

Copy of G.O.(P) 1 dated 5-4-68 from Government, Public Relations Department, Trivandrum to All Heads of Departments

Sub:- Policy and procedure regarding the issue of Government advertisements – Orders issued

Read:- 1. Government Circular No.57851/60-P(Spl)3 dated 27-8-60 Public Special Department)
2. G.O.Ms.3/62 dt. 14-2-61 (Public Relations Department)
3. Representation dt. 26-10-67 from the President, Kerala State Unit. All India small and medium Newspaper Editors Association, Calicut addressed to the Chief Minister.

ORDER

In supersession of the instructions contained in the circular and the Govt. order read as first and second paper above, Government are pleased to issue the following revised orders governing the policy and procedure relating to the issue of Government advertisements .

Routine Advertisements

(Tender notices, auction notices, notification inviting applications for appointments and other such departmental announcements)

2. In view of the time factor involved, such advertisements will be issued only to dailies. The existing practice of routing such advertisements relating to all the Department through the Department of Public Relations will be strictly followed in future also. The matter for the advertisements will be forwarded by the officers concerned to the Director of Public Relations sufficiently early, together with indication regarding the approximate cost of the work etc. involved, the District or Districts in which works or services advertised are located, the number of papers in which the advertisements has to appear and the number of insertion required. The names of news papers are not to be mentioned since the selection is to be made by the Director of Public Relations many copies of the advertisements as are required for transmission the several dailies (one copy to each) plus one copy for file in the office of the Director of Public Relations should be furnished by Departmental Officers.

3. The distribution of the advertisements to the Malayalam dailies will be made by the Director of Public Relations in accordance with the following orders.

- a) A daily will become eligible for the receipt of Government advertisements only when it has had an uninterrupted circulation for one year.

- b) Daily newspapers with a circulation of less than 3000 copies per day will not be eligible to receive Government advertisements
- c) Advertisements relating to tenders and auctions involving an amount of less than Rs.1 lakh will be issued only to papers with circulation between 3000 and 50000 originating in the District where the supplies or services are required, according to importance.
- d) Advertisements relating to tenders and auctions involving an amount of Rs.1 lakhs and above will be issued to dailies with circulation above 10,000 originating in the District.
- e) Advertisements of the Kerala Public Commission will be given to papers with circulation of over 10,000.
- f) Subject to the above rules, the present practice of selection of dailies by rotation will continue.
- g) The issue of important advertisements to English, Tamil and Kannada dailies published from outside Kerala on the basis of specific instructions from the Departmental Officers will continue as in the past.

4. In forwarding the advertisements, the Director of Public Relations will issue instructions to the dailies regarding the space to be utilized and also furnish details regarding the officers to whom the bills are to be sent. Payment of the bills will be arranged by the Departmental Officers themselves.

5. At the beginning of every financial year, the Director of Public Relations will negotiate with the dailies and enter into contracts with them fixing the advertisement rate so that the rates will be firm for one year and applicable to all Government advertisements. The rates so fixed will be intimated by him to the officers concerned. If the rates claimed in the bills agree with the contract rates no further verification by the Director of Public Relations will be necessary and the claims shall be settled by the issuing officers. If there is any discrepancy between the two rates, payment should be made only after consulting the Director of Public Relations.

Campaign Advertisements

6. Dailies and also influential weeklies in the State will be eligible for the receipt of campaign advertisements.

Display advertisements

7. Display advertisements will be issued to special numbers of dailies, weeklies and other periodicals according to importance and also to occasional publications such as souvenirs etc.

8. In the case of campaign and display advertisements which are not routed through the Department of Public Relations, the Departmental Officers should consult the Director of Public Relations and ascertain his views regarding the suitability of the medium and responsibility of the rates charged before issuing the advertisements. The bills shall be paid by the officers themselves with a certificate to the effect that the advertisement was issued after consultation to the Director of Public Relations.

9. The rules contained in this Government Order will have immediate effect. The heads of Departments and other advertisement issuing officers will see that their future requests to the Director of Public Relations for the transmission of the advertisements are strictly in conformity with these rules.

By Order of the Governor

Sd/- Secretary to Government

Endt. G1-(K.Dis)17114/68 dt. 19-12-1968

Copy communicated to all Sub Offices for information.

Sd/- for Chief Conservator of Forests

Endt. ML.26516/68 K.Dis. dt. 31-12-68

Copy to all sections for information and attention.

Copy to stock file.

For Conservator of Forests