



HIMACHAL ROAD TRANSPORT CORPORATION, SHIMLA-3

NO:HO:5(CP)-19/2014

From: Managing Director,
Himachal Road Transport Corporation,
Shimla-171003.

To: The Director,
Department of Higher Education,
Lalpani, Shimla-171001.



Dated: Shimla-3, the 13th January, 2016.

Subject: Display of advertisement through back penal of buses, inside buses and through LCDs screens at 19 bus stations.

Sir,


The Himachal Road Transport Corporation has introduced 500 new buses in its fleet which are plying on rural, tribal and intrastate roads of the Pradesh. Most of these buses are parked at night in the villages. To promote the schemes launched by you amongst the people of the Pradesh especially in rural and tribal areas, these buses can play vital role. The Corporation has decided to promote such schemes amongst the people of the Pradesh as special gesture at very nominal rates. We are charging Rs. 2000/- per bus per month for back penal of size 5 feet X 3 feet. The 500 buses are available for advertisement. The cost of printing the material on flex and its fixing on the bus will be borne by the HRTC. In case you are interested to advertise any scheme on our buses, then we are ready to advertise it. The charges to display scheme inside the buses and on LCDs are as under:-

Sr. No.	Particular	Rate per month
01	Backside of buses.	Rs. 2000/- per bus per month..
02	34 LEDs (42 Inch) at 19 bus stands.	Rs. 83,500 per month.

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You are requested to release advertisement on buses to promote schemes amongst the people of the Pradesh.

Yours faithfully,


Managing Director,
Himachal Road Transport Corpn.,
Shimla-03.

A. Rana / Sec. Boro
PM

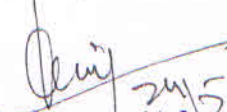
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Directorate of Hr. Education
Himachal Pradesh

Endst. No. EDN-H(1)B(15)1/2009- Imp. Instt. Dated Shimla - 171001 the
Copy for information and further necessary action is forwarded to :-

25.5.2016

1. The Managing Director, Himachal Road Transport Corporation, Shimla-171003 w.r.t. his letter No. HO:5(CP)-19/2014 dated 13.01.2016 for information please.
2. The Addl.Chief Secretary (Education) to the Govt. of H.P. for information please.
3. The Additional Director of Hr. Education (Adm.), H.P.
4. The Additional Director of Hr. Education (C), H.P.
5. The Additional Director of Hr. Education (S), H.P.
6. The Joint Director of Hr. Education, C-I / C-II, H.P.
7. The Joint Controller (F&A), Dte. of Hr. Education, H.P.
8. The OSD(C) / OSD(Skt.) Directorate of Hr. Education, H.P.
9. All the Principals of Govt. Degree/PGT Colleges / GCTE Dharamshala & Skt. in the H.P.
10. All Deputy Directors / Assistant Directors, Dte. of Hr. Education, H.P.
11. All the Deputy Directors of Hr. Education, H.P. with the remarks that same letter be circulated to all offices / institutions situated in your district.
12. The Group Commander, GP HQ, Shimla -4.
13. The Chief Librarian, Center State Library Solan.
14. All the District libraries in the H.P.
15. All the NCC units in the Pradesh.
16. The PS to the Director of Higher Education, H.P.
17. The Technical Officer, Dte. of Hr. Education, H.P.
18. DDO Directorate of Hr. Education, H.P.
19. All the Superintendents in the Directorate of Hr. Education, H.P.
20. Guard File.



Addl. Director (Admn.)
Directorate of Higher Education
Himachal Pradesh

ENDST No.:

EDN - U (G-4) Misc. / 2016 - 18888 - 19088
OFFICE OF THE DEPUTY DIRECTOR
OF HIGHER EDUCATION
UNA DISTT UNA (HP)
dated una 01/06/2016

Copy to: -

All the principals / Headmaster G.S.S./
G.H.S./ Private in Una Distt for information.


Deputy Director of Higher Education
Una District Una (H.P.)