

**GOVERNMENT OF ANDHRA PRADESH
FINANCE (BG.III) DEPARTMENT**

Circular Memo.No.3862/169/BG.III/A1/13 dt.09.05.2013

Sub:- I & PR Department Advertisements –Release of Advertisements in respect of all Governments and Public Sector undertakings Government Companies etc. Further Instruction _ Issued.

- Ref'-1. G.Om.Ms.No.37, GA (I&PR) Dept., dt.22.01.1994.
2.Memo.No.96929/I&PR/A1/2003-1 dt.12.09.2003 of GA (I&PR) Dept.,
3. G.O.Ms.No.223, GA (I&PR) Dept., dt.12.08.2004.
4.Memo.No.99109/I&PR.I/2003-4, dt.27.04.2004 of GA (I&PR) Dept.,
5. Govt. Memo.No.21025/I&PR.I/A1/2007-1 dt.23.04.2007 of GA (I&PR) Dept.,
6. Lr.No.003636/Advt.I/2011, dt.25.03.2013 from Commissioner, I&PR Department.

Orders were issued in G.O first cited centralizing the policy of advertisements that all government departments/government companies /Public Sector Undertakings except APPSC should release their advertisements through I&PR Department only. In the Memo 2nd cited Government have reiterated to release advertisement of Print and out-door media through I&PR Department alone. The DTA/DTOs/PAO/PAO (Works) are directed not to admit the bills in case of violation of guidelines.

2. Subsequently instructions have been issued in the G.O 3rd cited, exempting AP Transco, Singareni Collieries Ltd. Girijan Cooperative Corporation and APSRTC from the purview of I&PR Department for release of advertisements through print/ out-door media directly in relaxation of orders issued in G.O first cited.

3. In the Government memo 4th cited government issued instructions to all HODs and other functionaries of Secretariat departments to strictly follow the instructions given in first and third cited. In the memo 5th cited all the Departments /HODs/Corporations /Public Sector Undertakings are requested to follow the government instructions and release advertisement of print/electronic/outdoor media through I&PR Department only without fail.

4. In the reference 6th cited the Commissioner, I&PR brought to the notice of Government that several media firms are approaching the departments, corporations and undertakings etc to obtain advertisements directly to the news papers/agencies violating the norms. This is causing difficulty in maintaining parity among various news papers and also result in incurring more expenditure on classified ads than the original estimates of the work.

5. The Commissioner, I&PR requested the government to arrange for issue of necessary advisory to all HODS/Corporation/Public Sector Undertakings including the exempted commission/corporations mentioned in first and second paras above to follow the government instructions and release advertisements of print, out-door and electronic media through I&PR department only. Finance department also been requested to advise PAO/DTA not to honour the advertisement bills submitted directly by the departments without routing through I&PR department.

6. After careful examination and duly considering the request of Commissioner, I&PR, Government here by direct that all the HoDs/Corporations/Public Sector Undertakings to release advertisements of print, electronic and out-door media through I&PR department only without fail. The DTA/PAO/DOWA/are directed not to admit the bills submitted directly by the departments without routing through I&PR department. From 01.06.2013 on wards all payments for advertisements should be made through I&PR department only and other publicity bills will not be paid.

P.K.MOHANTY
CHIEF SECRETARY TO GOVERNMENT

To

All Departments of Secretariat,
All Heads of Departments
The Director of Treasuries and accounts of AP Hyderabad.
The Pay and Accounts Officer, AP Hyderabad.
The Director of works and Accounts, Hyderabad.
The Secretary, APPSC, Hyderabad.
The Managing Director, Singareni Colories, AC Guards, Hyderabad.
The Managing Director, Girijan Cooperative Cooperation, Visakhapatnam
The Managing Director, AP Genco /Transco, Hyderabad.
The Managing Director, APSRTC, Hyderabad.
All Public Sector Undertakings,/ All Corporations, Hyderabad.
Copy to GA (I&PR) Department.
Copy to Commissioner, I&PR, Hyderabad.
Copy to all District Collectors.
Copy to all DTOs,
PS to Minister (I&PR)
Copy to Prl. Secretary to Govt., Chief Secretary, AP Hyderabad.
All Expenditures Sections / Finance (W&P) / Fin. (PMU) Dept.,
SF /SCs

**Directorate of State Audit
A.P., Hyderabad.
'G'-Section**

Endt.Roc.No.5011/121/G/12 dt.04.06.2013.

Copy of Cir Memo.No.3862/169/BG.III/A1/13 dt.09.05.2013 communicated is herewith to all Regional Deputy Directors / District Audit Officers in State for information and necessary action.

Sd/- G. Vijayakumari,
Deputy Director

To
All Regional Deputy Directors / District Audit Officers in State.

// Forwarded : By Order //

ASST. AUDIT OFFICER.