

**Guidelines for the preparation of the Detail Project Report
(Publication)**

The detail project report (DPR) should include the following information:

1. Details on the proposal
 - Mission
 - Objective

2. Product and Service
 - Editorial policy
 - Product and distribution plan
 - Content coverage plan

3. Marketing Plan
 - Sales forecast
 - Advertisement and circulation

4. Management
 - Management Board
 - Editorial Board/Committee along with CV
 - Percentage of shares owned by every member

5. Financial sustainability plan
 - Source of revenue with evidence
 - Revenue and cost forecast