

No. NH-6/12037/45/2013-KNT
Government of India
Ministry Road Transport & Highways
(P&M Section)

Transport Bhawan,
No. 1, Parliament Street,
New Delhi, dated the 23 June, 2014

To

- (i) The Secretaries, Public Works Department of all States/UTs
- (ii) The Secretaries, Department of Information/Public Relation of all States/UTs

Subject:- Guidelines for payment towards the advertisement charges for the works sanctioned by the Ministry of Road Transport and Highways on DAVP rates.

Sir,

I am directed to say that this Ministry, vide circular number RW/NH-11024/3/99-US (D.I) dated 9th March, 2000 (copy enclosed), issued guidelines for payment towards the advertisement charges for the works sanctioned by the Ministry of Road Transport and Highways on Directorate of Advertising and Visual Publicity (DAVP) rates. However, there have been instances when concerned State PWD as well as advertisement agencies/newspapers are emphasizing for the payment based on the rates of Department of Information/Public Relation of the concerned State, which are generally higher from the DAVP rates.

2. This issue has been examined in this Ministry and it is clarified that advertisements issued by the concerned State Governments through State advertisement agencies/newspapers are acceptable and bills for the same has to be honoured. However, advertisements issued by Ministry of Road Transport and Highways or by its Regional Officers shall only be through DAVP and for which DAVP rates shall apply.

3. You are, therefore, requested to kindly ensure compliance of the aforesaid guidelines.

4. This issues in consultation with the Integrated Finance Wing of the ministry.

Encls: As above

Yours faithfully,



(Surajit Dutta)

Under Secretary to the Government of India
Tel. No. 23753990

Copy to:-

- (i) All Regional Officers/ELOs in M/o RT&H
- (ii) All Chief Engineer in M/o RT&H
- (iii) NIC for uploading on e-office notice board

130.69

Dated, the 9th March, 2000

No

To

The Secretaries, PWDs of all States and Union Territories dealing with National Highways and other Centrally financed schemes; Director General (Works), Central Public Works Department; Director General Border Roads; Chairman, National Highways Authority of India

Subject : Invitation of tenders for the execution of works on National Highways and other Centrally financed schemes - Need for adoption of uniform policy by the State PWDs relating to advertisements in the newspapers/journals

I am directed to refer to the guidelines relating to advertisements in newspapers/journals for invitation of tenders for the execution of works of National Highways and under other Centrally financed schemes issued by the Ministry vide letter No.NH-11024/1/86-DO. I dated 23.5.1989 and to say that these have been reviewed in the light of general price escalation during this period and certain modifications have been considered necessary.

The modified advertisement norms will be as under:

No.	Cost of Work	Norms for advertisement
1	Upto Rs. 5.00 lakhs	No advertisement in Press but a copy of NIT should be sent to Contractors' Association(s), all divisions of PWD within the District, concerned SEs office.
	Above Rs 5.00 lakhs and upto Rs.1.5 crores	3 Regional papers, one each in Hindi, English and the Local language. If local language happens to be English/ Hindi, it would suffice if the advertisements for such works are issued in two regional papers, one in Hindi and the other in English.
	Above Rs.1.5 crores and upto Rs.5.00 crores	Advertisement in local editions (within the State) of 2 national newspapers (one in Hindi and the other in English) and 2 Regional newspapers (one in Hindi and the other in local language). In regions, where there is no Hindi newspaper, the advertisement may be published in 2 Regional papers, (one in English and the other in local language).
	More than Rs.5.00 crores	Advertisement in all editions of 4 national newspapers in English and 2 regional paper (one in Hindi and the other in local language) and the Indian Trade Journal and the Indian Highways.

In all cases a copy of the Notice Inviting Tenders should invariably be sent to the contractor's association(s), all divisions of the PWD within the district, concerned Superintending Engineers' Office, concerned Chief Engineers' Office, Local Municipalities and Collector's Office.

2.2. All advertisements as mentioned above, shall be issued only once. The costs for works mentioned above are total sanctioned costs including various centages.

3. It is requested that the above mentioned guidelines may be brought to the notice of Director, Public Relations (DPR) or other concerned officers of the State Government for adoption in respect of works on National Highways and under other centrally financed schemes. It may also be ensured that copies of the advertisements/NITs are suitably displayed in the offices of Assistant Engineers, S.D.Es./Executive Engineers/Superintending Engineers and Chief Engineers of the State PWD for wide publicity.

4. It may be noted that the above mentioned guidelines will not apply to works for which International Competitive Bidding has to be resorted to. For such cases, specific instructions will be issued depending upon the requirements.
