

DELHI DEVELOPMENT AUTHORITY

NO: EM1(10) 83/5923

Dated:- 8/4/93

CIRCULAR NO. 390

SUB: Publicity policy for issue of tender notices  
by various Engineering Division of DDA.

In supersession of all the previous instructions on the matter, Delhi Development Authority in its meeting held on 19.2.93 vide item No. 26/93 has decided the following guidelines to be followed, in future, regarding publishing of tender notices by the various Engineering Divisions of DDA :-

1. The various newspapers shall be grouped in the following two categories on the basis of their circulation in Delhi.
  - a. Newspapers having daily circulation less than 50,000 (Group-'A').
  - b. Newspapers having daily circulation above 50,000 (Group-'B').

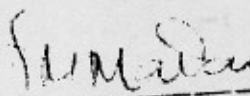
The current list of the various newspapers falling in the above two categories of Group-'A' & Group-'B' is given in Annexure-I.

These lists indicating Newspapers under the two groups shall be up-dated every year by the Publicity Cell of DDA after verification of circulation by obtaining a certificate from CPWD/DAVP circulation/ADC circulation. These up-dated lists shall be circulated every year by Dy. Director(Publicity) for information of all the Divisional Officers.

2. The newspapers selected should be "Morning Dailies".
3. The newspapers from Group-'A' will be selected on rotational and equitable basis and from Group-'B' in a manner so as to ensure maximum publicity through a mix of various newspapers.
4. The total expenditure of Group-'A' newspapers should not be more than 10% of the total advertisement expenses of the Division.
5. No paper should be recognised as a specialised newspaper for tender notices etc. unless it is recognised by CPWD or DAVP as such and, therefore, all newspapers will be treated at par with the newspapers of that particular group to which the paper belongs.

6. Tender notices may be published only in one English and one Hindi newspaper under Group-'B' (Circulation of more than 50,000), and, one newspaper from Group 'A' (out of the list of English and Hindi Newspapers).
  7. Practice of giving repeat advertisement may be stopped.
  8. For ensuring economic utilisation of news print space, a standard format may be adopted for tender notices and display will be as per the format with modifications, whenever necessary.
- The above instructions must be followed scrupulously.

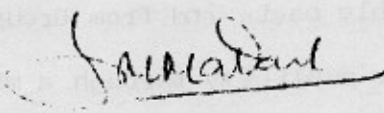
Encl: Annexure-I

  
( S.M. MADAN )  
DIRECTOR(MONITORING)

1. All C.Es, DDA with 20 spare copies for further circulation amongst various SEs/EEs.
2. Secretary, D.D.A.
3. Director(MM) with 5 spare copies for further circulation amongst EEs.
4. Director(Hort.) North with 10 spare copies for circulation amongst Dy. Director(Hort.).
5. Director(Hort.) South with 10 spare copies for circulation amongst Dy. Director(Hort.).
6. P.M., I.S.P.T., DDA with 5 spare copies for circulation amongst EEs.
7. Dy. Director(Publication).
8. File No.F1(2)91-DPB.

Copy to:-

1. V.C., DDA for kind information.
2. E.N., DDA for kind information.
3. F.M., DDA for kind information.

  
DIRECTOR(M)  
D.D.A.

CHIEF ENGINEER (WZ)S OFFICE  
(FINANCE BRANCH)

No.FO/CE(WZ)1(41)92/

Dated:

Copy to all EEs/SEs (West Zone), DDA for information & necessary action.

F.O. to CEX(WZ)

GROUP 'A' (Circulation between 5000 to 50000)

1. Statesman (English)
2. The Page (Hindi)
3. Financial Express(English)
4. Bandematram(Hindi)
5. Veer Arjun(Hindi)
6. National Herald(English)
7. Patriot(English)
8. Economic Times(English)

GROUP 'B' (Circulation exceeding 50000)

B.1 Hindi Newspapers

1. Navbharat Times
2. Punjab Kesri
3. Rashtriya Sahara
4. Jansatta
5. Hindustan
6. Dairik Jagran

B.2 English Newspapers

1. Indian Express
2. Times of India
3. Hindustan Times