

**NORMS FOR PUBLICATION/RE LEASE OF NOTICE INVITING
TENDERS/OTHER ADVERTISEMENTS**

All advertisements in the nature of NITs/display advertisements, of HO/BO level, shall be released through the PR Section at Head Office as per the procedure and guidelines laid down hereinunder:

1. AUTHORITY TO SANCTION NITs FOR SALE OF UNITS:

a) All NITs for Sale of Units under possession, including those falling under the SARFESI Act, required to be published in the State level newspapers, shall be required to bear written approval of GM(D) through DGM (ARRC).

b) All NITs for Sale of Units under possession, including those falling under the SARFESI Act, of the HO level cases required to be published in the National level newspapers shall be required to bear written approval of CMD, through GM(D).

2. PROCEDURE FOR RELEASE OF NITs OF UNITS FOR SALE:

Each Branch Office shall prepare and send to the ARRC Section at HO, on quarterly basis, a comprehensive list of all units under possession in their respective jurisdiction that is required to be published within the said quarter.

a) The ARRC Section at HO shall then forward the lists to the PR Section after verifying and ensuring the correctness/updation of the details/information received.

b) The PR Section shall get the DTPs of the proposed NITs prepared from the advertisement agencies and send back the same to the ARRC Section for final checking/verification and approval.

c) On receipt of the final DTPs from the ARRC Section, the PR Section shall ensure their releases in the concerned newspapers in view of the approval of the concerned authority.

d) The NITs shall be published/released in separate editions of the State level newspapers as per the region/area of the Branch Office under which the unit(s) falls/is covered. This exercise of identifying the editions shall be carried out by the PR Section at HO as per the overall guidelines laid down for release of advertisements/NITs.

3. RELEASE OF NITs UNDER SECTION 32 (G) OF SFC ACT:

a) In case of attachment of properties by the local revenue authorities under the Land Revenue Act, on invocation of the provision u/s of 32 (G) of the SFCs Act, auctions conducted by the Revenue Authority are required to be published in the local newspapers.

b) In such cases, the BOs may release the NIT directly in the local edition of any one of the newspapers enlisted under 'A' or 'B' or 'C' category newspapers or any other most widely read/circulated local daily newspaper.

c) The maximum ceiling of expenditure allowed in such cases shall not exceed Rs.1000/- (Rupees One Thousand only).

d) In case it not possible to release the NIT within the said ceiling, the BO may send the same well in time to the DGM (FRDDW)/GM(D) for facilitating the release.

e) The DGM (FR-DDW)/GM(D) shall forward the same to the PR Section after seeking special permission of the CMD.

f) The PR Section shall be responsible for the release of the NIT thereafter and shall intimate the same to the concerned BO.

4. PUBLICATION OF COURT NOTICES:

a) The Branch Manager concerned shall be authorized to release the Court Notices in the newspapers and the editions specified by the Hon'ble Court.

b) In case the Court Notice is required to be published from the HO as per directions of the Hon'ble Court, the Head, Law Section at HO, shall forward the same to the PR Section for publication thereof.

5. GENERAL NOTICES/TENDER NOTICES OF SPECIFIC SECTIONS:

Any other notices/NITs pertaining to specific departmental needs shall have to bear written approval of the Executive Director/General Manager through the concerned Section Head.

6. DISPLAY ADVERTISEMENTS IN NEWSPAPERS/MAGAZINES/SOUVENIRS:

All advertisements in the nature of display advertisements that are required to be published in the newspapers/magazines/souvenirs, etc., including those required for publicizing business promotion campaigns, shall have to bear written approval of CMD.

NOTE: In case of any deviation from the laid down guidelines, the Section dealing with the same shall be required to take specific approval of CMD after bringing forth the specific reasons for the same.

7. SELECTION OF NEWSPAPERS FOR RELEASE OF ADVERTISEMENTS/NITs:

A National level newspapers:

All NITs for sale of units of HO level shall be released, on rotation basis, in any one of the widely read National level English newspapers in the Capital/NCR, preferably economic/business newspapers, out of two such publications approved by the Management from time to time.

B State level newspapers:

a) All NITs of BO level shall be released in two State level newspapers according to the region/area of the units under the specific BOs, such that one is covered in 'A' Category and the other in 'B'/'C' Category Dailies having extensive readership in the said region/area.

b) All NITs for sale of units of HO level shall be considered for release in minimum one 'A' category State level newspaper, one leading National level newspaper.

c) The selection of the State level newspapers for release of NITs for sale of units shall be on roster basis as per the following category of publications:

i) Category 'A' newspapers:

- 1.** Dainik Bhaskar
- 2.** Rajasthan Patrika

ii) Category 'B' newspapers:

- 1.** Dainik Navjyoti
- 2.** Rashtradoot

iii) **Category 'C' newspapers:**

1. Jaltedeeep .only for Jodhpur edition
2. Pratahkaal .only for Udaipur edition
3. Samachar Jagat .only for Jaipur edition
4. Seema Sandesh .only for Ganganagar edition

d) Publication(s)/newspaper(s) for release of display advertisements/general notices/fender notices of sections/departments shall be considered on specific need basis, keeping in mind the readership coverage required.

e) The **rates/tariffs for NITs/advertisements released in the** identified newspapers shall be as follows:

i) In the National level English publications/newspapers and the category 'A' and 'B' newspapers/publications at the State level — at the prevailing commercial rates for the specific editions as per their tariff cards.

ii) In category 'C' newspapers - at the prevailing DPR rates for the specific editions.

8. PROCEDURE FOR PAYEMENT AGAINST ADVERTISEMENTS/NITs RELEASED:

- a) All bills relating to payments against release of all kinds of advertisements released at HO shall be processed by the PR Section after verifying all details as to the approving authority and the other norms in this respect.
- b) The PR Section shall ensure that the details of the bill/amount shall exclude any charges over and above the actual amount entailed in the publication of the advertisement released.
- c) The PR Section shall send the verified bills to the Accounts Section directly for payment thereof.

- d) Payments against NITs for sale of units shall be effected after debiting the entailed expenses on equal basis among all the units covered under the specific NIT published.
- e) The Accounts Section shall ensure that the income tax deductions (TDS) as per the prevailing rules are effected against each payment before remitting it to the concerned advertisement agencies/parties.
- f) The PR Section shall ensure that the display advertisements are released within the budgetary allocation for the given financial year; and shall seek approval of the Board of Directors in case the same exceeds/is likely to exceed the budgetary ceiling.

9. RELEASE OF NITs/ALL ADVERTISEMENTS:

- a) All NITs/advertisements shall by and large be released through the advertisement agencies, unless specified otherwise, with appropriate justification and approval of the CMD.
- b) Display advertisements in Souvenirs/publications other than Dailies may be released directly to the publication where the amount does not exceed Rs.10,000/-.

10. SELECTION/ENLISTING OF ADVERTISEMENT AGENCIES:

- a) By and large all advertisement agencies empanelled by Rajasthan Samvad shall be eligible for empanelment with the Corporation.
- b) All advertisements/NITs shall be released by the PR Section through the advertisement agencies from among those enlisted/empanelled by the Corporation as provide the most efficient and prompt services in terms of quality output as well as time factor.

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