

DELHI DEVELOPMENT AUTHORITY
EM's OFFICE

No. EM 1(10)2009/Cir.(Publicity Policy)/DDA/ 894

Dt: 19/2/09.

CIRCULAR No. 633

Sub: Publicity Policy for issue of Tender Notices by various Engineering Divisions of DDA.

Guidelines regarding publishing of the tender notices by the various Divisions of Engineering Wing of DDA have been issued vide Circular No.390 dt:8.4.93, 393 dt:16.4.93, 413 dt:24.11.93, 515 dt:23.9.97, 547 dt:8.2.02, 571 dt:15.2.05 and 585 dt:7.8.06.

Partial amendment of these guidelines with regard to grouping of the newspapers has been done by WAB on the recommendations of the Committee constituted for the purpose. As per the amendment, the newspapers have been regrouped for purposes of maximum reach & right clientele. The regrouping is as follows:

Group – A (English)

| Sl.No. | Newspaper | Circulation March, 2008 |
|--------|-----------------|-------------------------|
| 1. | Times of India | 10,12,140 |
| 2. | Hindustan Times | 9,47,376 |

Group – B (Hindi)

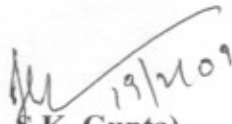
| Sl.No. | Newspaper | Circulation March, 2008 |
|--------|------------------------------|-------------------------|
| 1. | Navbharat Times | 3,56,842 |
| 2. | Dainik Jagran | 1,30,000 |
| 3. | Punjab Kesari (DAVP Rate) | 3,24,635 |
| 4. | Amar Ujala (DAVP Rate) | 1,57,664 |
| 5. | Hindustan Hindi | 3,25,766 |

Group – C (English/Hindi)

| Sl.No. | Newspaper | Circulation March, 2008 |
|--------|---|-------------------------|
| 1. | Indian Express + (Free insertion of Financial Express + Jansatta Hindi) | 96,500 |
| 2. | Hindu | 1,06,640 |
| 3. | Pioneer | 64546 |
| 4. | Economic Times | 1,80,746 |
| 5. | Rashtriya Sahara | 65,688 |

For all NITs released by Engineering Wing, one paper each from above three groups will be selected on rotation basis for release of NITs by Engineering Wing of DDA. An NIT, therefore, is to be published in three newspapers i.e., one from Group A, one from Group B and one from Group C and so on. Other guidelines as contained in the above mentioned circulars shall remain same.

It is, therefore, enjoined upon all concerned to release advertisements as per above updated approved list with immediate effect.


(Er. S.K. Gupta)
EO-III to EM

Copy to:

1. Chief Engineer (QAC)
2. Chief Engineer (HQ)
3. Chief Engineer (Design)
4. All Chief Engineers (CWG, SZ, DWK, RZ, NZ, EZ & Electrical) alongwith 20 spare copies for circulation.
5. Chief Vigilance Officer
6. Chief Architect
7. Chief Accounts Officer
8. Director (MM)
9. Project Manager (Fly-overs)
10. Director (Works)
11. Director (PR)
12. Director (Sports)
13. Dy. CAO (Plan)
14. Hindi Officer for Hindi version.

Copy also forwarded to:

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- 2) Sr. PS to EM for kind information of the latter.
- 3) Sr. PS to FM for kind information of the latter.


EO-III to EM