

GOVERNMENT OF KERALA

Abstract

Public Relations Department –Policy and Procedure regarding the issue of Government Advertisements – Orders - Amendments issued

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GENERAL ADMINISTRATION (PUBLIC RELATIONS –D) DEPARTMENT

G.O.P No.7/81/GAD.

Dated, Trivandrum, 6<sup>th</sup> June, 1981.

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Read:- (1) G.O.(P) 4/68/PR. Dated 5-4-1968  
(2) G.O.(P) 9/PR/79. Dated 26-9-1979  
(3) G.O.(P) 7/68/GAD. Dated 5-7-1980

ORDER

In the Government Order read as third paper, Government have laid down the procedure relating to the issue of routine and display advertisements of the Government to the Dailies and special numbers of Dailies, weeklies and other publications.

In regard to the distribution of routine advertisements to dailies, the following amendments are issued to para (5) of the said G.O.

(i) For the existing sub-para (f), (g), (h), (i) and (1) the following will be added, viz.

(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 with circulation of less than 50,000 copies, originating in the district, where the supplies or services are required, or in the nearby district/region.

(g) 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 with circulation of less than 50,000 copies originating in the district, where the supplies of services are required, or the nearby district/region.

(h) Advertisements relating to tenders and auction etc. involving an amount of Rs.1 lakh to Rs.10 lakhs will be issued to one Malayalam Daily with circulation between 50,000 and Rs. 3 lakhs copies and to a smaller Daily with circulation of less than 50,000 copies and having adequate circulation in the district/region concerned.

(i) Advertisements of tenders, auctions etc. involving an amount of Rs.10 lakhs and above will be published in one Malayalam Daily with circulation of ver 3 lakhs and in another two papers, one with circulation between 50,000 and 3 lakhs and another with circulation of less than 50,000 copies and having adequate circulation in the district/region.

(l) Important advertisements may be issued to English, Tamil and Kannada Dailies on the basis of specific instructions from the departmental and sponsoring officers. The number of such Dailies should not normally exceed one in any single language.

(ii) The existing sub-para (j) will be deleted.

By Order of the Governor,

C.K.K. Panicker

Special Secretary to Government.

To

All Heads of Department

All Departments of the Secretariat