

Annexure & Bibliography





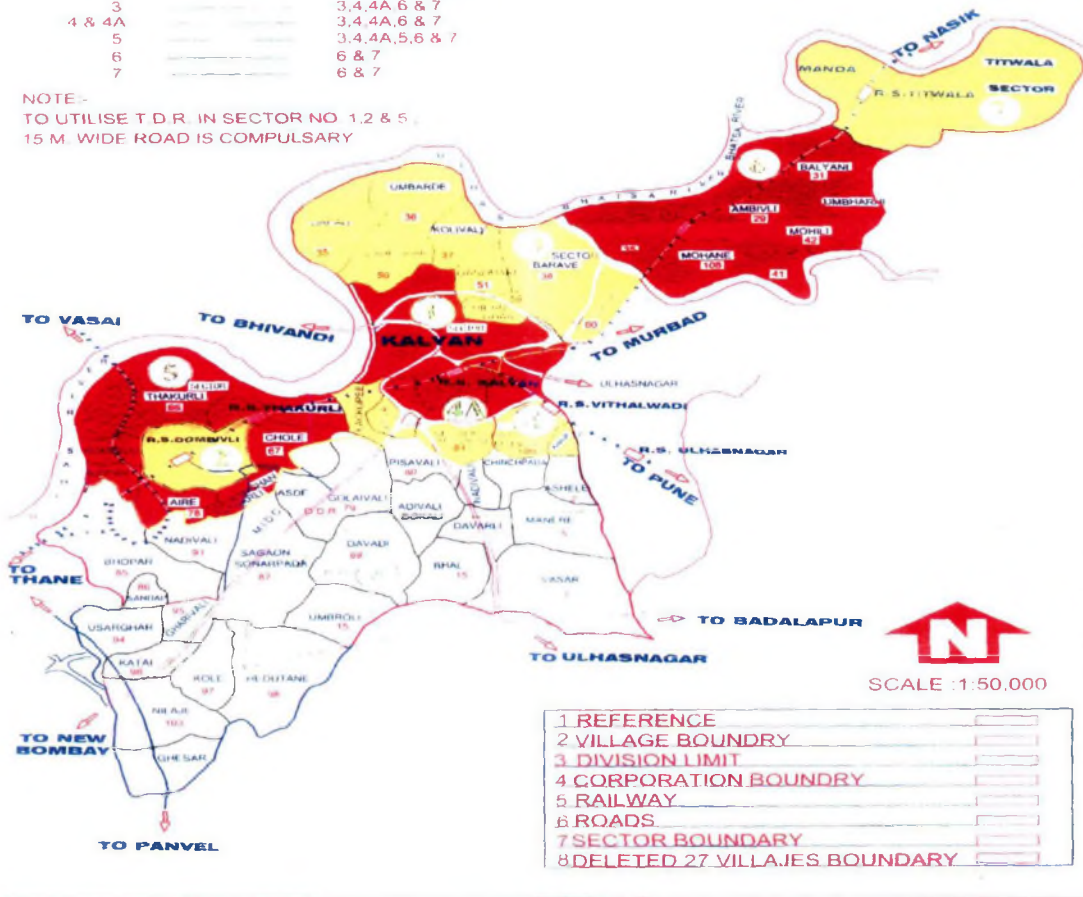
Annexure No. 3.

Map of Kalyan and Dombivli city

**KALYAN DOMBIVALI MUN. CORPORATION
T.D.R. UTILISATION**

RESERVED LANDS IN PLANNING SECTOR NO (ORIGINATING LAND)	THE PLANNING SECTOR WHERE D.R.C.'S BE RECEIVED (RECEIVING LAND)
1	1,3,4,4A,5,6, & 7
2	2,3,4,4A,5,6 & 7
3	3,4,4A,6 & 7
4 & 4A	3,4,4A,6 & 7
5	3,4,4A,5,6 & 7
6	6 & 7
7	6 & 7

NOTE:-
TO UTILISE T D R IN SECTOR NO 1,2 & 5,
15 M. WIDE ROAD IS COMPULSARY



Source: Kalyan Dombiv li Muncipal Corporation

LIST OF PUBLISHERS OF THANE, DOMBIVLI & KALYAN

Sr.No.	Name of Prakashan	Publisher	AREA
1.	Anagha Publication	Mr. Vidya Nale	Thane
2.	Ankur Publication	Mrs. Vrushali Phadke	Thane
3.	Nakshtradeep Publication	Mr.Sunil Gondhlekar	Thane
4.	PhulraniPublication	Mr. Pradip Gujar	Thane
5.	Raje Publication	Mr. Dhanjay Raje	Thane
6.	Shree Publication	Mr. Mangle	Thane
7.	Sharada Publication	Prof. Santosh Rane	Thane
8.	Sushreya Publication	Mrs. Sweta Ganu	Thane
9.	Udveli Publication	Smt. Vaishali	Thane
10.	Ashwamedha Publication	Mr. Ramesh N. Vadekar	Dombivli
11.	Aarti Publication	Mr. Suresh Deshpande	Dombivli
12.	Adcons Publication	Mr. B.G. Donde	Dombivli
13.	Mohiniraj Publication	Mr.Zende	Dombivli
14.	Morya Publication	Mr. Dilip Mahajan	Dombivli
15.	Shradhha Publication	Smt. Samiksha Halbe	Dombivli

LIST OF PUBLISHERS OF THANE, DOMBIVLI & KALYAN

16. Sumeru Publication	Mr. Shredik Annandate	Dombivli
17. Sanika Publication	Mr. Sagar Kulkarni	Dombivli
18. Siddhayog Publication	Mr. Dattaguru patil	Dombivli
19. Sanskrit Swadhyaya Publication	Mrs. Anjali Dupkar	Dombivli
20. Deepali Publication	Mrs. Deepali	Dombivli & Kalyan
21. Hira Publication	Mr. Ramakant	Dombivli & Kalyan
22. Maru Publication	Mr. Maru	Dombivli & Kalyan
23. Sangrahi Publication	Mr. Ajit Vichare	Dombivli & Kalyan
24. Anant Publication	Mr. Prabhakar Sant	Kalyan
25. Abhyudaya Publication	Mrs. Sudha Kanade	Kalyan
26. Deeprekha Publication	Mrs. Surekha Karandikar	Kalyan
27. Mitra Publication	Mr. Malvade	Kalyan
28. Om Shanti Publication	Dr. V.R. Apte.	Kalyan
29. Ujwal Publication	Mr. Milind Kulkarni	Kalyan.
30. Vinayak Publication	Mr. Ashwini Divekar	Dombivli

QUESTIONNAIRE FOR PH.D. RESEARCH

**Title: A STUDY OF ADMINISTRATION OF PUBLICATION INDUSTRY IN
THANE, DOMBIVLI AND KALYAN.**

I. PERSONAL INFORMATION

- Q.1 Name of Publishing firm: _____
Name of Publisher: _____
Address and Contact No: _____
- Q.2 State the Date & Year of Establishment: _____
- Q.3 Whether Publication firm is incorporated as a Primary or Supportive Business?
(a) Primary (b) Supportive
- Q.4 Whether your Firm is registered? Yes No
If yes, under which Act
- (a) Shop and Establishment Act (b) ISBN Number
(c) Income Tax Act (d) Sales Tax Act
- Q.5 Whether you have obtained any professional qualifications?
- (a) Diploma in Publishing (b) Degree in Publishing
(c) Certificate course in publishing (d) Workshop/Seminar
(e) Any other (f) Nil
- Q.6 What motivated you to enter in this business?
- (a) Interest (b) Financial Need
(c) Family Background (d) Any other

II FINANCIAL ADMINISTRATION

Q.1 What is the present Investment of your business:

- a) 25,000/- b) 50,000/-
c) 1, 00,000/- d) 2, 00,000/- & more

Q.2 What are the sources of finance?

- (a) Owned (b) Borrowed (c) Both

Q.3 Have you taken loan for business?

- (a) Friends and Relatives (b) Banks (c) Money Lender

Q.4 What type of Difficulties in obtaining loan?

- (a) Books on Hypothecation is not accepted
(b) Legal formalities i.e. Income Tax No, Sales, ISBN No. and Sales Tax registration
(c) Documentations and Procedures

Q.5 Is that you face problem of bad debts? Yes No

If yes, what is % of bad debt of sales?

- (a) 2 to 5% (b) 5 to 10%
(c) 10 to 20% (d) 20% and above

III) PRODUCTION ADMINISTRATION

Q. 1 What forms of books you publish?

- (a) Novels (b) Marathi Literature (c) Utility Books
(d) Astrology & Astronomy (e) Recipes Books (f) Health
(g) Any Others

Q.2 How many books published by your firm till date?

- (a) 1 to 50 (b) 51 to 100
(c) 101 to 150 (d) 151 to 200 (e) More than

Q.3 How many copies do you print in First edition?

- (a) 1100 (b) 2100 (c) 3100 (d) 5100

Q.4 How many Books of your firm is having more than one edition?

- (a) 1 to 50 (b) 51 and More

Q.5 How many books are Translated from other language to Marathi and Marathi and Other language?

- (a) 1 to 10 (b) NIL

Q.6 How many complimentary copies are given in each edition of published book?

- (a) 1 to 50 (b) 51 to 100 (c) More than 101

Q.7 State which of the following production facilities are available in your firm?

- (a) D.T.P. (b) Plate Making
(c) Cutting (d) Printing
(e) Binding (f) Lamination

Q.8 Do your firm is facing problem of load shading by M.S.E.B.?

- (a) Yes (b) No

If yes, how does it affect production progress?

- (a) Delay in plans (b) Inconvenience (c) Cost of Production

Q.9 Do you face the problem of change in prices of raw material?

- (a) Yes (b) No

Q.10. How many books are published every year ?

- (a) 0-5 (b) 6 to 10
(c) 11 to 15 (d) 15 to 20

IV. SALES AND MARKETING ADMINISTRATION

Q.1 What is average annual turnover of your business?

- (a) Upto 100,000 (b) 100,000 to 200,000
(c) 200,001 to 300000 (d) 300,001 and more

Q.2 What is average profit of your publication firm?

- (a) Up to 15% (b) 15 to 24%
(c) 25% to 34% (d) 35% to 44%
(e) 45% & above

Q.3 Which of the following channels you prefer for distribution of books?

- (a). Publisher - Authorised Distributor - Wholesaler - Retailer - Consumer
(b). Publisher - Wholesaler - Retailer - Consumer
(c) Publisher - Retailer - Consumer
(d) Publisher - Authorised Distributor - Consumer
(e) Publisher - Consumer
(f) All

Q.4 What is strategy of marketing and selling?

(a) Conducting seminars, workshops, shows

(b) Participation in Exhibitions and samelans

Q.5 How many days of credit is given to the book sellers?

(a) Up to 30 days (b) 31 to 60 days

(c) 61 to 90 days (d) more than 90 days

Q.6 How much percentage of commission is given to the bookseller and customers?

(a) Bookseller: 25 % to 34 % 35 % to 50 %

(b) Customer: 10 % to 19 % 20 % to 30 %

Q.7 Do you face problem of pirated books?

(a) Yes (b) No

Q.8 Do your firm has Website address or E-mail address? If yes, give details.

(a) Yes (b) No

Q.9 If you think your firm is successful which factor are responsible for success of your business?

1. New strategies in marketing

2. Sales Promotion activities

3. Published more books in the year 2004-2005

4. Goodwill and image in the market

5. Entry in the international Market

Q.10 Do you face competition of Hindi and English books to Marathi books?

(a) Yes (b) No

Q.11 Whether your business faced challenges created by Television and other media?

(a) Yes (b) No

V. **ADVERTISING ADMINISTRATION**

Q.1 Are you making use of new technology in your business activities?

(a) Yes (b) No

If yes, mention the specific technology you are using.

Q.2 Are you facing problem related to unethical advertising?

(a) Yes (b) No

Q.3 Which source of advertising is preferred by your firm?

a) Newspapers (b) Magazines (c) Pamphlets and hoardings
d) Internet (e) Other

Q.4 How much is your advertising expenditure for per copy of book?

(a) 2% to 5% (b) 6% to 10%

VI) COLLECTION OF CREDIT ADMINISTRATION

Q.1 What efforts are taken for collection of credit?

- (a) Reminders by telephone (b) Letter of reminders
(c) Direct visit (d) sending salesperson for collection
(e) Other

Q.2 Which type of problem in collection of credit is faced by your firm?

- (a) Diversified area coverage (b) Demand for more days of credit
(c) Payment on sale
(e) Selfish motives of booksellers

Q.3 Is your firm is undertaken distribution function to solve the problem of credit Collection?

- (a) Yes (b) No

Q.4 Is your firm faces the effect of Globalization?

- (a) Yes (b) No

VII) MANPOWER ADMINISTRATION

Q.1 Which of the following managers are working in your publication firm ?

1. Production Manager 2. Sales Manager
3. Promotion Manager 4. Administrative Manager
5. Advertisement Manager

Q.2 How many of the following department are constituted in your publication firm?

- | | | | |
|--------------------------|----------------------|-----------------------|----------------------|
| (1) Planning | <input type="text"/> | (2) Editing | <input type="text"/> |
| (3) Production & Design | <input type="text"/> | (4) Promotion & Sales | <input type="text"/> |
| (5) Administration | <input type="text"/> | (6) Accounts | <input type="text"/> |
| (7) Publication Relation | <input type="text"/> | (8) Stores | <input type="text"/> |

Q.3 Which of the following skilled employees are working in your publication firm?

- | | | | |
|-------------|----------------------|--------------------------|----------------------|
| (a) Editor | <input type="text"/> | (b) D.T. P. | <input type="text"/> |
| (c) Artists | <input type="text"/> | (d) Printer | <input type="text"/> |
| (e) Binder | <input type="text"/> | (f) Sales Representative | <input type="text"/> |

Q.4 Is your firm is facing the problem of labour turnover?

- (a) Yes (b) No

Q.5 Is distribution is totally depend on sales executives?

- (a) Yes (b) No

Q.6 How you employ candidate in your firm?

- | | | | |
|-------------------|----------------------|-------------------------|----------------------|
| (a) Advertisement | <input type="text"/> | (b) Reference | <input type="text"/> |
| (c) On contract | <input type="text"/> | (d) Through other staff | <input type="text"/> |

Q.7 Is your firm provide any training facility to staff?

- (a) Yes (b) No

If yes, which type of training is provided?

- (a) On the job (b) Off the job

Q.8 Is your firm face problem of unskilled employees?

(a) Yes (b) No

GENERAL

Q.1 What are your future plans for development of business?

Q.2 What are your suggestion for overall development of publication business?
