

**GOVERNMENT OF ANDHRA PRADESH  
FINANCE (BUDGET.I) DEPARTMENT**

**Cir.Memo.1143191/Budget.I/2020**

**Dated 13.05.2020**

- Sub: Budget 2020-21 (Vote on Account) – Further Instructions on admission of advertisement bills – Reg.
- Ref: 1.G.O.Ms.No.124, GA(I&PR) Department, Dated 14.09.2017.  
2.G.O.Ms.No.101, Finance (Budget.I)Department, dated 14.08.2019  
3.G.O.Ms.No.28, Finance (Budget.I) Department, dated 06.04.2020.

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In the reference 1<sup>st</sup> read above, instructions were issued to all the Government Departments / Corporations/ Public Sector undertakings etc to release advertisements of Print (Classified, Land acquisition, Display) Electronic, Outdoor and other traditional media through Information & Public Relations Department, duly sending their advertisement material / classified / Land acquisition notifications to the I&PR Department, legibly without mentioning the names of newspapers / advertising agencies. The Finance Department was requested to advise the PAO / DTA not to honour the advertisement bills submitted directly by the departments, without routing through the I&PR Department.

2. In the reference 2<sup>nd</sup> read above, orders were issued to all the Government Department/Heads of Departments to incur the expenditure towards advertisements under DH/SDH 260/261 – Advertisements – Print Media; 260/262 – Advertisements – Electronic Media; 260/263 – Outdoor Advertisements and 260/264 – Sponsorships/Publicity through Information & Public Relations (I & PR) Department only. The concerned Departments shall place work orders duly defining the scope of the work with I&PR Department, who in turn will execute the work & forward the final validated invoice to the respective departments for payment. The concerned department shall be responsible for processing the payment.

3. In the above regard, it is noticed that a number of Departments are approaching the Finance Department for allocation of additional budget towards advertisement charges stating that the budget provided towards advertisement charges is not sufficient to meet the requirement. Further, they have also stated that it is difficult for them to pay the advertisement bill raised by Department in view of non-availability of Budget. Hence, they are requesting the Finance Department either to provide sufficient budget or instructions may be issued to the I&PR Department to meet the entire amount from their budget. To avoid this problem, it is proposed to adopt centralized payment system through I&PR Department of all advertisement bills of all Departments.

4. In view of the circumstances explained above and after careful examination of the matter, it is hereby decided that the Expenditure towards advertisement charges under DH/SDH 260/261 – Advertisements – Print Media; 260/262 – Advertisements – Electronic Media; 260/263 – Outdoor Advertisements and 260/264 – Sponsorships/Publicity shall be met by the Information & Public Relations (I & PR) Department only. The concerned Departments shall place work orders duly defining the scope of the work by sending their advertisement material to the I&PR Department legibly without mentioning the name of the newspaper/advertising agency. The I&PR Department in turn shall execute the work and make necessary payment to the agencies/newspapers from its budget. Accordingly, necessary budget provision has already been made to the I&PR Department.

5. All the Departments of Secretariat/Heads of Departments / Corporations/ Public Sector Undertakings, etc., are requested to take necessary action in this regard. The Commissioner I&PR Department is requested to consolidate the proposals received from the Departments/Heads of Departments/Corporations/Public Sector Undertakings and float advertisements duly following the rules in force.

6. The Director of Treasuries and Accounts/Pay and Accounts Officer/Director of Works Accounts are directed to not to honour the advertisement bills submitted directly by the Departments/Corporations/public Sector Undertakings and admit the same presented by the I&PR Department on behalf of other departments. They are further informed that any deviations from these orders will be viewed seriously and shall invite disciplinary action against those found responsible.

**SHAMSHER SINGH RAWAT  
PRINCIPAL FINANCE SECRETARY**

To

The Commissioner, I&PR, Vijayawada  
All Departments of Secretariat  
All the Heads of Departments  
All the Corporations/Public Sector Undertakings

Copy to

The Director of Treasuries and Accounts, A.P., Ibrahimpatnam  
The Pay and Accounts Officer, Ibrahimpatnam  
The Director of Works Accounts, A.P., Ibrahimpatnam  
The Director of State Audit, A.P., Ibrahimpatnam  
All officers and staff of Finance Department  
The PS to Principal Secretary to Chief Minister  
The PS to Minister for I&PR  
The PS to Minister for Finance  
The PS to Chief Secretary  
PS to PFS/Secretary (Budget&HR)/Spl.Secretary (RM&IF)/Spl.Secy/Deputy Secy &CEO, APCFSS

**//FORWARDED ::ORDER//**

**SECTION OFFICER**