

1/24/19  
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to all

(36)

**GOVERNMENT OF TELANGANA  
FINANCE (ADMN.II) DEPARTMENT**

**Memo.No.134/03/WA/Admn.II/2019**

**Dated: 19.01.2019**

Sub:- Establishment – Finance Department – Advertisements – Issue of advertisements – Instructions – Reiterated – Reg.

Ref:- 1. G.O.Ms.No. 52, GA(I&PR) Dept., dt.14.02.2017.

2. Memo.no.103/I&PR/2019-1, dated: 07.01.2019 of GA (I&PR) Department.

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The attention of the all HoDs under the control of Finance Department is invited to the references cited. They are directed to take necessary action as per instructions issued in the reference 2<sup>nd</sup> cited (copy enclosed).

**D. VIJAYA KUMARI  
JOINT SECRETARY TO GOVERNMENT**

To

The Director of Works Accounts, Telangana, Hyderabad.

The Director of State Audit (i/c), Telangana, Hyderabad.

The Director of Treasuries And Accounts, Telangana, Hyderabad.

The Pay and Accounts Officer (i/c), Telangana, Hyderabad.

The Director of Insurance (FAC), Telangana, Hyderabad.

Copy to:

SF/SCs.

**//FORWARDED :: BY ORDER//**

*Ready*

**SECTION OFFICER**

-Evdt-Roe-no. 46/06/GKm/2019, dt: 24-01-2019

"1 copy Communicated"

TO

All the DR SA/ DAO, SA in the State  
The RPD, SA, Zone-V Warangal, Zone-V Hyderabad.

Forwarded By order

for Director

4.

**GOVERNMENT OF TELANGANA  
GENERAL ADMINISTRATION (I&PR) DEPARTMENT**

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

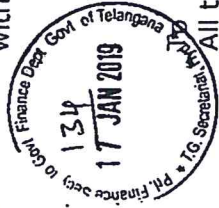
**Dt.07.01.2019**

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  
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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.



**SHAILENDRA KUMAR JOSHI  
CHIEF SECRETARY TO GOVERNMENT**

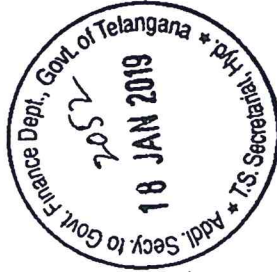
All the Spl.C.S./Prl.Secy/ Secretaries.  
All the Departments in Secretariat

**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. Prl Secretary to Government,
- General Administration (I&PR) Dept.,
- Sc/SF

AP/1  
1/1/1  
RR-2

**//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: 14-02-2017**  
**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

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**ORDER:**

Orders were issued in the GO 1<sup>st</sup> 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 2<sup>nd</sup> 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 3<sup>rd</sup> 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 4<sup>th</sup> 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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