



JEEVIKA

An Initiative of Government of Bihar for Poverty Alleviation

Bihar Rural Livelihoods Promotion Society
State Rural Livelihoods Mission, Bihar



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1st Floor, Vidyut Bhawan-II, Balliey Road, Patna – 800 021; Ph. : +91-612-250 4980; Fax : +91-612-250-4960; e-mail : info@brlp.in; Website : www.brlp.in

Ref No. BRLPS/Proj/Com/814/15/221

Date 15-04-2019

Office Order

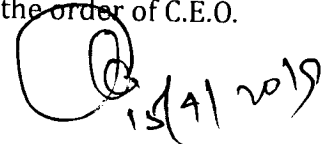
Protocol for publishing advertisements through I&PRD.

With reference to the requirement of various themes, advertisements are published in National and local editions of newspapers through Information & Public Relation Department (I&PRD), Bihar. In order to expedite the process, following protocols for publishing advertisements are required to be followed by each theme:

- I. The content of the advertisement to be published in the newspapers should be duly approved by C.E.O.
- II. Specifics like the number of newspapers in which the advertisement is to be published with details regarding the editions (National/Local/Hindi/English/Urdu) should be duly approved by C.E.O.
- III. An official letter addressed to the Information & Public Relation Department, Bihar as Annexure – I, should be initiated by the concerned theme and got duly signed by the signing authority.
- IV. The final content of the advertisement should be shared with the communication theme in the following formats:-
 - Word file of the advertisement.
 - PDF file of the scanned advertisement duly signed by C.E.O.
 - PDF file of official letter (as Annexure-I) to I&PRD duly signed by O.S.D./Director
- V. Information & Public Relation Department envisages publication of the advertisements within 07 working days of the request made. Hence timelines mentioned in the advertisement should be accordingly aligned.
- VI. For records, the concerned theme shall keep a cutting of the advertisement published in the newspapers along with the date & name of the respective newspapers mentioned thereon.
- VII. The Communication theme will coordinate with I&PRD for the publication of advertisement and share the acknowledgement receipt issued by I&PRD to the respective theme and keep a copy of the same for record.

VIII. Communication theme would initiate file for payment against the bills claimed on behalf of I&PRD.

By the order of C.E.O.



(B.K.Pathak)

Officer on Special Duty

Copy to:-

1. Director/A.O./C.F.O./Procurement Specialist.
2. All PCs/SPMs/PMs.
3. IT Section.
4. Concern file.

Annexure- I

Sample letter format

From

Braj Kishore Pathak
Officer on Special Duty,
BRLPS, JEEViKA Patna.

To

The Director,
Information & Public Relation Department,
Government of Bihar,
Patna, Bihar.

Sub:

**Publication of advertisement captioned "....."
....." for circulation in newspapers.**

Sir,

With reference to the above mentioned subject, this is to state that draft of advertisement captioned "....." is enclosed herewith.

It is requested that the attached advertisement be published in
****English National & ****Hindi local leading newspaper.

Yours Faithfully,

Braj Kishore Pathak
(Officer on Special Duty)

Note: ** number of newspapers.**

Pathak