

GOVERNMENT OF TELANGANA
MUNICIPAL ADMINISTRATION DEPARTMENT

O/o Director of Municipal Administration,
T.S., Hyderabad.

Endt.No.185474/2020/M1,

dt. 21/04/2020

“Communicated Govt.Memo.No.3654/MA.1/2020, dt.21.04.2020 with a direction to strictly adhere to the orders / instructions issued by the govt and informed that any deviation in this regard will be viewed seriously and accordingly disciplinary action will be taken ” and reminded the instructions issued earlier in the matter by this office vide circular No. 185474/2020/M1, Dt. 18.03.2020.

DR N SATYANARAYANA IAS

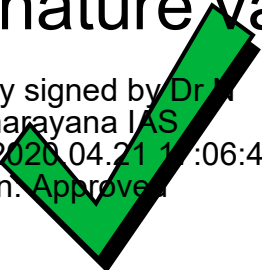
DIRECTOR OF MPL ADMN

1. All the Municipal Commissioners of Municipalities / Corporations in the State (except GHMC).
2. The Regional Directors-cum-Appellate Commissioners of Municipal Administration, Hyderabad and Warangal.

Copy submitted to the Principal Secretary to Government, Municipal Administration and Urban Development Department for favour of information.

Signature valid

Digitally signed by Dr N
Satyanarayana IAS
Date: 2020.04.21 17:06:46 IST
Reason: Approved



**GOVERNMENT OF TELANGANA
MUNICIPAL ADMINISTRATION & URBAN DEVELOPMENT (MA.1) DEPARTMENT**

Memo No. 3654/MA.1/2020

Dated: 21-04-2020

Sub: MA&UD Department - Advertisements - Issues of advertisements - Instructions - Reiterated.

Ref: 1. G.O. Ms. No. 52, G.A. (I&PR) Department, dated 14-02-2017.
2. Memo No. 103/I&PR/2019-1, dated 07-01-2019.
3. Letter No. 000789/CL/Advt.I/2020, dated 27-02-2020 of the Additional Director, I&PR Dept.

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The attention of the Director of Municipal Administration, Telangana, Hyderabad is invited to the reference 1st cited, wherein orders were issued directing that all advertisements of Government departments, Public Sector Undertakings, Government Companies should only be released through the Commissioner, I & PR. This was done to ensure that coordination with media is done centrally and in a manner as desired by the Government keeping in view various guidelines issued from time to time.

2. It is observed that the advertisements are being released directly at the Municipal Commissioner level despite of the above instructions to route these advertisement through O/o. Commissioner, I&PR.

3. Therefore, the Director of Municipal Administration, Telangana is hereby direct to strictly adhere the orders / instructions issued in the references 1st & 2nd cited among the ULBs without any deviation. Any deviation in this regard will be viewed seriously.

**C. SUDARSHAN REDDY
SECRETARY TO GOVERNMENT**

To
The Director of Municipal Administration,
Telangana, Hyderabad (w.e.)

//FORWARDED BY ORDER//


SECTION OFFICER

**GOVERNMENT OF TELANGANA
A B S T R A C T**

Advertisements - Release of Advertisements (Print, Electronic and Outdoor) in respect of all Government Departments, Public Sector Undertakings, Government Companies, Corporations and Land Acquisitions at State and District Level - Revised orders - Issued.

GENERAL ADMINISTRATION (I&PR) DEPARTMENT

G.O.Ms.No. 52

**Dated : 14th February, 2017,
Read the following:**



1. G.O.Ms.No.37 GA(I&PR) Dept. Government of Andhra Pradesh, Dt:22.01.1994.
2. G.O.Ms.No.223, GA(I&PR) Dept. Government of Andhra Pradesh, Dt:12.08.2004.
3. Govt. Memo no.17904/LA IV - R&R/2005-2, of I&CA D Dept., Dt: 21.07.2005.
4. From the Commr, I&PR., Hyd.Lr.No.000164/Advt./2016, dt.25.01.2016

ORDER:

JD(Advt)

Orders were issued in the GO 1st read above that the Government have reviewed the policy of Decentralization of Advertisement and have decided that all advertisements of Government Departments/ Public Sector Undertakings/ Government Companies should be released by the Commissioner, I&PR Department only.

2. Government, in the GO 2nd read above, have exempted certain organizations i.e. APTRANSCO., Singareni Collieries Company Ltd., Girijan Cooperative Corporation Ltd., and APSRTC from the purview of the Information and Public Relations Department for release of advertisements and publicity through print/ outdoor media directly, in relaxation of the orders issued in G.O.Ms.No.37, General Administration (I&PR) Dept., dated 22.01.1994.

3. The Government, in the memo 3rd read above, have decided to decentralize the powers of publication of DN and DD in the District level newspapers, in respect of Irrigation projects concerned only to the District Collectors/Spl. Collectors of the concerned projects.

4. In the reference 4th read above, the Commissioner, Information and Public Relations Department has brought to the notice of Government that some of the L.A. notifications are being issued in the District and State level, directly, by the respective Departments. It was also brought to the notice of Government that, advertisements pertaining to all Public Sector Undertakings, Government Companies, Corporations, Hyderabad Metro Water Works & Sewerage Board, TSRTC, Transco & Genco are also exempted from routing through I&PR Department. The Commissioner, I&PR Department, in his proposal has requested the Government to issue suitable revised orders, accordingly, for all advertisements (Print, Electronic and Outdoor).

5. Government, after careful examination in the matter, have reviewed the decentralization policy and hereby decide and order to bring all Departments, Public Sector Undertakings, Government Companies, Corporations, Hyderabad Metro Water Works & Sewerage Board, TSRTC, Transco & Genco, TSPSC, Land Acquisition & Singareni Collieries Company Limited under the purview of I&PR Department for issue of advertisements (Print, Electronic and Outdoor). The advertisement charges pertaining to Public Sector Undertakings, Government Companies, Corporations, Hyderabad Metro Water Works & Sewerage Board, TSRTC, Transco & Genco, TSPSC, Land Acquisition and Singareni Collieries Company Limited have to be borne by the respective organizations only.

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6. The Commissioner, Information and Public Relations Department is empowered to issue the advertisements (Print, Electronic and Outdoor), as per rates approved Government from time to time, without delay.

7. These orders are issued in supersession of all the GOs and Memos in vogue. These orders will come in to force, with immediate effect.

8. The HODs of all Departments/Corporations/ Public Sector Undertakings/ Government Companies/ District Collectors are requested to take necessary action, accordingly.

9. This order issues with the concurrence of Finance Department, with their U.O.No. 1111/38/EBS.I/A1/17, dt.07.02.2017.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF TELANGANA)

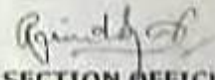
**SHEKHAR PRASAD SINGH
CHIEF SECRETARY TO GOVERNMENT**

To
The HODs of all Departments/Corporations/ Public Sector Undertakings/
Government Companies/ District Collectors.
The Pay and Accounts Officer, Hyderabad.
The Director of Treasuries and Accounts, Telangana State, Hyderabad.

Copy to:

The Finance (E.B.S.I) Dept.
The P.S. to Pri. Secretary to Chief Minister
✓ The Commissioner, Information & Public Relations Department, Hyderabad.
SF/SC.,

// FORWARDED :: BY ORDER //


SECTION OFFICER


**GOVERNMENT OF TELANGANA
DEPARTMENT OF INFORMATION AND PUBLIC RELATIONS:: HYDERABAD.**

* * * * *

Endorsement No.000828/Advt./2017.

DI 28-02-2017.

Copy communicated for information and necessary action, accordingly.


Addl. Director (Adv.) FAC

To,
All HODs of all Departments/ Corporation/ Public Sector Undertakings/
Govt. Companies and District Collectors.
Copy to All RJDs/CIPR Peshi/CIE.
Copy to All DPROs.
Copy to All Officers in Commissionerate.
Copy to SF/SC.,

GOVERNMENT OF TELANGANA
GENERAL ADMINISTRATION (I&PR) DEPARTMENT



Memo.No.103/I&PR/2019-1

Sub: G.A.(I&PR) Dept. - Advertisements - Issue of advertisements - Instructions - Reiterated.

Ref: G.O.Ms.No.52, G.A.(I&PR) Dept., dt.14.02.2017

In the reference cited, orders were issued directing that all advertisements of Government Departments, Public Sector undertakings, Government Companies should only be released through the Commissioner, Information and Public Relations Department. This was done to ensure that coordination with media is done centrally and in a manner as desired by the Government keeping in view various guidelines issued from time to time.

2. However it is noticed that advertisements are being issued directly to the news papers by certain HODs and other functionaries of Secretariat department flouting the said instructions. The Government has taken a serious note of this violation by certain departments / HODs / & State PSUs.
3. All the Departments are therefore once again directed to issue necessary instructions to all the HODs, Corporations/Public Sector undertakings/ Govt. Companies / District Collectors under their control to ensure that any advertisement in print, electronic and outdoor media are released only through the Information and Public Relations Department without fail. Any deviation from these instructions will be viewed seriously.

SHAIENDRA KUMAR JOSHI
CHIEF SECRETARY TO GOVERNMENT

To
All the Spl.C.S./Pri.Secy/ Secretaries.
All the Departments in Secretariat

Copy to:

All HODs./Public Sector Undertakings.
The Commissioner,
Information & Public Relations Department,
The P.S to Chief Minister
The P.S to C.S.
The P.A to E.O. Pri Secretary to Government,
General Administration (I&PR) Dept.,
Sc/SF

//FORWARDED :: BY ORDER//

[Signature]
SECTION OFFICER

GOVERNMENT OF TELANGANA
INFORMATION AND PUBLIC RELATIONS DEPARTMENT: HYDERABAD.

From
Additional Director,
Information and Public Relations
Department,
A.C.Guards, Hyderabad

To
All Heads of the Departments / Managing
Directors of Corporations/PSUs/District
Collectors /Registrars of Universities of
Telangana State.

Lr.No.000789/CL/Advt.I/2020, dt.27.02.2020.

Sir,

Sub:- I&PR Dept – Advertisements – Routing of all Advertisements
through I&PR Department only as Centralised agency- Req- Reg.

Ref:- 1. G.O.Ms.No.52, GA(I&PR) Department, dt.14.02.2017.
2. This Office Lr.No.000828/LA-PP/Advt.I/2017, dt.03.03.2018
3. Memo No.103/I&PR/2019-1 dt.07.01.2019 of the Chief Secretary
to the Government.

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Your kind attention is invited to the reference 1st cited, wherein the Government have issued orders to release all types of advertisements including short tender notices & Land Acquisition Notifications (Print Media, Outdoor Media & Electronic Media etc.,) through I&PR Department only. Therefore, all the Departments, Public Sectors Undertakings, Government Companies, Corporations, Universities have to issue their advertisements only through I&PR Department.

Therefore, you are requested to follow the G.O.MS.No.52. GA(I&PR) Department, dt.14.02.2017 and route all your advertisements through I&PR Department only.

Further, while sending the advertisement, you are requested to forward your email address and mobile number of the concerned officer for further communication.

Yours faithfully


Additional Director

Encl : G.O.MS.No.52.

Copy Submitted to the Spl. Secretary to Chief Minister for information.
Copy submitted to all the Spl.Chief Secretaries to the Government Departments/
Corporations /Public Sector Undertakings for information and necessary action.
Copy submitted to all Principle Secretaries to the Government Departments/
Corporations/Public Sector Undertakings for information and necessary action.
Copy submitted to all Vice Chancellors of Universities for information and necessary
action.
Copy to all DPROs for necessary action.