



**NATIONAL READERSHIP STUDIES COUNCIL**

**12<sup>th</sup> February, 2007**

**PRESS RELEASE**

**NRSC invites applications from Market Research Agencies  
to undertake NRS 2007**

National Readership Studies Council (NRSC) invites applications from Market Research Organisations having proven capabilities to undertake the next National Readership Survey 2007 covering pan India almost 3,00,000 respondents. All towns above 1 lakh population and all town classes and village classes in each district of the country are to be covered.

Market Research Agencies have been requested to revert on the undermentioned issues in particular:

- Sampling strategy for rural India in order to minimize the fluctuations in Readership estimates.
- Design and methodology to ascertain reliable and robust readership estimates for niche publications, magazines, financial dailies and regional / local publications.
- Contemporary methods for data collection (CAPI, CATI)
- Nature of Quality control and validation process.

Market Research Organisations are required to apply in writing to the NRS Council by **20<sup>th</sup> February 2007** after studying the RFP available on <http://www.auditbureau.org> (under the separate section on NRSC).

For more information contact:

**NATIONAL READERSHIP STUDIES COUNCIL**

Wakefield house, 4<sup>th</sup> Floor, 11, Sprott Road, Ballard Estate, MUMBAI- 400 001.

Tel : 2261 1812, 2261 9072, 2265 8606 Fax: 2261 8821

E Mail : [nrsc@vsnl.net](mailto:nrsc@vsnl.net)