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Azadi Ka
Amrit Mahotsav



केन्द्रीय भण्डारण निगम
(भारत सरकार का उपक्रम)

CENTRAL WAREHOUSING CORPORATION

(A Govt. of India Undertaking)

जन-जन के लिए भण्डारण/Warehousing for Everyone



No. CWC CO-PDOPUB/12/2020-PERS

Dated: 23.11.2023

CIRCULAR

Introducing New Guidelines for Advertising in Newspapers

With the rapid advancement of electronic print media and digitalization, it has become necessary to re-assess the matter pertaining to operational advertisements such as NITs (Notice Inviting Tenders) and NIQs (Notice Inviting Quotations) published in newspapers. In light of this, new guidelines have been formulated to streamline the process of advertising in newspapers. These guidelines aim to leverage the benefits of digital platforms while ensuring that the information reaches the intended audience effectively. By embracing these new guidelines, we can adapt to the changing landscape of advertising and optimize the use of resources for better results.

1. All the tenders, NIT, NIQ, Auctions etc. are to be displayed on CPP Portals and website compulsorily, as being done in the Corporation.
2. Since most of the procurement of goods and services are made on GeM, the advertisements in newspapers would not be useful, as only the registered party on GeM could apply in the tender bid. The registered parties always get the SMS and alert on their mail IDs as well. Hence, we may dispense with advertisement in newspapers, in respect of procurement through GeM subject to the cases mentioned in subsequent paragraphs.
3. As all the procurement vide work contract /rate contract, which are not through GeM portal (like works etc) are being done through CWC e-procurement portal, by publishing the advertisement on corporation website, CPP Portal, there is no need of further publishing such advertisement in newspapers. However, when it is found necessary to ensure further publicity due to not receiving the response in first call though online publication of Tender advertisement, Tender inviting authority may publish the advertisement of Second call of tender in Newspaper provided total estimated value of procurement is more than Rs. 5.00 Cr.
4. All auction notices above Rs. 5.00 Crores are to be published in one English and Hindi or in regional language where Hindi is not the regional language.
5. All kind of expression of interest and direct recruitment notices are to be published in All India Edition of National Daily Newspapers in English & Hindi language or in local Daily Newspaper (if Hindi is not regional

language) in state level edition. Recruitment notices should also be published in Rozgar Samachar.

6. There is normally no need for advertisement in newspapers for procurement /auctions below the threshold limits fixed for different areas of functioning. However, in cases, where tender inviting authority finds it necessary for publishing the advertisement in newspapers, it may be done with approval of concerned Director by recording the justification for the same.

This is in supersession to earlier operational advertisements (NITs/NIQs etc.) to be released in the media / newspapers.

This issues with the approval of Competent Authority.

(Amrish Gautam)
General Manager (Publicity)

Copy to:

1. All Heads of Divisions, CWC, CO, New Delhi.
2. All Regional Managers, Regional Offices
3. PS to MD /PS to Dir (MCP)/ PA to Dir (F&A)/PPS to Dir(Pers.), CWC, CO, New Delhi
4. SAM (MIS), CWC, CO, New Delhi- for uploading the Circular on Website & e-office