

GOVERNMENT OF KERALA

Abstract

Advertisements tariff rate “statesman” Calcutta – Contract for 1960 – Orders issued.

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PUBLIC RELATIONS DEPARTMENT

G.O.(Rt) No.80

Dated, Trivandrum, 20.03.1961.

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Read: Note dated 14-3-61 from the Director of Public Relations

ORDER

A contract for the insertion of Government advertisements has been entered into with the statesman, Calcutta with effect from 1-1-1960, the rate fixed being Rs.25 per column inch. But in certain of the bills received by the departmental officers for their tender notices published in the daily a different rate on line basis is seen claimed. On being referred to about this deviation, the advertisements Manager of the daily has stated that the contract rate is applicable only to advertisements inserted in the display column and that for insertion of advertisements in the classified column, a separate rate (Rs.2.50 per line from 1-1-60 to 31-5-60 and Rs.3 per line from 1-6-60 to 31-12-60) is chargeable. He such distinction between classified columns and display column has been made in the contract executed with the daily. At the time of issuing the advertisements, no instruction had also been issued to publish them in any particular column. The above facts were taken to the notice of the advertisements Manager and request made to revise the bills in accordance with the rate fixed in the contract. But he is not prepared to accept the contention of Government. On the other hand, he states that tender notification are generally inserted in the classified columns and that in the absence of specific instruction to that effect, such matter will not go to the display column. With regard to the terms of the contract, he states that along with his letter expressing comment to enter into contract, two separate rate schedules had been forwarded (one for the classified columns and the other for display columns) and that the rate of Rs.26 suggested was only in respect of the latter.

However, the advertisements Manager has expressed willingness to a compromise in the rate for advertisements published in the classified columns. The rate for classified advertisements is Rs.2.50 per line from 1-1-60 to 31-5-60 and Rs.3 per line from 1-6-60 onwards (as there was a general enhancement of rate with effect from 1-6-60). As a special case, the daily has agreed to extend the rate of Rs. 2.50 for the whole period of the contract, viz. from 1-1-60 to 31-12-60.

Government are pleased to accept the compromise offered by the daily especially as it is reported to be more favorable than even the rate of Rs.26/- p.c.i. Accordingly, for

all advertisements in the classified columns the contract rate of Rs.26 per column inch will apply. The Heads of Departments are requested to settle the pending claims immediately on the above basis. The advertisement Manager has agreed that on payment of each bill, necessary adjustment will be recorded in their accounts. The bills may, therefore, be passed at Rs.2.50 and payment effected.

By Order of the Governor

V.R.Narayanan Nair,  
Deputy Secretary.

Endt. On A3-27103/60 dated 25-03-1961

Copy forwarded to Conservator of Forests Quilon, Chalakudy, Kozhikode and Development Circle for information and guidance.  
Copy to Forest Utilisation Officer. Copy to stock file.

By order,

Sd/-  
Superintendent

Endt. On TR.4218/58 dated 6-4-61

Copy to all Divisional Forest Officers in the circle for information and guidance.  
Copy to CH, ML,KT,TH, A1, A2 Sections