

12/11/17
22/11/17

Government of Goa
Department of Information & Publicity
Panaji-Goa.

No. DI/Advt/ 2017-18/3420

Dated: -13/11/2017
Kartika 22, 1939
25

CIRCULAR

Subject: - Release of advertisement to the Magazines, Souvenirs etc.

The Government has issued several instructions to the Departments about release of various advertisements through Department of Information and Publicity (DIP). However off late, it is observed that, some of the Departments submit their display advertisements to the publication houses for releasing advertisements in Magazines, souvenirs etc. directly without routing through the Department of Information and Publicity (DIP).

Subsequently requests are made to this Department (DIP) to issue Release Order (RO) of those advertisements which were released by the concerned Departments without routing through the DIP. Obviously this is being done so that the bills in respect of the advertisement are passed by the Director of Accounts without any objection. This is not a healthy practice and the same is beyond the Administrative jurisdiction of the Department of Information and Publicity

It is, therefore, enjoined upon all the Departments/Autonomous bodies/ Corporation to route every display advertisements to be released to Souvenirs, Magazines etc. through Department of Information and Publicity (DIP) only. The request to issue Release Order (RO) for release of display advertisements in Magazines, Souvenirs, etc should be received by this Department atleast 8 days in advance. It may be noted that no request for issue of Release Order (RO) for ex-post facto shall be entertained by this Department.

Yours faithfully,



(T.S.Sawant)

Director, Information & Publicity

To,

All Heads of Departments/Autonomous bodies/ Corporation.