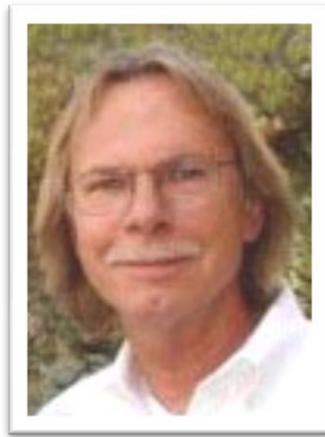


## A Short Note

Successful consumer businesses follow a simple three-step process: (1) Find out what consumers want; (2) Give it to them; and (3) Tell them that you gave it to them. This study by Shekhar KC demonstrates the process involved in Step 1 — Find out what consumers want.

While this study is not an exhaustive analysis of readers and non-readers of *Navyaata*, it provides an excellent first step in the research process and also demonstrates the abilities of a promising young mass media researcher in following the steps of scientific research.



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## Acknowledgement

When I had no idea how to start this study, my Research supervisor Asst. Prof Nirmala Mani Adhikary explained me the research approach and named this study "Reader and Non-reader study of Navyaata". During his guidance, Roger Wimmer, Ph.D of *Wimmer Research* was continuously suggesting me through email. These two scholars deserve the credit for the completion of this small scale research. And I want to remember my brainstorming with my colleagues Mr Amol Acharaya and Mr Sourav Prasai, which played a crucial role in this study. I don't want to forget the support of Media Students of Kathmandu University for their valuable suggestion throughout the focus group. Also, Tsering Dolker Gurung, the employee of Navyaata and my classmate deserves a lot of thanks for providing me this research project, my life's first private sector research.

Finally, Navyaata Magazine House's approach of making scientific research tools as the part of their management is really appreciable strategy to steer the magazine house. Also it is an important lesson for other media entrepreneur.



Sincerely,

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# Reader and Non-Reader

## Study of *Navyaata*

### 1. Introduction

#### 1.1 Background

Navyaata is a fashion and a lifestyle magazine focused on the youth. The magazine represents the new and ever growing trends with quality, quantity and organized contents as one of its top priorities. The name, Navyaata, means newness and trend in Sanskrit. The magazine gives importance to the awareness of the deep-rooted culture of Nepal with an attempt on molding the transforming trends with a Nepali touch custom-made for the Nepali audience. International standard met for the national audience with an affordable price is what defines Navyaata in one phrase. The major content of the magazine include various genres including Fashion, styling, life, photo feature, interviews, beauty, Ayurveda, guides and travel. The magazine is published from Uttar Dhoka, Lazimpat of Kathmandu Valley. Its major market is Kathmandu, Bhaktapur and Lalitpur districts.

The magazine was launched in April, 2010. ( *Navyaata*. Retrieved December 8, 2010 < <http://navyaata.com/aboutus.php>>)

## 1.2 Research Problem

The magazine publication industry though new and still small in Nepal, is witnessing both intra-industry and inter-industry competition. Media Sustainability issues are threatening Media Entrepreneur; the fear of media being used as propaganda tool is harming its credibility and media market is already at the point of saturation. The competition is evident even in specialized areas, the Youth magazine being the concern for this study. *Navyaata* is lifestyle magazine competing with number of other magazines of similar contents and target audiences like VOW, WAVE and ECS living. It is pertinent, in this background, to identify both readers and non-readers of the magazine, in order to sustain the present readership and to make strategies for increasing readership. This research presents a study of readers and non-readers of the magazine.

These critical situations surely demand some different approach for any organization to steer their managerial work to combat existing problem and march towards excellence. Media Research, though not perfect, can be the best alternative to start a new venture for any media institution. And there, *Navyaata* should not be an exception if it is to stand out in the crowd and win its audience trust.

Here by “Reader”, we mean those people who have read *Navyaata* magazine at least once in his/her lifetime. And by “Non-Reader”, we mean those people who might have heard about

the magazine or seen the magazine cover from the distance but never gone through it. This study is intended to figure out the characteristics of those “Readers” and “Non-Readers”. Their interests, general traits and perception about the magazine will certainly help the decision makers of *Navyaata* to shape their content.

### 1.3 Objectives

There were certain objectives taken before the research was conducted, infact every research has. So, here are some listed below.

- Help the editors of *Navyaata* to shape the content based on the general characteristics of its Audiences (bother readers and non-readers).
- To give general status of the *Navyaata* magazine in the Nepali Market.
- To extract findings that will play crucial role in taking major editorial and managerial decisions of the magazine House.
- To dig-out some of the existing problems in the magazine and suggest possible solutions.
- The study should help the internal public of *Navyaata* to understand the existing problems and to predict the future direction of the Magazine House. (Wimmer & Dominick, 2003)
- To provide a new basis for steering the organization ahead of others.
- To understand what makes a Magazine successful and unsuccessful.

### 1.4 Research Questions

Research Questions are generally used when a researcher is unsure about the nature of the problem under investigation. (Adhikary, 2006). *Navyaata* is just running on its 7<sup>th</sup> issue or it

hasn't even celebrated its anniversary. The problems in the *Navyaata* and among its audience are very difficult to figure out in such a small period of time unless some extensive research study is carried out. Here are some of the research questions which will be addressed in the data Analysis part of this study report.

- a. What are the general characteristics of *Navyaata* Readers and Non-Readers?
- b. Give the geographical distribution map of *Navyaata* Readers and Non-Readers?
- c. Who magazine in the Nepali Market is the main Competitor of *Navyaata* Magazine House?
- d. Find out the general perceptions about *Navyaata* Magazine?
- e. Are *Navyaata* Audiences taking the magazine content as intended by the editor?

## 1.5 Significance

Every research study do have certain significance because they are meant to understand the problem and predict the future direction. There has been no such study conducted so far in Nepal. The through search on Google.com shows that no such "Reader/Non-Reader" study has been conducted so far. Hence, *Navyaata* will be first such media institution to carry out such research. On the basis of the findings of this study, *Navyaata* can carry out follow up research study in order to remain update with the general changing characteristics of it's Audience, impact of its media content and general status of the magazine in the market. On what basis *Navyaata* will take major decision regarding the shaping of the media content and overall marketing strategy? This study will certain guide the organization to take its editorial and managerial decisions because the "gut feeling" or "guess work" is not going to work in this tightly competitive market. This study is going to be crucial for *Navyaata* Publisher, *Navyaata* story

writer, *Navyaata* Marketing officers to shape their content and to take major managerial and editorial decisions, and for media researchers who will get opportunities to explore their potentials.

**2. Research Design:** The goal of private-sector researchers in every research study is to develop a method that is fast, inexpensive, reliable, and valid. (Wimmer & Dominick, 2003). The same technique is attempted by the researcher in this study too. The time frame of the study was just 3 months (September-November, 2010) and no money was given to carry out this study. The researcher, as media research students, had to carry out this study on the basis of his insight, his link with the students of other colleges, guidance for his Professors of Kathmandu University and whatsoever other resources he had.

Mass Media Research is always cumulative. That is to say, it builds upon the past investigations, existing study in the related field and insights of the media researchers. While conducting this study, no such past study of exact type were found. However, guidance of media experts and author of the media research sector, discussion with the employees of *Navyaata* and media students of Kathmandu University proved to be very helpful to carry out this research study. A short focus group was conducted for 30 minutes in order to get insights for analysis.

Survey technique was chosen to address the research problem. Questionnaires were constructed so as to address different interests of reader that were likely to be emerged as a reaction to the "fancy" media content of *Navyaata*. The perception of readers on models, the major competitors

in the market, the geographical distribution of the audience with in the Kathmandu Valley (because it is the main market of the magazine), and the general status of magazine were some of the most important issue to be addressed, though on small basis, but the study is expected to bring some difference in the organizational approach to its audience and market.

Survey approach has been chosen to carry out this study. Survey is a quantitative technique of data collection. In this study, quantitative data will be used to make qualitative analysis. For example, *Navyaata* Reader choice of type of media content like stories, models, paper quality etc were rated as first, second and third respectively. This is qualitative data analysis which doesn't explain by how much difference they were liked.

**2.1 Method of Data Collection:** With the guidance of Assistant Professor Nirmala Mani Adhikary, a reputed media expert in South Asia ([adhikary.wordpress.com](http://adhikary.wordpress.com)), questionnaire was designed so as to address the objectives of the study.

Each of the questions (*See Appendix:VII*) is expected to address the specific interest of the reader. For example, Question 9, asking the most favorite magazine of the respondents, is expected to give a tentative figure of which magazine is the competitor of *Navyaata*. Similarly, perception of advertisements among *Navyaata* Readers will suggest the organization whether to include more advertisements or decrease its number so as to hold its readers interest. Similarly, the information of respondents like sex, school background, mother tongue and home address at the initial portion of questionnaires will certain give *Navyaata* Audience orientations and geographical locations.

**2.2 Population and Sampling.** In this study, all the people of Kathmandu Valley and neighboring districts who are prospective readers of *Navyaata* are included in thee population.

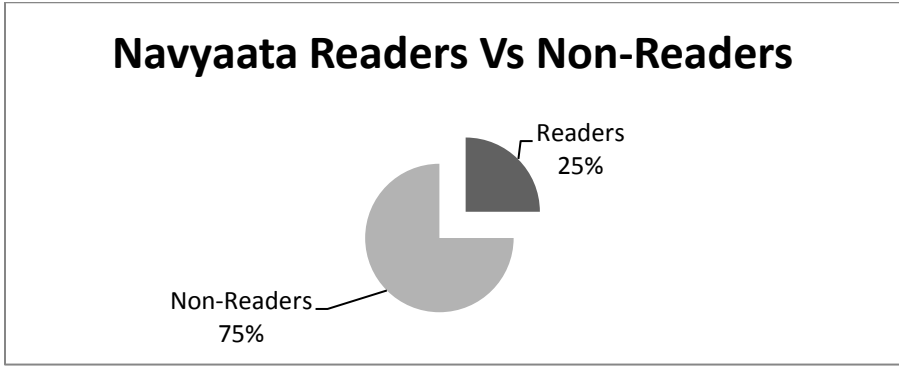
From the population a sample has been selected using non-probability (purposive) sampling technique. First 10 different colleges from different location of Kathmandu Valley have been selected and respondents were chosen from the colleges.

1. KEBS Academy, Tushal, Bouddha, Kathmandu.
2. Golden Gate International College, Gaushala, Kathmandu.
3. Kathmandu University Central Campus, Dhulikhel, Kavre.
4. Universal College, Kathmandu.
5. Saint Xavier College, Maitighar, Kathmandu.
6. Reliance International College, Kathmandu.
7. National Integrated College, Kathmandu.
8. Times International College, Kalikasthan, Kathmandu.
9. People's Campus, Banepa, Kavre.
10. Kathmandu Model College, Bagbazzar, Kathmandu

**3 Data presentation and Analysis:** Data represented visually or in tabular form are more understandable than listed plainly. Pie charts, percentages and maps are used to represent the findings while descriptive statistics is chosen as the method of data analysis.

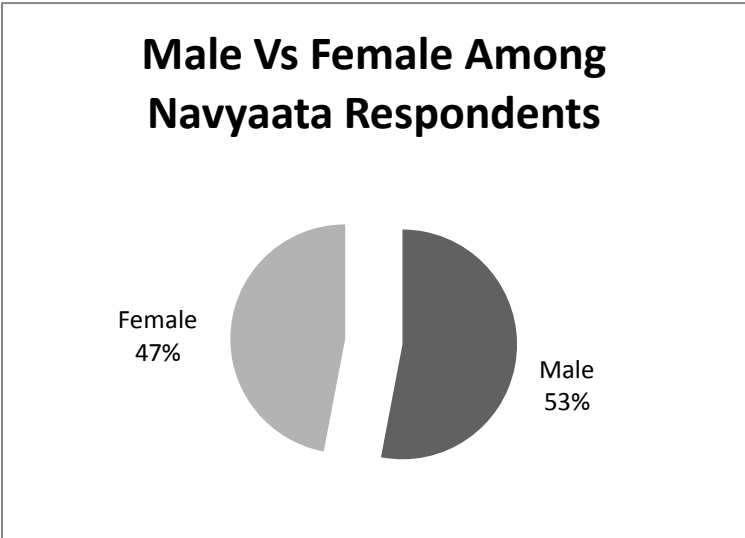
#### **a. General Characteristics about *Navyaata* Respondents:**

##### **1. Reader Vs Non-Reader.**



*Fig 1: Among the total respondents, only 25% respondents were found to be reading Navyaata Magazine while 75% respondents might have heard or seen but hadn't read Navyaata even once in their life time.*

**2. Male Vs Female.**



*Fig a.2: Among the total respondents, 53% percent were male and 47% were female.*

### 3. Nepali Vs Non-Nepali.

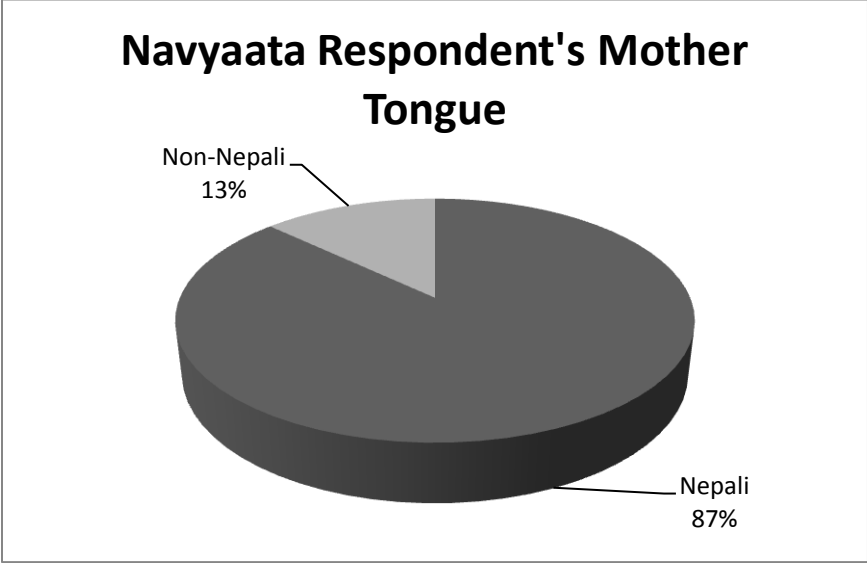


Fig:A.3- Among the Total Respondents, 87% had Nepali as their Mother Tongue while just 13% had Non-Nepali as their Mother Tongue. Non-Nepali languages include Tamang, Newari, English, Gurung, Tibetan, Maithali.

### 4. Government Vs Private.

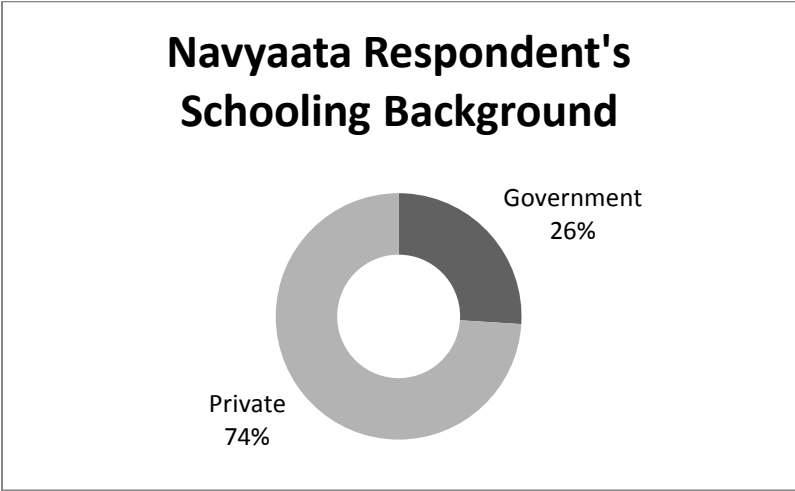
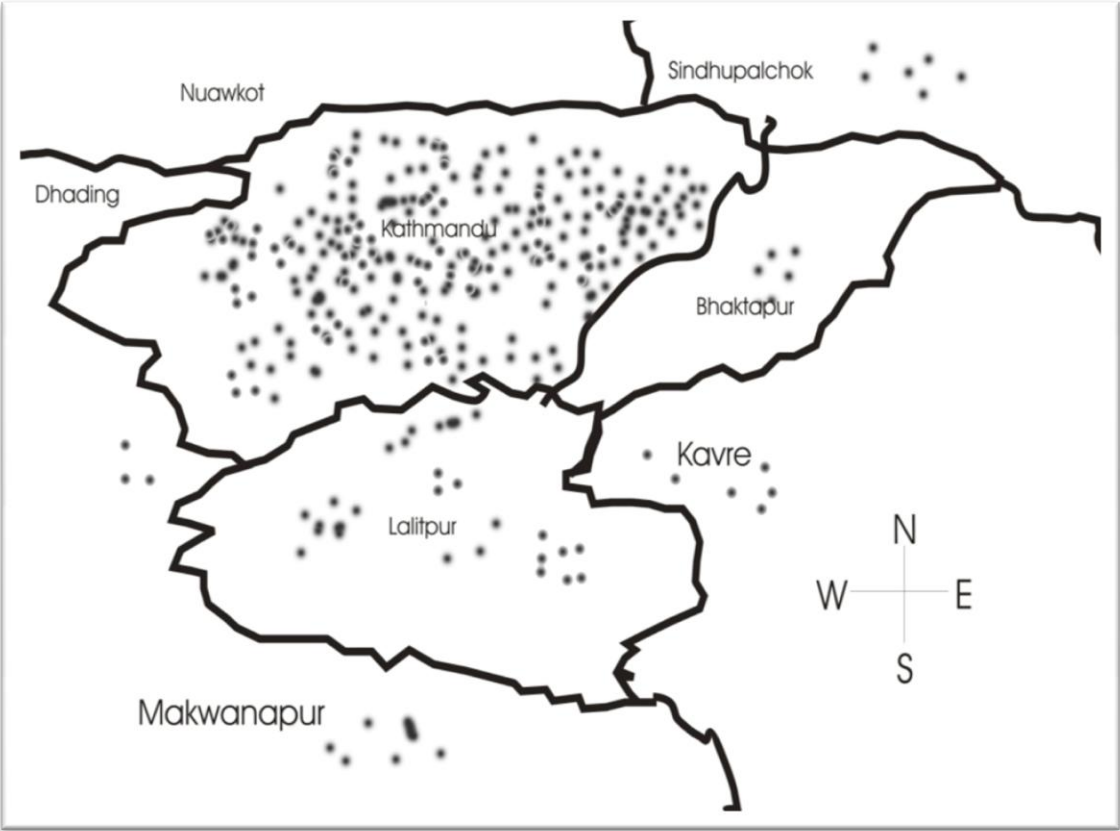


Fig:A.4- Among the Total Respondents, just 26% had orientation of government school while 74% were from Private School.

5. Geographical distribution.



**Fig A.5:** The dots on the Map above shows the respondents having home address in different places within Kathmandu Valley like Bhaishapati, Babarmahal, Mananmai, Mitrapark, New Baneshwor, Shorakhutte, Samakhusi, Sukhedhara, NewBaneshwor, Bouddha, Bhaktapur, Balkot, Balaju, Chhuchepati, Chabbhil, Chakrapath, Chamati, Dhapasi, Dallu, Gothatar, Gongabu, Godabari, Kalanki, Kapan, Tinchuli, Koteshwor, Lazimpath, Lagankhel, Lalitpur, Maitidevi, Maharajgunj, Manamaijn, New Road, Nayabazaar, Old Baneshwor, Ratopool, Sanepa, Sinamangal, Sukhedhara, Sundhara, Samakhusi, Tinkune, Timi and Satobato. Some respondents were from places out of valley like Dadhing, Dang, Biratnagar, Pokhara, Dhangadhi, Janakpur, Mahendranagar, Dolpa, Birgunj, Surkhet, Dolakha, Sindhupalchowkn, bardia, Bhojpur, Pokhara, Manang, Hetuada and Kavre.

### 6. Major Competitors in the Nepali Market.

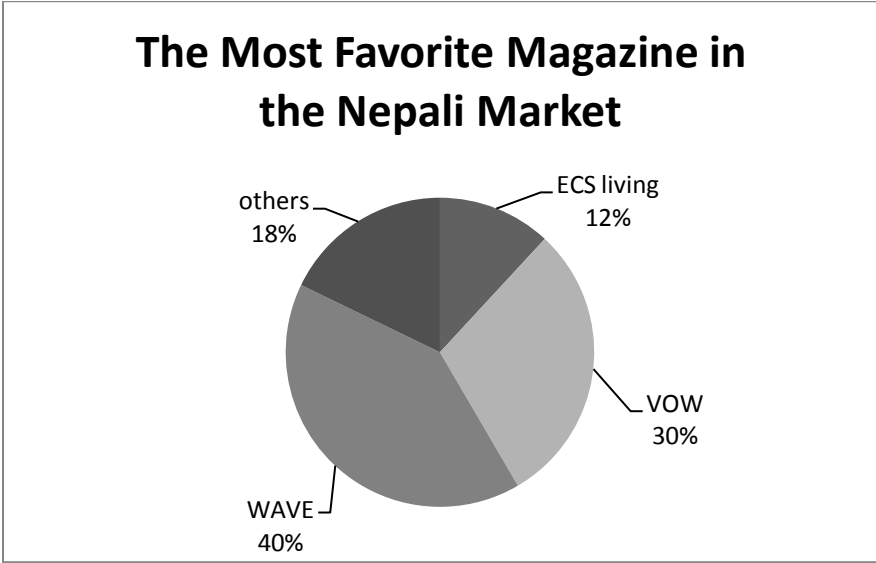


Fig: A.6- Among the total respondents, 40% chose “WAVE” as the most favorite magazine in the Nepali market. Similarly, 30% chose “VOW”, 12% chose “ECS living” and remaining 18% chose other magazines like “BOSS”, “Nat Geo Mag”, “Nari”, “Nava Yuva”, “Sports Magazine”, and “Digit”.

### 7. Respondent’s reaction on request to read *Navyaata*.

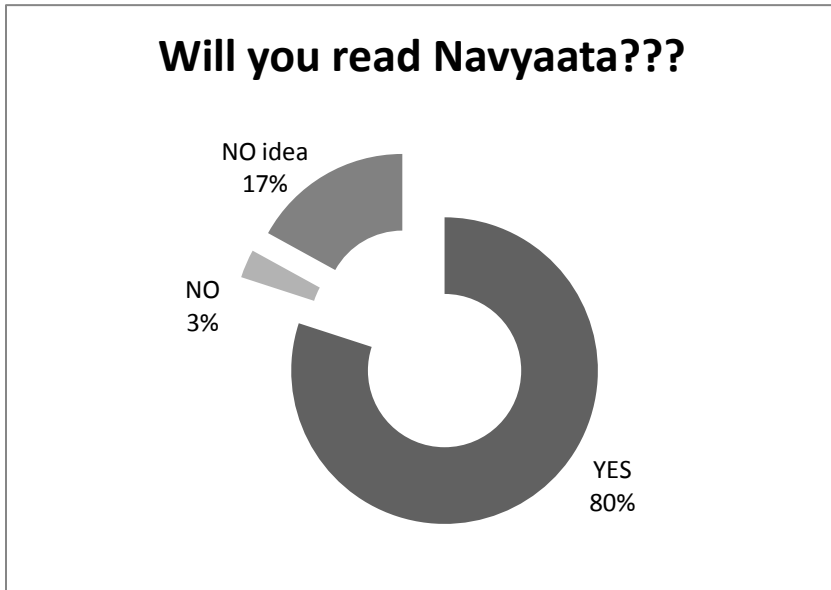


Fig: B.7- Among the total respondents whether they are reader or non-reader, 80% would like to read the Magazine if it is available to them. Similarly, 17% respondents have no idea on this matter while 3% would not like to read the magazine

### b. General Characteristics about *Navyaata* Readers.

#### 1. Gender-wise.

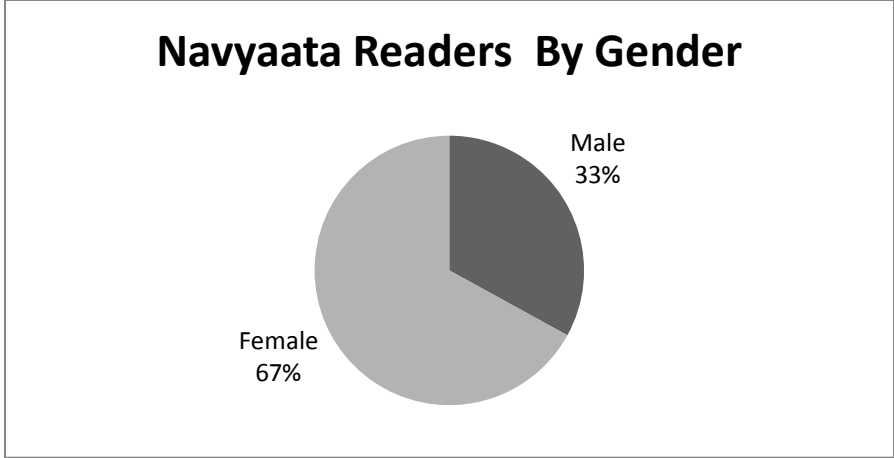


Fig: B.1- Among the total Readers, only 33 % were male while female occupied 67 %.

**2. Schooling Background.**

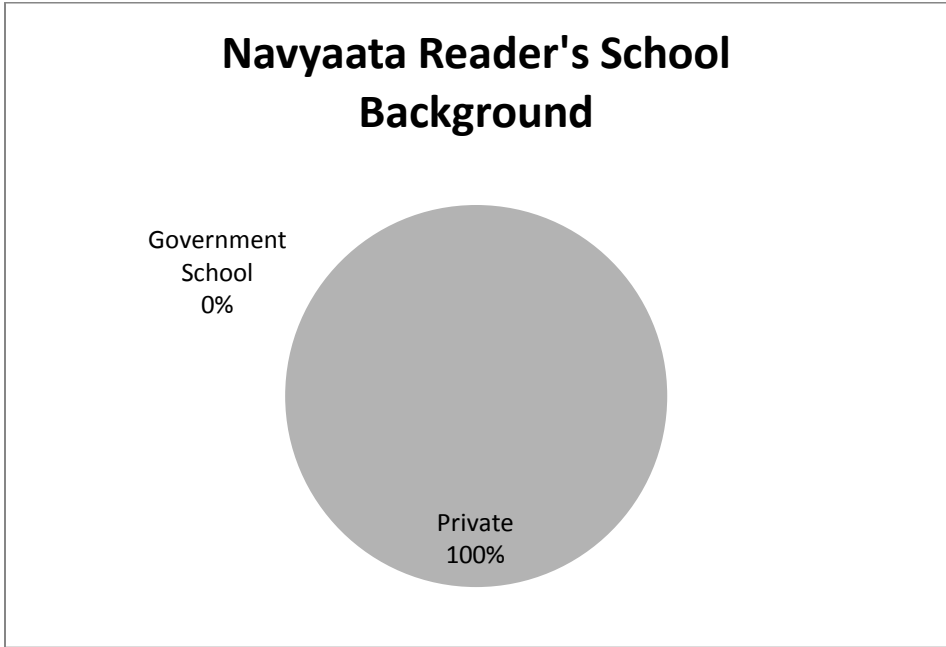


Fig: B.2- Among the total reader of *Navyaata*, 0% have their school background from government school while 100% did their schooling from private school.

**3. Mother Tongue-wise.**

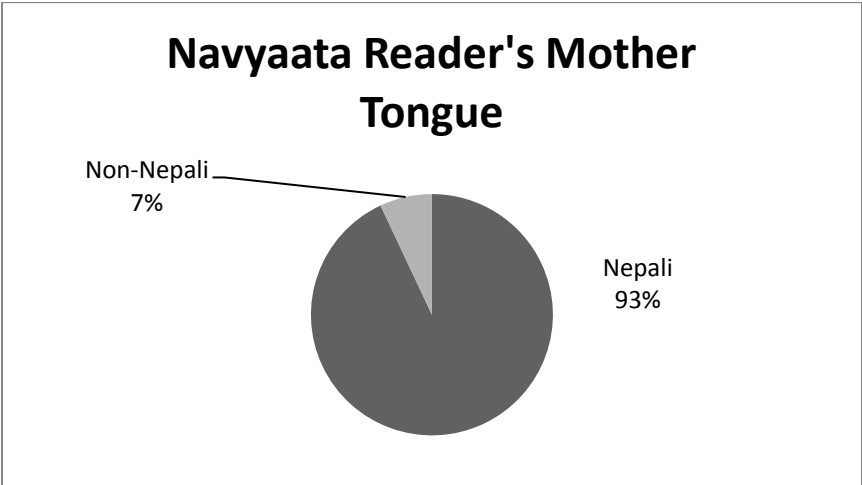


Fig: Among the total *Navyaata* Reader, 93% have Nepali language as their Mother Tongue while 7% had Non-Nepali language as their Mother Tongue.

**4. Reading Pattern of *Navyaata* Reader.**

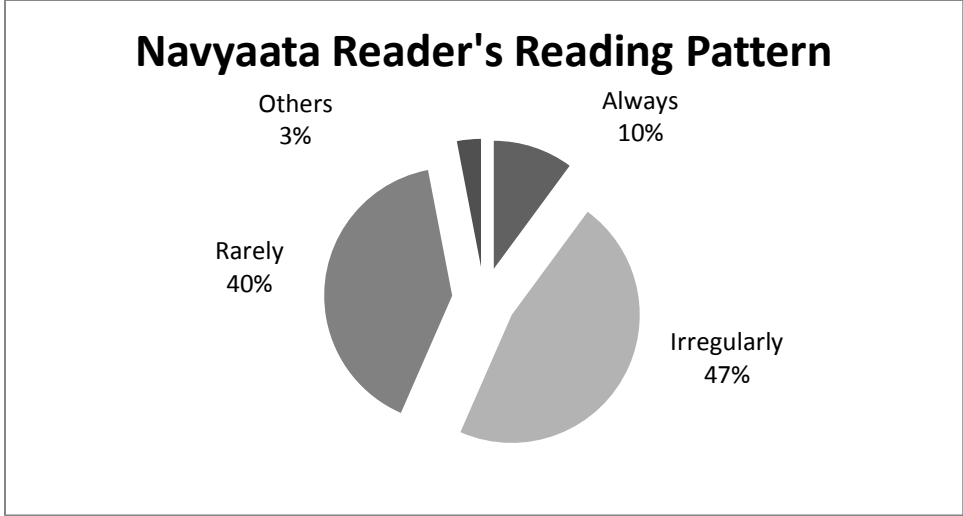


Fig: B.4- Talking about the reading pattern of the *Navyaata* readers, 10% always read the magazine, 47% read irregularly, 40% read rarely and 3% had read only once till now.

**5. Sources of Knowing about *Navyaata*:**

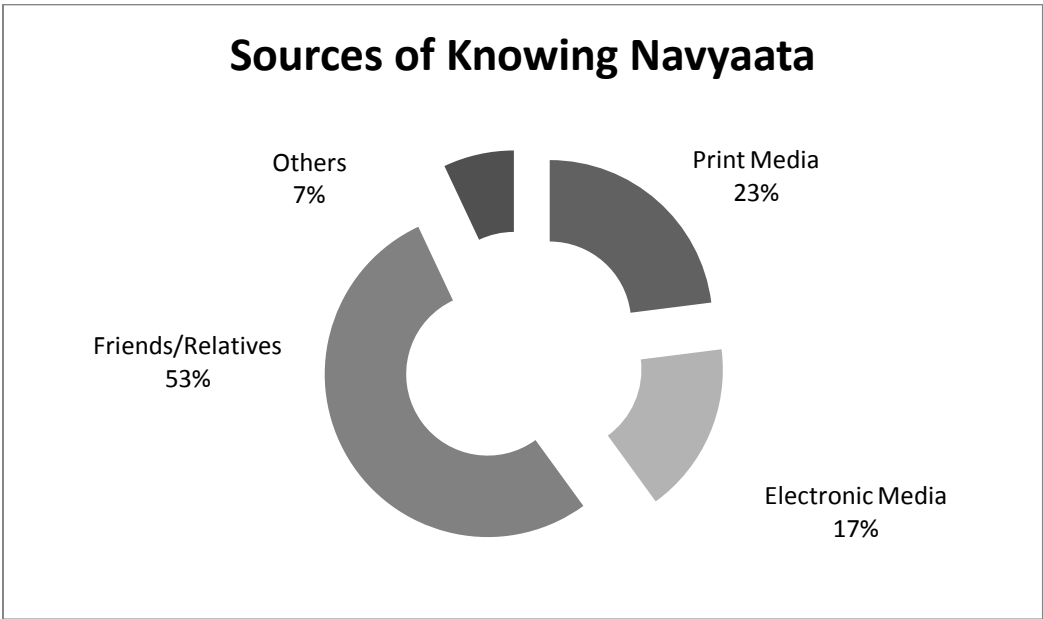


Fig: B.5- Among the total Readers of *Navyaata*, 23% got to know about *Navyaata* from Print Media, 17% from Electronic Media, 53% through their relatives and friends while 7% got to know through stationery and Youth events like KU Fete 2010.

### 6. Ratings of *Navyaata* Media Content.

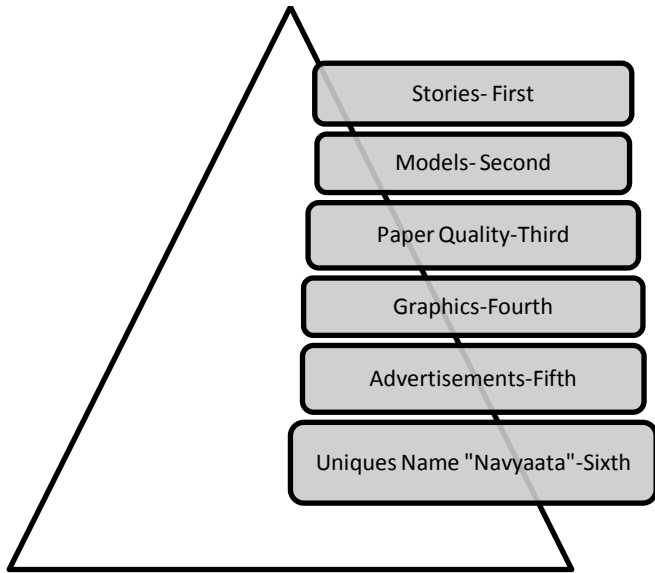


Fig: B.6- Among the features of *Navyaata* magazine like Stories, Models, Paper Quality, Graphics, Advertisements and other features like it's unique name, majority of the readers rated *Navyaata* stories at the most top features while it's featured Models as the second most top features. The least opted features were its Graphics and Advertisements. Paper Quality came in middle

### 7. Are there too many Advertisements in *Navyaata*?

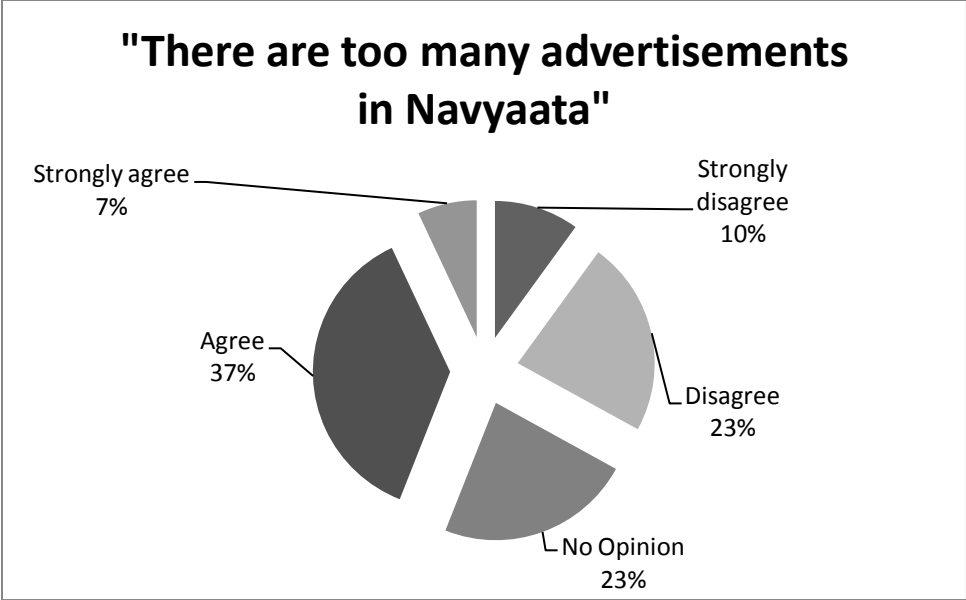


Fig:B.7- Among the total readers, 10% strongly disagreed, 23% disagreed, 23% had no opinion, 37 percent agreed and 7% strongly agreed.

**8. What on the Cover Page?**

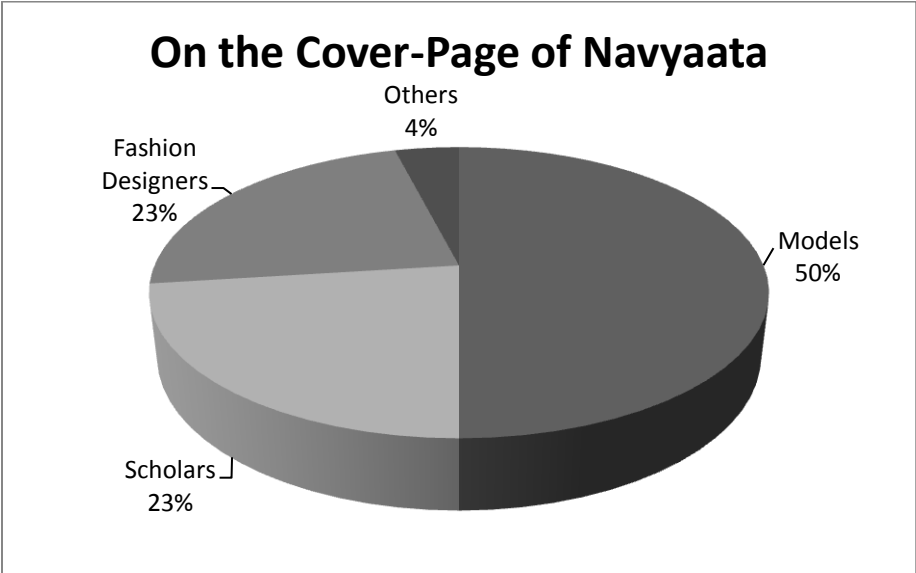
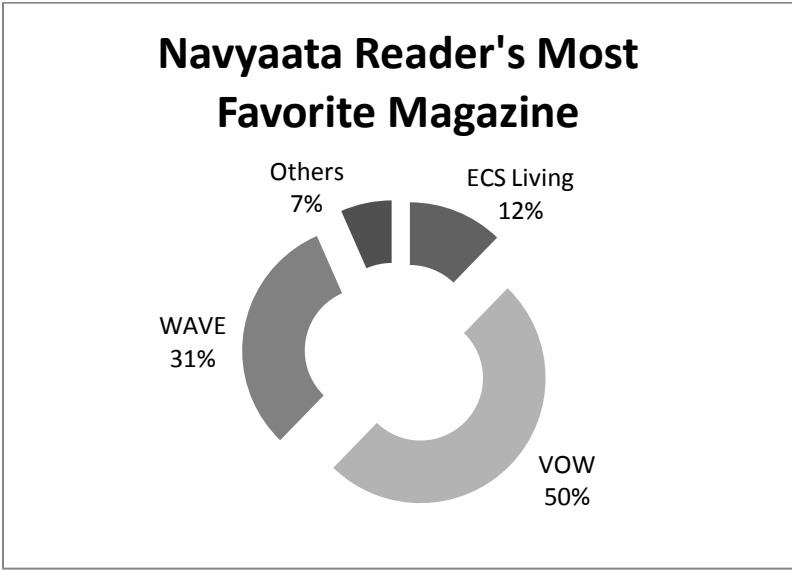


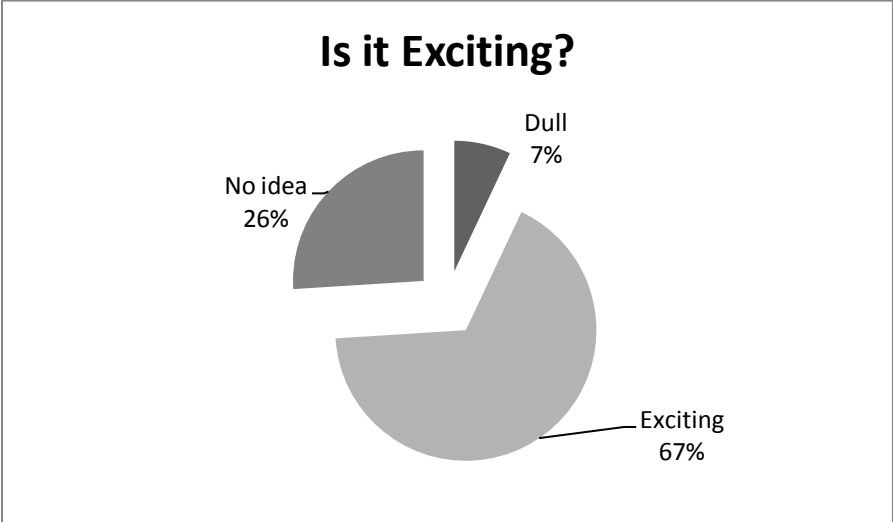
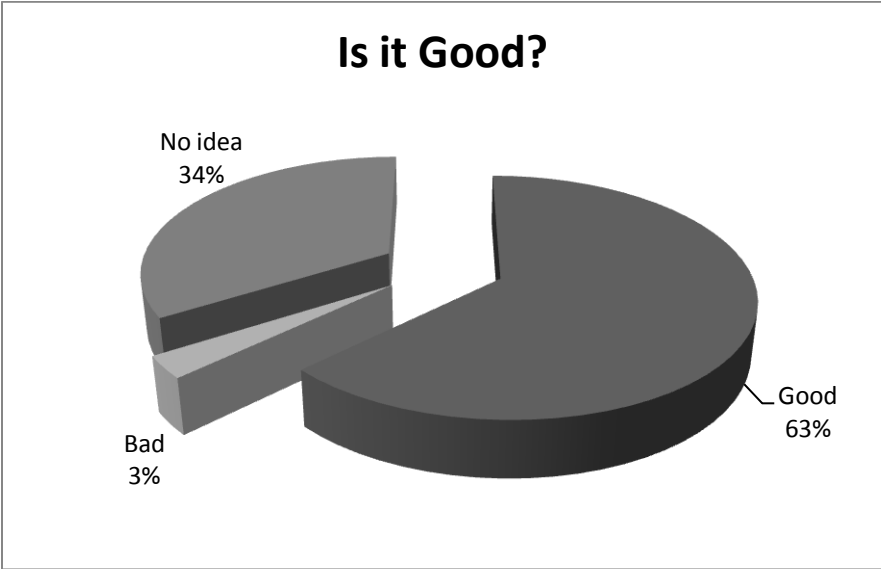
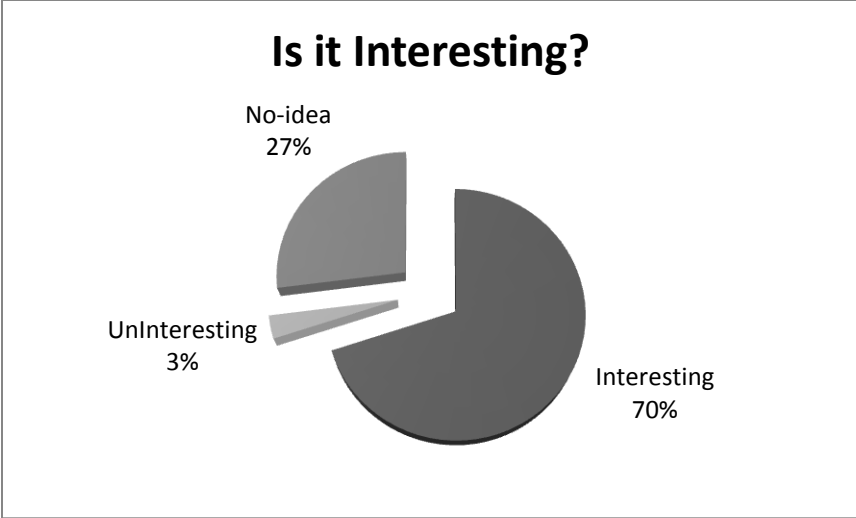
Fig:B.8- Among the total readers of *Navyaata*, 50% wished to see Models on the cover-page of the magazine, 23% wished to see scholars, 23% wished to see Fashion Designers and remaining one percent others.

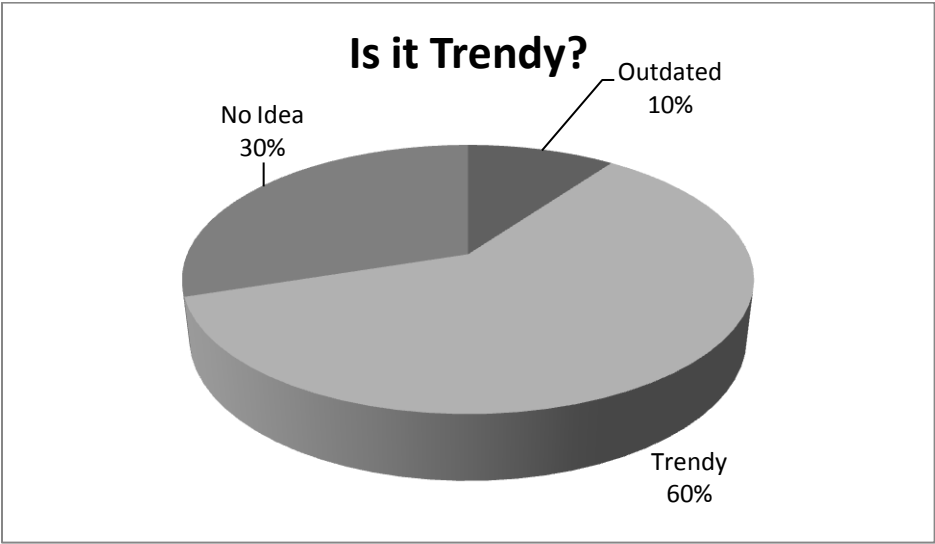
**9. Competitors among Readers.**



**Fig:B.9-** Among the total readers, 53% chose "VOW" as the most favorite magazine. Similarly, 33% chose "WAVE" as the most favorite magazine, 13% chose "ECS living" and the remaining 7% chose "BOSS" and "Nat Geo Mag".

**10. Perception about *Navyaata*.**





**Fig:B.10-** Among the *Navyaata* Readers, 70% think *Navyaata* is interesting, 63% think the magazine is Good, 67% think the magazine is exciting and 60% think *Navyaata* is Trendy. While 3% voted magazine as Uninteresting, 3% voted as Bad, 7% voted as Dull and 10% think the *Navyaata* is outdated.

**11. Geographical Distribution of *Navyaata* Reader**

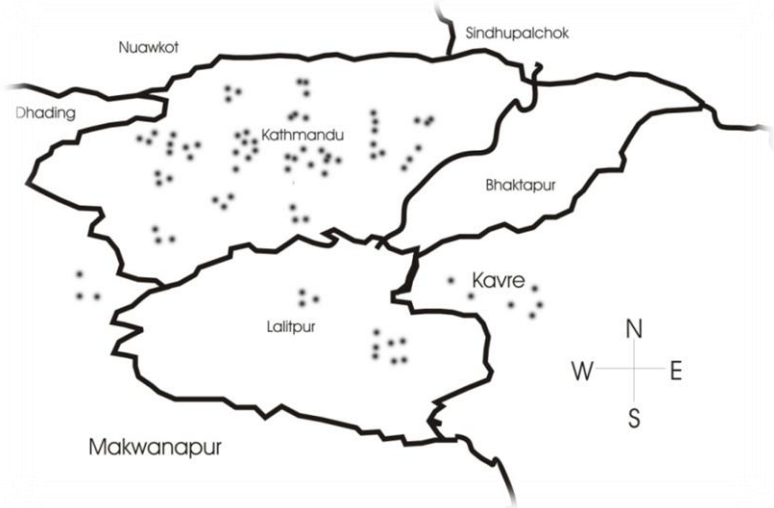
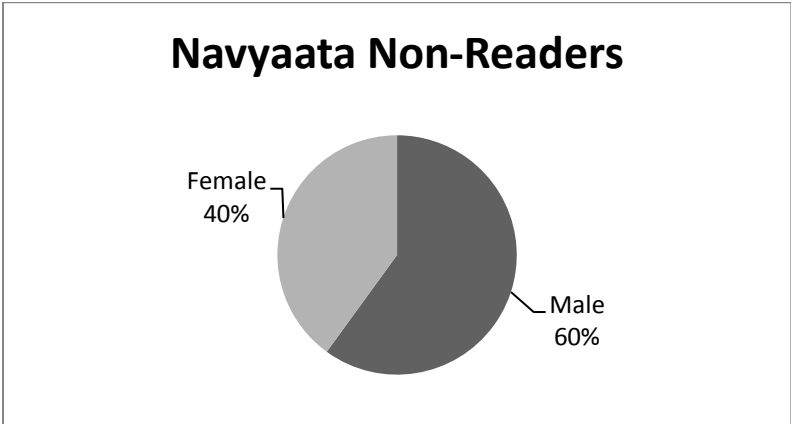


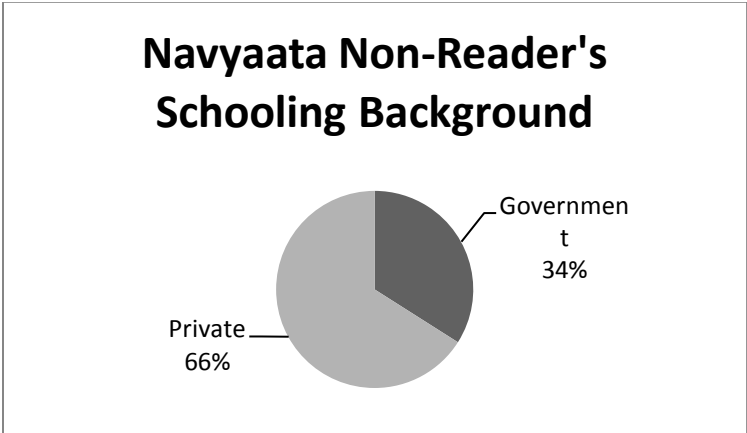
Figure 11. The spots refer to the different places namely Ason, Bouddha, Balaju, Bhaisepati, Babarmahal, Gongabu, Kapan, Lazimpath, Lalitpur, Mananmai, Mitrapark, Maharajgunj, New Baneshwor, Shorakhutte, Samakhusi, Sukhedhara. Some were even from the places out of Kathmandu Valley like Dadhing, Dang, and Biratnagar.

**c. General Characteristics about *Navyaata* Non-Readers.**

**1. Gender-wise**

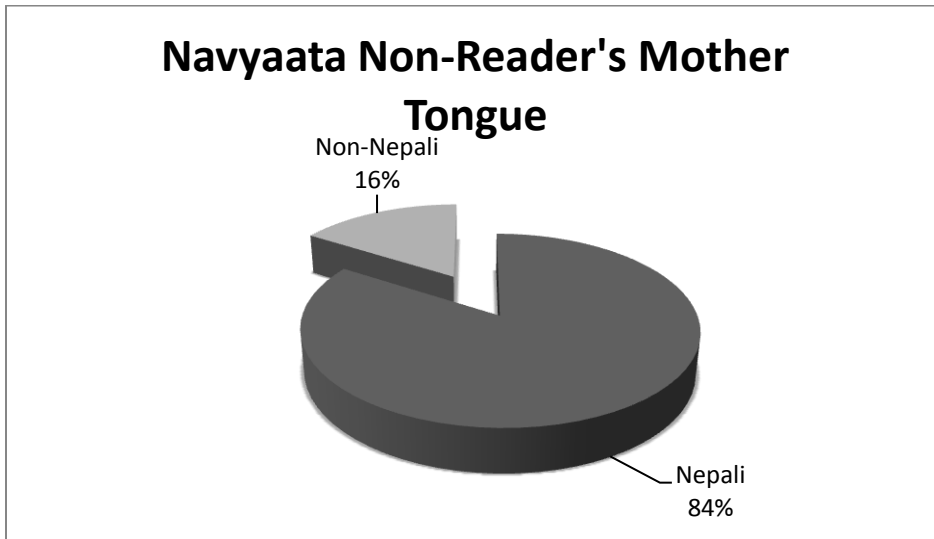


**2. Schooling Background**



**Fig:C.2-** Among all the Non-reader of *Navyaata*, 66% did their schooling from private school while remaining 34% had schooling background of government educational institutes.

### 3. Mother Tongue-wise



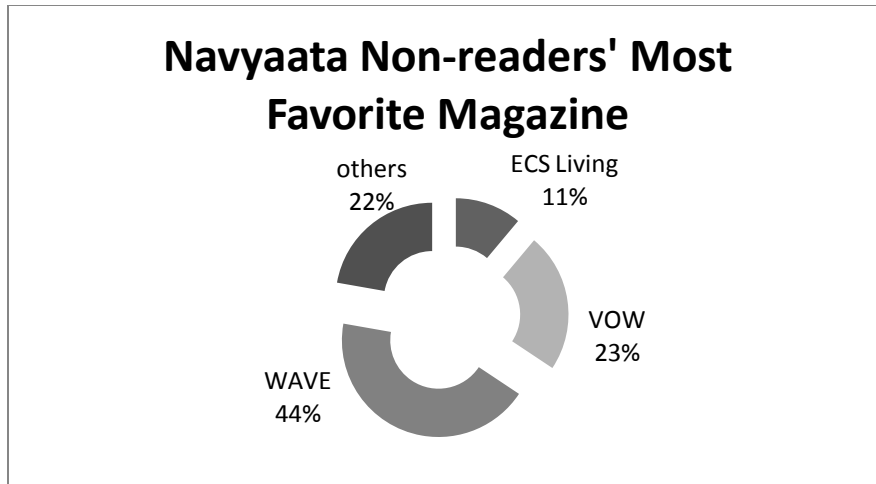
**Fig:C.3-** Among the total *Navyaata* Non-Reader, 84% Respondents have Nepali language as their mother tongue while 16% have Non-Nepali language as their mother Tongue.

### 4. Geographical Distribution of Non-Readers.



**Fig:C.4-** The dots in the above map refers to the Non-Readers who have their home address from different places within Kathmandu Valley like Ason, NewBaneshwor, Bouddha, Bhaktapur, Balkot, Balaju, Chhuchepati, Chabbhil, Chakrapath, Chamati, Dhapasi, Dallu, Gothatar, Gongabu, Godabari, Kalanki, Kapan, Tinchuli, Koteshwor, Lazimpath, Lagankhel, Lalitpur, Maitidevi, Maharajgunj, Manamaijn, New Road, Nayabazaar, Old Baneshwor, Ratopool, Sanepa, Sinamangal, Sukhedhara, Sundhara, Samakhusi, Tinkune, Timi, Satobato. Some were even from places out of valley like Janakpur, Mahendranagar, Dolpa, Birgunj, Surkhet, Dolakha, Sindhupalchowkn, bardia, Bhojpur, Pokhara, Manang, Hetuada, Kavre Dang.

## 5. The Most Favorite Magazine among Non-Readers.



**Fig:C.5:** Among the total Non-Readers of *Navyaata* Magazine, 43% chose “WAVE” as their most favorite magazine. Similarly, 23% chose “VOW”, 22% chose “Sports Magazine”, “Digit”, “BOSS”, and remaining 11% chose “ECS Living” as their most favorite magazine.

## 4 Data Analysis and Interpretation

Where does *Navyaata* Stand? This is the million dollar question for the publisher. Its status in the market in terms of its readership should be the main concern if *Navyaata* is to sustain in this competitively tight market. This small scale study clearly shows that female readership is twice than male (*See Fig: B.1*). This gives the indications that *Navyaata* support female sentiments and address their consumption needs. The editor must have realized how the media content designed were targeted for female audience. Also, the cover page of *Navyaata*, which sparkles with fancy poses of models were perceived positively among the readers circle (*See Fig: B.6* ). But the data suggests that it should, alternatively cover fashion designers and scholars on its cover page.

The geographical distribution of Reader and Non-Reader shows that *Navyaata* need to widen its readership evenly in its core market areas which include Lalitpur, Kathmandu and Bhaktapur

districts. Now since so many non readers from out of valley also know about the *Navyaata* while filling the survey questionnaires, it would be better it addresses them by including content related to their culture or sentiments (*See Fig:C.4*).

The most important findings of this study were the general characteristics of Reader and Non-Readers. The findings on the Map shows *Navyaata* Readers mostly had schooling from private school (*See Fig: B.2*). This explains the miserable condition of English language among Government School graduates. Yes! *Navyaata* will flourish well among Private school graduates where grip of English language is stronger.

One of the most important findings of this survey based study is that more than half of the *Navyaata* readers (*See Fig: B.5*) knew about *Navyaata* from their Friends and relatives. This gives a slight indications that "the stories and models" (*See Fig: B.6*) of *Navyaata* are getting its dominant space in the daily talks and chit-chat among Nepali Diaspora. That means mouth publicity has worked as the main strength to widen its readership.

VOW can be considered the main competitor of *Navyaata* because most of the *Navyaata* Reader (*See Fig:B.9*) are being occupied by VOW though the most favorite magazine in the Nepali market is WAVE (*See Fig: A.6*). What can *Navyaata* do to overcome the impact of VOW? The probable answer may be- it should carry out a through content analysis of VOW magazine and analyze its strength and weakness in order to design *Navyaata* editorial policy so as to look different and establish itself. *Navyaata* should focus on-What VOW is not giving to its audience?

Here are some bases for *Navyaata* team to be proud of themselves because the findings (*See Fig:B.10*) shows that more than two-third of the readers perceive *Navyaata* as Trendy,

interesting, good and Exciting. Also, **Fig:B.7** shows that *Navyaata* needn't worry about the fear of its space being occupied by Advertisement such that it would irritate its readers.

Last but not the least, the geographical distribution map of *Navyaata* Readers and Non-readers indicates some of its potential market for increasing its readership, and that also in very short time period of 1-2 months. Since our respondents, who wish to read *Navyaata* (**See Fig:C.4**) if it is available to them, have high chance of being a regular *Navyaata* reader after encountering the survey questionnaire, *Navyaata* should instantly make sure that every stationery nearby those place (**See Fig A.5**) has the Magazine hanging at their shop-doors.

## 5 Suggestions:

- a. *Navyaata* should carry out such study on regular basis to gather sufficient information about their Reader to shape its content, and also it's Non- Reader to convert them into *Navyaata* Reader.
- b. *Navyaata* should widen its circulation in the areas highlighted by **Fig:C.4** because the Non-Readers, who hadn't read *Navyaata* even once, now are eager to go through it after they were handed questionnaires designed to carry out this study.
- c. *Navyaata* should give its Readers what VOW and WAVE are not giving? It needs a through content analysis of those competitor magazines.
- d. Stories and Models can be considered the Unique Selling Point (USP) of the *Navyaata*. So, their presentation should be strengthened for the magazine to groom with full potential.

## 6 Bibliography

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Wimmer, Roger D., and Joseph R. Dominick. *Mass Media Research An Introduction*. 7<sup>th</sup> ed. Belmont, CA: Wadsworth, 2003 and Dominik; *Mass Media Research*;

Kothari, C.R. *Research Methodology*. New Delhi: Wishwa Prakashan, 2002

Thomas Huckin; *Content Analysis: What texts Talk About*

P.V. Young; *Scientific Social Surveys and Research (4<sup>th</sup> ed.)*; Prentice-Hall of India, New Delhi; 2004

## 7 websites

- [www.Navyaata.com](http://www.Navyaata.com)

- <http://www.statpac.com/>

- [www.rogerwimmer.com](http://www.rogerwimmer.com)

- <http://www.questia.com/>

## 8 Appendices

### a. Appendix-I: Research Team

**Advisor:** Asst. Prof Nirmala Mani Adhikary, Kathmandu University. 9841319291, email;

nirmalam.adhikary@gmail.com (www.adhikary.wordpress.com)

**Coordinator:** Shekhar KC (9841570025), Bachelor in Media Studies, Department of Languages and Mass Communication, School Of Arts, Kathmandu University, Dhulikhel, Kavre. P. O. Box: 6250, Kathmandu, Nepal

kushekharkc@gmail.com.(www.visitskc.wordpress.com)

**Enumerators:**

1. Pratistha Koirala (Bachelor in social Work), Saint Xavier College, Maithighar.
2. Sourav Prasai (Bachelor in Mass communication), National Integrated College.
3. Bhim Lama (Plus 2 graduate.) KEBS Academy, Bouddha.
4. Injina Panthi (Bachelor in Mass Communication), Golden Gate International College, Gaushala.
5. Manisha Bhandari (+2), Kathmandu Model Campus, Bagbazar, Kathmandu

**b. Appendix-II: Behind the Scene**



Figure 2: Group of KU students during Focus Group being conducted by Shekhar KC.

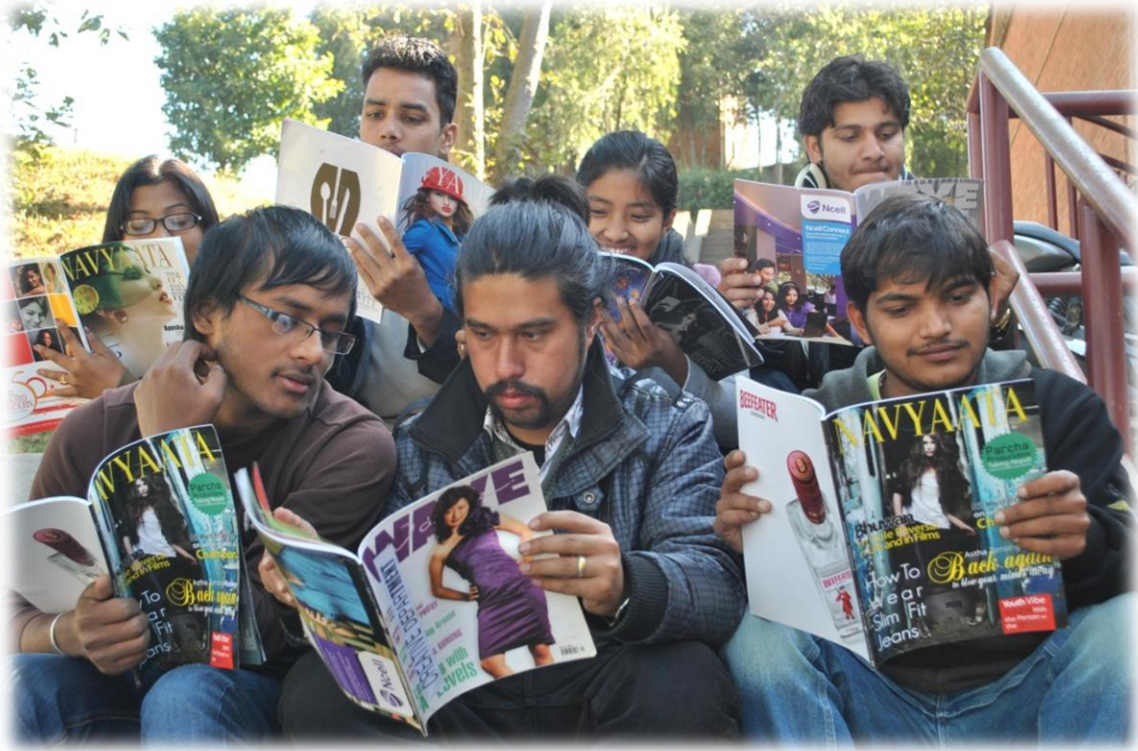
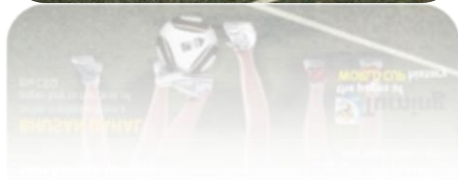
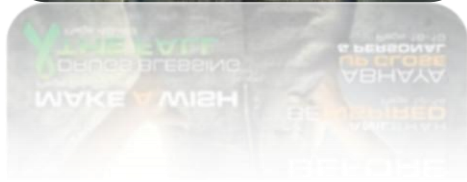
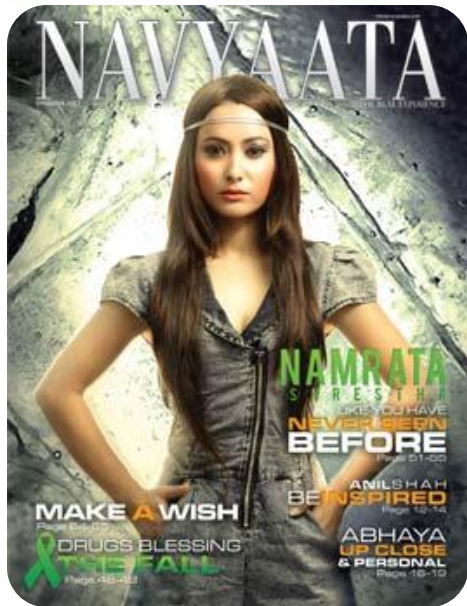
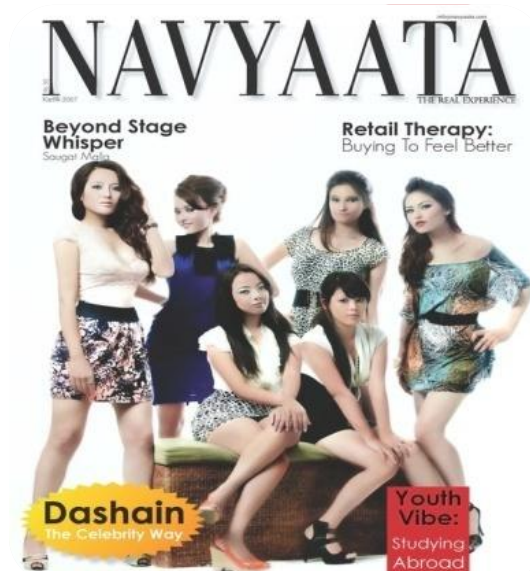
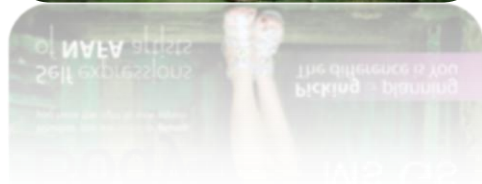


Figure 3 Figure 2 KU Students flipping through the *Navyaata* Magazine and its potential competitors before attending Focus Group.

c. Appendix-III: *Navyaata* Cover Pages





**d. Appendix-IV: List of Major *Navyaata* Stories.**

<b>Month of Issue</b>	<b>Title of the Stories</b>
Issue-8: Mangshir	<ol style="list-style-type: none"> <li>1. Riding High on the Korean Wave</li> <li>2. Chirag Bangdel - The Artist with Multiple Shades</li> <li>3. Deusi Distorted</li> <li>4. Cadenza - Jazz and Jazzmandu</li> <li>5. Bhaitika Memoirs</li> <li>6. Get your Winter Gear Ready</li> </ol>
Issue-7: Kartik	<a href="http://www.Navyaata.com">www.Navyaata.com</a>
Issue-6: Aswin	<ol style="list-style-type: none"> <li>1. Fashion Feature: Astha Tamang Maskey</li> <li>2. Profile Noyo Singh</li> <li>3. How to wear Slim Fit Jeans</li> <li>4. Bhuwan KC on Role Reversal in Life and in Films</li> <li>5. Richard Branson on what makes a Champion</li> <li>6. Youth Vibe In Love with the Person or the Distance?</li> <li>7. Personal Essay The DEMON</li> </ol>

	<p>8. Must HAVES</p> <p>9. My Story</p>
Issue-5:	<ol style="list-style-type: none"> <li>1. Exclusive interview with Nepal's tightest celeb group (Friendship day special)</li> <li>2. Singing for Freedom - Ani Chhoying Dolma</li> <li>3. A complete different perspective on Tattoos</li> <li>4. Youth Vibe - Let's talk about Sex</li> <li>5. 4 creative designers and their creations</li> <li>6. Must Haves for handsome Hunks and beautiful Senioritas</li> </ol>
Issue-4:	<ol style="list-style-type: none"> <li>1. Fashion Feature: Rejuvenating the fashion back and then</li> <li>2. Profile The young and the endowed Priti Rijal answers <i>Navyaata</i></li> <li>3. Navyatra Connect to our experience as we take you on a beautiful ride to Annapurna Base Camp</li> <li>4. Namrata you have Never Seen Before</li> <li>5. Anil Shah BE INSPIRED</li> </ol>

	<ol style="list-style-type: none"> <li>6. Abhaya Up Close &amp; personal</li> <li>7. Make A Wish</li> <li>8. Drugs Blessing The fall</li> </ol>
Issue-3:	<ol style="list-style-type: none"> <li>1. Fashion Feature: Introducing Five New Faces that rocked</li> <li>2. BHUSAN DAHAL on his transition from a paper boy to the desk of the CEO</li> <li>3. Summer's Skin Care The natural way!</li> <li>4. A COMPLETE MEN'S ISSUE Fast cars, stylish bikes, coolest gadgets and football</li> <li>5. Footballers ShareThe country's three footballers tell us what they are shopping</li> <li>6. Sitar Guru Bijaya Vaidya's new band is redefining the meaning of fusion rock. by Ujwol Shrestha Rock Sitar</li> </ol>
Issue-2:	<ol style="list-style-type: none"> <li>1. Fashion Feature:</li> </ol>

	<p>Tenzin Dawa Shakya and Pragati Gurung</p> <ol style="list-style-type: none"> <li>2. Zenisha Moktan Turning dreams into reality</li> <li>3. Love thy Body</li> <li>4. Ayurvedic Skin Care for Summer</li> <li>5. Call it rocker chic, biker chic or punk they're back</li> <li>6. Your 07 days wardrobe Fix</li> <li>7. "To give a gig at the Durbar Marg has been our lifelong ambition" Dead bone</li> </ol>
Issue-1:	<ol style="list-style-type: none"> <li>1. Featured: Ayusha Karki Looking ravishing and uber-glam like never before</li> <li>2. Malvika Subba Single and not quite ready to mingle</li> <li>3. Blissful Retreat The importance of indulging in spa</li> <li>4. "WELLNESS..." Ayurveda »</li> <li>5. Get yourself spring ready! 80+</li> </ol>

	<p>Favourites of this seasons</p> <p>6. Your 07 days wardrobe Fix</p> <p>7. "Feeling Music Skin Deep" Rudra Band</p>
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**e. Appendix-V: Research Expense**

Subject	Expense
Printing and Photocopy	Rs 250
Food	Rs 1250
Travel Expense (petrol+ Bus fair)	Rs 550
5 Team Members	Rs (5*250)= Rs 1250
Research Writing	Rs 7500
<b>Total Expense</b>	<b>Rs 10,800 only or Rs Ten Thousand and Eight Hundred only.</b>

**f. Appendix-VI: Contact Navyaata Magazine**

**Mail us at:**

*Navyaata Magazine,*

Uttar Dhoka, Lazimpat

P.O. Box 10053,

Kathmandu, Nepal

**Telephone:** +977-01-4001036, +977-01-4001039

For **editorial** queries, write to us at [editorial \[at\] Navyaata.com](mailto:editorial@Navyaata.com)

For **marketing** queries, write to us at [marketing \[at\] Navyaata.com](mailto:marketing@Navyaata.com)

g. **Appendix-VII: Questionnaire**

**Reader/Nonreader Study of NAVYAATA Magazine**

Dear Respondents,

The questions below are the part of the research conducted by Navayata Magazine. We'd like to ask a few questions. We are not trying to sell anything and this is not a contest or promotion. We're interested only in your opinions. Please read the instructions carefully and answer the questions as completely and honestly as possible by ticking the best answer or as directed in the questions.

**Name:** \_\_\_\_\_ (optional)

**Gender:** \_\_\_\_\_ **Mother Tongue:** \_\_\_\_\_

**School Background:** Government/Private **Home Address:** \_\_\_\_\_

**1. Have you ever heard or seen NAVYAATA Magazine?**

a- Yes \_\_\_\_\_ (if Yes then **Go through all the questions**)

b) NO \_\_\_\_\_ (if No then **Go to Q no. 9 and 10 only**)

**2. Have you ever read " NAVYAATA " Magazine?**

a- Yes \_\_\_\_\_ (if Yes then Go through all the questions)

b) No \_\_\_\_\_ (if No then Go to Q no. 9 and 10 only)

**3) How often do you read NAVYAATA Magazine?** (Tick the single best option)

a) Always    b) irregularly    c) rarely    d) \_\_\_\_\_ (if any other)

**4) From where did you know about the NAVYAATA Magazine for the first time?** (Tick the single best option)

a) Print Media (Newspaper, magazine, Flex, billboard etc)

b) Electronic media (Radio, Television, internet)

c) Friends or relatives

d) \_\_\_\_\_ (if any other)

**5) There are too many advertisements in NAVYAATA.** (Tick the single best option)

a) Strongly Disagree    b) Disagree    c) No opinion    d) Agree    e) Strongly Agree

**6) The Best Thing I like about NAVYAATA Magazine is \_\_\_\_\_ (please Rate 1 for high and to 6 for low)**

a) Stories \_\_\_\_\_    b) Models \_\_\_\_\_    c) Paper Quality \_\_\_\_\_

d) Graphics \_\_\_\_\_    e) Ad \_\_\_\_\_    f) others \_\_\_\_\_ (if any other)

**7) How do you perceive NAVYAATA Magazine?** (*Tick the single best option in all of the following*)

- a) Uninteresting / Interesting
- b) Bad / Good
- c) Dull / Exciting
- d) Outdated / Trendy

**8) What would you like to see on cover pages of NAVYAATA?** (*Tick the single best option*)

- a) Models \_\_\_\_\_
- b) Scholars \_\_\_\_\_
- c) Fashion Designers \_\_\_\_\_
- d) \_\_\_\_\_(if any others)

**9) What is your most favorite magazine in the Nepali Market?** (*Tick the single best option*)

- a) ECS living \_\_\_\_\_
- b) VOW \_\_\_\_\_
- c) WAVE \_\_\_\_\_
- d) \_\_\_\_\_(if any other)

**10) NAVYAATA is a lifestyle magazine in English Language being published from Kathmandu. Would you like to read Navayata if it is available to you?**

- a) yes\_\_\_\_\_
- b) No\_\_\_\_\_
- c) No idea\_\_\_\_\_

# WHERE DOES NAVYAATA STAND?

— A RESEARCH REPORT ON  
READER AND NON-READER STUDY OF  
NAVYAATA MAGAZINE



By: Shekhar KC  
Date: 2010-12-08