



## 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 (1<sup>st</sup> April 2016 to 31<sup>st</sup> 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](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](http://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.







Commercial newspaper

)	Delhi Edition
(L)	Delhi Edition
)	<b>Delhi Edition</b>

Employment News.  
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- 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**