



PUBLIC RELATIONS DEPARTMENT

New Delhi Municipal Council

Palika Kendra, New Delhi-110001

PRD No./1171/D/2016

Dated:-26/5/2016

CIRCULAR

SUBJECT:- APPROVED RATES OF NEWSPAPERS AND TERMS & CONDITIONS FOR RELEASE OF NDMC'S ADVERTISEMENTS FOR THE YEAR 2016-17.

NDMC releases advertisement in the form of Tender Notice, Call Back Notice, Employment Notice, Public Notice, Expression of Interest and of general nature highlighting NDMC's activities or appealing public for their co-operation in performance of civic services. Advertisements of all the departments are released through Public Relations Department in newspapers of different languages i.e. English, Hindi, Urdu and Punjabi following the provisions under section-348 of NDMC Act, 1994.

With the approval of Competent Authority dated 23/05/2016 advertisement rates of 56 newspapers have been approved for the year 2016-17. The rates of the newspapers who have quoted contract rates are valid for the full financial year (1st April 2016 to 31st March, 2017). Rates quoted by the newspapers charging DAVP rates are subject to revision as per DAVP and acceptable and implemented automatically. The detail of newspapers and their rates are given at Annexure-I & II, these annexure are uploaded and available on the NDMC website in P.R.Deptt. section. Its URL is https://www.ndmc.gov.in/Departments/PublicRelation/the%20newspaper%20and%20the%20quoted%20rates_26-05-2016.pdf.

1. All advertisement shall adhere to guidelines of Central Vigilance Commission i.e. every advertisement/NIT sent for publication in newspapers by various departments must carry the website address (www.ndmc.gov.in) and Delhi Govt e-Procurement website. A soft copy should be endorsed to Director (IT) for display on website. Complete bidding documents be posted in the website permitting bidders to make use of the document downloaded from the website with the clear instructions for the bidder to pay the priced amount if any by demand draft etc. alongwith the Tender Document. It should confirm to the requirements of e-Tendering. All advertisement shall comply with the provisions of NDMC Act 1994 (Section-347 & 348) and carry the logo conspicuously, followed by subject and amount in case of Tender Notice.

2. **GUIDELINES FOR RELEASE OF TENDER NOTICE (1st April, 2016 to 31st March, 2017)**

(i) Tender Notices for works costing upto Rs.5 lakhs, the NIT should be circulated on Notice Boards and on website only. No newspaper advertisement for tendered value below Rs. 5 Lakh.

(ii) Tender Notices for works costing above Rs.5 lakhs upto Rs.25 lakhs will be published in three newspapers i.e. one English, one Hindi & one Urdu/Punjabi from the following newspapers.

ENGLISH	HINDI	URDU/PUNJABI
<i>For English & Hindi newspapers circulation more than 75,000 and upto 1,25,000 and for Urdu/Punjabi having circulation more than 50,000 and offering DAVP/Commercial rates.</i>		
ALL DAVP RATES		
1. Hindu (1,12,965) (COM)	1. Rashtriya Sahara (1,12,752) (DAVP)	1. Sade-e-Watan Jadeed (66,717)
2. Millennium Post (91,712) (COM)	2. Veer Arjun (1,02,341) (DAVP)	2. Siyasi Taqdeer (65,600)
3. Indian Express (Delhi) (75,000) (+ Jansatta + the Financial Express free of Cost)(COM)	3. Mahamedha (91,601) (DAVP)	3. Roznama Rashtriya Sahara (65,517)
4. The Sikh Times (75,000) (DAVP)	4. Deshbandhu (75,000) (DAVP)	4. Siyasi Ufuque (60,025)
5. These Days (75,000) (DAVP)	5. In-Dinon (75,000) (DAVP)	5. Qaumi Rahbar (55,525) (NEW)
6. Deccan Herald (75,000) (DAVP)	6. Quami Patrika Hindi (75,000) (DAVP)	6. Salar-e-Hind (55,400) (NEW)
	7. Sankalp Times (75,000) (DAVP)	7. Rabta Times (50,671) (NEW)
	8. Samachar Jagat (75,000) (DAVP)	8. Qaumi Duniya (50,000) (NEW)
	9. Hari Bhoomi (NEW) (75,000) (DAVP)	9. Jan Ekta (Punjabi) (66,100)

* COM indicate as COMMERCIAL Rates

(iii) Tender Notices for works costing above Rs.25 lakhs upto Rs.1 crore will be published in following newspapers (one English, one Hindi & one Urdu/Punjabi).

ENGLISH	HINDI	URDU/PUNJABI
<i>For English & Hindi newspaper circulation more than 1,25,000 and for Urdu/Punjabi the circulation having more than 67,000 offering DAVP/Commercial Rates</i>		
ALL DAVP RATES		
1. Times of India(Delhi) (10,49,946) (COM)	1. Navbharat Times (6,37,376) (COM)	1. Jadid-in-Dinon (75,000)
2. Hindustan Times (Delhi) (9,38,538) (COM)	2. Punjab Kesari (3,74,865) (DAVP)	2. Al-Momin (74,625)
3. Mail Today (Delhi) (2,10,986) (COM)	3. Hindustan (2,80,232) (COM)	3. Daily Pratap (74,338)
4. Economics Times (Delhi) (1,53,766) (COM)	4. Viraat Vaibhav (2,51,468) (DAVP)	4. Hamara Maqsad (72,224) (NEW)
5. Pioneer (Delhi) (1,26,350) (COM)	5. Aaj Samaj (1,95,127) (DAVP)	5. Awam-e-Hind (72,021)
	6. Amar Ujala (1,97,603) (DAVP)	6. Hamara Samaj (71,245)
		7. Hale-e-Watan (67,433)
		8. Hindustan Express (67,011)
		9. Akhbar-E-Mashriq (67,003)
		10. Quami Patrika Punjabi (75,000)

* COM indicate as COMMERCIAL Rates

(iv). Tender Notices for works costing above Rs.1 crore will be published in three newspapers i.e. one English, one Hindi & one Financial (All Editions) from the following newspapers.

<i>All India Edition of English & Delhi edition of Hindi newspaper (having circulation more than 2 lakhs) and Financial newspaper (having circulation more than 1.25 lakhs).</i>		
1.	Times of India Super Saver-II (37,11,979) (COMMERICAL)	(Delhi, Mumbai, Kolkata, Lucknow, Hyderabad, Kanpur, Mangalore, Mysore, Chennai, Jaipur, Goa, Pune, Ahmadabad, Bangalore)
2.	Hindu (All edition) (12,61,658)(COMMERICAL)	(Allahabad, Anantapur, Banglore, Coimbatore, Hubli, Hyderabad, Kochi, Kolkatta, Kozhikode, Lucknow, Madurai, Mangalore, Mohali, Mumbai, Nelloere, Noida, Thirumvananthapuram, Tiruchirapalli, Vijayawada, Visakhapatnam)
3.	Hindustan Times (All edition) (9,38,538)(COMMERICAL)	(Delhi, Chandigarh, Bhopal, Kolkata, Lucknow, Patna, Mumbai, Ranchi)
4.	Indian Express (All edition) + Jansatta + Financial Express (7,23,497)(COMMERICAL)	(Mumbai, Ahmadabad, Pune, Vadodra, Nagpur, Lucknow, Delhi, Chandigarh, Kolkata, Chennai, Bangalore, Kochi, Hyderabad, Baroda, Jammu)
5.	Navbharat Times (6,37,376)(COMMERICAL)	Delhi edition
6.	Economics Times (All edition) (5,55,922)(COMMERICAL)	(Delhi, Mumbai, Kolkata, Ahmadabad, Bangalore, Chennai, Jaipur, Hyderabad, Pune, Chandigarh, Lucknow)
7.	Pioneer (All Edition) (5,37,397) (NEW)(COMMERICAL)	(Delhi, Lunknow, Dehradun, Chandigarh, Ranchi, Bhubneswa, Raipur, Bhopal)
8.	Punjab Kesari (3,74,865)(DAVP)	Delhi edition
9.	Hindustan Hindi (2,80,232)(COMMERICAL)	Delhi edition
10.	Virat Vibhav (2,51,468) (DAVP)	Delhi edition
11.	Business Standard All Edition (1,31,742)(NEW) (+ Business Standard Hindi All Edition Free of cost) (COMMERICAL)	Delhi, Luncknow, Chandigarh, Mumbia, Pune, Ahmedabad, Chennai, Kochi, Banglore, Hyderabad, Bhubnewswar and Kolkata Delhi, Lucknow, Chandigarh, Bhopal, Kolkata, Patna and Mumbai

3. The advertisements may also published in commercial newspaper for Delhi edition in following combined category :-

(i)	Times of India + Navbharat Times (COMMERICAL)	Delhi Edition
(ii)	Hindustan Times + Hindustan Hindi (COMMERICAL)	Delhi Edition
(iii)	Pioneer + Pioneer Hindi (NEW) (COMMERICAL)	Delhi Edition

4. Employment Notice is generally to be released in Employment News. Department interested in publishing Employment Notices should send the request for publication to Public Relations Department at least one month in advance before print. However, if the department fails to do so they have to obtain prior specific approval of the Chairperson, NDMC for releasing the employment news in one or more of the following newspapers:-

- (i) **Hindustan Times (Shine.com) & Hindustan {Hindi} - Tuesday**
(ii) **Times of India (Ascent) – Wednesday /Navbharat (Thursday)**

5. General Advertisement/Public Notices shall be released based on specific request of the department and a general policy of economizing the expenditure.
6. If any department is interested in adding more newspapers in any particular category specific approval of the Chairperson should be obtained by the department.
7. Before publishing the souvenir, the advertisement must be approved by the Competent Authority.
8. a. If any advertisement requires a specific design then designs / General Display (highlighting NDMC activities/campaigns) advertisements be released through Empanelled Advertising Agencies with NDMC for a period of three years (2016-2019), after the scrutiny and approval of the concerned departments head. ✓
- b. Further, it is also pertinent to mentioned here that the empanelled agencies shall not be raised any charges to NDMC for their efforts for concept, designing and analyzing the publication.
- c. If department requires any designing of the advertisement should be contact to the P.R.Deptt. well-in-time i.e. one week before the date of publication for process of designing. The selection of the design and their approval from Competent Authority will be the responsibility of the concerned department.
9. a. It is also informed that the empanelled newspapers are given advertisements (public notice, tender notice, auction notice, call back notice, employment notice, short term notice, entertainment advertisement, general display) on a roaster system basis by the PR Department in case the HODs intending to publish advertisement and do not specifying the newspaper duly approved by the Competent Authority. ✓
- If HODs mention the specific newspaper and specific edition (All edition or Delhi edition) for advertisement, then only advertisement are published as per the HODs specifications. ✓

- b. Further it is also mentioned that in case the HODs do not specify the newspaper duly approved by the Competent Authority, then in that scenario, the PR Department will get the advertisement published in DAVP approved rates newspaper only on roaster basis as per the criteria fixed – the value of the tender.
- c. Similar criteria for publishing advertisement in newspapers on DAVP rates shall also be followed in case tender value is not communicated / reflected in the draft advertisement while forwarding to the PR Department for publication.
- d. For advertisement in specific newspaper and intending wide publicity the HOD/department should specify the newspaper with the approval of Competent Authority otherwise advertisement forwarded shall be published in DAVP approved newspapers as per roaster and not in newspapers offering Commercial rates.
9. Director (PR) is delegated the power for sanction of amount to be paid to the newspapers towards advertisement expenses subject to rates approved by the Chairperson in respect of newspapers.

This issue with the prior approval of Competent Authority dated 23/5/2016.


(NEERAJ BHARTI)
Director (Public Relations)
25/5/2016

Copy to:-

1. **Members of the Council**
2. **Financial Advisor**
3. **Chief Auditor**
4. **Legal Advisor**
5. **All HODs**
6. **All Divisions**
7. **PS to Chairperson for kind information of Chairperson**
8. **PS to Secretary for kind information of Secretary**