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GOVERNMENT OF KERALA  
ABSTRACT

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Adw 858/2

10 per cent surcharge on advertisement bills from 1--8--1966 -  
sanction of News papers and periodicals - sanction of

PUBLIC RELATIONS DEPARTMENT

G.O. MS. 8/66.

Dated, Trivandrum, 15--9--1966.

Read: Notes dated 29--7--1966, 10--8--1966 and 17--8--1966  
of the Director of Public Relations.

ORDER.

The Director of Public Relations has in his note dated 29--7--1966, 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 Newspaper Society have directed all newspapers to levy a surcharge of 10% on all advertising carried on and after 1--8--1966 and that they have accordingly decided to levy 10% surcharge on all advertisement bills from 1--8--1966 onwards. The Director of Advertising & Visual publicity, Government of India has intimated as per his D.O. No. 20/202/66-ME dated 1--9--1966 that the request of newspapers for payment of 10% surcharge has been accepted in respect of advertisements realized by the Central Government with effect from 1--8--1966. The Director of Public Relations recommends that the request of the newspapers may be conceded 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 advertisements with effect from 1--8--1966 as general measure in the case of newspapers and periodicals which levy the same.

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

This order issues with the concurrence of Finance Department (vide No. 47264/Exp. 3/66/Fin. dated 2--9--1966).

M. Divakaran,  
Deputy Secretary to Government.

To

XXX -XXX- XXX XX  
The Chief Conservator of Forests.

Encl. on A4-30964/66 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.

For Chief Conservator of Forests.  
D.T.O.