

**SUBJECT NO.43**

**Sub : VUDA - Estt – Sri B. Prabhakara Reddy working as Public Relation officer on contract basis- Request to consider for regularization of service and enhancement of remuneration - Reg.**

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**AGENDA NOTE:-**

A paper notification was issued on 3-7-2003 calling applications for the post of Media Advisor and Legal officer in VUDA on contract basis. Written test was conducted for these posts and two candidates were selected for these two posts with the following terms and conditions i.e. (1) The period of engagement on contract shall be for One year and it is purely conditional i.e. performance oriented. The period may be extended on review of performance at periodical intervals (2) The contract shall be terminated without notice if the services of the candidate are found not satisfactory or not required to the Organization at any time during the contract period (3) The contract appointment does not confer any right whatsoever on him to continue as Media Advisor beyond one year. The contract engagement will automatically get terminated on the last date of the contractual period without any notice whatsoever etc.

As per the above selection procedure, Sri B. Prabhakara Reddy was appointed as Media Advisor on contract basis for a period of one year w.e.f. 16-11-2003 with remuneration of Rs. 10,000/- per month and the said contract period was extended from time to time up to 10-7-2011. VUDA also enhanced the monthly remuneration from time to time and the same was finally enhanced to Rs. 22,500/- per month (now being paid).

Earlier the above individual has submitted representation to the Hon'ble Chief Minister in April-2007 for regularization of his services as Public Relations Officer in VUDA and the same was rejected vide letter No. 7427/B1/2007-2, dt. 12-5-2008.

Further, the Government in its letter No. 7427/B1/2007-3, dt. 11-8-2008 has also informed that the request of Sri B. Prabhakara Reddy for regularization of his services as Public Relations Officer has been examined and rejected and further requested the VUDA not to entertain such representations in future.

The Government vide letter No. 17135/B1/2011-1, dt. 8-7-2011 of MA & UD Dept., Govt. of A.P has informed the VUDA that Government has decided to discontinue the services of Advisors and requested to discontinue the services of Sri B. Prabhakara Reddy, Media Advisor with immediate effect. In pursuance of the Government orders, the services of Sri B. Prabhakara Reddy, Media Advisor, VUDA working on contract basis for one year w.e.f 1-10-2010 were discontinued w.e.f 11-7-2011.

The Chief Secretary to Government has informed to the Principal Secretary to Government, MA & UD Department vide reference No. 10268, dt. 13-7-2011 that the Government has no objection for the appointment of PRO in the organizations like VUDA based on the need and also that the issue may please be examined and necessary action taken by the Competent Authority for contract appointment of PRO as per the rules and guidelines. Further the Government vide letter No. 17135/2011, dt. 27-8-2011 has requested the VUDA to furnish a copy of rules and guidelines for appointments to the Media Advisor post to the Government for further examination.

The VUDA's jurisdiction has been extended to 4 districts and there is every need to communicate and inform various developmental activities and important decisions of VUDA to the public through print media. Hence the services of Sri B. Prabhakara Reddy are being utilized as **MEDIA RESOURCE OFFICER** with effect from 3-8-2011 by paying an amount of Rs. 22500/- per month on outsourcing basis. It is further submitted that the Media Resource officer has been organising various cultural programmes on various occasions i.e. Ugadi, Children's day, AP Formation Day, Independence Day and cultural programme on every 3<sup>rd</sup> Sunday in Gurajada Kalakshetram etc., apart from attending to the regular duties of Public Relation officer and other duties entrusted by the Authority time to time.

In view of the above, the VUDA has utilizing the services of Sri B.Prabhakara Reddy as **PUBLIC RELATION OFFICER** w.e.f 01-01-2013 on temporarily contract basis with monthly remuneration of Rs. 22500/-. The same was ratified by the Board vide Resolution No. 116, dt. 15-12-2012.

Now, Sri B. Prabhakara Reddy working as Public Relation officer has requested to regularize his services as Public Relation officer in VUDA and also requested to enhance the monthly remuneration from Rs.22,500/- to Rs. 45,000/-. Sri B.Prabhakara Reddy has experience of 10 years in VUDA as Media Advisor / Media Resource person / Public Relation officer. In this regard, it is to submit that there is no sanctioned post of Public Relation Officer in VUDA.

The Hyderabad Metropolitan Authority (HMDA) has been given sanction of PRO post through G.O.Ms.No. 159, MA, dt. 28-03-2003. Further to submit that Greater Visakhapatnam Municipal Corporation (GVMC) has also been given sanction of a PRO post in 2012.

Hence, the request of the Sri B. Prabhakara Reddy for regularization of his service as Public Relation officer on regular basis is placed before the VUDA Board for a decision and his request for enhancement of monthly remuneration from Rs. 25000/- is also placed before the Board for taking a decision in the matter.

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Sl No	Subject No	Subject	RESOLUTIONS
		Submitted – Reg.	
41	41	Renewal of licence of National Institute of Open Schooling, Visakhapatnam for further period – Subject to Board – Reg.	Ratified.
42	42	VUDA – Visakhapatnam – Revenue Section – Shop No-8 at MVP Sector- 12 - concession in licence fee – Request by Girijan Cooperative Corporation – Approval – Reg	Agreed as proposed
43	43	VUDA - Estt – Sri B. Prabhakara Reddy working as Public Relation officer on contract basis- Request to consider for regularization of service and enhancement of remuneration - Reg.	It is decided to increase the contracting period for one more year duly fixing the remuneration @ Rs.30,000/- per month and the work outturn should commensurate with the requirement of the post and to be monitored by VC.
44	44	VUDA - Estt – Utilising the service of retired Government Employees in VUDA on Contract/ Outsourcing basis - Reg.	VC is directed to take required number of people with due justification for the requirement with the remuneration as per the prevalent procedure in government



CHAIRMAN, VUDA

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