



OFFICE OF THE DEAN ADMINISTRATIVE AFFAIRS
Indian Institute of Engineering Science and Technology, Shibpur
(Formerly Bengal Engineering and Science University, Shibpur)
P.O.: Botanical Garden
Howrah – 711 103

Circular No. 1203/D(AA)/16

Date: ³⁰23 May, 2016

ORDER

This is to inform all that IEST, Shibpur has been included in the list of beneficiaries of the Directorate of Advertising and Visual Publicity (DAVP), Govt. of India. The ID Code for the Institute is 21320. Henceforth all newspaper advertisements and other audio-visual-publicity will have to be made strictly through open tender by enlisted advertising agencies citing the DAVP ID. The enlisted agencies are :

1. M/s. Sharad Advertising (P) Ltd.
184, Patparganj INDL Area, Delhi - 110 092
2. M/s. A & M Communications
49/10, Ballygunge Place, Kolkata - 700 019
3. M/s. Pressman Advertising Ltd.
10 A, Lee Road, Kolkata - 700 020

The agencies will provide 13.2% rebate on the DAVP rates thus enabling us to achieve a saving of 40% or more on advertisement cost.

Please send all your advertisements to the Office of the Dean Administrative Affairs so that they may be forwarded to the above agencies.

Also note that The Anandabazar, The Telegraph and The Times of India have declined to publish our advertisements at the DAVP rates. Hence, those wanting to publish their advertisements in the above two dailies must send their matter to the office of Dean Administrative Affairs at least 21 days prior to the date of publication of advertisement for onward transmission to DAVP.

Sd/-

(Dr. Bivore Das)

Assistant Registrar

Date: ³⁰23 May, 2016

Memo No. 1203/D(AA)/16 (8)

Copy forwarded for information and necessary action to :

1. All Deans / Associate Deans
2. All Head of the Depts./Centres/Schools
3. The Registrar
4. All Officers
5. All Section-in-Charges
6. The PS to the Director
7. The Jr.Suptd.(Record Section) for relevant file
8. Institute website

Assistant Registrar