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Central Organisation ECHS
Adjutant General's Branch
Army Headquarters
Maude Lines
Delhi Cantt- 110 010

B/49715/AG/ECHS

17 Apr 2008

IHQ MoD (Navy) {SO, ECHS}
Air Headquarters (VB) (D Fin P)
HQ Western Command
HQ Southern Command
HQ Eastern Command
HQ Central Command
HQ Northern Command
HQ South Western Command

POLICY ON ECHS ADVERTISEMENTS

1. References:-

- (i) B49787/AG/ECHS dated 07 Nov 03.
- (ii) B/49715/AG/ECHS dated 12 Sep 07.
- (iii) B/49715/AG/ECHS dated 31 Oct 07.
- (iv) MoD ID No.22D(04)/08/US(WE)/D(Res) dated 15 Apr 08(Copy enclosed).

2. The DAVP vide letter No. DIR(UM) dated 30 Oct 07 has intimated that the advertisement on account of employment of contractual staff of ECHS can also be placed directly with the DAVP empanelled newspapers at DAVP rates. Various Regional Centres have approached Central Organisation expressing difficulty on placement of advertisements through DAVP consequent to relinquishing of jobs by the contractual staff without prior notice.

3. In order to overcome the situation, it has been decided that whenever situations warrant advertisement on account of employment of contractual staff of ECHS may be placed with the **newspaper agencies empanelled with DAVP directly at the DAVP approved rates only**. The same can be periodically downloaded and referred from the DAVP website www.davp.nic.in. The funds allotted will be purpose specific and the expenditure towards this will be maintained separately by all concerned and reflected in all reports and returns including MERs in a separate column below Code Head 366/00 (Misc) named "Advertisements". **The fund allotted for advertisements will not be utilised for any other purpose whatsoever.**

4. The following actions have to be taken:-

- (a) **Station HQ.** Station HQ requiring release of advertisement will forward the proposed advertisement to the concerned Regional Centre indicating the name of DAVP empanelled newspaper alongwith the quotation of DAVP rates by

the news paper agency. The advertisement can be suitably modified to reduce the cost, as the existing power of Regional Director is only Rs 15,000 per transaction. The payment will be affected through the cash assignment after due sanction by the CFA. The available cash assignment at Station HQ will be utilised under the Code Head 366/00 (Misc) which will be recouped through additional allotment by HQ Command. A copy of the release order with copies of advertisement and the sanction letter will be forwarded to Controlling Command HQ with copy to Central Org to monitor expenditure. Allotment /Expdr will be reflected as per para 3 above in all budgetary returns including MERs.

(b) **Regional Centre.** The Regional Centre will vet the propriety, empanelment and rate details and text of the advertisement and accord necessary sanction as authorised vide GOI MoD letter No. 24(3)/03/US(WE)/D(Res)(i) dated 08 Sep 03 with a copy to the concerned Command HQ to allot necessary funds to the Station HQ. Regional Centres will maintain a register for Polyclinic wise sanction details accorded during a financial year.

(c) **Command HQ.** On receipt of intimation of sanction by the Regional Centre, HQ Command will allot necessary funds on case to case basis to the concerned Station HQ who will make payment to the newspaper agency through the cash assignment. Allotment /Expdr will be reflected as per para 3 above in all budgetary returns including MERs. Strict control will be observed on funds allotted for advertisements.

(d) **Central Organisation.** Central Organisation will place funds with HQ Commands under Code Head 366/00 for the purpose.

5. The advertisements can be placed through the DAVP also as per existing procedure wherever cost exceeds the powers of Regional Directors/ MD ECHS, for which funds will be placed by the Central Organisation in the beginning of the Financial Year. It may be ensured by the Regional Centres that advertisements do not exceed two news papers at a time for a specific post and utmost economy and value for money is achieved. The copy of the published advertisement for maximum publicity can also be displayed at all prominent display boards of the Station such as CSDs and Polyclinics.

6. The policy is implemented with immediate effect.

7. This may be circulated to all concerned within your AOR.

Sd/---

(A Srivastava)
Maj Gen
MD ECHS

Copy to:-

All Regional Centres - For further necessary action.