

GOVERNMENT OF KERALA

ABSTRACT

10 percent surcharge on advertisement bills from 1-8-66 Demand of newspapers and periodicals – sanction of

PUBLIC RELATIONS DEPARTMENT

G.O.MS.8/66

Dated, Trivandrum, 15-9-66.

Read:- Notes dated 29-7-66, 10-8-66 and 17-8-66 of the Director of Public Relations.

ORDER

The Director of Public Relations has in his note dated 29-7-66, stated that National and State Newspapers have intimated to him that consequent on the devaluation of the rupee, the cost of production of newspapers have gone up by over 35%, that with a view to having some relief in this respect, the Indian and Eastern Newspapers Society to directed to all newspapers to levy a surcharge of 10% on all advertising carries on and after 1-8-66 and that they have accordingly decided to levy 10% surcharge on all advertisement bills from 1-8-66 onwards. The Director of Advertising and Visual publicity, government of India has intimated as per his D.O No. 20/202/66-MR dated \1-9-66 that the request of news papers for payment of 10% surcharge has been accepted in respect of advertisement relaised by the Central government with effect from 1-8-66. The Director of Public Relations recommends that the request of the newspapers may be concerned by the State Government also.

The recommendation of the Director of Public relations is accepted and sanction is hereby accorded to admit surcharge at 10% on the existing contract rates for advertisement with effect from 1-8-66 as general measure in the case of news papers and periodicals which levy the same.

The Departmental Officers, who issue advertisements are hereby directed to curtail the total expenditure on advertisement for the remaining part of the year to the extent of atleast 10% and limit the expenditure to the allotment available.

This order issues with the concurrence of finance Department (vide No. 47264/Exp.3//Fin dated 2-9-1966).

M. Divakaran

Deputy Secretary to government

To

The chief conservator of Forests.

Endt. On A4/- dated 10-10/3-11-1966

Copy forwarded to all Divisional Forest Officers, conservators of forests, Forest Utilization Officer, Silvicultural Research Officer and Wild Life Preservation Officer for information and guidance.

Copy to Financial Assistant, A Superintendent, A1, A3.

Copy to Stock file.

Chief Conservator's Office, Trivandrum

Sd/-

For Chief Conservator of forest

Endt. On ML-18350/66 dated 10-11-1966

Copy to Sections A1, A2,KT,TR,and CH

Copy to stock and Circular Files.

For Conservator of forests.