

SUBJECT NO :26

Sub: - Release of Advertisements- Roster- Proposal- Reg.

AGENDA NOTE

VUDA has been releasing advertisements pertaining to Public Notifications, EOI, Tenders, Auctions, LRS/ CLU/ Layout objections, LA, development of Greenery and other works from all wings of VUDA.

Majority of advertisement are being released from Planning and Engineering wings. Occasional advertisements are being released from Administration, Accounts, Estate and UFD wings.

Hitherto, the advertisements have been released to various News Papers (dailies) published from Visakhapatnam, based on priority and volume of the works, covering all the newspapers and sometimes as per the directions of the Authority. Keeping the response required in view, the advertisements were published covering at local, regional (VUDA Area), State and National levels. The rotation is mostly followed with certain complaints here & there keeping all wings of VUDA together.

All the advertisements have been released through 1. Frontline Ad World and 2. Max Advertising Agencies, which are providing 12.5% discount on publication bill on all advertisements, duly adopting the DIPR approved tariffs (City + District tariffs are not approved by DIPR), except Eenadu. The fresh notification for selection of agencies will be done and completed by June-2014.

The following roster procedure in each wing is proposed for release of advertisements hence forth.

For ENGINEERING WING

S.No	Telugu Dailies	S.No.	English Dailies
A.	Eenadu	A.	The Hindu
B.	Saakshi	B.	The New Indian Express
C.	Andhra Jyothi	C.	Deccan Chronicle
D.	Andhra Bhoomi	D.	The Times of India
E.	Praja Sakthi	E.	The Hans India
F.	Vaaritha		
G	Andhra Prabha		

For PLANING WING

S.No	Telugu Dailies	S.No.	English Dailies
A	Saakshi	A.	The New Indian Express
B	Andhra Jyothi	B.	Deccan Chronicle
C	Andhra Bhoomi	C.	The Times of India
D	Praja Sakthi	D.	The Hans India
E	Vaaritha	E.	The Hindu
F	Andhra Prabha		
G	Eenadu		

For ADMINISTRATION, ESTATE, ACCOUNTS and UFD

S.No	Telugu Dailies	S.No.	English Dailies
A	Andhra Jyothi	A.	Deccan Chronicle
B	Andhra Bhoomi	B.	The Times of India
C	Praja Sakthi	C.	The Hans India
D	Vaaritha	D.	The Hindu
E	Andhra Prabha	E.	The New Indian Express
F	Eenadu		
G	Saakshi		

For SMALL NEWS PAPERS/ EVENING DAILIES

S.No	Telugu Dailies	S.No.	English Dailies
A	Leader	A.	Bay News
B	Vijaya Bhanu		
C	Vision		
D	Visalandhra		
E	Visakha Samacharam		
F	Public		
G	Sun News		


For NATIONAL LEVEL (All Editions Coverage) Advertisements

S.No	Telugu Dailies	S.No	English Dailies	Remarks
A	Eenadu	A	Business Line	Less Tariff
B	Saakshi	B	Economic Times	
C	Andhra Jyothi	C	Business Standard	Less Tariff
		D	Financial Express	Less Tariff
		E	Times of India	
		F	The Hindu	
		G	The New Indian express	
		H	Deccan Chronicle + Asian Age	

Further it is to submit that release of certain important advertisements like EOI / Auction Notifications/ LA/ Objections on MP Roads and other major issues required to be published in prominent newspapers, deviating from Roster will be released to the selected prominent Newspapers with prior approval of the Vice Chairman.

The matter placed before VUDA Board for perusal and approval.

Sl. No.	Subject No.	Subject	Resolutions
24	23	Accounts – VUDA –Visakhapatnam – VUDA Employees group Superannuation Scheme Trust constituted CAO & CUP – Incorporation of two more trustees i.e., Secretary and Chief Engineer – Reg.	Agreed to incorporate.
25	24	Accounts – VUDA – Scrutiny of Allotment files for 15 layouts – No of vacant plots identified as per the exercise – Put up for perusal of the Board – Reg.	Perused. Complete the reconciliation of remaining layouts and housing schemes at the earliest and put up the details in the next board meeting.
26	25	Accounts – Expenditure on Advertisements for the year 2013-14 – Submitted for perusal of the Board – Reg.	Perused
27	26	Release of Advertisements – Roster- Proposal – Reg.	Agreed to implement the roster scrupulously.
28	27	VUDA – VSP – PLG - Preparation of Master plan for VUDA area including review and revision of existing master plans and preparation of zonal development plans – Reg.	Recommend to the Government for approval duly mentioning the discount, L-1 is willing to offer.
29	28	PLANNING – VUDA – Visakhapatnam – CRZ- Preparation of Coastal Zone Management Plans (CZMP) for VMR area – Expression of Interest (EOI) Called - Regarding.	Agreed to go with L-1 and work out further modalities.


16/11/2014