

OFFICE OF THE  
COLLECTOR & DISTRICT MAGISTRATE,  
KENDRAPARA  
(D.I&P.R Section)



Telephone No.06727-291497

E-mail:diprokendrapara@gmail.com

Letter No. 122

Date. 02/03/2023

To

The District Informatics Officer (NIC)  
Kendrapara.

**Sub:** Upload the release of advertisement in Newspaper through I & PR Department in the district Portal Kendrapara

Sir,

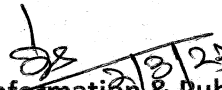
With reference to the subject noted above, I am to enclose herewith the Letter No.109 dtd.20.20.2023 of Addl. District Magistrate, Kendrapara, Letter No.2324/IPR dtd.16.02.2023, Letter No.3324/IPR dtd.15.03.2021 & Letter No.13724/IPR dtd.29.11.2019 of Commissioner-cum-secretary to Govt., I&PR Deptt., Odisha Bhubaneswar.

I would therefore request you to upload the above Letters in Kendrapara District website for wide awareness.

This is for favour of your kind information and necessary action at your end.

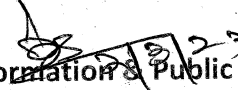
**Encl: Letters mentioned above**

Yours Faithfully

  
District Information & Public  
Relations Officer, Kendrapara

Memo No 123 /Date 02/03/2023.

Copy submitted to PA to Collector for kind information of Collector & District Magistrate, Kendrapara/ P.S to Principal Secretary to Govt, I&PR Deptt., Odisha, Bhubaneswar for favour of kind information of Principal Secretary.

  
District Information & Public  
Relations Officer, Kendrapara



Letter No 109

Date 20.02.2023

To

The Superintendent of Police, Kendrapara / DFO, Rajnagar / Addl. District Magistrate (Gen.), Kendrapara / Addl. District Magistrate (Rev.), Kendrapara / CDO-cum-E.O, Zilla Parishad, Kendrapara / Sub Collector, Kendrapara / Dist. Education Officer, Kendrapara / DSWO, Kendrapara / RTO, Kendrapara / DPO, Kendrapara / Dy. Director, DPMU, Kendrapara / DWO, Kendrapara / CDM & PHO, Kendrapara / CDVO, Kendrapara / Supdt. Of Excise, Kendrapara / DSSO, Kendrapara / Dist. Sports Officer, Kendrapara / Dist. Tourist Officer, Kendrapara / CSO, Kendrapara / DPC, SSA, Kendrapara / CDAO, Kendrapara / Asst. Director, of Horticulture, Kendrapara / Dy. Labour Commissioner, Kendrapara / Chief Manager, Lead Bank, Kendrapara / All BDOs, Kendrapara / All Tahasildars, Kendrapara / All CDPOs, Kendrapara / LAO, Collectorate, Kendrapara / S.E, Irrigation, Kendrapara / Executive Engineer, RD-I & II, Kendrapara / Executive Engineer, RWSS, Kendrapara / Executive Engineer, R& B-I & II, Kendrapara / Executive Engineer, OLIC, Kendrapara / Asst. Executive Engineer, PHD, Kendrapara / General Manager, DIC, Kendrapara / DRCS, Kendrapara / Executive Officer, Kendrapara & Pattamundai Municipality / Dist. Fishery Officer, Kendrapara / Dist. Employment Officer, Kendrapara.

**Sub:** Release of advertisement in Newspaper through I & PR Department.

**Ref:** Letter No.3324/IPR, dated-15.03.2021 of IPR Deptt. Odisha.

Sir,

With reference to the letter on the subject cited above, I am to inform you that, all Government advertisements shall be released to News papers through I & PR Dept., Odisha, Bhubaneswar. In no case advertisement shall be releases directly by the Office.

To ensure timly publication of advertisements you are requested to send the advertisements text/material through online in [e-mail-ipr.advt@gmail.com](mailto:e-mail-ipr.advt@gmail.com)

Further payment of bill amount if any towards cost of advertisement shall be released after approval of Collector & District Magistrate.

Yours faithfully

  
17/2/23  
Addl. District Magistrate

**Government of Odisha**  
**Information and Public Relations Department**

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File No. IPR-AVP-MISC-0015-2023 / 2324 /IPR, BBSR Date: 16/02/2023  
From

Sri Sanjay Kumar Singh, IAS  
Principal Secretary to Government.

To

All Additional Chief Secretaries to Government.

All Principal Secretaries to Government

All Commissioner-cum-Secretaries to Government.

All Collectors.

Sub: - Release of Government Advertisement in Print, Electronic and Web Media through I&PR Department.

Ref: - This Department Letter No-13724 dated 29/11/2019 and Letter No - 3324 dated 15/03/2021.

Dear Madam/Sir,

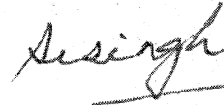
As you are aware, Information and Public Relations Department is the Nodal Department for release of Government advertisements in Print Media (Newspapers and Periodicals), Electronic Media (TV and Radio Channels) and Web Media. Accordingly advisory has been issued to all Departments of Government of Odisha, Heads of Departments, Subordinate Offices, State Government Agencies, Undertakings, Corporations, Boards etc. In this connection Letter No-5670 dated 27/06/2017 of Chief Secretary addressed to all concerned including the letters under reference issued earlier are enclosed herewith for better appreciation.

However, it has been observed that in many cases the Government Departments / PSUs / Corporations/ Boards/ Districts etc. are directly issuing advertisements to Media Houses which is a violation of Government Advertisement Policy.

Therefore, you are once again requested to kindly ensure that no advertisements are released/ issued directly to any Print Media (Newspapers and Periodicals), Electronic Media (TV and Radio Channels) and Web Media

**Encl: As above**

Yours faithfully,



Principal Secretary to Government.

Memo No. 2325 /IPR., BBSR, Dated 16/02/2023

Copy forwarded to all PSUs / Corporations/ Authorities/ Undertakings/ Boards for information and necessary action.

Director (Technical)

GOVERNMENT OF ODISHA

INFORMATION & PUBLIC RELATIONS DEPARTMENT

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File No. IPR-ADV3-ADV-0038-2021/3324 /IPR., BBSR. dt. 15/03/2021

From:-

Sri Sanjay Kumar Singh, IAS  
Commissioner-cum-Secretary to Government,  
I & PR Department, Govt. of Odisha.

To

All Collectors

Sub: **Release of Advertisement in Newspaper through I & PR Department,**  
Sir.

I am directed to invite a reference to this Department Letter No.-13724/IPR Dt. 29.11.2019 on the subject noted above wherein it was requested to release all Government advertisements through Information & Public Relations Department, Govt. of Odisha.

But, it has come to the notice that contrary to the above Government direction some Offices/Sub-ordinate Offices in District Level under administrative control of Collectors & District Magistrate of the concerned district are releasing their advertisements directly to the Newspapers without routing it through I & PR Department which is clear violation of Government Advertisement Policy-98. In this connection, earlier Letter No.-5670 Dt.27.06.2017 of Chief Secretary addressed to all concerned is enclosed for better appreciation.

You are, therefore, once again requested to adhere to the Government Policy and give necessary instruction to the Offices/Sub-ordinate Offices under your administrative control to release all the Government Advertisements through I & PR Department without fail. Further, DIPROs of respective Districts shall act as Nodal Officers to Co-ordinate the above matter at the District & below level for release of Government advertisement through I & PR Department.

Your co-operation in the matter is highly solicited.

Yours faithfully,

*S. Singh*

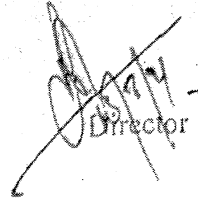
Commissioner -cum -Secretary to Govt.  
Memo No. 3325 /IPR, BBSR. dated 15/03/2021

Copy with enclosures forwarded to the P.S. to Hon'ble Chief Minister, Odisha/P.S to Hon'ble Minister, I & PR/PA to Advisor to Govt.(Media & Public Relations)/P.S to Chief Secretary & Chief Development Commissioner, Odisha/P.S to DC-cum-ACS, Odisha/P.S to Commissioner-cum-Secretary, I & PR Deptt. & P.A to the Director, I & PR for kind information of Hon'ble Chief Minister/Hon'ble Minister, I & PR/Advisor to Govt.(Media & Public Relations)/Chief Secretary & Chief Development Commissioner, Odisha / DC-cum-ACS, Odisha /Commissioner-cum-Secretary, I & PR and Director, I & PR Department respectively.

*[Signature]*  
Director

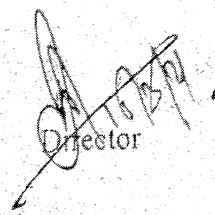
Memo No. 3326 /IPR.BBSR, dated 15/03/2021

Copy with enclosures forwarded to All Departments of Government of Odisha for kind information & necessary action.

  
Director

Memo No. 3327 /IPR.BBSR, dated 15/03/2021

Copy with enclosures forwarded to All D.I.P.R.Os/ S.D.I.P.R.Os/ Dy. Directors (CD/ND/SD) for kind information & necessary action.

  
Director

GOVERNMENT OF ODISHA

INFORMATION & PUBLIC RELATIONS DEPARTMENT

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File No. Advt-III-A-42/2019 13724 /IPR., BBSR, dt. 29/11/2019

IPR-ADV3-ADV-0066-2019

From:-

Shri Sanjay Kumar Singh, IAS

Commissioner-cum-Secretary to Government.

To

All Principal Secretaries to Government/

All Commissioner-cum-Secretary to Government

Sub: Release of Advertisement in Newspaper through I & PR Department

Dear Madam/Sir,

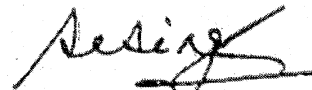
As you are aware, I & PR Department is the Nodal Department for release of Government advertisements to Newspapers for publication. As per Para-7 of the Advertisement Policy-98 of Government of Odisha, all Government Classified & Display Advertisements shall be released to Newspapers/Periodicals, Electronic media or Web media through I & PR Department only. In no case, advertisements shall be released directly by any other Departments of Government, Heads of the Departments & Sub-ordinate Offices. Similarly, all Commercial, Classified & Display advertisements of State Government Agencies, Undertakings, Corporations, Boards etc will be routed through Information & Public Relations Department to eligible Newspapers/Periodicals, Electronic media or Web media. In this connection, earlier Letter No.-5670 dt. 27.06.2017 of Chief Secretary addressed to all concerned is enclosed for better appreciation.

However It has been observed that in many cases the Government Departments /PSUs / Corporations /Boards etc. are directly issuing advertisements to media for publication or telecast. This is violative of Government Advertisement Policy and goes against kind direction given by Chief Secretary.

Therefore, you are once again, requested to kindly ensure that in no case the advertisements are released to Newspapers/Periodicals, Electronic Media or Web Media directly.

Your co-operation in the matter is highly solicited.

Yours faithfully,



Commissioner-cum-Secretary to Government

**ditya Prasad Padhi, IAS**  
Chief Secretary, Odisha



GOVERNMENT OF ODISHA

Phone : (0674) 2536700 (O)  
(0674) 2534300 (O)  
Fax : (0674) 2536660  
Email : csori@nic.in

No.I&PR 5670 /CS  
Bhubaneswar, dated the 27<sup>th</sup> June, 2017

To

All Principal Secretaries to Government,  
All Commissioner-cum-Secretaries to Govt.,  
All Heads of Departments.

**Sub: Release of Advertisements in Newspapers/Periodicals.**

Madam/Sir,

As per Para-7 of the Advertisement Policy of Government of Odisha, 1998 all Government Classified and Display Advertisements shall be released to News papers/Periodicals in the approved list by I&PR Department only. In no case advertisements shall be released directly by other Departments of Government, Heads of the Departments and Sub-ordinate Offices. Similarly all Commercial classified and display advertisements by State Government Agencies, Undertakings, Corporations, Boards etc. will be routed through Information and Public Relations Department to eligible newspapers/periodicals.

It is observed that in many cases the Government Departments/ PSUs/ Corporations/ Boards are directly releasing advertisements to Newspapers/Periodicals. Even some of the Departments/PSUs have engaged private agencies for publication of their advertisements. It has been further observed that the Sub-ordinate Offices, PSUs are releasing display advertisements directly to the Newspapers/Periodicals for the occasions on which I&PR Department is releasing the consolidated display advertisements on self same matter on receiving requisition either from the Government Departments or Collector concerned. This is not only violative of Government Advertisement Policy but also often leads to undue excess expenditure by way of putting double advertisements for the same occasion. This multiplicity of advertisements by different functionaries of the State Government can be avoided if all the advertisements are released through I&PR Department.

Contd.....P/2

To ensure timely publication of advertisements, the Departments/PSUs are required to send their advertisement text/materials online through e-mail at [ipr.advt@gmail.com](mailto:ipr.advt@gmail.com) with copy to [iprnews@gmail.com](mailto:iprnews@gmail.com) at least one clear day prior to the date publication of advertisement.

You are, therefore, requested to ensure that publication of all Government advertisements are done only through I&PR Deptt. and text of the materials should be sent to I&PR Deptt. through e-mail mentioned above for timely publication of the advertisements.

In case any Officer/Authority releases advertisement directly to the media house, responsibility will be fixed on the concerned Officer/Authority treating it as financial irregularity.

Yours faithfully,

*A. S. Mishra*  
24.6.17  
Chief Secretary,  
Odisha