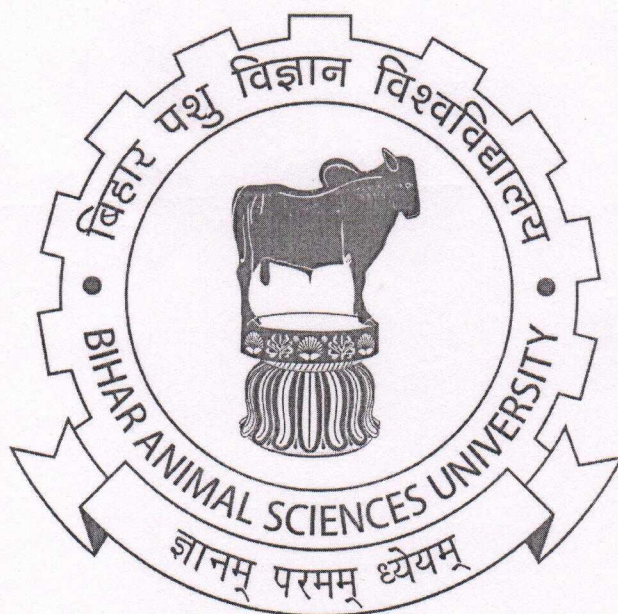

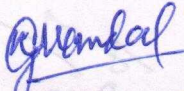



BIHAR ANIMAL SCIENCES UNIVERSITY, PATNA
ADVERTISEMENT POLICY-2021



Public Relations Cell
Bihar Animal Sciences University, Patna


Satya Kumar
Public Relations Officer
BASU, Patna


Director-Procurement
Bihar Animal Sciences University, Patna



Dean
Bihar Veterinary College
Patna-14

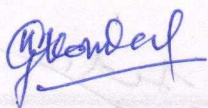

Comptroller
Bihar Animal Sciences University
Patna


Members of advertisement release policy formulation committee


1. Dr. J.K. Prasad, Dean, BVC (Chairman)
2. Dr. Ravindra Kumar, Finance Comptroller, BASU (Member)
3. Er. R.M. Chayel, Estate Officer, BASU (Member)
4. Dr. K.G. Mandal, Director Procurement, BASU (Member)
5. Mr. Satya Kumar, P.R.O., BASU (Member-cum-coordinator)




Satya Kumar
Public Relations Officer
BASU, Patna


Director-Procurement
Bihar Animal Sciences University, Patna


Dean
Bihar Veterinary College
Patna-14


Comptroller
Bihar Animal Sciences University
Patna

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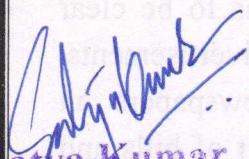
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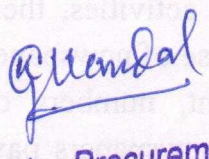
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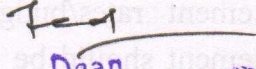
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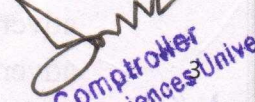
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Sany Kumar
Public Relations Officer
BASU, Patna


Gaurab
Director, Procurement
Bihar Animal Sciences University, Patna


Dean
Bihar Veterinary College
Patna-14


Comptroller
Bihar Animal Sciences University
Patna

1. Background

1.1 Title:

These guidelines may be called the Bihar Animal Sciences University (BASU), Advertisement Policy Guidelines-2020.

1.2 Application:

- a. The public relations cell of university is responsible for disseminating information and advertisement related to university programs, recruitments, auction, admission notice, notice inviting tender etc. through multiple media of mass communication. University mainly disseminate their information through print media. So, this policy will regulate the release of advertisement to print media.
- b. These guidelines are applicable to all the constituent units of the university, viz- BASU, Headquarter, Bihar Veterinary College, Patna, Sanjay Gandhi Institute of Dairy Technology, Patna, College of Fisheries, Kishanganj, Krishi Vigyan Kendra/ Pashu Vigyan Kendra and all the research institutes, stations, sub-stations under BASU.
- c. These guidelines however, do not apply to Radio and television broadcasts.

1.3 Commencement:

The guidelines shall come into effect from the date of approval of Hon'ble Vice-Chancellor, Bihar Animal Sciences University, Patna.

2. Need for the Policy Guidelines

- 2.1. BASU disseminates information and undertakes sharing the information related to admission, recruitment, auction, notice inviting tender, procurement, etc. through advertisements, to invite applications and expression of interest among masses about its work and requirements through Print Media, on behalf of its constituents' units too.
- 2.2. In order to enable BASU to carry out these activities, there has to be clear guidelines that provide the procedure for release of newspapers advertisements, advertisement rates/budget, size and content, numbers of newspapers an advertisement should be released, choice of newspapers payment of bills and penalties, etc.

3. Objective of the Policy Guidelines

To publicize and effectively disseminate the advertisements related to programs/recruitments/auction/tenders etc. of the university through the newspaper.

4. Regulations

- 4.1. Determine the process/modus operandi for the administrative approval, release, financial sanction and payment procedure.
- 4.2. Issue appropriate directions from time to time to ensure compliance of the advertisement policy.
- 4.3. BASU would hire advertising agency suitable to issue advertisement of the Govt./Semi-Govt./Undertaking organizations/Autonomous body etc. accredited by the INS.
- 4.4. To release all the advertisements as per Ministry of Information and Broadcasting, Directorate of Audio-Visual Publicity (DAVP), Govt. of India approved rate.
- 4.5. Make compliance to the judgement passed by the Hon'ble the Supreme court of India, known as "**Guidelines on content regulation of government advertising 2014**" (W.P. (C) No. 13 of 2003 with W.P. (C) No. 197 of 2004 & W.P. (C) No. 302 of 2012) which states that:
 - 4.5.1. These guidelines shall apply to all government advertisements other than classified advertisement.
 - 4.5.2. These Guidelines shall apply to all:
 - a. Institutions of Government;
 - b. Public sector undertakings;
 - c. Local bodies and other autonomous bodies/organizations established under a statute.
 - 4.5.3. To ensure that all government activities satisfy the test of reasonableness and public interest, particularly while dealing with public funds and property.
 - 4.5.4. To ensure that government messaging is well coordinated, effectively managed in the best democratic traditions and is responsive to the diverse information needs of the public.
 - 4.5.5. While it is the duty of the government to provide the public with timely accurate clear objective and complete information about its policies programs services and initiatives since the public has a right to such information the content of the government advertisements should be

Advertisement Policy-2021, BASU, Patna

Director Procurement

Bihar Animal Sciences University, Patna

Dean
Bihar Veterinary College
Patna-14

Comptroller
Bihar Animal Sciences University
Patna

relevant to the government's constitutional and legal obligation. As well as the citizens right and entitlements.

4.5.6. The material shall be presented in a fair and objective Manner and shall be capable of fulfilling the intended objectives.

4.5.7. Organization shall exercise due caution while deciding the content layout size and design of the message including the target area and the creative requirement of the intended Communication in order to ensure that the maximum reach and impact are achieved in the most cost-effective manner.

4.6. To select the best newspapers for the targeted area to achieve a good response from the mass and minimize the re-advertisements of the same subject.

4.7. To provide advertisement to those newspapers from time to time on rotation basis who provides space to the university's news, special coverage and helps in universities image building and branding.

5. Types of Advertisements

BIHAR ANIMAL SCIENCES UNIVERSITY
Bihar Veterinary College Campus, Patna- 800014
Web: www.basu.org.in

Employment Notice No.: 13/2018

Applications are invited for appointment to the following posts:
(i) Dean, Sanjay Gandhi Institute of Dairy Technology, Patna
(ii) Dean, College of Fisheries, Kishanganj

Willing candidates with requisite qualifications & experience may apply in prescribed application form (along with detailed qualifications, experience and other relevant information) downloadable from the university website: www.basu.org.in Last date for receipt of complete application is 05.12.2018 by registered/speed post up to 4.30 PM. The candidate must fulfill the requisite qualifications by the last date of receipt of applications. Further information regarding qualifications, application form and other details are placed on the University website: www.basu.org.in

Sd/-
Registrar

बिहार पशु विज्ञान विश्वविद्यालय, पटना
प्रशासनिक भवन, बिहार पशु चिकित्सा महाविद्यालय प्रांगण, पटना-800 014
Web: www.basu.org.in

सं 1158/सिओएसिओ/विओपीएच/विओ/2019 दिनांक: 26/12/2019

निविदा सूचना

निविदा सूचना सं: 16/सिओएसिओ/विओपीएच/विओ/2019

इच्छुक पोल्ट्री फीड निर्माताओं को सूचित किया जाता है कि बिहार पशुविज्ञान विश्वविद्यालय, पटना के पीओएसपीओ के तहत मुर्गीयों के लिए लगभग 130 टन विभिन्न कम्पोजिशन का पोल्ट्री दाना क्रय किया जाना है। जिसके लिए मुहरबंद लिफाफा में निविदा दिनांक 21 जनवरी, 2020 के अपराह्न 02:00 बजे तक आमंत्रित की जाती है।

विरतुत निविदा सूचना विश्वविद्यालय के वेबसाइट <https://www.basu.org> पर तथा विश्वविद्यालय पशु प्रवेश कार्यालय के सूचना पट्ट पर उपलब्ध है।

क्रय पदाधिकारी
बिहार पशुविज्ञान विश्वविद्यालय, पटना-800 014

BIHAR ANIMAL SCIENCES UNIVERSITY
Bihar Veterinary College Campus, Patna- 800014
Web: www.basu.org.in

O.O. No.930/Estate, BASU, Patna Dated: 15/12/2018

CORRIGENDUM NOTICE

The expression of interest notice No. EO1/01/Estate, BASU, Patna dated 11/12/2018 for appointing a consultant to design, drawing, estimate and supervision for construction of proposed Animal Hospital under T.V.C.C., BVC, Patna is cancelled.

Estate Officer
BASU, Patna

BIHAR ANIMAL SCIENCES UNIVERSITY
Bihar Veterinary College Campus, Patna- 800014
Web: www.basu.org.in

No. 768/Estate/BASU, Patna Date: Date of publish

NOTICE INVITING TENDER

Tender Notice No.: 05/2018-19

Office of the Estate officer, Bihar Animal Sciences University, Patna invites tender for different Civil, Electrical, Repair and renovations works for its buildings. The tender documents and other details may be obtained from the University website: www.basu.org.in. The last date of sale of B.O.Q is 16-11-2018 up to 15:00 hrs.

Estate Officer
Bihar Animal Sciences University, Patna

BIHAR ANIMAL SCIENCES UNIVERSITY
Bihar Veterinary College Campus, Patna- 800014
Web: www.basu.org.in

No.936/Est., BASU, Patna Dated: 19/12/2018

Short Notice Inviting Tender

Notice No. :- 08/2018-19

Office of the Estate Officer, Bihar Animal Sciences University Patna invites tenders for different Renovation work for its buildings. The details of tender can be seen on University website : www.basu.org.in

Estate Officer
BASU, Patna

BIHAR ANIMAL SCIENCES UNIVERSITY
Bihar Veterinary College Campus, Patna- 800014
Web: www.basu.org.in

Notice No. 11003/CP/BASU, Patna Dated: 21/02/2019

Corrigendum (Extension of Bid Submission period)

With reference to Tender Notice No.03/CP/BASU/2019 Dated:30/01/2019 regarding supply and installation of Virtual Dissection Table/Virtual Visualisation Work Station for animals under World Bank funded ICAR-NAHEP (IG) Project for Bihar Animal Sciences University, Patna, the last date of tender submission date is extended to 27th February, 2019 up to 5.00 PM.

Procurement Officer
Bihar Animal Sciences University, Patna

BIHAR ANIMAL SCIENCES UNIVERSITY
Bihar Veterinary College Campus, Patna- 800014
Web: www.basu.org.in

O.O. No.950/Estate, BASU, Patna Dated: 24/12/2018

EXPRESSION OF INTEREST

Bihar Animal Sciences University invites E.O.I for hiring a consultant to construct a girl's hostel at Sanjay Gandhi Institute of Dairy Technology, Patna. The details of E.O.I. can be seen on the University website www.basu.org.in

Estate Officer
BASU, Patna

BIHAR ANIMAL SCIENCES UNIVERSITY
Bihar Veterinary College Campus, Patna- 800014
Web: www.basu.org.in

O.O. No.931/Estate, BASU, Patna Dated: 18/12/2018

TENDER CANCELLATION NOTICE

The expression of interest notice No. EO1/01/Estate, BASU, Patna dated 11/12/2018 for appointing a consultant to design, drawing, estimate and supervision for construction of proposed Animal Hospital under T.V.C.C., BVC, Patna is cancelled.

Estate Officer
BASU, Patna

BIHAR ANIMAL SCIENCES UNIVERSITY
Bihar Veterinary College Campus, Patna- 800014
Web: www.basu.org.in

NOTICE FOR ADMISSION IN B.V.Sc. & A.H. PROGRAMME FOR THE ACADEMIC SESSION 2020-21

Admission in B.V.Sc. & A.H. Programme at Bihar Veterinary College (BVC), Patna (Bihar) will be made on the basis of combined merit list of NEET(UG)-2020 conducted by National Testing Agency (NTA) for the session 2020-21. For more details, please visit website: www.basu.org.in or http://ntaneet.nic.in

संजय गांधी गव्य प्रौद्योगिकी संस्थान
बिहार पशु विज्ञान विश्वविद्यालय, पटना
जगदेवपथ, बी.पी.सी., पटना-800 014

एम्बेस्डर वाहन की नीलामी

सर्वसाधारण को सूचित किया जाता है की संजय गांधी गव्य प्रौद्योगिकी संस्थान के प्रांगण में एक एम्बेस्डर कार, निर्मित वर्ष-2005, नि.सं.-BR 1 AA 4539 (डीजल) की नीलामी दिनांक 15.04.2020 को पूर्वाह्न 11:00 बजे से होना सुनिश्चित हुआ है। नीलामी की विस्तृत जानकारी विश्वविद्यालय के वेबसाइट www.basu.org.in पर देखा जा सकता है।

यौहन पदाधिकारी
सं.सू.ग.प्रौ.सं., पटना-14

Satya Kumar

Advertisement Officer, 2021, BASU, Patna

Dean

Bihar Veterinary College
Patna-14

Comptroller
Bihar Animal Sciences University
Patna

BIHAR ANIMAL SCIENCES UNIVERSITY
Bihar Veterinary College Campus, Patna- 800014
Web.: www.basu.org.in

Employment Notice No.: 14/2018

Walk-in-Interview

Applications are invited for the engagement of ONE POST of Language Lab Trainer as Guest Faculty, Language Lab, Sanjay Gandhi Institute of Dairy Technology, Bihar Animal Sciences University, Patna, Bihar on contractual basis on a consolidated remuneration of Rs. 40,000/- (Rupees forty thousand) per month and payment will be made under Head NAHEP-IG, BASU, Patna. The University reserves the right to cancel or withdraw partial or full Notification without assigning any reason. The engagement of Guest Faculty is purely temporary and for a period of one semester (six months), which may be extended (if so, required by the University).

Willing candidates with requisite qualifications & experience may apply in prescribed application form (along with detailed qualifications, experience and other relevant information) downloadable from the University website www.basu.org.in. Last date for receipt of complete application is 12/01/2019 till 4.30 PM by registered / speed post to Registrar, Bihar Animal Sciences University, Bihar Veterinary College Campus, PO-BVC, Patna-800014.

Date of Walk-in-Interview: 16/01/2019 Time: 11.00 AM
Place : Conference Hall-II, Bihar Veterinary College, Patna

Sd/-
Registrar

BIHAR ANIMAL SCIENCES UNIVERSITY
Bihar Veterinary College Campus, Patna- 800014
Web.: www.basu.org.in

Bihar Animal Sciences University invites tender for the following works:-

S. No.	Description of Work	Estimated Cost	Earnest Money	Time of Completion
1.	Repair and renovation of different buildings under BASU and construction of shed with Doctor's Room (Total 16 Civil Works)	₹1,08,57,948.00	₹2,17,200/-	3 Months
2.	Electrical repair and renovation of different buildings under BASU, Patna (Total 08 Electrical Works)	₹37,38,560.00	₹74,800/-	2 Months

Last date of download of B.O.Q. with time - 08/03/2019 up to 05:00 PM
Place, Time & Date of receiving of Tender - Office of the Estate Officer, BASU, Patna, on 09.03.2019 up to 3.00 PM
Place, Time & Date of Opening of Tender - Office of the Estate Officer, BASU, Patna, after 04:00 PM on 09.03.2019
For more details is visit the university website: www.basu.org.in Estate Officer, BASU, Patna

6. Hiring of Advertisement Agency

University may engage the services of a competent, reliable, experienced and efficient agencies accredited with Indian Newspaper Society (INS) for offering services related to design and publishing of advertisement of different nature as per DAVP rates. To centralize the release of advertisement to different newspapers, hassle free payment process of different newspapers in one agency bill, designing of content provided by the university, proof reading, editing of design, etc. University may hire one advertisement agencies by process of tender to the agency quoting highest discount in DAVP rates.

6.1. Terms and Conditions:

- 6.1.1. The duration of the hiring will be for a period of two year, from the date of issue of the letter of hiring, extendable by one more year, subject to satisfactory performance (certified by the Public Relations Officer of Bihar Animal Sciences University).
- 6.1.2. BASU reserves the right to accept or reject any proposals and to annul the proposal process or to reject all proposals at any time prior to award of contract, without assigning any reasons or without incurring any liability to the affected Applicant(s) or any obligations to inform the affected Applicant(s) of the grounds for such decision. P.R.O. BASU reserves right to seek performance report from other clients of the advertising agency.

6.2. Scope of Job

- 6.2.1. The Public Relations Cell of the university will forward content for advertisement for its design to the agency by email.
- 6.2.2. The agency will send the designed advertisement within 24 hours.

Advertisement Policy-2021, BASU, Patna

Satya Kumar
Public Relations Officer
BASU, Patna

Director-Procurement
Bihar Animal Sciences University, Patna

Dean
Bihar Veterinary College
Patna-14

Comptroller
Bihar Animal Sciences University
Patna

6.2.3. The office will communicate approval of the designed advertisement along with date of publication and name if the newspapers and its / their edition where it is to be published.

6.2.4. The agency will ensure that the language of advertisements published in the newspapers should be the same as the language of the newspapers until & unless specially instructed by the Public Relations Cell on the Release Order.

6.3. Terms of Execution of work by the hired agency

6.3.1. The University reserves all right to terminate the contract of agency at any time before expiry of the hiring period without assigning any reason by giving one month's notice without paying any damage or compensation.

6.3.2. Any late/none publication shall be treated as poor performance of the agency. BASU will have every right to impose penalty on the agency for such lapse and the amount as decided will be deducted from the bills of the agency.

6.3.3. All disputes related to hiring or operation of the panel will be subject to the jurisdiction of Court at Patna only.

6.3.4. In case there is an error in publication of the advertisements as compared to advertisement's text approved by this office, agency shall arrange to publish the corrigendum immediately, under advice to this office, at its own cost. No bills should be raised to Bihar Animal Sciences University and Bihar Animal Sciences University will not pay any charges for publication of published corrigendum, what-so-ever the amount may be. Penalty may also be imposed by Bihar Animal Sciences University in such cases.


6.3.5. **Agency shall work according at a rate not more than rate approved by DAVP and hiring T&C.**

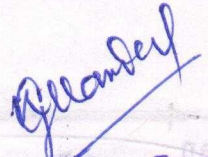
6.4. Payment:

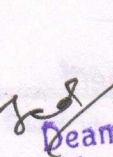
6.4.1. Bihar Animal Sciences University will not be liable to pay any other charges other than the advertisement charges.

6.4.2. The University reserves right to disallow a part or full payment against any bill if any of the conditions of contract is violated.

6.4.3. The advt. Agency shall not submit any supplementary bill in respect of advertisement charges against one release order.


Satya Kumar
Advertisement Policy-2021, BASU, Patna
Public Relations Officer
BASU, Patna


Director-Procurement
Bihar Animal Sciences University, Patna

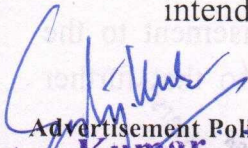

Dean
Bihar Veterinary College
Patna-14

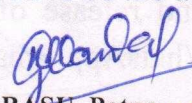

Comptroller
Bihar Animal Sciences University
Patna

7. Modus Operandi

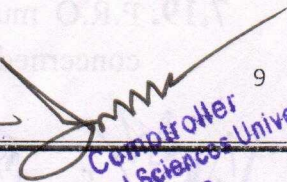
The following modus operandi is to be followed by the departments before placing the file/document for getting the advt. published.

- 7.1. All advertisement will only be publicized as per Ministry of Information and broadcasting, Govt. of India, Directorate of Audio-Visual Publicity (DAVP) approved rate.
- 7.2. No advertisement will be released in commercial rates.
- 7.3. Only indicative advertisement may be released, rest detailed description may be placed in the university website.
- 7.4. The advertisement related to Research fellow and Project fellow should not be advertised in newspaper and may be placed in the university website.
- 7.5. As per the rule no. 159 (A)(i) of Public Works Department, Govt. of Bihar all the emergent works estimated below 15 lakhs need not to be publicized in the newspaper/internet etc.
- 7.6. Request must be sent to the P.R. cell attaching and mentioning the following details:
 - 7.6.1. Requisition form for advt. publishing. (Format attached in the last page of this document).
 - 7.6.2. Xerox copy of the note sheet where administrative approval by the Hon'ble Vice-Chancellor for publishing the advertisement of work is provided.
 - 7.6.3. Target Area, i.e.: Only Bihar or any other state/Only Patna or any other district edition/Cities based on the target group of the advertisement/Advertisement covering all India editions, etc.
 - 7.6.4. Number of Newspapers to be published.
 - 7.6.5. Define whether advertisement is to be published in Hindi or English newspaper.
 - 7.6.6. Content of the advertisement to be published.
- 7.7. The above-mentioned documents may be sent to the P.R. Office for releasing the advertisement.
- 7.8. Registrar may decide the Names and Editions of the newspapers. If needed P.R.O may suggest the names of the newspaper to the Registrar keeping in mind that all newspapers get the advertisement from time to time on rotation basis.
- 7.9. P.R.O. may shorten the content of the advertisement without hampering the intendent objective of the advertisement, if required.

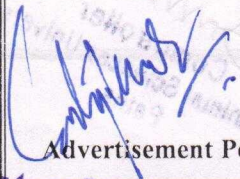

Satya Kumar
Public Relations Officer
BASU, Patna

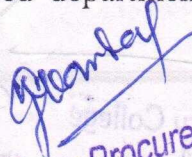

Director-Procurement
Bihar Animal Sciences University, Patna

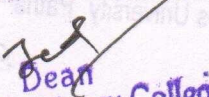

Dean
Bihar Veterinary College
Patna-14

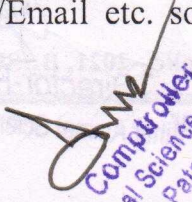

Comptroller
Bihar Animal Sciences University
Patna

- 7.10. P.R. Cell may take 7-10 days' time to release the advertisement from the day of submission of the request to P.R. cell.
- 7.11. The size of advertisement and its cost of publishing depends on the content so, all department must ensure that the draft of advertisement content is in brief, rest detailed advertisement may be uploaded in the University website.
- 7.12. The matter to be published in the newspaper must be thoroughly checked regarding language and spellings by the concerned department releasing the advertisement.
- 7.13. The ready matter for publication will be sent to the advertisement agency for designing the advertisement in minimum readable size and font. (Font point size 7 or 8 is the minimum readable size).
- 7.14. The ready design provided by the advertisement agency will be submitted to the concerned authority/department releasing the advertisement for proof reading and approval.
- 7.15. If the design is approved, selection of newspaper, newspaper edition/target area and number of newspapers to be published is finalized, P.R.O. must ensure to inform the estimated budget of the advertisement as per DAVP rate to the concerned department/authority. (DAVP rate may vary from time to time).
- 7.16. After the advertisement is designed, the tentative budget may be prepared by the P.R.O. by visiting the website of DAVP. Further, the file enclosing 1. Final design and size clearly mentioned 2. Requisition form for advertisement by the intender 3. Xerox copy of administrative approval by the Vice-Chancellor for publishing the advertisement 4. Name of hired advertisement agency the advertisement is routed through and other relevant papers may be put to the Registrar, BASU by the P.R.O for requesting the administrative approval for releasing the advertisement and since the tentative budget is known the financial sanction may also be requested at the same time.
- 7.17. After getting the administrative approval and financial sanction for releasing the advertisement from the Registrar, Public Relations Officer may issue the Release Order to the advt. agency mentioning the approved 1. Names of Newspaper 2. Size of Advertisement 3. Date of Publishing 4. Editions etc.
- 7.18. P.R. Cell will send an e-copy of the published advertisement within 2 days of publish of advt. to the department concerned releasing the advertisement.
- 7.19. P.R.O must ensure to inform the status and release of advertisement to the concerned department/authority through WhatsApp/Email etc. so that further


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 Public Relations Officer
 Bihar Animal Sciences University, Patna


Director-Procurement
 Bihar Animal Sciences University, Patna


Dean
 Bihar Veterinary College
 Patna-14


Computer Officer
 Bihar Animal Sciences University, Patna

work of uploading the advertisement in the university website may be done by the IT Cell.

- 7.20. Before submission of the bill to the Registrar office to initiate the process of payment, P.R. Cell must maintain a register enlisting 1. File Name 2. Name of work/advertisement published 3. Ref. No. and date of request letter or file of the concerned advt. releasing office 4. Name of advertisement agency 5. Date of Publishing 6. Newspapers and editions of the advt. published 7. Bill no. of the agency 8. Bill amount with cost of release of newspapers separately and G.S.T.
- 7.21. The following points must be mentioned in the note sheet of the file before proceeding it for payment by the P.R. Cell:

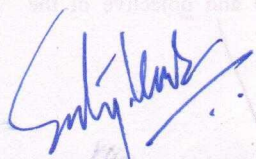
- a) Bills have been duly checked and verified by the P.R.O, BASU, Patna.
- b) D.A.V.P rate certificate attached herewith.
- c) B.F.R. certification is not needed as it is published as per government approved D.A.V.P rate.
- d) Advt. entry done in stock entry register of P.R. Cell, No.:

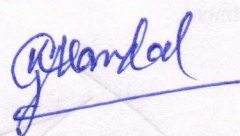
8. Payment and Bills


- 8.1. The bill must be submitted by the advt. agency against the advt. release in triplicate attaching the DAVP rate certificate and clipping of the advertisement released to the office of the Public Relations Officer.
- 8.2. The bills may be certified, checked and verified by the P.R.O as per DAVP approved rate.
- 8.3. The bills should be enclosed to the same file which was initiated for the publish of the advertisement and file be sent to the office of the Registrar to issue sanction order.
- 8.4. The file may be sent to the office of the Finance Comptroller for the payment of the bill through the Office of The Registrar.
- 8.5. The payment may be done within 10 days of the submission of the bill by the Office of the Finance Comptroller if found impeccable.


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Prepared by:
Satya Kumar
Public Relations Officer
BASU, Patna


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Public Relations Officer
BASU, Patna


Director-Procurement
Bihar Animal Sciences University, Patna


Dean
Bihar Veterinary College
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Comptroller
Bihar Animal Sciences University
Patna



BIHAR ANIMAL SCIENCES UNIVERSITY

BIHAR VETERINARY COLLEGE CAMPUS, PATNA – 800014

Public Relations Cell

जनसंपर्क कार्यालय

Date:

Request for Publishing Advertisement

(To be filled by the Officer/In charge/HoD/Unit Head issuing the advertisement)

1. Details of advertisement to be published:

2. Target Area, where advertisement is needed to be published (Please tick):

- a) National Coverage (All editions covering Eastern India, Central India, South, West, Northern India)
b) State Coverage (All Bihar)
c) Local City (Only Patna) Edition
d) Any Other (Please specify):

3. Number of Newspapers the advertisement needed to be published (Please tick):

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

4. Size of the advertisement in sq.cms. (Please mention) _____ (to be mentioned after content and design is ready).

5. Date of Publication: _____

Signature of the Officer/Incharge/HoD

Note:

1. Rate per sq.cms of the newspapers depends upon the number of circulations a newspaper has in the area/region/state. rate may vary from time to time as per the changes made by the Directorate of Audio-Visual Publicity (DAVP), Ministry of Information and broadcast, Govt. of India.
2. All the advertisement of university will be published as per DAVP approved rate only.
3. Please keep your advertisement in brief and shall be capable of fulfilling the intended objectives, the details of advertisement may also be uploaded in the website.
4. P.R.O may shorten the size of the advertisement if needed without hampering the objective of the campaign.
5. Departments must send the ready draft content to be published, because the importance and objective of the advertisement can be better understood by the concerned department.

Satya Kumar
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Bihar Animal Sciences University, Patna

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Bihar Animal Sciences University, Patna

Dean
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