

GOVERNMENT OF KERALA

Abstract

Public Relations Department –Policy and Procedure regarding the issue of Government Advertisements – Revised orders - issued

GENERAL ADMINISTRATION (PUBLIC RELATIONS –D) DEPARTMENT

G.O.P No.7/80/GAD.

Dated, Trivandrum, 5th July, 1980.

Read:- (1) G.O.(P) 1/68/PR. Dated 5-4-1968
(2) G.O.(P) 9/PR/79. Dated 26-9-1979

ORDER

In the Government Order second read above, Government have ordered that the payment of bills relating to all routine advertisements issued by the various Government Departments through the Department of Public Relations should be made by the latter with effect from 1-4-1980.

2. At present the issue of Government advertisements is regulated by the policy and procedure enunciated in the G.O. first read above. The circulation of newspapers has increased considerably since 1963. The cost of construction works under Public Works Department etc., also have gone up considerably. In view of the above position it has become necessary to review the policy and procedure regarding the issue of Government advertisements to newspapers. In the circumstances, in supersession of the orders contained in the G.O. first read 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).

3. In view of the time involved, routine advertisements will be issued only to daily newspapers. The matter for advertisements will be forwarded by the Officers concerned to the Director of Public Relations sufficiently early (at least two weeks) together with indication regarding the approximate works etc. involved, and the district or districts in which the works or services advertised are located. Normally 5 copies each of the advertisement matter also may be forwarded for release to English dailies besides the normal five copies meant for Malayalam dailies.

4. On receiving the required intimation from the Heads of Department or other such concerned officers, the Director of Public Relations will arrange for the publication of the advertisement under intimation to such heads of Departments or concerned Officers, who will ensure that the matter has appeared in the paper correctly. In case any omission or defect is noticed, the same will be brought to the notice of the Public Relations Department in writing immediately, and at any rate within a week so as to enable the Department to take suitable action to rectify the defects.

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

- (a) A daily becomes eligible for Government advertisements only when it has had an uninterrupted existence for one year
- (b) If the publication of the daily gets interrupted any time for a period of one month, due to reasons other than labour struggle, it will again become eligible for Government advertisements only after an uninterrupted existence of another year from the date of its re-appearance.
- (c) Daily newspapers with circulation of less than 3000 copies will not be eligible for Government advertisements, unless it has an un-interrupted existence of atleast 5 years.

- (d) All daily newspapers which have un-interrupted existence of at least five years may be included in the list of newspapers eligible for general advertisements, irrespective of its circulation. If the publication of such dailies get interrupted any time for a period of one month or more due to reasons other than labour struggle, it will again become eligible for Government advertisements only after an un-interrupted existence of another one year from the date of its re-appearance.
- (e) The circulation of newspapers for the purpose of advertisements will be assessed independently by the officers of the Department of Public Relations, and the decision of the Director of Public Relations, in this regard will be taken as final.
- (f) Advertisements relating to tenders and auction notices of departments involving an amount of less than Rs.50,000 will be issued only to any one paper originating in the District where the supplies or services are required, or in the nearby district.
- (g) Advertisements relating to tenders and auctions of Department involving an amount between Rs.50,000 and Rs.1 lakh will be issued to any two dailies originating in the district where the supplies or services are required, or in the nearby district.
- (h) Advertisements relating to tenders and auctions etc., involving an amount of Rs. 1 lakh to Rs. 5 lakhs will be issued to one Malayalam daily with circulation over 50,000 and to another daily having wide circulation in the district concerned.
- (i) Advertisements of tenders, auctions etc., involving an amount of Rs.5 lakhs to Rs.10 lakhs will be published in two Malayalam dailies with circulation over one lakh and in another two papers having wide circulation in the district.
- (j) Advertisements of tenders, auctions etc., involving an amount of over Rs.10 lakhs will be published in one prominent English daily, two Malayalam dailies with

circulation over one lakh and two dailies having wide circulation in the district concerned.

(k) Advertisements of Kerala Public Service Commission will be issued only to 15 Malayalam dailies at a time.

(l) Important advertisements may be issued to English, Tamil and Kannada dailies on the basis of specific instructions from the Departmental and sponsoring Officers.

6. The above orders are applicable to all Government departments including Public Works Department. The Heads of Departments will communicate the above orders to their subordinates immediately.

7. While forwarding advertisements, the Director of Public Relations will issue instructions to the dailies regarding the space to be utilized.

8. At the beginning of every financial year the Director of Public Relations will negotiate with the dailies and enter into contract with them fixing advertisements rates so that the rates will be firm for one year.

9. The advertisement rates to be paid to Special Numbers of daily newspapers should in no case exceed the contract rates entered into with them.

Display Advertisement

10. Display advertisements will be issued to Special Numbers of dailies weeklies and other periodicals and also occasional publications like souvenirs, annuals etc.

11. Each department 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. Payment of bills or all such display

advertisements will be made by the issuing departments themselves, and while drawing bills in this regard they should do certifying to the effect that the advertisement was issued after consultation with the Director of Public Relations.

12. Special Numbers of weeklies and periodicals will become eligible for display advertisements only when such periodicals have an un-interrupted existence of at least 6 months. If the publication gets interrupted for reasons other than labour problems, it will again become eligible for display advertisements only after another term of 6 months of uninterrupted existence.

13. Display advertisements will not be issued for more than three times to weeklies and fortnightlies and for more than two times to monthlies by Government Departments within the course of one financial year.

14. Advertisement charges for display advertisements to weeklies, fortnightlies and monthlies should not normally exceed the following rates.

RA3 Size

1000	to	2000	copies	Full Page	Rs. 300
2000	to	5000	copies	do	Rs. 450
5000	to	10,000	copies	do	Rs. 700
Above		10,000	copies	do	Rs. 1000

RA4 Size

1000	to	2000	copies	Full page	Rs. 200
2000	to	5000	copies	do	Rs. 400
5000	to	10,000	copies	do	Rs. 600
Above		10,000	copies	do	Rs. 750

RA5 Size

1000 to 2000 copies	Full page	Rs. 100
2000 to 5000 copies	do	Rs. 200
5000 to 10,000 copies	do	Rs. 350
Above 10,000 copies	do	Rs. 500

15. Display advertisements to occasional publications and souvenirs will normally be given at a rate not exceeding Rs.500 for full page, Rs. 250 for half page and Rs. 125 for quarter page.

By Order of the Governor

Sd/-

M.S.K.RAMASWAMI,
Special Secretary to Government,
General Administration Department.

To

All Heads of Departments
All Departments of the Secretariat
The Secretary, Kerala Public Service Commission (with C.L.)
The Registrar, University of Kerala (with C.L.)
The Registrar, High Court, Ernakulam (with C.L.)
The Secretary, Vigilance Commission (with C.L.)
The General Manager, Kerala State Road Transport Corporation, Trivandrum
(with C.L.)
The Secretary, Kerala State Electricity Board, Trivandrum (with C.L.)
The Accountant General, Kerala, Trivandrum.
All Secretaries, Additional Secretaries, Joint Secretaries, Deputy Secretaries and
Under Secretaries to Government
The Private Secretaries to the Chief Minister and other Ministers
The Under Secretary to the Chief Secretary
The Public (S.C) Department.