



Fax Message No. 6018...../ICAR HQ.

Dated.....20/8/10.....

No. of Pages.....2.....

**INDIAN COUNCIL OF AGRICULTURAL RESEARCH  
KRISHI BHAVAN : NEW DELHI**

F.No.22(22)/2010-CDN.(A&amp;A)

Dated the 19<sup>th</sup> August, 2010

**CIRCULAR**

The Competent Authority has observed that some ICAR Institutes are not following the utmost economy for incurring expenditure on publishing advertisement for organizing event in various newspapers, which attracts unnecessary public criticism. This is in violation of the extant Govt. of India instructions on Economy measures and Rationalization of Expenditure contained in Govt. of India OM Nos 7(2)E.Coord/2007 dated the 17<sup>th</sup> September, 2007 & 7(1)E.Coord/2009 dated the 7<sup>th</sup> September, 2009. To ensure the economy in publicity, all the ICAR Institutes are directed to regulate the advertisement and publicity campaigns to provide effective coverage and communication of public interest issues with utmost economy, so as to maximize effectiveness of expenditure. The adoption of a particular medium of communication may be carefully planned with a view to optimally utilizing advertising space or time for dissemination of information on Government programmes, where considered necessary.

All are requested to ensure strict compliance of the above stated economy in publicity scrupulously.

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18/8/10  
(Sunita Arya)

Finance & Accts. Officer

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**II ICAR Headquarters :**

1. All Officers/Sections, ICAR, Krishi Bhavan, New Delhi including Krishi Anusandhan Bhavan I & II, NASC, Pusa, New Delhi
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3. ADG (CDN)/ADG (PIM)

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4. Sr. PPS to Secretary, DARE & DG, ICAR/PPS to Additional Secretary, DARE & Secretary, ICAR
5. DS (A/Cash/WS)/DS(GAC)/US(Cash)
6. Shri Hans Raj, Information System Officer, (DIPA) KAB-1 for posting the above mentioned letter in ICAR Web-Site.
7. Secretary (Staff Side), CJSC, Room No. 516, Krishi Bhavan, New Delhi
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