

RAJASTHAN FINANCIAL CORPORATION

Udyog Bhawan
Tilak Marg
JAIPUR-302 005

Ref.No.RFC/F.PR/Cir.

Dated : 22/9/90.

C I R C U L A R

Sub: Release of advertisement
and auction notices etc. through PR
Division at Head Office.

With a view to streamlining the procedure regarding release of advertisements by the Corporation, the following procedure is being laid down in supersession of all P.G./O&M/ and other circulars in this regard.

The PR Division of the Corporation shall look after the following areas :-

- (i) Publicity of the Corporation activities through various media i.e. newspapers, radio, TV etc.
- (ii) Release of display advertisements regarding various schemes of the Corporation.
- (iii) Release and coordination of various NITs for sale of units.
- (iv) Publicity and distribution of various types of literature to entrepreneurs including balance sheets etc.
- (v) Protocol service of the Corporation.
- (vi) Publication of RFC News letters.
- (vii) Release of press notes from time to time on various activities.
- (viii) Participation in exhibitions.

With a view to carrying out these tasks in a systematic and uniform manner, the following policy guidelines are laid down:-

- (1) Release of advertisements from a single source:
All types of advertisement and auction notices shall be released from a single source i.e. PR Division at the Head Office.

- (2) Competent authority for release of advertisement.

The advertisements are released generally in

souvenirs, newspapers supplements, and newspapers and are in the form of display advertisements; general notices including tender notices and auction notices for sale of units. The competent authorities for release of advertisements for different categories shall be as under :-

- i) Souvenirs
Chairman & Managing Director
- ii) Newspaper supplements:
Chairman & Managing Director
- iii) Display Advertisements:
Display advertisements for various schemes and business promotion campaign shall be released under ^{the} authorisation of ED/GM(D), as the case may be, in respect of the areas being controlled by them provided approval in principle has been obtained from the CMD on the relevant file.
- iv) General Notices, Tender Notices and Auction Notices for sale of units.
 - a) General Notices, Tender Notices:
The ED, the GMs Incharge of various sections of the Corporation are authorised to order release of tender notices/general notices. However, their requisitions will have to be sent to the PR Division for processing and actual release of advertisements.
 - b) Auction Notices for sale of units :
GM(D) for the Head Office and DGMs (R) for the field units are authorised to order release of auction notices for sale of units. However, their requisitions will have to be sent to the PR Division where they would be processed for actual release of advertisement

(3) Selection of Paper:

The requisitioning authority shall suggest the papers in which the required advertisements shall be released. However, the DGM (C&M/PR) is authorised to analyse the requisitions so received, in accordance with the suggestion of

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requisitioning authority, the advertisement would be released in those papers. In case of disagreement between the requisitioning authority and the DGM(C&M/PR), the matter shall be referred to the ED/CMD, whose decision will be final.

(4) Time Schedule for release of advertisements:

(i) The requisitioning authorities should send their manuscript of the HITS/other modes of advertisements to the PR division atleast 15 days before the date of release. In case of urgency, however, short notice requisition will also be entertained by the PR Division.

(ii) After receiving the manuscript, the PR division will prepare and give a final shape to the advertisement and send it to the concerned newspapers, through the approved agencies, if any. PR division shall undertake this exercise within 3 days of the receipt of the manuscript from the requisitioning authority. No order releasing the advertisement to a newspaper/souvenir will be signed by an officer of P.R.Division lower than the rank of DGM(C&M/PR)

the

(iii) For other varieties of advertisements/ following procedure will be followed :-

(a) Release of display advertisements:

The PR division will maintain Art Pulls in various sizes for various occasions. PR division will get these prepared from the approved agency and keep them in readiness for release. The decision regarding the size of advertisement and the selection of newspapers will be made by the CMD on the proposals received from the DGM (C&M/PR) through the ED.

(b) Advertisements in connection with general matters:

Advertisement Requisitions from P&A Section, Secretarial Branch, GAD and Finance Section etc. shall be prepared by the respective divisions and will be forwarded to the DGM(C&M/PR) under the signatures of the Divisional Head for publication. Requisitioning authority

shall also intimate the date of publication and newspapers in which the advertisement should be got published. In case a statutory time limit is prescribed, it should be clearly spelt out in the requisition.

(c) Advertisements related to BP Campaigns:

PR Division will maintain Business Promotion Art Pulls and get these prepared from the approved advertising agency of the Corporation. DGM(BP) will intimate the date, time and venue for the business promotion campaigns to the DGM(C&M/PR). Such requisitions should be sent to the PR division at least 15 days in advance. The PR division will get the manuscript of the advertisement approved from the ED/CMD and obtain decisions about size and newspapers and then release the advertisements.

(d) Publication of brochures on various scheme of the Corporation.

Divisional Heads who are responsible for implementation of the schemes of the Corporation will send the draft of the proposed literature to the PR division. The designs of the brochures will be got prepared from the approved advertising agency and will be got printed after obtaining the approval of the CMD through the ED.

(5) Allocation of budget :

The PR division shall obtain clear indications about the budget allocation for PR work every year. The total allocated budget shall be distributed in the following four heads :

- 1) Advertisements in souvenirs ;
- 2) Display advertisements including advertisements in newspaper supplements;
- 3) Tender notices, General notices and Auction notices for sale of units;
- 4) Advertisements in connection with recruitment etc

DGM (C&M/PR) shall propose the distribution of allocated budget for every year in the month of April and obtain ED/CMD's approval. It shall be the endeavour of the DGM (C&M/PR) to adhere to the sub-allocations of the allotted budget.

All concerned are advised to take a note of above.

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(N.K.SETHI)
EXECUTIVE DIRECTOR

Copy to:

1. All Branches/Regional Offices/Sub-Offices
2. Standard circulation in HO.
