

RAJASTHAN FINANCIAL CORPORATION

Udyog Bhawan
Tilak Marg
JAIPUR

Ref.No.RFC/F.PR/Cir/ 1386

Dated : 28th October, 1998

CIRCULAR

Sub: Release of NITs and Advertisements
through PR Division at Head Office

With a view to have uniformity, consistency, economy as well as to increase the effectiveness of the advertisements issued by the Corporation, the existing Advertisement Policy of the Corporation has been revised and approved by the Board of Directors in its meeting held on 8th October, 1998. As per revised Advertisement Policy the following procedure is being laid down in suppression of all PG/O&M and other circulars issued earlier :

1. NORMS FOR RELEASING OF NITs OF RO LEVEL:

- 1.1 NIT of each Regional Office will be released only TWICE in a year. For releasing NIT more than two times, prior approval of CMD will be necessary which can be given only in the most exceptional of circumstances. NITs will not be released in more than two newspapers in any case.
- 1.2 After releasing of NIT, a Follow Up Advertisement may be released in National as well as in State level newspapers. This follow up advertisement will be specially designed consisting specific information about the units for sale. A booklet will be prepared, containing the information about units under possession, type of industry, details of land and building, plant & machinery, name of industrial area etc., and will be made available at Head Office and at respective Regional and Branch Offices, and the follow up advertisements will draw attention to this fact.

- 1.3 Total expenditure on releasing of NITs and follow up advertisements should not exceed 0.50% of the total amount involved in the unit(s) being published for auction. Further, the expenditure on releasing of Follow Up Advertisement should also not be exceeded more than 25% of the expenditure incurred on releasing of concerned NITs.

- 1.4 It should be ensured that all the units of the Region, involving more than Rs.50,000/-, have been included in NIT being released for publication.

2. RELEASING OF HO LEVEL NITs:

- 2.1 NITs will be issued by following the roster system strictly. Head Office level NITs will be published in one State level newspaper of 'A' Category and in one National level newspaper as decided by General Manager(D) after approval of CMD.

3. RELEASE OF ADVERTISEMENT OTHER THAN NITs:

3.1 Display/Business Promotion Advertisement

The Corporation would discourage release of so called "Business Promotion Campaign" advertisements and shall not, in any case, release display or complementary advertisement. If needed, these will be released only after approval of CMD.

3.2 Advertisement in Souvenir/Magazines

Advertisements in souvenir/magazines should not normally be issued. In exceptional circumstances, they can be released only with the prior approval of CMD. Moreover other official general advertisements will also be released only after approval of CMD.

3.3 Publication of Court Notices

The Court Notices will be released in the newspaper(s), as directed by the Hon'ble Court, by the Branch Manager concerned.

4. PUBLICATION OF NITs:

- 4.1 All the NITs, except Court Notices, will be released from Head Office by P&C Section for publication, after approval of GM(D), by following the roster decided in this regard.
- 4.2 All the NITs received from the Regional Offices would be re-drafted in consultation with F&R Division at H.O., thereafter, the final NIT will be released for publication by P&C.

5. PAYMENTS:

- 5.1 The bills will be processed in P&C Section and will be sent directly to Accounts Section for payment.
- 5.2 It would be responsibility of the DGM(P&C) to take care that Display Advertisement is maintained within the budgetary allocation for publicity and the intimation for the expenditure on NITs for sale of units is equally booked among the units included in the notice.

6. ADVERTISING AGENCY:

- 6.1 All advertisements of the Corporation, except advertisements in souvenir and magazines, will be released through authorised Advertising Agency of the Corporation.

All concerned are advised to take a note of above.

[Signature] 28/10/98

(SURENDRA KUMAR)
Chairman & Managing Director

Copy to:

1. All Branches/Regional Offices/Sub-Offices.
2. Standard Circulation in Head Office.