

GOVERNMENT OF KERALA

Abstract

Public Relations Department – Issue of Advertisements – Payment of Advertisement charges by the Public Relations Department - Orders issued.

GENERAL ADMINISTRATION (PUBLIC RELATIONS –D) DEPARTMENT

G.O.P No.9/PR/79.

Dated, Trivandrum, 26th September, 1979.

Read:- (1) G.O.(P) 1/68/PR. Dated 5-4-1968

(2) Note dated 17.07.79 from the Director of Public Relations.

ORDER

According to the procedure laid down in G.O.(P) 1/68/PR dated 5-4-1968, the Public Relations Department on receipt of the materials for advertisement from various Government Departments, send them to the newspapers with specific instructions to the dailies for publication. The News papers, after publication, send the bills direct to the departments concerned for arranging payments as per the rate contract fixed by the Director of Public Relations. At a meeting of the Editors of the daily newspapers published from Kerala, and the city representatives of the prominent English dailies held some time back it was suggested that payment in respect of advertisements from various Government Department released through the Department of Public Relations may also be made by the Public Relations Department. The Kerala Newspapers Proprietors' Association has also represented to Government that arrangements may be made for the payment of advertisements to avoid unnecessary delay. The Director of Advertising and Visual Publicity of the Information and Broadcasting Ministry, Government of India has already evolved a procedure for effecting payments to news media direct by them. The Director of Public Relations has recommended that the procedure followed by the DAVP may be adopted by the State Government also.

2. Government have examined the question in details are pleased to order that payments in respect of advertisements from various Government Departments, released through the

Director of Public Relations will be paid by the Public Relations Department from the next financial year. An amount of Rs.40 lakhs will be provided in the Budget proposals for Public Relations Department during 1980-81 for meeting the above expenditure, by opening a new head of account. The Heads of Department will deduct proportionate amount from their budget proposals for 1980-81.

3. On reference by the Head of Departments, the Director of Public Relations will arrange for the Publication of the advertisements under intimation to the Head of Departments, 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 at any rate within a week so as to enable that Department take suitable action to rectify the defects.

4. Orders issued in G.O.(P) 1/68/PR dated 5-4-1968 will stand modified to this extent. These orders will take effect from 1-4-1980.

By Order of the Governor

Sd/-
M.S.K.RAMASWAMI,
Special Secretary to Government.

To

All Heads of Departments and Offices.
All Departments of the Secretariat (All Sections)
The Secretary, Kerala Public Service Commission (with C.L.)
The Registrar, University of Kerala, Cochin and Calicut (with C.L.)
The Registrar, High Court, Ernakulam (with C.L.)
The Secretary, Vigilance Commission (with C.L.)
The Public Relations Department A,B,C,D and E Sections
The Accountant General, Kerala, Trivandrum.
All Secretaries, Additional Secretaries, Joint Secretaries, Deputy Secretaries and Under Secretaries to Government including Law, Legislature and Finance