

ANDHRA PRADESH POWER GENERATION CORPORATION LIMITED  
ABSTRACT

Estt - APGENCO – Corporate Communication Cell – Centralized Policy of the GoAP in releasing the Advertisements of Print, electronic, outdoor and personal media through I&PR Department – Instructions issued by GoAP – Proposal to route through the advertisements as per the Govt. Centralized Policy – Orders – Issued.

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G.O.O.No. 139/CGM (Adm,IS&ERP)/2022

Dt. 28.09.2022.

Read the following:-

1. G.O.Ms.No.124, General Administration (I&PR) Dept., Dt.14.09.2017.
2. Lr.No.5316/Advt.I/2022, dt. 25.08.2022 received from Commissioner, I&PR, Vijayawada.

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ORDER :-

The task related to publication of Advertisements including payments to the empanelled advertising agencies is being monitored by Deputy Secretary (Estt) in APGENCO.

2. APGENCO hereby adopts Centralized Policy of release for advertisements of Print, Electronic, Outdoor and Personal Media etc., through I&PR Department only as per the G.O.Ms.No.124, General Administration (I&PR) Dept., Dt. 14.09.2017.

3. In view of the above, the publication of Advertisements pertaining to APGENCO here in after will be routed through the I&PR Department for publication. In this regard Deputy Secretary (Estt) (Mobile No. 9493121079) is nominated as Nodal Officer on behalf of APGENCO to pursue and supervise the issue of advertisements and to coordinate with the I&PR Dept. while sending the advertisements for publication. The Assistant Secretary (Reg., PNT & CCC), APGENCO shall assist the nodal officer in releasing of advertisements, tender notices etc. The guidelines issued in G.O.MS.No.124, General Administration (I&PR) Dept., Dt. 14.09.2017 for publication of advertisements are as follows:

- i. The advertisement request with approved copy of artwork should be sent at least two days in advance to get the advertisement published.
  - ii. One Nodal Officer from client department shall be nominated to liaise with I&PR Dept till the release of advertisement to newspapers.
  - iii. The approved artwork shall be forwarded from client department but not from advertise agency or any third party.
  - iv. If the artwork is submitted late hours, I&PR department will not take responsibility to release the advertisement since no sufficient time is available to examine the creative-works and suggest any changes.
4. Guidelines for space management of the advertisements are as follows:
- i. Text matter is small letters (readable font).
  - ii. Title in small letters.
  - iii. Different tables being dispensed with.
  - iv. Designation of the officer in one line only. As far as possible, the name of the officer is avoided as the notifications are issued on behalf of the Government / APGENCO.

- v. Sometimes, tenders may have to be invited for different works by the same Department at the same time, or at short intervals of one or two days. In such cases, as far as possible, composite advertisements shall be issued to avoid unnecessary expenditure on advertisement.
- vi. The right to change or amend the size and content of any advertisement received from any department shall vest with the I&PR Dept.
- vii. The advertisement request with approved copy of artwork should be sent at least two days in advance to get the advertisement published.

5. In letter No. 5316/ Advt.I/2022, Dt.25.08.2022, the Commissioner, I&PR Department has informed that the department has been releasing the Classified advertisements (Tenders/ Notifications/ Auction Notices etc.) to newspapers as per the approved rates and approved Editions/ Packages only without any discount rate. Further, it is also indicates that the discount of 15% is applicable only on display advertisements but not on Classified advertisements. The receipt of scrutinized bills from I&PR Dept. will be monitored in the Deputy Secretary/ Estt. wing, through FA&CCA (Audit & Trust), APGENCO for strict scrutiny and for payments.

6. These orders are issued with the concurrence of Director (Fin.& Comml) and Managing Director/ APGENCO vide e-office dt..20.09.2022.

B. SREEDHAR  
MANAGING DIRECTOR

To  
All Functional Heads of Corporate Office.  
The Chief General Manager (Adm, IS&ERP)/VS/VJA

Copy to the:

Commissioner, I&PR Dept, 2<sup>nd</sup> floor, NTR Administrative block. Pandit Nehru Bus Station  
Vijayawada-520013  
Chief General Manager/APPDCL/Veterinary Colony/VJA  
Executive Director (Accounts)/VS/VJA  
FA & CCA (Audit & Trust)/VS/VJA  
Deputy Secretary (Estt)/VS/VJA  
Dy.EE(T) to Managing Director/VS/VJA  
PO Director (HR&IR)/VS/VJA  
Dy. EE(T) Director (Thermal)/VS/VJA  
Dy. EE(T) Director (Hydel)/VS/VJA  
Dy. EE(T) Director (Coal & Commercial)/VS/VJA  
AO to Director (Finance & Comml.)/VS/VJA  
Pay Officer // Accounts Officer (CPR)/VS/VJA  
Stock file.

C.No..CGM(Adm, IS&ERP)/DS(Estt)/AS(Req.PNT& CCC)/47/2021

// FORWARDED :: BY ORDER //

*J. Nalini*  
ASSISTANT SECRETARY