



**PUBLIC RELATIONS DEPARTMENT**  
New Delhi Municipal Council  
Palika Kendra, New Delhi-110001

PRD No./ 4099 /D/2014

Dated:- 15/10/14

**CIRCULAR**

**SUBJECT:- APPROVAL OF RATES OF NEWSPAPERS AND TERMS & CONDITIONS FOR RELEASE OF NDMC'S ADVERTISEMENTS FOR THE YEAR 2014-15.**

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 10/10/2014 advertisement rates of 39 newspapers have been approved for the year 2014-15. The rates of the newspapers who have quoted contract rates are valid for the full financial year (1<sup>st</sup> April 2014 to 31<sup>st</sup> March, 2015). 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.

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.

2. **GUIDELINES FOR RELEASE OF TENDER NOTICE (1<sup>st</sup> April, 2014 to 31<sup>st</sup> March, 2015)**

(i) Tender Notices for works costing upto Rs.5 lakhs, the NIT should be circulated on Notice Boards and on website only.

(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.

<b>ENGLISH</b>	<b>HINDI</b>	<b>URDU/PUNJABI</b>
i) Pioneer	i) Rashtriya Sahara	i) Hindustan Express
ii) The Asian Age	ii) Veer Arjun	ii) Akhbar-E-Mashriq
iii) Sikh Times	iii) Deshbandhu	iii) Daily Milap
iv) Millennium Post	iv) Sankalp Times	iv) Rashtriya Roznama
v) These Days	v) Amar Bharti	Sahara
	vi) Quami Patrika	v) Siyasi Ufuque
	Hindi	vi) Hale-Watan
	vii) In-Dinon	vii) Sade-e-Watan
	viii) Lok Satya	viii) Quami Patrika Punjabi
		ix) Jadid-in-Dinon
		x) Daily Pratap
		xi) Hamara Samaj

(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).

<b>ENGLISH</b>	<b>HINDI</b>	<b>URDU/PUNJABI</b>
i) Times of India(Delhi)	i) Navbharat	i) Hindustan Express
ii) Hindustan Times (Delhi)	Times	ii) Akhbar-E-Mashriq
iii) Mail Today	ii) Dainik Jagran	iii) Daily Milap
iv) Hindu (Delhi)	iii) Punjab Kesari	iv) Rashtriya Roznama
v) Economics Times (Delhi)	iv) Hindustan	Sahara
	v) Aaj Samaj	v) Siyasi Ufuque
	vi) Amar Ujala	vi) Hale-Watan
	vii) Veer Arjun	vii) Sade-e-Watan
		viii) Quami Patrika
		Punjabi
		ix) Jadid-in-Dinon
		x) Daily Pratap
		xi) Hamara Samaj



(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)	<b>Times of India</b> Super Saver-II	(Delhi, Mumbai, Kolkata, Lucknow, Hyderabad, Kanpur, Mangalore, Mysore, Chennai, Jaipur, Goa, Pune, Ahmedabad, Nagpur, Bangalore)
(ii)	<b>Hindustan Times</b> (All edition)	(Delhi, Chandigarh, Bhopal, Kolkata, Lucknow, Patna, Mumbai, Ranchi)
(iii)	<b>Indian Express</b> (All edition) <b>+ Jansatta + Financial Express</b>	(Mumbai, Ahmadabad, Pune, Vadodra, Nagpur, Lunknow, Delhi, Chandigarh, Kolkata, Chennai, Bangalore, Kochi, Hyderabad, Baroda, Jammu)
(iv)	<b>Economics Times</b> (All edition)	(Delhi, Mumbai, Kolkata, Ahmadabad, Bangalore, Chennai, Hyderabad, Pune, Chandigarh, Lucknow)
(v)	<b>Business Line</b> (All edition)	(Chennai, Bangalore, Coimbatore, Hyderabad, Kochi, Kolkata, Madurai, Mangalore, Mumbai, New Delhi, Thiruvananthapuram, Tiruchirappalli, Vijayawada, Visakhapatnam)
(vi)	<b>Navbharat Times</b>	Delhi edition
(vii)	<b>Dainik Jagran</b>	Delhi edition
(viii)	<b>Punjab Kesari</b>	Delhi edition
(ix)	<b>Hindustan Hindi</b>	Delhi edition

3. 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)**
4. General Advertisement/Public Notices shall be released based on specific request of the department and a general policy of economizing the expenditure.
5. If any department is interested in adding more newspapers in any particular category specific approval of the Chairperson should be obtained by the department.

6. Before publishing the souvenir, the advertisement must be approved by the Competent Authority.
7. If any advertisement requires a specific design then designs will be invited through design competition from the 'A' Category advertising agencies empanelled with Govt. of NCT of Delhi. The design selected by Competent Authority will be released in the newspapers through that advertising agency as per approved rates. Service Tax or any other Govt. levy as per provisions of Department of Revenue, Ministry of Finance will be paid to the agency.
8. Joint Director (PR) / 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.

(JAGJIWAN K. BAKHSHI)  
Advisor (P.R.)

  
  
14/10/14

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*