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## PUBLIC RELATIONS DEPARTMENT

New Delhi Municipal Council Palika Kendra, New Delhi-110001

PRD No./31\ /D/2017

Dated: - 98 3 1

## CIRCULAR

SUBJECT:- APPROVED RATES OF NEWSPAPERS AND TERMS & CONDITIONS FOR RELEASE OF NDMC'S ADVERTISEMENTS FOR THE YEAR 2017-18.

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 23/03/2017 advertisement rates of 58 newspapers have been approved for the year 2017-18. The rates of the newspapers who have quoted contract rates are valid for the full financial year (1st April 2017 to 31st March, 2018). 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

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, 2017 to 31st March, 2018)

- (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	<u>URDU/PUNJABI</u>
For English & Hindi 1 1,25,000 and for Urd offering DAVP/Comm	u/Punjabi having circulati	ore than 75,000 and upto on more than 50,000 and
Millennium Post	Rashtriya Sahara	ALL DAVP RATES  1. Hindustan Express
(91,712) (COM)	(1,08,803) (DAVP)	(66,888)
2. Indian Express	2. Veer Arjun	2. Sade-e-Watan
(Delhi) (75,000)	(1,02,341) (DAVP)	Jadeed (66,717)
(+ Jansatta +	3. Deshbandhu	3. Siyasi Taqdeer
the Financial	(75,000) (DAVP)	(65,600)
Express free of	4. Quami Patrika	4. Roznama Rashtriya
	4. Quanti r atrika Hindi (75,000)	Sahara (65,171)
Cost)(COM)	(DAVP)	
3. The Sikh Times	` '.	5. Siyasi Ufuque
(75,000)	5. Sankalp Times	(65,025)
(DAVP)	(75,000) (DAVP)	6. Qaumi Rahbar
	6. Hari Bhoomi	(55,525)
	(75,000) (DAVP)	7. Salar-e-Hind
	7. Amar Bharti	(55,400)
	(75,000) (NEW)	8. Rabta Times
	(DAVP)	(50,671)
	8. Amrit India	9. Roznama Khabrein
	(75,000) (NEW)	(50,326) (NEW)
	(DAVP)	10. Qaumi Duniya
		(50,000)
4.		We see as, we get the color of
*		11. Jan Ekta (Punjabi)
		(66,100)
		(66,100)

<sup>\*</sup> 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
For English & Hindi r for Urdu/Punjabi the DAVP/Commercial Ra	newspaper circulation m circulation having mor ates	ore than 1,25,000 and e than 67,000 offering
1. Times of India(Delhi) (8,92,838) (COM) 2. Hindustan Times (Delhi) (8,49,271)	1. Navbharat Times (5,74,311) (COM) 2. Dainik Jagran (4,21,047) (COM)	ALL DAVP RATES  1. Al-Momin (74,625)  2. Daily Pratap (74,204)
(COM)  3. Mail Today (Delhi) (2,10,986) (COM)	3. Punjab Kesari (3,50,363) (DAVP)	3. Hamara Samaj (73,625)
4. Economics Times (Delhi) (1,30,136)	4. Hindustan (2,84,434) (COM) 5. Viraat Vaibhay	4. Hamara Maqsad (72,224)
(COM) 5. Hindu (1,23,584) (COM)	(2,51,468) (DAVP) 6. Amar Ujala	5. Awam-e-Hind (72,021)
6. Pioneer (Delhi) (1,26,350) (COM)	(2,04,000) (DAVP)  7. Aaj Samaj (1,95,127) (DAVP)	6. Safa Times (71,593) (NEW) 7. Akhbar-E-
	8. Lok Satya (1,51,300) (NEW)	Mashriq (68,459)
	(DAVP)	8. Hale-e-Watan (67,433)
COM indicate as COMMEDICAL		9. 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.

1.	Times of India	g circulation more than 1.25 lakhs).
1.	Super Saver-II	(Delhi, Banglore, Pune, Kolkata, Lucknow,
	(36,24,292) (COMMERICAL)	Ahmedabad, Hyderabad, Kanpur, Mangalore, Mysore, Chennai, Jaipur, Goa,
		& Mumbai Mirror)
2.	Hindustan Times	{14,66,882} (Delhi, Mumbai, Chandigarh,
	(All edition)	Bhopal, Lucknow, Patna, Ranchi &
	(16,79,049)(COMMERICAL)	Kolkata)
	9	+ Mint All Edition free of cost (2,12,167)
		(Delhi, Mumbai, Banglore, Kolkata,
		Chennai, Ahmedabad, Hyderabad
3.	Hindu + Business Line (All	Chennai, Coimbatore, Madurai,
	Editions) (NEW) (15,75,492)	Tiruchirpur, Kochi, Thiruvanathapuram,
		Hyderabad, Vijayawada, Vishakhapatnam,
		Bengaluru, Mangaluru, Hubli, New Delhi
		(Noida), Kolkata, Kozhikode
	1 A NOV. 2 CO. 2 C	(Malappuram), Allahabad, Mohali, Mumbai

4.	Indian Express (All edition)	(Mumbai, Ahmadabad, Pune, Vadodra, Nagpur, Lucknow, Delhi, Chandigarh,
	+ Jansatta + Financial Express (7,32,808)(COMMERICAL)	Kolkata, Chennai, Bangalore, Kochi, Hyderabad, Baroda, Jammu)
5.	Economics Times (All edition) (6,05,689)(COMMERICAL)	(Delhi, Mumbai, Kolkata, Ahmadabad, Bangalore, Chennai, Jaipur, Hyderabad, Pune, Chandigarh, Lucknow)
6.	Navbharat Times (5,74,311)(COMMERICAL)	Delhi edition
7.	Pioneer (All Edition) (5,37,397) (COMMERICAL)	(Delhi, Lunknow, Dehradun, Chandigarh, Ranchi, Bhubneswa, Raipur, Bhopal)
8.	Dainik Jagran (COMMERCIAL) (4,21,047) + Inquilab Urdu free of cost	Delhi Edition
9.	Punjab Kesari (3,50,363)(DAVP)	Delhi edition
10	Hindustan Hindi (2,84,434)(COMMERICAL)	Delhi edition
11		Delhi edition
12		Delhi Edition
13	and the state of t	Delhi, Kolkata, Bhubaneshwar, Siliguri, Kolkata
14	Business Standard All Edition (1,32,827) (+ Business Standard Hindi All Edition Free of cost) (COMMERICAL)	Delhi, Luncknow, Chandigarh, Mumbia, Pune, Ahmedabad, Chennai, Kochi, Banglore, Hyderbad, Bhubnewswar and Kolkata Delhi, Lucknow, Chandigarh, Bhopal, Kolkata Patna and Mumbai

For All Editions in Hindi Newspaper - DAVP RATE - In special case only

1.	Dainik Jagran - All edition (Dainik Jagran + Nai Duniya + I-next + Mid Day English + Mid Day Gujrati + Punjabi Jagran + Inquilab) (49,71,125)	Jagran Prakashan Ltd – JPL Total Editions Dainik Jagaran total editions – 32 Nos. Nai Duniya Total Editions – 6 Nos. I Next Total Editions – 11 Nos. Inquilab – Urdu – Total Editions – 2 Nos. Punjabi Jagran – 1 Mid Day English – Mumbai (1) Mid Day Gujrati – Mumbai (1)
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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 (COMMERICAL)	Delhi Edition
per 2 cm s m a m a m a m a m	Indian Express	Delhi Edition
	(Jansatta + Financial Express free of cost) (COMMERICAL)	

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 Times (Thursday)

 General Advertisement/Public Notices shall be released based on specific request of the department and a general policy of economizing the expenditure.

 If any department is interested in adding more newspapers in any particular category specific approval of the Chairperson should be obtained by the

department.

Before publishing the souvenir, the advertisement must be approved by the

Competent Authority.

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 advertisement only on roaster basis as per the criteria fixed – the value of the tender.

c. For advertisement in specific newspaper and intending wide publicity the HOD/department should specify the newspaper with the approval of Competent Authority otherwise advertisement published on roaster basis

system.

 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 23/03/2017

(V.K.GAUTAM)
Director (Public Relations)

Copy to:-

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

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# FINAL LIST OF THE NEWSPAPERS AND THEIR QUOTED RATES (CONTRACT) FOR THE YEAR 2017-18

## (DelhilOutside Delhi Edition) (COMMERCIAL RATES)

			1.				2			
		Workstein fran springer from the state of th	- II) (ALL EDITIONS)	(Delhi, Bangalore, Pune, Kolkata, Lucknow, Ahmedabad,	Hyderabad, Kanpur, Mangalore,	Mysore, Nagpur, Chennai,	HINDUSTAN TIMES (ALL	(Delhi, Mumbai, Chandigarh, Bhopai, Lucknow, Patna, Ranchi & Kolkata)	+ MINIT ALL EDITION NEWSPAWER FREE OF COST (2, 12,167) (Delhi, Mumbai, Bangalore, Culcutta, Chennai,	SECUTIONS
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	Auction		5872			e/ Appoi	4441		as comp dother th	
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Per Square Cms	Employment News		5872	for	only)	ds rates	4441	(2340 For Tue only)	AMAY will be offeed as complimentary with all the Display/Tender / Public Notice par Employment published other than Wednesday Public / Display Notice rate will be charged.	
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Page 1 of 10

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	(Delhi, Luckhnow, Raipur, Chandigarh, Bhopal, Kolkata, Patna, Mumbai)(21 EDITIONS)	* (BUSINESS STANDARD - HINDI NEWSPAPER - ALL EDITIONS FREE OF COST - 32,119)	Chandigarh, Mumbai, Pune, Ahmedabad, Cheenai, Kochi, Banglore, Hyderbad, Bhubaneswar and Kolkata}	BUSINESS STANDARD (ALL EDITIONS) (100708) (Delhi, Luckhnow, Dehradun,	TO THE PROPERTY OF THE PROPERT		APGEOSMAN TO SULLY
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## FINAL LIST OF THE DAVP NEWSPAPERS AND THEIR QUOTED RATES FOR THE YEAR 2017-18 (SUBJECT TO REVISION BY DAVP)

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Classified Adv.
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Public Notice

Tender

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Call Back

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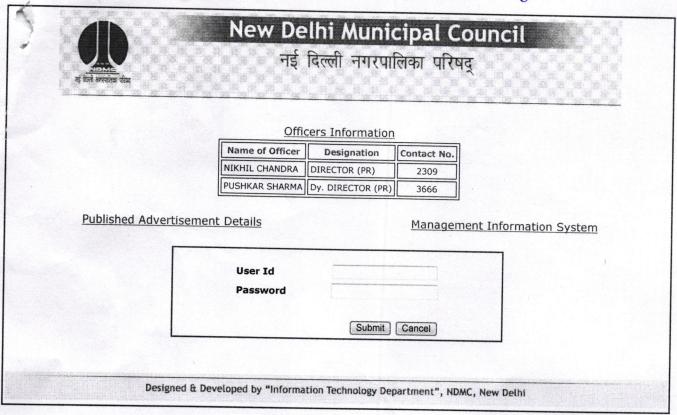
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Page 10 of 10	DAINIK JAGRAN (ALL EDITION) (CDanik Lagran + Nai Duniya + L-next + Mid Day English + Mid Day Gujrati + Punjabi Jagran + Inquilabi	EMPLOYMENT NEWS (English, Hindi & Urdu)	JAN EKTA	QAUMI PATRIKA PUNJABI	QUAMI DUNIYA	ROZNAMA KHABREIN. NEW	RABTA TIMES	SALAR-E-HIND	QAUMI RAHBAR		. Newspaper
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## The above table needs to be change from the following table:-

Name of the Officer	Designation	Contact No.			
V.K.GAUTAM	Director(PR)	2007			
RAM KISHAN	Dy.Dir.(P.R.)	3675			
OM PARKASH	AIO	2055			
VIKAS	Clerical Assistant	2022			