

(Enclosure to HR Circular No. 2017/12/HR/048 Dated 04/12/2017)

Sl.No.	SUBJECT	DELEGATION
I. PRESS AND MEDIA RELATIONS / EVENT RELATED ACTIVITIES.		
1.	Approval for Press Release	DGM & above/Head of CCD (Subject to approval of MD & CEO only as MD & CEO is authorized to interact with media.)
2.	Approval for booking of Hotels / Conference Hall / Banquets etc. for Press Conference, Bankers' /Clients' Meet or other events.	GM / Zonal Heads for all other places
3.	Approval for Tea/Coffee/Snacks/ Lunch/ Dinner, information kits, other expenses w.r.t. Press Conferences, Analyst Meets and/or other Seminars, Conferences and Delegations.	GM/ RO Heads for all other places and for HO functions -DGM (CCD)
4.	Approval for engaging photographers / videographers for various functions/events.	Manager and above
5.	Approval for engaging media monitoring services i.e. daily news clippings, electronic media tracking services, advertising and brand recall tracking services and other such services.	CGM / Executive Director
6.	Payment / Sanction of bills for expenses with reference to Sl. No. 2 to 5 above (within approval limits / rates)	DGM and above
7.	Expenditure in connection with Zonal / Regional / State Advisory Committee Meetings/ Senior Officers Conference etc.	Executive Director
II. ADVERTISEMENTS		
8.	Approval for empanelment / engaging advertising / PR agencies	MD & CEO /DMD
9.	Financial Approval of newspapers/media for release of Statutory, Mandatory, General, Classified or Display Advertisement including detailed print/ electronic media plan.	GM - Upto Rs.1.00 lakh; CGM - Above Rs.1.00 lakh & upto Rs.2.00 lakh; ED - Above Rs.2.00 lakh & upto Rs.3.00 lakh; DMD - Above Rs.3.00 lakh & upto Rs.4.00 lakh; MD & CEO-Above Rs.4.00 lakh
10.	Approval for rolling out Corporate Advertisements / campaigns / sponsorship of Conferences / Events (including national / public interest, cultural, educational, social, others etc.)	GM - Upto Rs.1.00 lakh CGM - Above Rs.1.00 lakh and upto Rs.3.00 lakh ED - Above Rs.3.00 lakh and upto to Rs.5.00 lakh DMD - Above Rs.5.00 lakh and upto Rs.7.50 lakh; MD & CEO - Above Rs.7.50 lakh
11.	Approval for Goodwill Advertisements and Financial Support.	DGM - Upto Rs.30,000/- GM-Rs.30,000 to Rs. 50,000 CGM - Above Rs.50,000/- and upto Rs.1.00 lakh; ED - Above Rs.1.00 lakh and upto Rs.2.00 lakh; DMD - Above Rs.2.00 lakh and upto Rs.3.00 lakh; MD & CEO - Above Rs.3.00 lakh
12.	Payment / Sanction of Bills for expenses with reference to Sl. No. 9, 10 and 11 above (within approval limits / rates)	DGM & above
III. PRINTING, PUBLICATIONS, ELECTRONIC TV VIDEO ADVERTISEMENTS ETC		
13.	Approval for Printing and Dispatch of Annual Reports and other connected documents	ED and above



