

GOVERNMENT OF KERALA
PUBLIC RELATIONS (D) DEPARTMENT

No.14764/D2/83/PD

Trivandrum, Dated 23-07-1983.

CIRCULAR

Sub:- Display advertisements – releasing of Instructions - issued

It has been laid down by Government in clause 11 of G.O.(P)7/80/GAD dt. 5-7-80 that Departments should consult the Director of Public Relations and ascertain his views regarding the suitability of the medium and the reasonableness of the rates charged before issuing such advertisements and payments of bill of all such display advertisements will be made by the issuing departments themselves and also while drawing bills in this regard they should do so after certifying to the effect that the advertisements was issued after consultation with the Director of Public Relations.

2. But it is noticed by Government that certain Heads of Departments are releasing display advertisements to certain publications in advance without verifying its regularity and then consult the Department to ascertain its suitability regularity etc. this department often reject such requests as some publications do not satisfy the norms prescribed by Government. But the departments insist to fix the rates as the advertisements have already been released and published. This often puts to Government in an embarrassing situation.

3. In the circumstances Government wish to stress that all departmental officers should invariably consult the Director of Public Relations before issuing the display advertisements regarding the suitability etc. of the publication as laid down in this G.O. All sections in the secretariat and Heads of Departments will see that this is strictly followed in future.

4. Requests for fixation of rates will not be entertained by Government in future if the publication is found unsuitable and irregular and the persons responsible for the issue of such display advertisements will be personally held responsible for such irregularity.

Endt. On IG5/23847/83 dated

Copy to the Superintending Engineer, Irrigation Central Circle, Trichur for information.

Sd/-

For Chief Engineer

Endt. On D9.812/83 dated 20-09-1983

Copy to all section in DB and HD's and Store Purchase section

Copy to Administrative Assistant, Financial Assistant, Senior Superintendent and to Personal Assistant's and Superintending Engineers' table.

For Superintending Engineer