

GOVERNMENT OF ANDHRA PRADESH**ABSTRACT**

INFORMATION & PUBLIC RELATIONS DEPARTMENT - Advertisements - Release of Advertisements in respect of all Government Departments and Public Sector undertakings, Government companies etc. - Revised Policy - Orders - Issued.

GENERAL ADMINISTRATION (I&PR) DEPARTMENT

G.O.Ms.No.37,

Dated : 22-1-1994,

Read the following :-

1. G.O.Ms.No.572, G.A. (I&PR) Dept., dt.10-8-79.
2. G.O.Ms.No.223, G.A. (I&PR) Dept., dt.23-4-86.
3. G.O.Ms.No.679, G.A. (I&PR) Dept., dt.20-12-90.
4. G.O.Ms.No.403, G.A. (I&PR) Dept., dt.21-7-92.

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ORDER :

1. Orders were issued in the G.O. first read above that all advertisements of Government Departments, Public Sector Undertakings/Government companies should be released through the Director, I&PR only. As per the above policy of centralisation of advertisements, all classified and display advertisements by the Government Departments and all Government Corporations, etc., were being released by the Director, I&PR Department only.

2. Subsequently, it was brought to the notice of the Government that many Departments are releasing their advertisements to the newspapers through the Director, I&PR and not settling the bills promptly as a result of which the newspapers were facing difficulty. It was further noticed that the centralisation of advertisements in one authority has been resulting in not only delays in few cases of certain statutory notifications but also wastage of space. Since the delayed payments to the newspapers are causing embarrassment and uncharitable comments from the agencies and the press, orders were issued in the G.O. fourth read above dispensing with the centralised release of advertisements and all Heads of Departments and Collectors were requested to release classified advertisements/Statutory Notifications/Tenders etc., directly to the Press without routing through the media of Director, I&PR., while following the guidelines for observing economy in space management. The P.A.O. Hyderabad and all the District Treasury Officers have also been requested to entertain the bills preferred by the Government Departments etc.

3. It has once again brought to the notice of the Government by the Newspapers that the policy of decentralisation of advertisements is resulting in unhealthy competition among, newspapers. It was also noticed that there are a number of organisations issuing advertisements resulting in the newspapers approaching a number of offices for both a release of advertisements and also settlement of bills.

4. Government have reviewed the policy of Decentralisation of advertisement and have decided that all advertisements of Government Departments/ Public Sector Undertakings/ Government Companies should here after be released only by the Commissioner, I&PR Department. The A.P.P.S.C. is, however, exempted from this arrangement. The Commissioner,

I&PR, Hyderabad is requested to allocate, the advertisements on rotation to various big, small and medium newspapers and periodicals keeping in view the circulation and reach and with a view to disseminating information of policies and programmes of the Government and getting wide publicity for the Governmental activities.

- 2 -

5. All the Departments of Secretariat are requested to issue suitable instructions to the Corporations/ Companies under their administrative control to send their advertisements to the Commissioner, I&PR Department for publication. Orders will be issued separately regarding the mode of payment of bills in respect of Companies/ Corporations under the control of State Government.

6. Since the advertisement charges in respect of all Government Departments have to be paid by the I&PR Department, here after, the Pay and Accounts Officer, Hyderabad is requested not to entertain the bills preferred by any other Government Departments. All the District Treasury Officers are requested to take similar action.

7. These orders will come into force with effect from 1-4-94. The bills pertaining to advertisements 527 and prior to 31-3-94 should be settled by the respective Departments and I&PR Dept., will not entertain such bills.

8. The Commissioner, I&PR, Hyderabad is requested to send necessary proposals to the Government in Finance & Planning (F.W.) Dept., for provision of funds in the B.E.1994-95.

9. This order issues with the concurrence of Fin. & Plg. (Fin. Wing Expr. GAD) Dept., vide their U.O.No.64/Exp.GAD/94, Dt.22-1-94.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

K. JAYABHARATH REDDY,
CHIEF SECRETARY TO GOVERNMENT.

To

The Commissioner, I&PR, A.P., Hyderabad.

All Heads of Departments.

All Public Sector undertakings/Govt. Companies/ Govt. Corporations.

All Departments of Secretariat (All Sections)

The Pay and Accounts Officer, A.P., Hyderabad.

All District Treasury Officers.

All Collectors.

The Accountant General, A.P., Hyderabad.

Sf/Sc.

GOVERNMENT OF ANDHRA PRADESH

ABSTRACT

INFORMATION & PUBLIC RELATIONS DEPARTMENT - Toning up of Administration in the context of emergency - Larger delegation of financial powers to Heads of Departments - Ordered.

GENERAL ADMINISTRATION (IPR & T) DEPARTMENT

G.O.Ms.No.761,

Dated : 2nd November, 1976.

Read the following :-

1. G.O.Ms.No.1922, G.A. (IPR & T) Dept., Dt.26-10-1966.
2. G.O.Ms.No.325, G.A. (IPR & T) Dept., Dt.08-06-1974.
3. G.O.Ms.No.807, G.A. (LRC & S) Dept., Dt.01-18-1975.
4. U.O. Note No.73187/B/1850/SFF/75/Finance & Planning (Fin. Wing. SFF) Dept., dated 15.07.1976.

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ORDER :

In the G.O. first cited, orders were last issued delegating certain financial powers to Director of Information & Public Relations, Government of Andhra Pradesh, Hyderabad on his subordinate officers in the matter of incurring of expenditure.

2. In the G.O.2nd cited, orders have been issued existing separate Directorate of Tourism. Moreover, for the toning up of administration in the context of emergency, and avoid delays, as far as possible, in the process of taking final decisions in his administrative and financial matters, it has become necessary is larger delegations of financial powers and procedure charges of the existing delegation.

3. The Director of Information and Public Relations was therefore consulted in the matter and her considered view are placed before the Committee constituted by Government in the reference 3rd cited to examine the various aspects of toning up of the administration.

4. The report submitted by the Committee was examined and approved by the Government. The larger delegation of financial powers recommended by the Committee and approved by the Government in respect of the Director, Information and Public Relations Department are detailed in Annexure-I to this order. Guidelines to be followed by the Director, Information and Public Relations while exercising some of the larger financial powers new delegated are given in Annexure-II.

5. General recommendations made by the Committee regarding further delegation of powers to the lower level by the Heads of Departments and accepted by the Government are mentioned in Annexure-III to this order.

6. The Director, Information and Public Relations, is requested to submit proposals for delegation of powers to her subordinate officers in the light of the powers new delegated to her keeping in view the instructions issued in Annexure-III so as to reach Government within

a fortnight from the date of issue of this order.

(Contd...2)

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7. Separate orders will issue regarding further delegation of powers in respect of :-
- i) Advances & Part final with-drawals from G.P.F.
 - ii) Sanction of loans and advances.
 - iii) Sanction of Additional charge allowance, and
 - iv) Pre-budget scrutiny of the Plan Scheme to be followed in the budget.
8. This order issues with the concurrence of Finance and Planning (Fin. Wing) Department vide their U.O. Note No.73197/B/1860/SFF/76, dated 16-7-1976.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

N. BHAGWANDAS
CHIEF SECRETARY TO GOVERNMENT

To
The Director, Information & Public Relations, Hyderabad.
The Finance & Planning (Fin. Wing) Department.
The Director of Treasuries and Accounts, Hyderabad.
The Station Director, All India Radio, Hyderabad.
The Press Reporters Board.
Copy to the Private Secretary to Minister (Tourism)
Copy to General Administration (ERC &S) Department.

//Forwarded By Order//

Sd/- Section Officer.

**GOVERNMENT OF ANDHRA PRADESH
GENERAL ADMINISTRATION (I&PR) DEPARTMENT**

Circular Memo.No.1518/I&PR/A1/92-2,

Dated : 22-7-1992.

Sub :- Release of Advertisements – Space management while releasing all Classified notifications to Newspapers – Guidelines – Issued.

Government hereby direct all Collectors, all the Government Departments and Government owned autonomous bodies who indent their advertisements for

publication in Newspapers to give here-after-wards greater importance in space management of advertisements, since it is observed that the expenditure on advertisements of the various departments is increasing day by day, in view of the high cost of commercial tariff fixed by the important dailies which have a large circulation. A model format has been developed which is enclosed to this circular memo. for providing a ready specimens to be followed by the District Collectors and Chief Engineers etc., while they indent the publication of land acquisition notifications and tender notifications etc., in newspapers.

2. Government hereby direct all the indenting Departments and Officers to take an example from the format which the Government Notifications, Classified Advertisements such as statutory notifications/ Land acquisition notifications/ Tender notifications/ Notification of Andhra Pradesh Public Service Commission are (which do not require any art work) released in the above format scrupulously and also follow the following guidelines for space management of the advertisements.

1. Using small letters.
2. Title to be in small letters.
3. Different tables to be dispensed with as far as possible as they are not relevant (please see the format enclosed which covers these details without tables).
4. If more than one notification from the same department is to be published, one single heading is to be given for all these notifications. As in the present case, the notifications under Form-2-A of the Land Acquisition, one heading for the first notification conveys the message.
5. Name and designation of the officer issuing notification to be in one line only. As far as possible, the name of the officer need not be published as the notifications are issued on behalf of the Government.

3. The format is only an illustration to show the extent of space that can be conserves by adopting the above techniques. As a result of using of the space management technique 50% of space is saved. Desk Top Printing (DTP) system if utilized for the purpose of layout of the advertisements by the indenting departments will help the space management properly and reduce expenditure on advertisements.

4. The Director, Information and Public Relations department also directed to monitor and watch advertisements released by various departments daily and

bring violations if any to the notice of the Government Instructions are also being issued to the Treasuries and Pay and Accounts Officer not to admit the bills which are contrary to the guidelines issued by the Government.

5. The receipt of this circular memo should be acknowledged immediately.

6. This Memo. issues with the concurrence of Finance and Planning (Finance Wing) Department vide the U.O.No.6099/FSP/92, dated 06.07.1992.

D. AURORA,
CHIEF SECRETARY TO GOVERNMENT

To

The Director, I&PR, AP, Hyderabad (We)

All District Collectors (We)

All Managing Directors of Government Corporations (We)

The Secretary, A.P. Public Service Commission, AP, Hyderabad (We)

All Heads of Departments (We)

Copy to All Secretariat Departments (We)

SF /SC

//FORWARDED BY ORDER//

SD/-
SECTION OFFICER

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Deposits - Opening of separate account in the name of "Chief Minister Children's Relief Fund" for medical treatment of children - Orders - Issued.

REVENUE (DA-I) DEPARTMENT

G.O.Ms.No.784

Dated : 06-10-2004.

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ORDER :-

Instances have come to the notice of Government that number of children of the age

group 0 to 12 years are suffering from various ailments like heart disease, cancer etc. Keeping in view of the suffering of children from various diseases whose parents cannot afford for the costly treatment, the Chief Minister desire to create a fund for children in the name of "Chief Minister Children's Relief Fund" on the lines of CMRF for medical treatment of children suffering from various diseases with special focus on heart problems of children. The Hon'ble Chief Minister had appealed to the public for donations and the amounts and donations received will be credited to the above fund for being used for medical treatment of children below the age group of 12 years.

2. Accordingly the Government direct that;

- (i) The fund will be named as "Chief Minister Children's Relief Fund.
- (ii) The Principal Secretary to Government, Revenue Department will administer the fund.
- (iii) The Deputy Secretary to Government concerned in Revenue Department/ Deputy Secretary to C.M. (C.M.R.F.) will be the Coordinators of this fund.
- (iv) The Assistant Secretary to Government, Revenue (DA) Department will be the Drawing and Disbursing Officer of this fund.
- (v) The donations received will be utilised for medical treatment of children suffering from various diseases whose parents are below poverty line.
- (vi) The donations made under this fund would be eligible for 100% exemption under Sec.80 G (2) of Income Tax Act, 1961.
- (vii) The donations received will be credited to the above fund and normal receipts to the donors will be issued on behalf of the Government from the Revenue Secretariat.

3. The detailed modalities/ guide lines for operation of this fund will be issued separately in consultation with Health, Medical & Family Welfare Department.

4. This order issues with the concurrence of the Finance Department vide their U.O.No.4079/PFS/2004, dated : 25.09.2004.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

MOHAN KANDA
CHIEF SECRETARY TO GOVERNMENT.

To

The State Bank of Hyderabad, Secretariat Branch, Hyderabad.

Copy to :

The Special Secretary to C.M./Dy. Secretary to C.M.

The Finance Department.

The Special Chief Secretary & Chief Commissioner of Land Administration, Hyderabad.

The Health, Medical & Family Welfare Department, Hyderabad.

GOVERNMENT OF ANDHRA PRADESH

ABSTRACT

Advertisements - Release of Advertisements in respect of all Government Departments and Public Sectors Undertakings Government Companies etc. - Revised Policy - Orders - Issued.

GENERAL ADMINISTRATION (I&PR) DEPARTMENT

G.O.Ms.No.572

Dated : 10th August, 1979.**ORDER:**

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As per the existing practice, all the Government Departments except the Irrigation and Power Department including projects wing are issuing advertisements only through the Director, Information and Public Relations. The bills in respect of advertisement charges for all the Departments except the Irrigation and Power Department including Projects Wing are being settled by the Director, Information and Public Relations out and Publicity". As regards the Public Sector Undertakings/ Government Companies, all advertisements are, at present being issued by them direct to the Newspapers without the media of the Information and Public Relations Department. The bills in respect of advertisements are also being settled by the respective corporation /companies.

2. Government have reviewed this practice and have now decided that all advertisements of Government Departments/ Public Sector Undertakings / Government Companies should hereafter be released only by the Director, Information and Public Relations Department. It has also been decided that the present practice of the Departments indicating the Newspapers in which the advertisements should be published should be discontinued. The Directorate of Information and Public Relations will release the advertisements to the various newspapers keeping in view the subject matter of the advertisements.

3. The Irrigation and Power Department, including Projects Wing, who are at present issuing advertisements direct to the Newspapers are requested to issue suitable instructions to all the officers under its control, including those who are specifically delegated powers for issue of such advertisements, to stop forthwith release of advertisements direct to the Newspapers and periodicals. The Irrigation and Power Department including Projects Wing are also requested to take immediate action for the transfer of provision made in its departmental budget towards advertisement charges to Major Head "285-Information and Publicity" in consultation with the Finance and Planning Department.

4. Since the advertisements charges in respect of all Government Departments have to be paid hereafter only by the Information and Public Relations Department, the Pay and Accounts Officer, Hyderabad is requested not to entertain the bills preferred by any other Government Departments. All the District Treasuries Officers, are requested to take similar action.

5. The provision made in the budget under the Information and Public Relations Department will not be sufficient to meet the extra expenditure on the advertisements to be

released, in future, on behalf of the Public Sector Undertakings/ Government Companies. Besides, it is neither practicable nor feasible to transfer the advertisement budgets in respect of the Corporations/ Companies to the Director, Information and Public Relations. It is, therefore, ordered that while releasing advertisements in respect of Public Sector Undertakings / Government Companies, the Director, Information and Public Relations should simultaneously instruct the newspapers periodicals to send the connected bills under intimation to the Director, Information and Public Relations. As in the case of the Government Departments, the Classified Advertisements or Display Advertisements should be drafted by the Undertakings/ Corporations themselves and sent to the Director, Information and Public Relations, for release to the various newspapers.

6. The Andhra Pradesh State Road Transport Corporation and other Corporations which have empowered their Regional Officers to release advertisements are requested to issue necessary directives to all such officers immediately to stop issue of Advertisements directly on behalf of the Corporation. All the Departments of Secretariat are requested to issue suitable instructions to the Corporations/ Companies under their administrative control for strict compliance of the above orders and mark copies thereof to this Department of reference and record.

7. This order issues with the concurrence of Finance and Planning vide their U.O.No.2319/FPSP Dt.9.8.1979.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

S.R. RAMA MURTHY,
CHIEF SECRETARY TO GOVERNMENT.

To
The Director, I&PR Department, A.P., Hyderabad.
The Irrigation and Power Department (All Sections including Projects Wing)
All other Departments of Secretariat. (All Sections)
All Heads of Departments.
All Public Sector Undertakings/ Govt. Companies.
The Pay and Accounts Officer, A.P., Hyd/ The A.G., A.P., Hyderabad.
All Collectors/ Addl. Districts/ Treasuries Officers.
//F.B.O.//

Sd/- Section Officer.

GOVERNMENT OF ANDHRA PRADESH

ABSTRACT

Information & Public Relations – Revised guidelines for release of Advertisements for Small and Medium Newspapers – Orders – Issued.

GENERAL ADMINISTRATION (I&PR-I) DEPARTMENT

G.O.Ms.No.646,

Dated : 29-8-2007,

Read the following :-

1. G.O.Ms.No.281, G.A. (CA-II) Dept., dt.26-5-1989.
2. From the Special Commissioner, I&PR Lr.No.9773/ Advt.II/2007,
Dt.12.06.2007.

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ORDER :

In the reference 1st read above, orders were issued according permission to the Director, Information and Public Relations, to release by rotation system, all the display advertisements etc. to the Small and Medium Newspapers, subject to the fulfillment of the following conditions :

1. The paper should invariably possess number allotted by Registrar of Newspapers for India;
2. Place and year of establishment;
3. Regularity of 6 months Publication without any interruption and continuity of publications;
4. Circulation shall not be less than 5,000 copies per day;
5. Chartered Accountant's Certificate in support of circulation should be furnished by the Newspaper concerned;
6. Postal, Printer and Publisher certificate should be furnished and
7. The size of the Newspaper should be 7 standard columns with 45 cm. length in crown size with minimum 4 pages or Tabloid form with 8 pages.

2. The Special Commissioner, Information and Public Relations, in his letter 2nd read above, has reported that Small and Medium Newspapers Association, Hyderabad, have represented to frame a new advertisement policy pertaining to Small and Medium Newspapers in view of mushrooming growth of newspapers.

3. In the above said circumstances and in supersession of the orders issued in G.O.Ms.No.281, General Administration (CA.II) Department dt: 26.5.1989, Government hereby issue the following revised consolidated guidelines for empanelment and on revision of rates in respect of Small and Medium Newspapers :

1. Place and year of establishment should be furnished;
2. Postal, Printer and Publisher certificate should be furnished;
3. The paper should invariably possess number allotted by Registrar of Newspapers for India;

4. Empanelment shall be allowed 18 (eighteen) months from the date of RNI Certificate;
 5. Empanelment procedure shall be done twice in a year i.e., in April and November and it shall be done by the Special Commissioner, Information and Public Relations;
 6. The paper should invariably have a regularity of 18 months publication without any interruption and continuity of publication;
 7. Its circulation shall not be less than 5,000 copies per day;
 8. Chartered Accountant's Certificate in support of circulation should be furnished by the Newspaper concerned;
 9. Edition expansion shall be allowed four months after empanelment;
 10. The size of the Newspaper should be 7 standard columns with 45 cm. length in crown size with minimum 4 pages or Tabloid form with 8 pages;
 11. a) the Special Commissioner, Information and Public Relations is empowered to fix 50/- for Telugu, Rs.45/- for English, Rs.40/- for Urdu and Hindi per column per centimeter. He shall allow Rs.10/- extra rate for all languages at the time of empanelment but the combined rate of which shall not exceed 40% of the said new additional rate;
b) Revision of rates shall be made at one year from the last revision and the Special Commissioner, Information and Public Relations, is authorized to revise the rates as per his discretion and
c) Rate revision procedure will be taken up twice in a year ie. in January and June.
4. This order does not require the concurrence of the Finance Department.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**C.R. BISWAL,
Principal Secretary to Government (FAC)**

To
The Special Commissioner,
Information & Public Relations,
Hyderabad.
All Collectors & District Magistrates.
All District Public Relations Officers.
COPY TO :
P.S. to Minister (I&PR).
P.S. to Principal Secretary (I&PR).
P.S. to Prl. Secretary to C.M.,
SF/SC.

//forwarded : by order//

Sd/-
SECTION OFFICER

GOVERNMENT OF ANDHRA PRADESH
A B S T R A C T

Information and Public Relations Department – Advertisement - Release of Advertisements in respect of all Government Departments and Public Undertakings Government Companies etc. – Revised Policy – Orders – Issued.

GENERAL ADMINISTRATION (I&PR) DEPARTMENT

G.O.Ms.No.403

Dated : 21-7-1992
Read the following :-

1. G.O.Ms.No.572, G.A. (I&PR) Department, Dt.10.8.1979.
 2. G.O.Ms.No.223, G.A. (I&PR) Department, Dt.23.4.1986.
 3. G.O.Ms.No.367, G.A. (I&PR) Department, Dt.4.7.1986.
 4. G.O.Ms.No.180, G.A. (I&PR) Department, Dt.25.3.1986.
 5. G.O.Ms.No.679, G.A. (I&PR) Department, Dt.20.12.1990.
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ORDER :

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Orders were issued in the G.O. 1st read above, that all advertisements of Government Departments / Public Sector undertakings/Government Companies should be released through Director, Information and Public Relations only. Subsequently “Telugu Samacharam” a Government autonomous body was created through the orders issued in the G.O.2nd cited to handle all the classified and display Advertisements. It was later dis-handed through the orders issued in the G.O. 5th read and the subject of release of Advertisements again entrusted to the Director, Information and Public Relations while continuing the policy of centralisation of Advertisements.

2. As per the existing policy of centralisation of Advertisements all classified and display advertisements by the Government Departments and all Government Corporations etc. except the 18 corporations which are specifically exempted through the orders issued in G.O.Ms. 3rd read above, are released by the Director, Information and Public Relations only.

3. It has been brought to the notice of the Government that many Departments like Andhra Pradesh Public Service Commission, Irrigation and Power and Revenue (Land Acquisition) Departments, are releasing their advertisements to the newspapers through Director, Information and Public Relations and not settling the bills promptly, as a result of which the newspapers are facing difficulty and the Information and Public Relations Department is approached to settle the bills. It has been further noticed that the centralisation of Advertisements in one authority namely Director, Information and Public Relations has been resulting in not only delays in few cases of certain statutory notifications but also wastage of space. The Committee constituted for re-organisation of the Information and Public Relations Department under the Chairmanship of Sri Narendra Luther, IAS (Retired) has recommended to the Government for permitting the Public Sector Undertakings and Government agencies to release the Advertisements directly to newspapers without the media of Director, Information and Public Relations. Delayed payments to the newspapers are

causing embarrassment and uncharitable comments from the Agencies and the Press.

4. The Government have therefore, reviewed the above policy of centralisation of Advertisements through Director, Information and Public Relations. It is considered after careful examination that the Centralised policy of releasing the advertisements be dispensed with in respect of all Classified Advertisements and decentralise the releases for the following purposes.

1. Advertisements of Andhra Pradesh Public Service Commission.
2. Advertisements of District Selection Committee.
3. Advertisements related to Land Acquisition cases and
4. Advertisements related to all tender notifications.

Instructions are being issued separately with regard to space management of advertisements and observing economy in respect of expenditure to the incurred on advertisements.

5. All the Heads of Departments, District Collectors/ Revenue Authorities (Land Acquisition notifications) and Public Sector undertakings etc. shall hence forth release their classified advertisements/ Statutory Notifications/ Tender Notifications etc. directly to the Press without routing through the media of Director, Information and Public Relations, while following the guidelines for observing economy in space management. All such notifications shall be issued to all Registered Newspapers on rotation basis. Separate guidelines for releasing advertisement for newspapers (both large and small papers) and being released by the Commissioner, Information and Public Relations.

6. The Pay and Accounts Officer, Hyderabad and all the District Treasuries Officers are hereby authorised to entertain the bills preferred by the Government Departments, Corporations and other agencies with regard to Classified advertisements, statutory notifications and all Tender Notifications.

7. In view of the above orders the publication of the Tender digest by the Director, Information and Public Relations shall be discontinued, and the action of the Director, Information and Public Relations in having discontinued the Publication of "Tender Digest" from the month of March, 1991 in anticipation of Government Orders, is also ratified.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

D.V.L.N. MURTHY,
E.O. SECRETARY TO GOVERNMENT.

To
The Director, I&PR Department, A.P., Hyderabad.
The Irrigation and C.A. Department (All Sections)
All other Departments of Secretariat.
All Heads of Departments.
All Public Sector Undertakings/ Govt. Companies.

The Pay and Accounts Officer, A.P., Hyd/ The A.G., A.P., Hyderabad.
All Collectors/ Addl. Districts/ Treasuries Officers.
//F.B.O.//

Sd/- Section Officer.

ADVERTISEMENT PROCEDURE
GUIDELINES

The Government vide G.O.Ms.No.403, G.A. (I&PR) Department, dated 21-7-1992, has decentralized the classified ads and issued instructions that the respective departments should only release the classified ads to newspapers and arrange payment at their end.

While releasing the classified ads, the following guidelines have to be kept in view.

Advertisements will be so inserted, to ensure effective and widest possible publicity. Political affiliation will not be taken into account in placing Government advertisements. Advertisements will not be issued, however, to newspapers adopting any of the following tones.

- i) Anti National
- ii) Communal
- iii) Abusive
- iv) Provoking tensions between different sections of the Society;
- v) Distorting news for mischievous purpose;
- vi) Character assassination, black-mailing and attacks on individuals or mud-slinging without proper and truthful evidence and intimidation.
- vii) Fomenting group rivalries and quarrels and thereby indulging in mischievous gossip mongering and sensationalism.
- viii) Abusive and slanderous attacks on Government or its functionaries.

Classified advertisements shall be issued to dailies only.

In selecting newspapers for placing advertisements, the following considerations will be taken into account.

- a) Regularity and timely issue.
- b) Coverage of readers from different walks of life, particularly in the case of State campaigns.
- c) Reaching specific sections of a people as effectively as possible depending upon the message of advertisements.
- d) To use only newspapers and periodicals with a minimum paid circulation of 5,000 copies having uninterrupted and regular publication.
- e) The advertisements may be related to the newspapers judiciously on rotation basis observing economy and space management by maintaining a roster.
- f) The size of the advertisement should be indicated invariably in the R.O.
- g) 1. Example of Rotation. If an advertisement is to be released for 2 newspapers, it should be released to one big paper and one to the medium paper.

2. If an advertisement is to be released to 3 papers, it should be invariably released to 1 Big paper 1 Medium paper and 1 to small paper.
3. The newspaper for which the advertisement is released, should not be repeated again to the same paper unless its turn comes in the cycle.

CIRCULATION STANDARDS

A daily newspaper should have a minimum of four pages and should be having a size not less than 45 cm x 7 standard columns width and equivalent printed space, or tabloid form with 8 pages.

**Sd/- D.V.L.N. MURTHY,
COMMISSIONER.**

GOVERNMENT OF ANDHRA PRADESH

ABSTRACT

Advertisements – Disbandment of “Telugu Samacharam” - Orders - Issued.

GENERAL ADMINISTRATION (I&PR) DEPARTMENT

G.O.Ms.No.679,

Dated : 20-12-1990,

Read the following :-

1. G.O.Ms.No.223, G.A. (I&PR) Dept., dt.23-4-1986.
2. G.O.Ms.No.239, G.A. (I&PR) Dept., dt.05-05-1986.
3. G.O.Ms.No.367, G.A. (I&PR) Dept., dt.04-07-1986.

* * *

ORDER :

A Government owned autonomous body under the name of “Telugu Samacharam” was created in April, 1986 to handle the press advertisements under the direct supervision of the Commissioner, Information and Public Relations. In the G.O. 2nd read above, the Government directed that the “Telugu Samacharam” shall have four different wings namely; a) News Wing, b) Advertisement Wing, c) Training Wing and d) Reference and Research Wing and each wing has been assigned different functions as shown in the Annexure to the said order. Subsequently orders were issued to the effect that Government Companies and Corporations mentioned in the G.O. 3rd read be exempted from issue of advertisements through the “Telugu Samacharam”.

2. The entire working of the Telugu Samacharam has been reviewed at various levels and it has been finally decided that the Institution of “Telugu Samacharam” as such be disbanded and the essential functions of the Organisation be entrusted to the Director of Information and Public Relations who has been the Chief Executive of the Organisation all the while.

3. The training activity which was also entrusted to the Telugu Samacharam can also be entrusted to the Director, Information and Public Relations as the training is intended for the officers of that Department. On the abandonment of the Telugu Samacharam this function will be entrusted to the Director of Information and Public Relations. Similarly reference and Research activities also can form part of regular work of the Information and Public Relations Department and as such this function is also entrusted to the Information and Public Relations Department on the disbandment of "Telugu Samacharam".
4. During the functioning of the Telugu Samacharam over Rs.12.00 crores were sanctioned as grants during the year 1986-87 to 1989-90. The accounts of the Telugu Samacharam have not been audited so far and they are being audited by private Auditors and it was reported that it will be completed only during May 1990. The Audit has to be completed and the accounts have to be finalized so that the actual amounts spent by the Telugu Samacharam during the period of its working and the assets and liabilities as on the date of abandonment have to be arrived at correctly.
5. The Telugu Samacharam has to make payments to various newspapers for the advertisements already published by them and that the Telugu Samacharam has to receive certain payments for the services rendered by it to various organizations with abandonment of the Telugu Samacharam. It is considered that the Director, Information and Public Relations be authorised to receive amounts due to the Telugu Samacharam and arrange payments on behalf of the Telugu Samacharam to the news papers etc. and send a report to the Government within one month from the date of this order.
6. The Government, after careful consideration, hereby direct that the Telugu Samacharam shall be disbanded with effect from the date of this order. The Telugu Samacharam fortnightly which was published till March, 1988 shall be discontinued and there will be no such publication hereafter. The work relating to the issue of advertisements to the media by the Government Departments local bodies cooperatives etc., hitherto attended to by the "Telugu Samacharam" shall be entrusted to Director of Information and Public Relations and the "Telugu Samacharam" shall have nothing to do with these activities hence forth. The training activities and the activities connected with the reference and Research wing of the "Telugu Samacharam" shall be attended to by the Director, Information and Public Relations hereafter.
7. The P.D. Account of the "Telugu Samacharam" which is being operated by the Director of Information and Public Relations under the head of account "8449 - Other Deposits - MH 120 - Miscellaneous Deposits - SH (45) - Deposits of Telugu Samacharam", shall be closed with immediate effect following the procedures laid down and the funds available in the P.D. Account shall be drawn by a cheque and credited to the departmental head of account under "0220 - Information and Publicity - 60 - Others - MH 800 - Other Receipts - SH (81) - Other items". The Director, Information and Public Relations shall take necessary action for making necessary provision in the regular Budget under the respective Heads of Accounts of the Department for various activities entrusted to him consequent on abandonment of "Telugu Samacharam".
8. The Director, Information and Public Relations is requested to take immediate action to wind up the "Telugu Samacharam" and take up the functions specifically allotted to him in this order and also to finalise the accounts, the assets and liabilities of the "Telugu

Samacharam" and complete the audit of accounts of the Telugu Samacharam and send a report to the Government within one month from the date of this order.

9. This order issues with the concurrence of Finance and Planning (Fin. Wing) Department, vide their U.O.No.G-90-5-169/1087/Exp. GAD/90, Dated 13-11-1990.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

NDKA REDDY,
E.O. SECRETARY TO GOVERNMENT.

To

The Director, I&PR, A.P., Hyderabad.

The Special Officer, Telugu Samacharam.

The Accountant General, AP, Hyderabad.

The Pay and Accounts Officer, A.P., Hyderabad.

The Director of Treasury and Accounts, AP, Hyderabad.

All the Departments in Secretariat, Hyderabad.

All Heads of Departments, AP, Hyderabad.

All District Collectors.

All Districts Treasuries Officers in the State.

All Public Sector Undertakings.

Copy to the Finance and Planning (Fin. Wing) Department.

//FORWARDED BY ORDER//

Sd/-
SECTION OFFICER.

GOVERNMENT OF ANDHRA PRADESH

ABSTRACT

Information & Public Relations - Advertisements - Release of advertisements to Newspapers - Amendment - Orders - Issued.

GENERAL ADMINISTRATION (I&PR-I) DEPARTMENT

G.O.Ms.No.150,

Dated : 22-6-2004,

Read the following :-

1. G.O.Ms.No.431, General Administration (I&PR) Department, dated 23.7.1984.
2. G.O.Ms.No.342, General Administration (I&PR) Department, dated 10.11.2003.
3. From the Commissioner, Information and Public Relations, Lr.No.19028/ Advt.I/02, dated 29.5.2004.

* * *

ORDER :

In the reference third read above, the Commissioner, Information and Public Relations has stated that Commissioner, Information and Public Relations has been authorised to release advertisements both classified and display, at commercial rates quoted by the Newspapers, wherever necessary, using his discretion depending on the importance of the subject matter, the circulation of the newspaper, the area to be covered etc., and the circulation of the newspaper is an important factor for releasing Government advertisements to any Newspaper. The circulation particulars are ascertained from the certificate issued by the ABC every six months. But there is no specific mention of Audit Bureau of Circulation certificate for verifying the claim of the circulation in respect of the Big Newspapers in the G.O., first read above. The ABC could be guiding for the Commissioner for taking a decision whether any advertisement should be released in a particular paper or not.

2. He has further stated that in the reference second read above, orders were issued to the effect that the Big Newspapers having a circulation of 1,00,000 and above should submit Audit Bureau of Circulation (ABC) certificate claimed by them and the newly launched/ relaunched Newspapers should submit the ABC., certificate duly following the provisions of the ABC., and they should apply for the ABC., certificate after six months of continuous publication and inform the same to Information and Public Relations Department.

3. The Commissioner, Information and Public Relations in his said letter has reported that certain news papers have represented to consider the circulation figures approved by the Registrar of Newspapers of India, which is a Government of India Body under Ministry of Information and Broadcasting, New Delhi and that some Newspapers have also represented to consider the Chartered Accountant's Certificate in support of circulation for release of advertisements etc., as they are not members of ABC., The Commissioner has requested to consider the above request and recommended to amend the orders issued in the reference first read above.

PTO.,

-- 2 --

4. Government after careful examination hereby issue the following amendment to G.O.Ms.No.431, General Administration (I&PR) Department, dated 23.7.84.

AMENDMENT

5. In the said G.O., wherever the expression "ABC" occurs, the expression "Registrar of Newspapers of India (RNI)/ Chartered Accountant" shall be added.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

K.V. RAMANACHARY,
EX-OFFICIO SECRETARY TO GOVERNMENT (I&PR)

To
The Commissioner, Information and Public Relations, Hyderabad.
All District Collectors.
All District Public Relations Officers.
Copy to :
The P.S. to Prl. Secretary to Chief Minister.
The P.S. to Minister (I&PR).
SF /SC

//FORWARDED BY ORDER //

Sd/-
SECTION OFFICER

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Information and Public Relations Department - Exemption of certain organisations i.e. APTRASCO., 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 without routing through Information and Public Relations Department - Orders Issued.

GENERAL ADMINISTRATION (I&PR-I) DEPARTMENT

G.O.Ms.No.223,

Dated : 12-8-2004.

Read the following :

1. G.O.Ms.No.37, General Administration (I&PR) Dept., dated 22.1.1994.
2. Govt. Memo.No.96929/I&PR.I/A1/2003-1, General Administration (I&PR) Dept., dt.12.9.2003.
3. From the Chairperson & Managing Director, APTRANSO., Hyderabad, Lr.No.CMD/GM/(CC)/PO/600/2003-2, dated 29-1-2004.
4. From the Chairman & Managing Director, Singareni Collieries Company Ltd., Hyderabad Lr.No.PR/11/2004/433, dated 11.2.2004.
5. From the Vice Chairman & Managing Director, Girijan Cooperative Corporation Ltd., Visakhapatnam, Lr.No.1620/2003/2003 RMD/M5, dated 26.2.2004.

ORDER :

In the G.O., read above, orders were issued stating that, all the Government Departments, Government Corporations, Public Sector Undertakings except the A.P. Public Service Commission have to release the advertisements through the Information and Public Relations Department only so that the Commissioner/ Director, Information and Public Relations shall allocate advertisements on rotation to various big, small and medium newspapers and periodicals keeping in view of the circulation and reach and with a view to discriminating information of policies and programmes of the Government and getting wide publicity for the Government activities.

2. In Government Memo. second read above, the said instructions were reiterated and all Departments of Secretariat were requested to issue suitable instructions to all the Heads of Departments/ Corporations/ Public Sector Undertakings including Government funded Agencies (except A.P. Public Service Commission) under their control to release advertisements of press publicity and outdoor media through the medium of Information and Public Relations Department alone.

3. In the reference third to fifth read above, the A.P. TRANSCO., Singareni Collieries Company Ltd., Girijan Cooperative Corporation Ltd., have represented for exemption 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. first read above, in view of the nature of business they deal with.

4. A meeting has been convened with the Managing Director, APTRANSCO., and the representatives of the managements of Singareni Collieries Company Ltd., Girijan Cooperative Corporation Ltd., on 8-6-2004 and heard the representations and decided to exempt the said organisations along with APSRTC from the purview of the G.O. first read above, in view of the nature of the transactions/business they undertake, which call for expeditious action for prompt disposal of their business.

5. Government after careful examination, hereby exempt the said organisations 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 22.1.1994 read with Government Memo.NO.96929/I&PR/A1/2003-1, dated 12.9.2003, with a stipulation that they shall follow the guidelines specified by the Commissioner, Information and Public Relations with regard to approved rates, circulation and language of the newspaper, newspaper tariff etc., from time to time. The above organisations / managements shall contact Commissioner and Secretary (I&PR) for clarification, if any, in this regard.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

K.V. RAMANACHARY,
EX-OFFICIO SECRETARY TO GOVERNMENT (I&PR)

To

The Commissioner of Information and Public Relations, Hyderabad.

The Chairperson the Chairperson & Managing Director, APTRANSCO., Vidyut Soudha, Hyderabad.

The Chairman & Managing Director, Singareni Collieries Company Ltd., P.B.No.18, Singareni Bhavan, Khairatabad, Hyderabad-500 004.

The Vice Chairman & Managing Director, A.P. State Road Transport Corporation Ltd., Hyderabad.

The Pay and Accounts Officer, Hyderabad.

The Director of Treasuries and Accounts, AP, Hyderabad.

Copy to Fin. (Expr. GAD.I/BG.I) Dept.

The P.S. to Prl. Secretary to Chief Minister.

The P.S. to Minister (I&PR).

SF/SC.,

//FORWARDED :: BY ORDER//

SD/-
SECTION OFFICER.

**GOVERNMENT OF ANDHRA PRADESH
IRRIGATION & CAD (PW-LA-IV) DEPARTMENT**

Memorandum No.3812/LA-IV-R&R-I/2009-2, Dated : 21-05-2009.

Sub :- Land Acquisition – Irrigation Projects – Publishing of
Advertisements on Land Acquisition matters –
Guidelines – Reg.

Ref :- 1) G.O.Ms.No.646, General Administration (I&PR)
Department, dated 29.08.2007.

2) Government Circular Memo.No.1518/I&PR/A1/92-2,
General Administration (I&PR) Department,
dated 22.7.1992.

It is brought to the notice of Government that the expenditure on Advertisement charges for land acquisition under Irrigation Projects are very high. It is, therefore, necessary to rationalize the expenditure on release of advertisements. Hence, copies of the references first and second cited are communicated to the all Special Collectors (LA)/ all District Collectors in the State and they are requested to strictly follow the guidelines issued in the references first and second cited. Further, the advertisements henceforth should

only be released in the local district edition of Newspapers as per the above guidelines as owners are from the district in a maximum of two news papers.

SHAIENDRA KUMAR JOTHI
PRINCIPAL SECRETARY TO GOVERNMENT

To
The All District Collectors
All the Special Collectors (LA),
Copy to SF/SCs

//FORWARDED : BY ORDER //

SD/-
SECTION OFFICER

GOVERNMENT OF ANDHRA PRADESH
GENERAL ADMINISTRATION (I&PR.I) DEPARTMENT

Memo. No.99109/I&PR.I/2003-04,

Dated : 27.8.2004.

Sub :- Information and Public Relations – Advertisements – Issue of
Advertisements – Instructions – Reiterated.

Ref :- 1. G.O.Ms.No.37, General Administration (I&PR) Dept.,
dated 22.1.1994.
2. Govt. Memo.No.18511/I&PR/A1/2002-2, General
Administration (I&PR) Dept., dated 18.9.2002.
3. G.O.Ms.No.223, General Administration (I&PR.I) Dept.,
dated 12.8.2004.

In the reference first cited, orders were issued revising the advertisement policy. According to the said orders, all advertisements of Government Departments, Public Sector Undertakings, Government Companies should be released through the Commissioner, Information and Public Relations Department.

2. However it is noticed that advertisements are being issued directly to the newspapers by certain Heads of the Departments and other functionaries of Secretariat Departments flouting the said instructions.

3. All the Departments of Secretariat are, therefore, once again, requested to issue

necessary instructions to all the Heads of Departments/ Corporations / Public Sector Undertakings other than APPSC, AP TRANSCO., Singareni Collieries Ltd., Girijan Cooperative Corporation Ltd., APSRTC., under their control to release Advertisements of Print, Electronic and Outdoor media through the medium of Information and Public Relations Department only without fail. Any deviation from these instructions will be viewed very seriously.

Dr. MOHAN KANDA,
CHIEF SECRETARY TO GOVERNMENT.

To

All the Spl. Chief Secretaries / Prl. Secretaries/ Secretaries.

All the Departments of Secretariat.

All the Heads of Departments/ Public Sector Undertakings

Copy to :

The Commissioner, Information & Public Relations, Hyderabad.

The P.S. to Minister (I&PR).

The P.S. to Chief Secretary.

SF/SC.

//Forwarded : by Order//

Sd/-
SECTION OFFICER.

GOVERNMENT OF ANDHRA PRADESH
GENERAL ADMINISTRATION (I&PR.I) DEPARTMENT

Memo. No.21025/I&PR.I/A1/2007-1,

Dated : 23.04.2007.

Sub :- Information and Public Relations – Advertisements – Issue of
Advertisements – Instructions – Reiterated.

Ref :- 1. G.O.Ms.No.37, GA (I&PR) Dept., dated 22.01.1994.
2. G.O.Ms.No.223, GA (I&PR.I) Dept., dated 12.08.2004.
3. Memo.No.99109/I&PR.I/ A1/2003-4, dated 27.08.04.
4. From the Spl. Commissioner, I&PR, Lr.No.5746/ Advt.I/07,
dated 13.04.2007.

In the reference first cited, orders were issued revising the advertisement policy.

According to the said orders, all advertisements of Government Departments, Public Sector Undertakings, Government Companies should be released through the Commissioner, Information and Public Relations Department.

2. In the reference third cited, the Govt. have issued further instructions and reiterated that all the Heads of the Departments, Corporations and public undertakings should follow the instructions and issue advertisements through medium of Information and Public Relations Department only.

3. However it is noticed that Classified, Display, Outdoor & Electronic media advertisements are being issued directly to the newspapers/agencies by certain Heads of the Departments and some Corporations violating the said instructions.

4. Therefore, all the Heads of Departments/Corporations/ Public Sector Undertakings other than APPSC, AP TRANSCO, Singareni Collieries Ltd., Girijan Cooperative Corporation Ltd., APSRTC are once again requested to follow the Government instructions and release advertisements of Print, Electronic and Outdoor media through Information and Public Relations Department only without fail. Any deviation from these instructions will be viewed very seriously.

C.R. BISWAL,

PRL. SECY. TO GOVT.(I&PR) (FAC)

To

All the Heads of Departments/Corporations/ Public Sector Undertakings

Copy to :

All the Spl. Chief Secretaries / Prl. Secretaries/ Secretaries

All the Departments of Secretariat

The Spl. Commissioner, Information & Public Relations, Hyderabad.

The Pay and Accounts Officer, Hyderabad.

The Director, Treasuries and Accounts Department, Hyderabad.

The P.S. to Minister (I&PR and Energy & Coal).

The P.S. to Chief Secretary.

SF/SC.

//FORWARDED :: BY ORDER//

Sd/-

SECTION OFFICER.