

SUBJECT NO.144

Sub: VUDA – Expenditure on the Advertisements and related items in VUDA –A Small analysis for the last three years – Put up for the perusal of the Board – necessary directions – Reg

AGENDA NOTE

It is to submit that the following are the details of the expenditure incurred in VUDA towards Advertisements and other related items for the last three financial years with the detail of current financial year till 28.10.2013.

The expenditure is broadly categorized into three namely

1. Expenditure towards publication of notices, advertisements, tenders and other statutory documents of various wings of VUDA
2. Expenditure towards issuance of advertisements – other than statutory in few cases – by various wings towards the special occasions of the dailies especially highlighting the special projects like layouts or housing schemes of VUDA and in few cases, highlighting the achievements in VUDA's anniversary occasions.
3. Expenditure towards issuance of advertisements – other than in dailies – in Souvenirs and given to various organizations conducting workshop / conferences, etc on various grounds

The details are as below:

Statement Showing the expenditure incurred on Advertisements for the year 2010-11 to 2013-14						
Sl. No.	Name of Agencies	2010-11	2011-12	2012-13	2013-14 upto 28-10-13	Total
Anniversary Purpose :						
1	M/s. Red Publications	0	240000	0	0	240000
2	M/s. Aamoda Publications	24926	50000	111375	0	186301
3	M/s. Visalaandhra Publications	10000	30000	0	0	40000
4	A.P. Working Journalist Federation	0	15000	0	0	15000

5	M/s. Alfa & Omega Creators	0	12000	0	0	12000
6	M/s. Sujana Priya, Hyd	0	10000	0	0	10000
7	M/s. Vijaya Bhanu Publications	10000	20000	25000	0	55000
8	M/s. Vaartha advt. charges	0	30000	0	0	30000
9	M/s. Andhra Prabha	15000	25000	0	0	40000
10	M/s. Jagati Publications	25000	168000	0	95000	288000
11	M/s. Prajasakthi	15000	0	50000	0	65000
12	M/s. Friends Media	10000	0	25000	0	35000
13	M/s. Devi Ads	0	0	10000	0	10000
14	M/s. Visakha Samacharam	10000	0	20000	0	30000
15	M/s. Ramoji Foundation	0	0	35000	0	35000
16	M/s. Center for Policy Sates	0	0	25000	0	25000
17	M/s. Express publications	20000	0	0	170000	190000
18	M/s. Hindu, Vsp	35000	0	0	0	35000
19	M/s. Rural Media	10000	0	0	0	10000
20	M/s. Vizag Industrial Scan	20000	0	0	0	20000
21	M/s. Media People, Hyderabad	30000	0	0	0	30000
22	M/s. Ushodaya Enterprises Pvt.	24464	0	0	0	24464
23	M/s. Kasturi & Sons Ltd	19200	0	0	0	19200
24	M/s. Deccan Chronicle Holdings	35000	0	0	0	35000
25	M/s. The Times of India Group	19500	0	0	0	19500
26	M/s. SPR Publications Pvt. Ltd	15000	0	0	0	15000
27	M/s. AGA Publications	15000	0	0	0	15000
28	M/s. Welfare Publications	10000	0	0	0	10000
29	M/s. Vadlamani Publications	10000	0	0	0	10000
SUB TOTAL		383090	600000	301375	265000	1549465
Organizations :						
1	M/s. Deaf Enable Foundation	0	6000	0	0	6000
2	A.U. Vsp conduct seminar on urbanisation & Reforms by AU	0	20000	0	0	20000
3	M/s. Vizag Journalist Forum	0	60000	0	0	60000
4	M/s. Help @ 11th	0	0	10000	0	10000
5	M/s Media People, Hyderabad	0	0	50000	0	50000
6	M/s. Journalist Association	0	0	30000	0	30000
7	M/s. Andhra Pradesh working Journalist Federation	0	0	25000	0	25000
8	Hyderabad Union of Journalist	0	0	50000	0	50000
9	M/s. A.P.State Conference	80000	0	0	0	80000
10	Andhra University	150000	0	0	0	150000

11	M/s. Visakhapatnam Insurance Institute	10000	0	0	0	10000
12	M/s. Nyayavadi Parishad	10000	0	0	0	10000
	SUB TOTAL	250000	86000	165000	0	501000
VUDA Official Advertisements :						
Sl. No.	Name of Agencies	2010-11	2011-12	2012-13	2013-14 upto 28-10-13	Total
1	M/s. Sudha Ads Print & Electronic Media	0	717956	1306777	0	2024733
2	M/s. Krisals Advt.Pvt. Ltd	1048816	2604907	683788	316109	4653620
3	M/s. Front Line Ad World Pvt. Ltd	433582	732579	1227543	414768	2808472
4	M/s. Aamoda Publications Pvt. Ltd	44000	180000	0	0	224000
5	M/s. Abin Advertising Pvt. Ltd	99312	78751	0	0	178063
6	M/s. Jagati Publications	0	141579	0	0	141579
7	M/s. Surya Ad Systems Pvt. Ltd	461260	7266	0	0	468526
8	M/s. Dhivya Ads.	0	1500	0	0	1500
9	M/s. Progress Communication	0	451854	0	0	451854
10	M/s.Evil Designs	0	524098	0	0	524098
11	M/s. Infotech Pvt. Ltd	0	5515	0	0	5515
12	M/s. Access Advertising	0	26472	0	0	26472
13	M/s. Media-3, Vsp	0	131636	0	0	131636
14	M/s. Deccan Chronicle Holding	0	22640	0	0	22640
15	M/s. Sri Devi Ads	10000	0	0	0	10000
16	M/s. Siva Rama Ads	4000	0	0	0	4000
17	M/s. Alfa & Omega Creators	10000	0	0	0	10000
18	M/s. Vizag Ads	277930	0	0	0	277930
19	M/s. AP State Council ADISO	0	0	5000	0	5000
20	M/s. Ushodaya Exclusive Pvt. Ltd	0	0	131400	0	131400
21	M/s. Andhra Prabha Publications	0	0	0	30000	30000
22	M/s. AGA publishers	0	0	0	30000	30000
23	M/s. Max Advertising	0	0	0	26880	26880
	SUB TOTAL	2388900	5626753	3354508	817757	12187918
	GRAND TOTAL	3021990	6312753	3820883	1082757	14238383

Abstract for advertisements expenditure						
Sl. No.	Category	2010-11	2011-12	2012-13	2013-14 upto 28-10-13	Total
1	Anniversary Purpose	383090	600000	301375	265000	1549465
2	Organizations	250000	86000	165000	0	501000
3	VUDA Official Advertisements	2388900	5626753	3354508	817757	12187918
Total Expenditure		3021990	6312753	3820883	1082757	14238383

As seen, there are multiple agencies for advertisements and the I & PR rates of the government vis-à-vis their applicability in VUDA has to be verified and the process is happening in respective files and now attempts are being made to reduce the multiplicity of the agencies.

The expenditure w.r.t paper notification of notices in LRS cases and layout approvals and building plan approvals are being collected from the applicants and to that extent, the above figures will stand modified to arrive at the exact expenditure of the VUDA on advertisements and other related items.

The above facts are placed before the Board for kind perusal of the Board and for necessary instructions.

Sl. No.	Subject No.	Subject	Resolutions
93	144	VUDA – Expenditure on the Advertisements and related items in VUDA –A Small analysis for the last three years – Put up for the perusal of the Board – necessary directions – Reg	<ul style="list-style-type: none"> • The I&PR notified rates and approved papers are to be followed scrupulously and avoid having multiple agencies for giving advertisements. The Expenditure has to be reduced drastically and VC, VUDA to take up necessary steps • No expenditure towards general advertisement purpose except doing for specific projects. • The recovered portion vis-à-vis expended amount has to be worked out which will give a clear picture.
94	145	PLG – VUDA – VSP – Constitution of Master Plan Cell – Regarding.	<ul style="list-style-type: none"> • Seen. • In consultation with GVMC, the VC, VUDA is directed to prioritize and take up some works • The Infra Structure in other districts like Vizianagaram and Srikakulam should also be given priority duly commensurating the requirement and availability of funds.

