

**CTC**  
**FY : 2016-17**

# **Integrated Annual Operating Plan....**



# Snap Shot 2015-2016

Month	PO		Revenue (in lac)	
	Target	Actual	Target	Actual
April	35347	36771	24,10008	27,02413
May	34637	35573	23,86743	27,11677
June	35613	38023	24,28639	28,58783
July	42262	44229	29,77041	34,61922
August	43398	43464	29,94425	33,00944
September	43487	42500	28,74240	31,05881
October	43577	40470	30,70051	31,45564
November	41643	38111	27,81772	27,28328
December	42002	36881	29,58210	28,04910
January	41134	36295	28,36946	28,45417
February	42225	36170	27,23492	25,40866
Avg	40484	38953	3,04,41567	3,22,06705

# Print Order

Publication	Avg PO	Increased copies	Revenue
Agrowon	9459	495	69,45182
Sakal Saptahik	730	245	3,49434
Tanishka	500	170	97388
Premiere	125	45	15135
Total			3,96,13,844

# Market Share

Sr. No	Publications	Avg PO	%
1	Lokmat	112001	38.7
2	Lokmat Rs.2	22000	7.6
3	P Nagari	40100	14.2
4	Sakal	36295	12.54
5	Other ( 7 )	7000	2.42
6	Divya Marathi	62100	21.45
7	M T	8900	3.07
TOTAL		288396	99.98

## **Lokmat :**

- 1) Launched Rs.2 issue by providing incentive to agents.**
- 2) Scheme for readers Jito Sona Chandi**
- 3) Scheme for students Sanskarache Moti.**
- 4) Vasant Bahaar a gift scheme for readers & agents .**

## **M.T. :**

- 1) Yearly subscription of Rs.299/**

# Page Average

Day	Sakal		Lokmat		Divya Marathi		M.T.	
	Page	Price	Page	Price	Page	Price	Page	Price
Monday	10+4	3	16+4+4	4	12+4	4	12+4	2.5
Tuesday	10+4	3	12+4+4	4	12+4+4	4	12+4	2.5
Wednesday	10+4	3	12+4+4	4	12+4	4	12+4	2.5
Thursday	10+4+4	3	12+4+4	4	12+4	4	12+4	2.5
Friday	10+4+4	4	12+4+4+4	4	12+4	4	12+4	2.5
Saturday	10+4+4	4	12+4+4+4	4	12+4	4	12+4	2.5
Sunday	10+4+8	4	12+4+4+8	4	12+4+6	4	12+6	3
Total	118	24	184	28	122	28	114	18
Avg.	16.85	3.42	26.28	4	17.42	4	16.28	2.57

# CIRCULATION OVERVIEW

Circulation	Print Order	Net Paid	Revenue
Last Year i.e. 2015-16	38954	36689	3.22 (Cr.)
Projection FY : 2016-17	38960	36735	3.25 (Cr.)
Considering present print order (35100) hike is 11%			



## Mission with the participation of people- Unit Initiative

### 1) *Participants*

- Municipal Corporation
- Z. P. Members & administration
- NGO's (Non Govt. Organization )
- Builders
- Citizens
- Tanishka & YIN Members.



## **Steps to Succeed The Mission:**

- Awareness.
- People's Active Participation .
- Action Plan

Through the above data will be collected & utilized to increase copies as well as readership of Sakal & other publication.

# CIRCULATION ACTIVITIES....

## 2) Vachak Melava

“Vachak Melava” will be arranged in every month.

- Collected data will be used to covert non readers in to Sakal's readers.
- 25 melavas will be organized in a year.



## **3) Election Plan**

- Thirteen corporations election from Jalgaon & Nandurbar district are scheduled in Dec 2016.
- Taking it into consideration we will do subscription drive with the help of published news in Sakal in stead of bulk sale. We will do ward wise mapping of our copies and work to increase it .

## **4) New Agencies**

We will increase 1500 copies through new agency development.

## **5) Society connect meetings**

*We will arrange society connect meetings with various communities and associations like Doctors, advocates, Professors , Merchant etc.*

## **6) Utilization Of Social Media**

Through the effective use of WhatsApp, Facebook and our web page we will reach plenty number of people to promote Sakal.

## 7) Gavjatra

Special feature is being published on every Monday to focus the history of village.

- We will do promotional and branding activities in these villages like displaying issue, chawadi wachan, Free Samplings -
- We will continue activity Coffee with sakal- (Interaction with political leaders, famous personality) in current year too .
- Student connect activity- 10<sup>th</sup>-12<sup>th</sup> guidance program, competitive guidance program, essay competition.
- Special Sakal subscription drive for YIN, Tanishka, Madhurangan members.



# CIRCULATION ACTIVITIES....

- 8) We will work segment wise for circulation promotion especially in city area. We will identify non readers in a segment like; Doctors Advocates etc and will do campaign to convert them in reader( sampling of our publications/ special discount scheme etc.
- 9) Ensure availability of copy in public places like library, school, colleges, saloon etc.
- 10) Who's who - we will make efforts to tap who's who in the city.
- 11) **Growth center** - We have identified growth centers in our area and we will work combine efforts ( Cir+Advt+Editorial) to increase the copies and advt revenue. Growth centers of our area are- **Jalgaon, Bhusawal, Chalisgaon, Amalner, Dhule, Nandurbar.**

***THANKS...***

# EDITORIAL CONTENT PLANNING....

**1**

**2**

**3**

**4**

**5**

**6**

**7**



# EVENTS OPPORTUNITIES ...

**1**

**2**

**3**

**4**

**5**

**6**

**7**

# OTHER INFORMATION IF ANY....

1

2

3

4

5

6

7