

DEPARTMENT OF TECHNICAL EDUCATION

OFFICE OF THE
COMMISSIONER OF TECHNICAL EDUCATION
TELANGANA :: HYDERABAD.

Sub: Technical Education – Academic – Publicity campaign of Govt.
Programmes – Routing of all advertisements through I & PR Dept. -
Reg.

Ref: D.O.Lr.No.000828/LA-PP/Advt./2017-3 dt: 07.09.2018 of the
Commissioner & EO, Principal Secretary, Information and Public
Relation Department, Hyderabad (copy enclosed)

With reference to the D.O.letter cited, the Commissioner & E.O. Principal Secretary, Information and Public Relation Department, Hyderabad, has stated that the Government has permitted to issue of all types of advertisements (Print Media, Outdoor Media & Electronic media etc.,) through I&PR Departments centralized agency. Accordingly the department issuing Advertisement pertaining to the different departments and requested all the HODs to issue Advertisements routed through the I & PR department and also stated that even after issue of GO, it was noticed that some departments are issuing advertisements directly to the publications without routing through the said department, more over Accountant General (Audit), Telangana has objected advertisements for not routed through I&PR Department. The I&PR Department is the nodal agency to issue advertisements and the department Empanel eligible agencies and issue advertisements on rotation basis with utmost care of equal opportunity among agencies.

Therefore, the Secretary, SBTET, Hyderabad, the CETCON Officer, SV Bhavan, Masabtank, Hyderabad and the Principals/OSDs of Government / Aided Polytechnics in T.S. are hereby informed to follow the instructions issued in the Ref. cited and take necessary action to ensure hence forth all the advertisements are routed through Department of I & PR.

Encl : As above

Signature valid

Digitally signed by NAVIN MITTAL
IAS
Date: 2019.05.06 13:02:15 IST
Reason: Approved

Commissioner

To

1. The Secretary, State Board of Technical Education and Training, Telangana State, Hyderabad for information and necessary action
2. The CETCON Officer, SV Bhavan, Masabtank, Hyderabad for information and necessary action.
3. The Principals/OSDs of Government / Aided Polytechnics in T.S.