



**GOVERNMENT OF JAMMU AND KASHMIR  
SCHOOL EDUCATION DEPARTMENT,  
CIVIL SECRETARIAT, SRINAGAR**

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Subject: Routing of Government Advertisements through Directorate of Information & Public Relations.

**Circular No. 11 -Edu of 2019  
Dated: 14-05-2019**

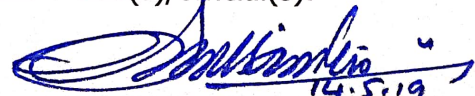
General Administration Department from time to time has issued instructions relating to routing of Government Advertisements through Directorate of Information & Public Relations. These instructions have been reiterated in detail vide Circular No.33-GAD of 2018 dated 07.08.2018 (copy enclosed for ready reference).

Notwithstanding the above instructions, it has been brought to the notice of Government that field officers of the School Education Department, including Principals and Headmasters of Higher Secondary Schools and High Schools, are still issuing official advertisements directly to the print and electronic media.

This act on behalf of the officers of School Education Department is a clear violation of the standing instructions and needs to be stopped forthwith. Besides, officers shall have to exercise utmost caution while interacting with mass media. In case there is a felt need of issuing any official press statement, the same has to be got vetted in advance by the Administrative Department. Chairperson, J&K State Board of School Education, Director of School Education, Kashmir/ Jammu, State Project Director, Samagra Shiksha shall closely monitor the matter and report violations, if any, of the above instructions to the Administrative Department on a fortnightly basis.

Situated thus, it is impressed upon all the field officers of the School Education Department that all advertisements are to be routed through the Department of Information & Public Relations only for publication in print and electronic media.

These Circular instructions need to be adhered to in letter & spirit. Any violation in this regard will be viewed seriously and appropriate action under rules initiated against the delinquent officer(s)/official(s).

  
( M. H. Mir )KAS

Special Secretary to Government  
School Education Department

Dated: 14-05-2019

NO:Edu/Gen/55/2019

Copy to the:-

1. Chairperson, J&K Board of School Education (BOSE), Srinagar
2. Director, School Education, Kashmir / Jammu.
3. State Project Director, Samagra Shiksha, J&K Srinagar.
4. Private Secretary to Advisor (G) for information of Hon'ble Advisor(G).
5. Private Secretary to Commissioner/Secretary to Government, Information Department for information of Commissioner/Secretary.
6. Private Secretary to Commissioner/Secretary to Government, School Education Department for information of Commissioner/Secretary.
7. Private Secretary to Secretary to Government, General Administration Department for information of Secretary.
8. I/C Website.
9. Circular file/stock file.