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GOVERNMENT OF ORISSA  
INFORMATION & PUBLIC RELATIONS DEPARTMENT

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Memo No. III.A-96/07/37705/I&PR,

Bhubaneswar, the 11.12.07.

To

All Departments of Govt./Home (Election)  
Deptt./OPSC, Cuttack/Staff Selection  
Commission, BBSR/State Election Commission,  
BBSR/All Heads of Deptt./All Corporations  
& Public Sector Undertakings/OSWB/State  
Social Welfare Board/B.S.E. (O), Cuttack/  
C.F.S.E. (O), BBSR/All Universities/  
C.S.C.B., BBSR/Orissa Land Devt. Bank, BBSR/  
All RDCs/All Collectors/All D.I.P.R.Os.

Sub: Timely submission of advt. text for  
publication in the newspapers.

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The undersigned is directed to say that the I&PR Deptt. is the nodal Deptt. to release advt. received from different Deptts. of Govt./Heads of Deptt./Sub-ordinate Offices/P.S.Us/Corporations/Boards etc. for publication in Govt. approved newspapers & periodicals. There is a provision in the Advt. policy that the advertiser will make available the advt. text well in advance so that a reasonable time gap of 7 days between the date of receipt of the advt. in the I&PR Deptt. and the date of its publication in the newspapers shall be maintained properly. In this regard instructions have been issued several times to follow the procedures and furnish the advt. text to the I&PR Deptt. well in advance. But, it is found that, in some cases, the advt. text are being sent to I&PR Deptt. by different Deptts./Organisations in the late hours, with request for their publication on the next day. In such cases, the I&PR Deptt. find it difficult to ensure publication of the advt. in newspapers by the given dates. Besides some of the newspapers express their inability for publication of the advts. in scheduled time due to late receipt of the advt. texts.

It is, therefore, requested that, as provided in the Advt. policy of the State Government and as communicated through several circulars issued from time to time, advt. materials may please be made available to this Deptt. sufficiently ahead of the intended date of publication preferably 7 days before the date of publication.

If any advt. is required to be published urgently, it should be submitted to the I&PR Deptt. by forenoon so that it could be released on the same day for publication in newspapers on the next day or any other day.

This may be brought to the notice of all subordinate offices under your establishment.

Yours faithfully,

sd/-

Dy. Director-cum-Sy. Secy. to  
Govt.

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ORISSA POLICE  
STATE HEADQUARTERS, CUTTACK.

Memo No. 52140 /PR Cell Dt. 20-12-07  
Copy forwarded to All Heads of Police Estt. Orissa/All  
Sectional Heads of S.P. Hdqrs., Cuttack for favour of information  
and necessary action.

*Kansinh*  
19/12/07  
Police Public Relations Officer  
S.P. Hdqrs., Cuttack.