



भारत सरकार / Government of India

सरकारी राजपत्र OFFICIAL GAZETTE

संघ प्रदेश दादरा एवं नगर हवेली तथा दमण एवं दीव प्रशासन
U.T. ADMINISTRATION OF DADRA AND NAGAR HAVELI AND
DAMAN AND DIU

असाधारण EXTRAORDINARY

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संघ प्रदेश प्रशासन / U.T. Administration of
दादरा एवं नगर हवेली एवं दमण एवं दीव / Dadra & Nagar Haveli and Daman & Diu
चुनाव विभाग / Election Branch
तीसरी मंजिल, जिला सचिवालय / Third Floor, District Secretariat
सिलवासा / Silvassa

No. ADM/DNH/ELECTION-2024/RATE CHART/173

Date: 04.04.2024

NOTIFICATION

Subject: Regarding Notification of Rate Chart for General Elections to Lok Sabha - 2024.

In accordance with the instructions contained in the Compendium of Instructions on Election Expenditure Monitoring, January-2024, the following rates are notified for the accounting of election expenditure for General Elections to the Lok Sabha for Dadra and Nagar Haveli Parliamentary Constituency - 2024.

Sr. No.	Particulars	Unit	Proposed Rate
1	Hiring Charges of Loud Speaker for Public Rally for 1000/500 people	Per set / Per day	10500.00
2	Construction of Pandal	Per Sq. Ft.	6.00
3	Hand Bill One Color A/4 Size	Per copy	0.50
4	Hand Bill Multi Color A/4 Size	Per copy	1.00
5	Poster (12" x 18")	Per copy	15.00
6	Hoarding frame + with rent + structure including banner Printing	Per Sq. Ft.	37.00
7	Cut out (Wooden)	Per Sq. Ft.	45.00

8	Erection of gate	Per No.	15000.00
9	Erection of Arches	Per No.	12000.00
10	Charges of Driver	Per Day	400.00
11	(i) Hiring charges of Plastic Chair With Handle	Per Piece/day	8.00
12	(ii) Hiring charges of Plastic Chair Without Handle	Per Piece/day	6.00
13	(iii) Hiring charges of Steel Chair	Per Piece/day	30.00
14	(iv) Hiring charges of Table	Per Piece/day	30.00
15	(v) Hiring charges of Steel Sofa	Per Piece/day	210.00
16	Hiring Charges of Dunlop Sofa	Per Piece/day	1000.00
17	Hiring Charges of Hoarding (from Municipal Authority) for whole election period	Per Piece	10900.00
18	Cost of Barricade & Rostrum Railing	Per Running Unit	40.00
19	Hiring charges of Generator with fuel of 125(KVA)	Per Day	15750.00
20	Hiring Charges of Generator without fuel of 125(KVA)	Per Day	8400.00
21	Hiring charges of Generator with fuel of 35(KVA)	Per Day	9450.00
22	Hiring Charges of Generator without fuel of 35(KVA)	Per Day	4200.00
23	Whole Sound system including Microphone Amplifier & Speaker for vehicle	Per Day	4200.00
24	Plastic Mat/Green Carpet used for sitting on ground	Per Sq. Ft.	2.00
25	Cap with Party Symbol	Per Cap	30.00
26	Red Carpet	Per Sq. Ft.	4.00
27	Doom Mandap (with Iron Frame)	Per Sq. Ft.	14.00
28	Stage	Per Sq. Ft.	40.00
29	Bike (LMV) upto 200 cc	Per bike per day	105.00
30	Bike (LMV) above 200 cc	Per bike per day	160.00
31	Scooter	Per Scooter per day	105.00
32	Toyota Innova Car	Per Day	4200.00
33	Tavera/Ertiga/Xuv/Scorpio/Bolero	Per Day	4200.00
34	Swift Dzire/SX4/Honda Amaze/Volkswagon Ameo	Per Day	3150.00
35	LCV-Tata Chhota Hathi / Pick up	Per Day	2500.00
36	LCV-Tata 407 or Mahindra Pick-up	Per Day	3600.00
37	MGV-Tata/Eicher (Six Wheeler)	Per Day	6200.00
38	HGV - Tempo / Truck	Per Day	6200.00

39	Heavy passenger vehicle Bus (50-55 seater) 100 km	Per Day	14500.00
40	Mini Bus 32-41 Seater 100 km	Per Day	12500.00
41	Mini Bus 22-25 Seater 100 km	Per Day	10500.00
42	Flex Banner	Per Sq. Ft.	8.00
43	Water Cooler	Per Day	1500.00
44	Stand Fan	Per Day	100.00
45	Celing Fan	Per Day	50.00
46	Metal Halide Light / Led Light	Per Day	100.00
47	Neck Scarf (Khes)	Per Piece	6.50
48	LED Screen per Day	Per Sq. Ft.	95.00
49	Auto Rickshaw	Per Day	850.00
50	Dhol + Tur + Thali + Tutari, etc. group of 5 persons	Per Day	1900.00
51	Nasik Dhol / Band consisting more than 25 persons	Per Day	7200.00
52	Turban on rent	Per Day	50.00
53	Phoolmala Big	Per Mala	150.00
54	Phoolmala Small	Per Mala	85.00
55	Photographer / Video Grapher	Per Day	1450.00
56	Drone Videographer	Per Day	5000.00
57	Water Jar 15 Ltrs. Normal	Per Jar	15.00
58	Water Jar 20 Ltrs. Cold	Per Jar	20.00
59	Party Flag		
	(i) 12" Cotton	Per Flag	2.50
	(ii) 12" Satin	Per Flag	10.00
	(iii) 24" Satin	Per Flag	12.00
	(iv) 36" Satin	Per Flag	20.00
	Toran 50' Length	Per Toran	25.00
60	Tea and Snacks	Per Head	30.00
61	Food Packets	Per Head	20.00
62	Bouquet - Small	Per Bouquet	100.00
63	Single Rose	Per Rose	10.00
64	Badge of Party (Symbol)	Per Badge	10.00
65	Water Bottle (1 Litres)	Per Bottle	15.00
66	Water Bottle (300 ml)	Per Bottle	6.00
67	Fire Crackers (1000 Lar)	Per Lar	1450.00
68	Background cloth	Per Sq. Ft.	5.00
69	Drinking Water Glass	Per Piece	25.00

70	Shawl (for candidate only. Not for public distribution)	Per Piece	400.00
71	Curtain	Per Sq. Ft.	5.00
72	Decoration with Flowers (1000 flowers)	Per Day	1500.00
73	Flower Vase	Per Piece	300.00
74	Dummy Ballot Unit of Electronic Voting Machine	Per Piece	525.00
75	Podium	Per Piece Per Day	500.00
76	Cold Drinks 300 ml	Per Piece	10.00
77	Varli Painting with Frame (for candidate only. Not for public distribution)	Per Sr. Ft.	1000.00
78	Postal Card with Bindi (for candidate only. Not for public distribution)	Per Piece	20.00
79	Food (lunch/dinner)	Per day	160.00
80	Pandit for Pooja	Per Day	1100.00
81	Thermocol Plate	Per Piece	5.00
82	Statue / Idol	Per Day	500.00
83	Focus Spot Light	Per Day	200.00
84	Coconut (for candidate only. Not for public distribution)	Per Piece	30.00

The following DAVP rates are to be considered for Newspaper / Printed Media for accounting of election expenses for General Elections to Lok Sabha – 2024.

Sr. No.	Newspapers Name Empanelled	Periodicity	Language	Rate (Rs. per Sq.Cm.)
1.	Hakk	Weekly	Gujarati	13.36
2.	UT Today	Daily (M)	Hindi	12.47
3.	Daman Khabar	Daily (M)	Hindi	16.87
4.	Silvassa Mirror	Daily (M)	English	16.87
5.	Nishpaksh Jansansar	Daily (M)	Hindi	16.87
6.	Janadesh	Daily (M)	Gujarati	16.87
7.	Saamna Times	Daily (M)	Hindi	16.87
8.	UT Mirror	Fortnightly	English	20.13
9.	Yugna Endhan	Daily Except Sunday	Gujarati	16.87
10.	Samvedana Express	Fortnightly	Hindi	13.36
11.	Daman Ganga Times	Daily (M)	Gujarati	12.47
12.	Prabhat Darpan	Weekly	Hindi	13.36
13.	Gujarat Chitra	Daily (M)	Gujarati	12.47
14.	The Territory Times	Weekly	Hindi	9.63

The following rates are to be considered for TV channels/radio channels and broadcasting etc

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Sr. No.	Advertisement Property Type/Description	Net Rate(in Rs.)
1	Display Banner Advertisement of size 300 x 350 pixels on internet website (impression based advertisement delivery)	Rs. 35 (cost per thousand impression CPTI) incase of website that have unique user count of 20 lakh and above. Rs. 5.25 (CPTI) incase of websites that have unique user count of more than 2.5-20 lakhs.
	Display Banner Advertisement of size 728 x 90 pixels on internet website (impression based advertisement delivery)	Rs. 38 (cost per thousand impression CPTI) incase of website that have unique user count of 20 lakh and above. Rs. 5.65 (CPTI) incase of websites that have unique user count of more than 2.5-20 lakhs.
2	Fixed Display Banner/video advertisement on website homepage (for 24 hours)	Rs. 75,000** in case of websites that have unique user count of more than 20 lakhs and above.
	Fixed Display Banner/video advertisement on website homepage (6.00 AM to 12 Noon & 12 Midnight to 6 AM)	Rs. 25,000** in case of websites that have unique user count of more than 20 lakhs and above.
	Fixed Display Banner/video advertisement on website homepage (12 noon to 6 PM)	Rs. 50,000** in case of websites that have unique user count of more than 20 lakhs and above.
	Fixed Display Banner/video advertisement on website homepage (6 PM to 12 Midnight)	Rs. 17,500** in case of websites that have unique user count of more than 50 lakhs and above. Rs. 15,000** in case of websites that have unique user count of between 20 to 50 lakhs)
3	Video Advertisement Rate (impression based advertisement delivery)	Rs. 0.8 (CPTI) in case the website that have unique user count of more than 50 lakhs. Rs. 0.1 in case the websites that have unique user count of more than 2.5-20 lakhs.
4	Video Advertisement rate on Youtube	Rs. 0.30 per view***
5	Bulk SMS Rates	Rs. 2.80 paisa per SMS of maximum 160 characters in English and 70 characters in vernacular languages.
6	Advertisement in Digital Cinema theaters (cost per 10 seconds) with seating capacity of 500 or more.	Rs. 15.30
	Advertisement in Digital Cinema theaters (cost per 10 seconds) with seating capacity of 500.	Rs. 13.26

Sd/-
(Priyank Kishore), IAS
Collector/District Election Officer
Dadra and Nagar Haveli
Parliamentary Constituency
