, please specify ____________________________

1.8 Collection Development
Selection
a) Does the library have any Collection development policy?
1) Yes ☐ 2) No ☐
If yes, a copy of the policy documents (if available) on overview of its salient features will be much appreciated.
b) Do you have a book selection committee? 1) Yes ☐ 2) No ☐
c) If yes, please indicate the members of the committee
1) Account planning staff ☐ 2) Creative staff ☐
3) Marketing research staff ☐ 4) Media management staff ☐
5) If any other, please specify ____________________________

1.9 Acquisition
a) What is the system of acquiring the documents?
1) Standing order ☐ 2) Approval ☐
3) Based on book reviews ☐ 4) Placing order ☐
5) If any other, please specify ____________________________
b) Category-wise Library Collection

<table>
<thead>
<tr>
<th>Documents</th>
<th>Added During 2007-08</th>
<th>Added During 2006-08</th>
<th>Added During 2005-06</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e-books</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Bound Periodicals</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>e-journals</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newspaper clippings</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Audio Cassettes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Database</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Video Cassettes</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>TV Commercials</td>
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<tr>
<td>Radio Commercials</td>
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<tr>
<td>Outdoor Advertisements</td>
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<tr>
<td>Print Advertisements</td>
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<tr>
<td>CD ROM/DVDs</td>
<td></td>
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<tr>
<td>Project Reports</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Any other</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

c) Please mention the no. of periodicals currently being subscribed to
   _____________________. (If possible, please spare a copy of list of subscribed periodicals.)

1.10 Processing of library materials

a) Which Cataloguing and Classification rules do you follow for processing library materials?

<table>
<thead>
<tr>
<th>Cataloguing</th>
<th>Classification</th>
<th>Subject heading</th>
</tr>
</thead>
<tbody>
<tr>
<td>AACR</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CC</td>
<td></td>
<td>LC</td>
</tr>
<tr>
<td>LC</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
1.11 Computer Application

a) Is your library computerised? 1) Yes  2) No

b) If yes, what software do you use for library management?
   1) Libsys  2) SLIM  3) SOUL  4) Libris
   5) Alice  6) E-Granthalaya  7) Librarian  8) Lib-suite
   9) WINISIS  10) If any other, please specify ________________

c) For providing readers' services, please indicate availability of the kind of databases in use, and mention their number:

<table>
<thead>
<tr>
<th>Kinds</th>
<th>Availability</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Bibliographic</td>
<td>____________</td>
<td></td>
</tr>
<tr>
<td>2) Creative</td>
<td>____________</td>
<td></td>
</tr>
<tr>
<td>3) Numeric</td>
<td>____________</td>
<td></td>
</tr>
<tr>
<td>4) Full-text</td>
<td>____________</td>
<td></td>
</tr>
<tr>
<td>5) If any other, please specify ______________________________</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2 INFORMATION SERVICES AND MANAGEMENT

2.1 What is the criterion for the selection of information while providing various services to users?

1) Brief  2) Potential use  3) Actual use
4) Account gains  5) Client’s brand  6) Competitors brands
7) Market size  8) Market Share  9) Market players
13) Media related  14) Creative aspect  15) Time factor
16) If any other, please specify ________________

2.2 Sectors Covered by your library:

1) Agricultural  2) Automation  3) Automobiles
4) Aviation  5) Banking  6) Beverage
7) Engineering/Design □ 8) Durable □ 9) FMCG □
10) Food Industry □ 11) Financial Services □ 12) Gems/Jewellery □
13) Healthcare □ 14) Information Technology □ 15) Insurance □
16) IT Related Services □ 17) Media & Entertainment □ 18) Oil & Gas □
19) Pharmaceuticals □ 20) Real Estate □ 21) Retail □
22) R & D □ 23) Science & Technology □ 24) Steel □
25) Textile □ 26) Telecom □
27) Tourism & Hospitality □ 28) Training & Education □
29) If any other, please specify _________________

2.3 Services

Please indicate the services provided by your library
1) Lending (circulation) □ 2) Inter-library loan □ 3) Reference Service □
4) Literature Search □ 5) Current awareness Service □ 6) Newspaper clippings □
7) Print Advertisements □ 8) Television Advertisements □ 9) Radio Advertisements □
10) Online Search □ 11) Networking □ 12) Abstracting Service □
13) Indexing Service □ 14) If any other, please specify _________________

2.3.1 Lending Services

a) In addition to the traditional documents, please tick-mark the documents you
issue to the members:
1) Periodicals: Bound □ 2) Periodicals: Current □
3) Reference books □ 4) CDs/DVDs □

2.3.2 Inter-Library Loan (ILL)

a) Does your library borrow or lend documents on inter-library loan amongst
various branch libraries?
1) Yes □ 2) No □

b) If yes, how much time is taken to borrow or lend a document on ILL? _____ Days
2.3.4 Reference Service

a) Does your library provide?

<table>
<thead>
<tr>
<th>Service</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Orientation programme to the users</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2) Help in locating the documents</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3) Help in finding the information</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4) Reference sources</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4) Use of library catalogue/OPAC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5) If any other, please specify</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

b) How do you provide it?

1) Face to face  □  2) E-mail □  3) Telephone □

2.3.4 Literature Search

How many literature searches (e.g. product, brand, consumer behavior, youth etc.) are compiled on an average annually?

<table>
<thead>
<tr>
<th>Range</th>
<th>Up to 25</th>
<th>26-50</th>
<th>51-75</th>
<th>75-100</th>
<th>101-125</th>
<th>126-150</th>
</tr>
</thead>
<tbody>
<tr>
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</tbody>
</table>

2.3.6 Current Awareness Services (CAS)

a) Do you organize display of New Arrivals?

1) Books □  2) Periodicals □  3) Non-prints □

Any other (please specify) __________________________

b) Does the library bring out the Current Awareness Services (CAS) bulletin?

1) Yes □  2) No □

c) If yes, please give the details.

1) Title ______________________ 2) Year of starting ______________________

3) Periodicity _________________ 4) Year of cessation, if any ____________

5) No periodicals covered ______________________

d) Selective Dissemination of Information (SDI) service is provided to:

1) Account planning staff □  2) Creative staff □
3) Media planning staff  
4) Market research staff

e) How are SDI notifications sent?
1) By post  
2) Through messenger
3) Through e-mail  
4) Library portal

f) Which of the following systems do you use for feedback?
1) In-built  
2) Periodic survey  
3) Through network

2.3.6 Newspaper Clipping Service (NCS)

a) Does your library provide newspaper clipping services?
1) Yes  
2) No

b) If yes, please indicate year of starting _______________

c) Which way you provide it?
1) Manually  
2) Database

d) Number of sources used:
1) Dailies ____________ 2) Weeklies ________________ 3) Monthlies ____________

e) How do you organize and retrieve the clippings?
1) Date-wise  
2) Subject-wise  
3) Product category-wise  
4) Brand-wise

f) Do you have weeding policy for press clippings?
1) Yes  
2) No

g) If yes, please indicate frequency of weeding?
1) Quarterly  
2) Half-yearly  
3) Annually  
4) Any other __________

2.3.7 Print Advertisements

a) Do you preserve print advertisements in your library?
1) Yes  
2) No

b) If yes, which way do you provide it?
1) Manually (Files)  
2) Database  
3) Guard book

c) Number of sources used:
1) Dailies ____________ 2) Weeklies ________________ 3) Monthlies ____________
d) How do you organize and retrieve the print advertisements?
1) Date-wise  2) Product-category wise  3) Brand-wise

2.3.8 TV, Radio and Outdoor Advertisements

a) Do you monitor advertisements from various sources and archive it in library?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
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</thead>
<tbody>
<tr>
<td>TV Commercial</td>
<td></td>
<td></td>
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<tr>
<td>Radio Commercial</td>
<td></td>
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<tr>
<td>Outdoor Advertisements</td>
<td></td>
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</tbody>
</table>

b) If yes, how do you preserve them?

1) CD  2) DVD  3) Searchable database

2) If yes, how do you preserve them?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV Commercial:</td>
<td>1) MPEG   2) AVI  3) RM  4) MOV  5) VOB</td>
<td></td>
</tr>
<tr>
<td>Radio Commercial:</td>
<td>1) MP3  2) OGG  3) RM  4) VOB</td>
<td></td>
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<tr>
<td>Outdoor:</td>
<td>1) JPEG  2) BMP  3) GIF  4) TIFF</td>
<td></td>
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</table>

If any other, please specify ________________

2.3.9 Online search service:

a) If online search service is available, mention the year of starting the service ________________

b) Please mention the names of databases accessible to the library

|                     | 1) WARC  2) Cannes Lions Intl  3) Lexis-Nexis |
|---------------------|-------|-------------------------------------|
| MAGINDIA            | 4)    | 5) Indiastat.com  6) Questia       |
| TAM                 | 7)    | 8) aMap  9) IRS       |
| NRS                 | 10)   | 11) Market Pulse (IMRB) 12) Euromonitor |
| CMIE                | 13)   | 14) ISI Emerging Markets 15) NCAER |
| Retail Store Audit (Nielson) | 16)  | 17) If any other, please specify ________________ |
c) Do you allow your users to conduct search themselves? 1) Yes ☐ 2) No ☐

d) If, no, who does the search?
1) Library staff ☐ 2) IT Specialist ☐ 3) Any other (please specify) __________

g) Which of the following search engines/websites do you frequently use to search information? (4 = Always, 3= Frequently, 2 = Sometimes, 1 = Rarely, 0 = Never)

<table>
<thead>
<tr>
<th>Enginės/Websites</th>
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<td>You Tube</td>
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<td>Exchange4media</td>
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<td>MICA’s Libraryonline</td>
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<tr>
<td>IBEF</td>
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</tbody>
</table>

2.3.10 Networking

a) Availability of IT infrastructure in your library.
1) Internet connectivity ☐ 2) Server ☐ 3) LAN/Wi-Fi/WAN ☐
4) Portal ☐ 5) Scanner ☐ 6) Digital camera ☐
7) TV channels on your PC ☐ 8) Video camera ☐ 9) DVD writer/reader ☐

b) Do you have website/network between branch offices and head quarter libraries?
1) Yes ☐ 2) No ☐

c) If yes, what facilities are available?
1) Union catalogue of books ☐ 2) Union catalogue of periodicals ☐
3) Union list of current periodicals ☐ 4) Access to national databases ☐
5) Access to international databases ☐ 6) Document delivery (FTP) ☐
7) Sectoral information update ☐ 8) Brand monitoring service ☐
9) Campaigns ☐ 10) If any other, please specify _________________
d) Who maintains/update the information on website?
1) Library  2) IT Dept  3) Branch Office  4) Head Office  

e) Does it meet the local information requirements?
1. Yes   2. No  

f) If No, Which of the following sources do you use to get the information?
1) British Council Library  2) American Centre Library  
3) Federation Library  4) Ad Club Library  
5) Client’s Library  5) Academic Library  
7) Management Assn. Library  6) Outsource the information  

g) Are you a member of any Library?
1) British Council Library  2) American Centre Library  
3) Federation Library  4) Ad Club Library  5) Client’s library  
6) Academic Library  7) Local Management Association Library  

2.3.11 Do you provide Abstracting & Indexing Service?
Abstracting Service:  1) Yes  2) No  
Indexing Service:  1) Yes  2) No  

<table>
<thead>
<tr>
<th>Service Details</th>
<th>Indexing Service</th>
<th>Abstracting Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Year of Publishing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Periodicity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Year of Cessation, if any</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No. of periodicals covered</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subject covered</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3 OUTSOURCING OF INFORMATION
a) How often do you outsource information?
4 = Always, 3 = Frequently, 2 = Sometimes, 1 = Rarely, 0 = Never

<table>
<thead>
<tr>
<th>Service Outsource</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Category Information/Brand Information</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Print Advertisements</td>
<td></td>
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</tr>
</tbody>
</table>
4 AGENCY CREATIVE WORKS

4.1 How agency archives its own creative output?

<table>
<thead>
<tr>
<th></th>
<th>Print</th>
<th>TVC</th>
<th>Radio</th>
<th>Outdoor</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guard book</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>CD/DVD</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Searchable Database</td>
<td></td>
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<tr>
<td>Digital Asset Management</td>
<td></td>
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<td>(e.g. Xinet)</td>
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</tbody>
</table>

b) Who preserves agency’s creative output?

1) Creative Dept. 2) Account Dept. 3) Head Office 4) Branch Office 5) Library

4.2 What do you do with the information on your old accounts currently handled by other agencies?

1) Preserve in the library 2) Preserve with Creative team 3) Preserve it in compact storage 4) Preserve on server 5) Head Office 6) Branch office

b) Do you archive any power point presentation (PPT) in the library as a part of Information management?

1) Yes 2) No

1) Account Planning 2) MR 3) Media Planning 4) Creative

5. WHAT ARE THE CHALLENGES YOU FACE WHILE WORKING WITH ADVERTISING INDUSTRY?

1) Constant work pressure 2) Team Work 3) Time Management 4) Keeping pace with IT 5) Job security 6) Meeting dead-lines 7) Constant up-gradation 8) Scope of information required

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6 DO YOU FEEL THAT LIBRARY SERVICES AND LIBRARY HAVE CONTRIBUTED DIRECTLY/INDIRECTLY TO THE AGENCY?
(4 = Always, 3 = Frequently, 2 = Sometimes, 1 = Rarely)

<table>
<thead>
<tr>
<th>Area</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pitches</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retaining Clients</td>
<td></td>
<td></td>
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<tr>
<td>Identifying business opportunities</td>
<td></td>
<td></td>
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<tr>
<td>News ideas</td>
<td></td>
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</tr>
</tbody>
</table>

7 HAS MERGER & TAKEOVER OF YOUR ADVERTISING AGENCY AFFECTED THE INFORMATION MANAGEMENT IN THE AGENCY?
1) Yes □   2) No □

b) If yes, please select the following impact on information management
1) Information becomes Centralized □ 2) Information becomes decentralized □
3) Increased information scope □ 4) Decreased information scope □
5) Increased workload □ 6) Decreased workload □

8 DO YOU FEEL THAT A NODAL AGENCY IS NEEDED TO MAINTAIN AND SERVE INFORMATION TO ADVERTISING INDUSTRY?
1) Yes □   2) No □

b) If yes, please give your preferences?
(3= Most Preferred, 2 = Preferred, 1 = Less Preferred, 0 = Not Preferred)

<table>
<thead>
<tr>
<th>AGENCY</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Association of Advertising Agencies of India (AAAI)</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Bombay Ad Club</td>
<td></td>
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<td></td>
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<tr>
<td>Indian Society of Advertisers</td>
<td></td>
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<tr>
<td>Advertising Standard Council of India</td>
<td></td>
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</tr>
<tr>
<td>Mudra Institute of Communications, Ahmedabad</td>
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<tr>
<td>Audit Bureau of Circulations</td>
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</tr>
</tbody>
</table>
9 USER SATISFACTIONS
a) Have you ever conducted a survey regarding user satisfaction? 1) Yes □ 2) No □

b) If yes, to what extent the users were satisfied:
   1) Fully □  2) Partially □  3) Not at all □

c) If no, do you find any need to conduct such surveys? 1) Yes □  2) No □

10 MAJOR PROBLEMS FACED
a) Describe the major problems faced by you while performing library jobs.

11 STOCK VERIFICATIONS
a) Do you have a regular stock verification programme? 1) Yes □  2) No □

b) If yes, please indicate the periodicity of stock verification:
   1) Annual □  2) Bi-annual □  3) 5-yearly □  Any other □

12 FUTURE PLANS
1) Physical facilities ______________________________________________________
2) Staff ________________________________________________________________
3) Services _____________________________________________________________
4) Collection __________________________________________________________
5) Computer application_______________________________________________
6) Please attach a copy of the annual report of available. ___________________

13 IF YOU HAVE ADDITIONAL COMMENTS THEN PLEASE PROVIDE THEM AT THE BACK.

Designation: ___________________________________ Signature: __________________ Date: ___________________