

No. EDN-II(1) B(15)1/2009 Imp. Instt. -II
Directorate of Higher Education
Himachal Pradesh

To

Dated Shimla-171001 the

1. All the Principals, Govt. Degree Colleges/Skt. Colleges, GCTE Dharamshala, Himachal Pradesh.
2. All the Deputy Directors of Hr. Education, Himachal Pradesh.
3. All the Principals, Govt. Sr. Sec. Schools/ Head Masters Govt. High Schools/ Commander NCC Group Head quarter & all units/ Librarian C.S.I., Solan & all Distt. Libraries in H.P.

Subject: -

Release of advertisement.

Sir/Madam,

Your attention is invited towards letter No. Pub-F(+)-4/2017 dated 03.10.2018 received from Addl. Chief Secretary(I&PR) to the Govt. of HP addressed to all the Heads of Departments in H.P. on the subject cited above(Copy enclosed) taking further necessary action accordingly.

(Dr. Sonia Thakur)
Jt. Director Higher Education (A)
Himachal Pradesh.

email: dir.edu@rediffmail.com 0177-2658052

Endst. No. Even Dated Shimla-171001 the

Endst. No: - EDN-U (G-IIR) Misc. 2018/- 6523
Office of the Deputy Director of Higher Education,
UnaDistt. Una (HP).

Dated Una 20 November, 2018

All the Principals/ Headmasters of Govt.Senior Secondary Schools
/ Govt. High Schools in Una Distt.for information and necessary action.

Dy. Director of Higher Education,
Una Distt. Una (HP).

Urgent
Personal Attention

No. Pub-F(4)-4/2017
Government of Himachal Pradesh
Department of I&PR

From

The Additional Chief Secretary (I&PR) to the
Government of Himachal Pradesh

To

1. All the Administrative Secretaries to the Government of H.P.
2. All the Heads of Departments in H.P.
3. The Managing Directors of all Corporations in H.P.
4. The Secretaries of all the Boards in H.P.
5. All the Deputy Commissioners, H.P.

Dated Shimla-2, the

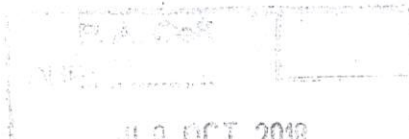
3-10-2018
September, 2018

Subject: Release of advertisement.

Sir/Madam,

Your kind attention is invited to the instructions issued by the Government vide U.O No. 15-11/96-Pub dated 6.7.1998, D.O letter No. 15-1/2001-Pub dated 09.01.2002 and letter no.15-11/2008-Pub-7581-7585 dated 16.09.2010, in which it has been made clear that Information and Public Relations Departments is a nodal agency of the State Government for release of advertisements to newspaper and other media, hence all the classified/display advertisements by the Government Departments, Boards and Corporations would be issued with the prior approval of the Information and Public Relations Department.

It has been observed that the instructions regarding release of advertisements to various newspapers and other media are not being strictly adhered to by some of the Departments/Boards/Corporations. Some of these institutions insist for particular newspapers while requesting to release an advertisement (classified/display) through Information and Public Relations Department, which creates an imbalance in the flow of release of advertisement. While some of these Institutions are not releasing



JDHEW
15/10/2018

Sh. G. Narain Singh

-2/-

advertisements to the newspapers and other media that has been released by Information and Public Relations Department and approved by the Government. Whereas, some Institutions are releasing advertisements on their own without taking prior approval of Information and Public Relations Department and later on ask for Ex-Post Facto approval. This has been viewed seriously at higher level.

It is once again reiterated that all the Departments, Boards and Corporations will strictly adhere to the instructions of the Government with regard to release of the advertisements and do not insist for a particular newspaper in order to secure widest possible coverage of programmes of the Government so that equitable balance could be maintained in release of advertisement. Besides all Departments/Boards/Corporations shall not issue advertisements at their own level without the prior approval of the Information and Public Relations Department and ensure releasing the advertisements to the newspapers and other media released by the Information and Public Relations Department.

Yours faithfully,

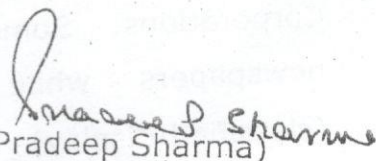
SKB

(Shrikant Baldi)

Additional Chief Secretary (I&PR) to the
Government of Himachal Pradesh

Endst. No. Pub-F(4)-4/2017 Dated Shimla-2, the ^{3rd October} ~~September~~, 2018
Copy for information and necessary action to:-

1. PS to the Chief Secretary to the Govt. of H.P.
3. The Director, Information and Public Relations, H.P., Shimla-171002 w.r.t. his letter No.I&PR-H(F)6(Advt.)-8(AP)/2017-2891 dated 07.09.2018.


(Pradeep Sharma)

Under Secretary (I&PR) to the
Government of Himachal Pradesh