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Bharatiya Vidya Bhavan,
Chaupatty Road, Bombay 7.
October 24, 1959.

PRIVATE & CONFIDENTIAL:

My dear Shroff,

After our meeting on Thursday, the 22nd, I have been actively thinking about the speedy and successful implementation of the project of the proposed Weekly.

In the light of the subsequent discussions I had with many friends, I have had to reconsider the view I had expressed.

If we name the proposed Company as belonging to the Party and name the Journal as "SWATANTRA", it is likely to have the following adverse effects:-

1. The Journal would be treated as a purely Party Organ, and the general public will not be interested in the Journal after some time. The Socialist Weekly 'Janata' came to grief on account of this difficulty.
2. If the Journal is only a Party Organ, many advertisers might hesitate to give advertisements.
3. If we have a Party Organ, the other papers which are giving us handsome publicity at the moment will cease to do so.

After mature consideration, I am, therefore, inclined to think that the proposed Company should have a general name, like Indian Publications Private Ltd., and the Journal also should have an equally general name. I am sending herewith a short Note on the subject, which speaks for itself.

I am also sending herewith a Note on the first phase of our publicity work.



: 2 :

In Gujerat, the work has been delayed because of the floods; but Bhilalbai is in touch with many districts. They are calling a Workers' Meeting on the 11th November, which, I hope to attend.

The JANATA daily and 'THE JANATANTRA' of Ahmedabad have now openly gone into Communist hands and that leaves us without any independent Daily. The newspapers, being Congress papers in Ahmedabad, snuff out all our news. There is one Independent Daily 'NAVA GUJARAT' which gives us space, but it is financially very weak. The Editor had some talks about it with Masani and recently wrote me. It is a matter worth considering whether some support should be given to the paper.

I am leaving for Delhi tonight enroute to Patiala. I expect to be back on the 28th night or 29th morning.

With kind regards,

Yours sincerely,

Km
(K. M. MUNSHI)

Shri A. D. Shroff,
Bombay House,
Bruce Street,
Bombay.

✓ c.c. to Sri M. R. Masani.

NOTE ON PROPOSED WEEKLY

1. The Party must have a Publishing Unit of its own to bring out Journals, Pamphlets and Books. For this purpose a Joint Stock Company may be formed.
2. Name of the Company: To be fixed up after discussion among the sponsors.
3. Capital:
 1. Issued --- Rs. 5 lakhs
 2. Paid-up --- Rs. 1 lakh.

As I mentioned at the Meeting, the monthly expenses in the beginning will be about Rs. 10,000/-. Three months' credit is customary in the trade. Therefore the bulk of the estimated revenue from advertisements and circulation can be expected only after three months and hence for the smooth working of the Weekly, a Paid-Up Capital of Rs. 1 lakh as indicated is essential.

The first work of the Company may be to issue a Weekly in English. It can also undertake publication of brochures and books.

4. Name of the Weekly: This has to be fixed up after discussed on among the sponsors.

In this connection one has to bear in mind that if a Weekly is run purely as a Party organ, its chances of success, from the point of view of both circulation and advertisement, will be inevitably restricted. As far as circulation is concerned, an official organ will interest only the ardent adherents and sympathisers of the Party, whereas an Independent Journal will appeal to all sections of the People. Again a purely political Party Organ will not attract advertisements in the normal course of business. Further, once we have an accredited Party Journal, the other papers now giving space to the party will cease to do so. It should, therefore be run as an independent Journal. Of course, its basic policy will be to support the Party.

5. Advertisements: In order that the Weekly should not get into financial difficulties, it is essential that there should be a minimum of 8 pages of patronised advertisements per issue. Advertisements on merit could be expected only after the first two or three years. It is, therefore, essential that arrangements for contracts of 8 full-page advertisements at Rs. 250/- per insertion per issue for 52 issues should be obtained. It would be better if such contracts can be had for three years at a stretch.