

# Karnataka State Marketing Communication and Advertising Limited.

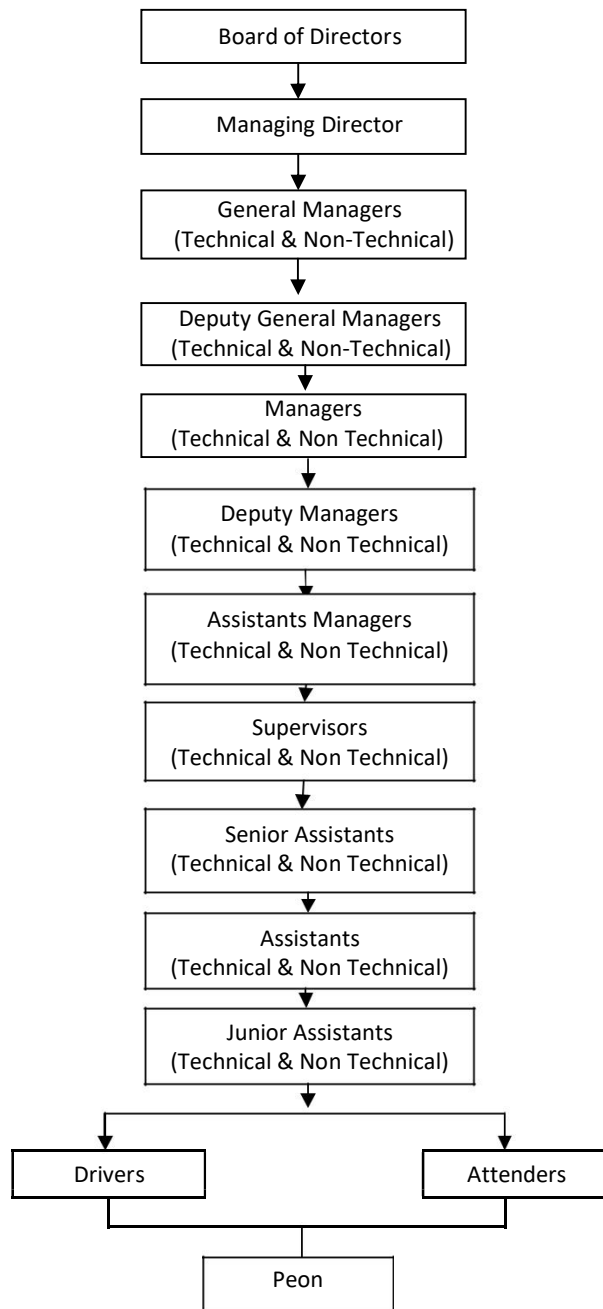
(A Government of Karnataka Undertaking)  
MC&A House, 42 Millers Road, Bangalore-560052  
Phone: 22256287/822254289/22256288  
E-mail: [mcalimited@gmail.com](mailto:mcalimited@gmail.com)

Date: 04.07.2023

AS PER THE SECTION 4(1) (B) OF RIGHT TO INFORMATION ACT 2005 THE FOLLOWING REVISED DETAILS ARE PUBLISHED FOR THE INFORMATION OF THE PUBLIC.

## I. THE PARTICULARS OF ITS ORGANIZATION, FUNCTION AND

### DUTIES. ORGANIZATION CHART.



Karnataka State Marketing Communication & Advertising Limited is a Commercial organization incorporated under the provisions of the Companies Act 1956 and subsidiary company of M/s. Mysore Sales International Limited. It is coming under the purview of C&I Department. The company neither implementing any schemes of the Government nor receives any grants from the State / Central Government or any Institutions. It is generating funds from its own resources. Being Public Sector Undertaking, it has its own Board of Directors and executive powers are vested with the Managing Director. The Company is managed by the Managing Director under the guidance of the Board of Directors. The Board comprises of both Official and Non-official Directors. While Official Directors are nominated by the holding Company MSIL and Ultimate Holding Company – KSIIDC. Non-official Directors are nominated by the Government of Karnataka. All policy decisions of the Company will be taken by the Board of Directors and implemented accordingly.

The main function of the organization is to render advertising and other related services to State and Central Government departments & PSUs. The Company has liaisoning branches in Ballary, Mysore, Mangalore, Hubballi, Kalaburgi, Vijayapura, Tumkuru, Shivamogga, Belgavi, Hassan, Davanagere, Kolar, Mandya, Raichur/yadgiri, Gadag, Mumbai and Delhi.

#### **Services of KSMCA**

- Press/Magazine Ads
- Direct mailers.
- POP Materials like Posters, Streamers, Dangers, Leaflets.
- Print Literature like Folders, Brochures and Booklets.
- TV Commercials/Radio Jingles.
- Hoardings.
- Exhibitions.
- Event Management.

#### **Accreditations**

- Indian Newspaper Society
- Advertising Standards Council
- Doordarshan / All India Radio

## **II. THE POWERS AND DUTIES OF ITS OFFICERS AND EMPLOYEES.**

The organization consist various departments viz., Creative / Computer Department, Production Department, Media Department, Client Servicing Department, Accounts Department, Personnel / Administration.

Each Department is headed by a senior officer and the General Manager is the overall incharge of all the departments connected with advertising. The respective heads of the department are fully responsible for work pertaining to their departments. Each of the officers has been assigned duties and responsibilities.

The Managing Director is the Administrative Head of the Company and vested with executives powers in day to day administration of the Company. Policy decisions will be taken by the Board.

**III) THE PROCEDURE FOLLOWED IN THE DECISIONS MAKING PROCESS, INCLUDING CHANNELS OF SUPERVISION.**

The Board of Directors are the Apex authority laying down policy and direction for the Company at its Meetings or through resolution by circulation as and when required. The Managing Director has substantial powers of management and works.

The Heads of department work under the direction and control of the Managing Director. All important decisions will be taken by the Managing Director in consultation with the concerned Heads of Department.

**IV) THE NORMS SET BY IT FOR THE DISCHARGE OF ITS FUNCTIONS:**

All the Heads of the Departments discharge their duties as per the procedure prescribed by the Company. The jobs are to be completed as per schedule and they should adhere to the schedule.

**V) THE RULES, REGULATIONS, INSTRUCTIONS, MANUALS AND RECORDS, HELD BY IT OR UNDER ITS CONTROL OR USED BY ITS EMPLOYEES FOR DISCHARGING ITS FUNCTIONS:**

The Company is having its own Memorandum & Articles of Association, Administrative Manual, C & R Rules and all other Corporate Laws/Acts has made applicable to any Public Limited Company/ Government Company/Advertising Agency will be followed strictly in day to day function of the Company.

**VI) A STATEMENT OF CATEGORIES OF DOCUMENTS THAT ARE HELD BY IT OR UNDER ITS CONTROL:**

1. Memorandum of Association and Articles of Association.
2. Cadre & Recruitment Rules.
3. Service Rules
4. Personal files of employees.
5. Files relating to all the Sections of the Company.

**VII) THE PARTICULARS OF ANY ARRANGEMENT THAT EXISTS FOR CONSULTATION WITH OR REPRESENTATION BY THE MEMBERS OF THE PUBLIC IN RELATION TO THE FORMULATION OF ITS POLICY OR IMPLEMENTATION THEREOF:**

The Company being a commercial organization and working in a competitive environment does not involve the public in the formulation of its policies or implementation thereof. Policy decisions are taken by the Board which normally consists of Officials and sometimes non-official Directors appointed by the Government.

**VIII) A STATEMENT OF THE BOARDS, COUNCILS, COMMITTEE AND OTHER BODIES CONSISTING OF TWO OR MORE PERSONS CONSTITUTED AS ITS PART OR FOR THE PURPOSE OF ITS ADVICE, AND AS TO WHETHER MEETINGS OF THOSE BOARDS, COUNCILS, COMMITTEE AND OTHER BODIES ARE OPEN TO THE PUBLIC OR THE MINUTES OF SUCH MEETINGS ARE ACCESSIBLE FOR PUBLIC:**

**I. Board of Directors.**

Constitution of the Board is as follows:

1. **SRI. M.B.PATIL**, Hon'ble Minister for Large and Medium Industries & Infrastructure Development & Chairman-KSMCA
2. **SRI. SIDDALINGAPPA B PUJARI**, Managing Director - KSMCA
3. **SRI. MANOJ KUMAR**, <sup>irs</sup>, Managing Director, MSIL and Director- KSMCA
4. **SRI. D.P PRAKASH**, Executive Director, KSIIDC & Director- KSMCA
5. **SRI. R. RAMESH**, Director (Technical), C &I Department & Director- KSMCA
6. **SRI. ARUL KUMAR, KAS.**, Deputy Secretary- Finance Department, Vikasa Soudha.
7. **SRI. A. M. CHANDRAPPA**, Director, MSIL & Director- KSMCA
8. **SMT. SRIDEVI .B.N**, Company Secretary & General Manager- MSIL & Director- KSMCA
9. **SRI. RAMAKANTH HEBBALLI.**, Chief General Manager, MSIL & Director- KSMCA

**II. Corporate Social Responsibility Committee.**

**III. Sexual Harassment Committee.**

**IV. Gratuity and Superannuation Committee.**

**V. Food Committee**

**VI. Purchase Committee**

**VII. Cultural Committee**

The Board of Directors of the Company will meet regularly as per the requirements under the Companies Act, 2013. The Meetings of the Board of Directors are not open to the public and the minutes of the meetings are not accessible to the public.

**IX) DIRECTORY OF OFFICERS AND EMPLOYEES:**

Sl.No	NAME	DESIGNATION	DIRECT	EXTN.No
1.	SRI. SIDDALIGAPPA B PUJARI	MANAGING DIRECTOR	22266271	217
2.	SRI.P. S. NANDISHA	DEPUTY GENERAL MANAGER – NON TECHNICAL	22256287	213
3.	SMT.RASHMI YADATI	MANAGER- (F&A)	22285857	238
4.	SRI.NAGAPPA H KITTUR	MANAGER – CSD	22256288	214
5.	SMT. LATHA NAIK	DEPUTY DIRECTOR – ADMIN (ON DEPUTATION FROM C&I)	22256287	229
6.	SMT.GEETHA. H.K	B M - KOLAR	22256287	207
7.	SMT.PUNITHA.K.C.	ACCOUNT EXECUTIVE- CSD & ASSISTANT MANAGER- MEDIA (Incharge)	0821-2343109	
8.	SMT.G. VEDAVATHI	ACCOUNT EXECUTIVE- CSD ASSISTANT MANAGER-ACCOUNTS (Incharge)	22254289	202
9.	SRI.ANIL KUMAR. R	ASSISTANT MANAGER- E&OM & ASSISTANT MANAGER RAICHUR/YADGIRI (Incharge)	22256287	205
10.	SMT.R.T. RAJESHWARI	BM- MYSURU & MANDYA (Incharge)	22256287	224
11.	SRI.RAJESH. B. KORISHETTY	B M- BELAGAVI & BIDAR (Incharge)	0831247306	--
12.	SRI.MARUTHI. R.	B M – DAVANAGERE & BELLARY (INCHARGE)	0819223345	--
13.	SRI.KANTHARAJU. K. M	B M – TUMAKURU & KULBURGI & VIJAYAPURA (Incharge)	08172241251	--
14.	SRI.SIDDESHA.R	B M – SHIMOGA & HASSAN (Incharge)	08182227755	--
15.	SRI.RAGHAVENDRA SHASTRI	B M – MANGALORE	0824249780	--
16.	SRI.SURESH RATHOD	B M - BIDAR (Under Suspension)	0847223017	--
17.	SRI.M.S. PATIL	B M – BIJAPUR (Under Suspension)	0835227737	--
18.	SRI.SIDDALINGESHA HASABI	B M – HUBBALLI & GADAG (Incharge)	08362271117	--
19.	SMT.R .THEJAVATHI	ASSISTANT MANAGER-MEDIA	22256287	209
20.	SRI.B.K.CHANDRASHEKAR	LEGAL ASSISTANT – ADMN	22256287	215
21.	SRI.B. A. MATH	SUPERVISOR. - MEDIA	22256287	209
22.	SRI.G. PRABHU	SR.ASSISTANT- C S D	22256287	204
23.	SRI.B. V. RATHNAMMA	SR.ASSISTANT -ADMIN	22256287	234
24.	SRI.B. PRABHU	ASSISTANT	22256287	219
25.	SRI.P. J. RAVIKUMAR	DRIVER	22256287	234
26.	SRI.N. JAYAKUMAR	ATTENDER	22256287	218

**Abbreviations:-**

CSD- Client Servicing Department.

BM – Branch Manager.

A&F – Accounts and Finance.

E&OM-Events & Other Media

**X) THE MONTHLY REMUNERATION RECEIVED BY EACH OF ITS OFFICERS AND EMPLOYEES, INCLUDING THE SYSTEM OF COMPENSATION AS PROVIDED IN ITS REGULATIONS**

<b>SL.NO.</b>	<b>NAME</b>	<b>DESIGNATION</b>	<b>GROSS SALARY AS 30.06.2023</b>
1.	SRI. SIDDALIGAPPA B PUJARI	MANAGING DIRECTOR	137699
2.	SRI.P. S. NANDISHA	DEPUTY GENERAL MANAGER – NON TECHNICAL	184152
3.	SMT.RASHMI YADATI	MANAGER- (F&A)	173752
4.	SRI.NAGAPPA H KITTUR	MANAGER – CSD	145188
5.	SMT. LATHA NAIK	DEPUTY DIRECTOR – ADMIN (ON DEPUTATION FROM C&I)	113552
6.	SMT.GEETHA. H.K	B M - KOLAR	77480
7.	SMT.PUNITHA.K.C.	ACCOUNT EXECUTIVE- CSD & ASSISTANT MANAGER- MEDIA (Incharge)	108121
8.	SMT.G. VEDAVATHI	ACCOUNT EXECUTIVE- CSD ASSISTANT MANAGER-ACCOUNTS (Incharge)	108121
9.	SRI.ANIL KUMAR. R	ASSISTANT MANAGER- E&OM	85071
10.	SMT.R.T. RAJESHWARI	BM- MYSURU & MANDYA (Incharge)	103261
11.	SRI.RAJESH. B. KORISHETTY	B M- BELAGAVI & BIDAR (Incharge)	103311
12.	SRI.MARUTHI. R.	B M – DAVANAGERE & BELLARY (INCHARGE)	102861
13.	SRI.KANTHARAJU. K. M	B M – TUMAKURU & KULBURGI & VIJAYAPURA (Incharge)	98201
14.	SRI.SIDDESHA.R	B M – SHIMOGA & HASSAN (Incharge)	103311
15.	SRI.RAGHAVENDRA SHASTRI	B M – MANGALORE	81554
16.	SRI.SURESH RATHOD	B M - BIDAR (Under Suspension)	36920
17.	SRI.M.S. PATIL	B M – BIJAPUR (Under Suspension)	36920
18.	SRI.SIDDALINGESHA HASABI	B M – HUBBALLI & GADAG (Incharge)	103311
19.	SMT.R .THEJAVATHI	ASSISTANT MANAGER-MEDIA	93865
20.	SRI.B.K.CHANDRASHEKAR	LEGAL ASSISTANT – ADMN	87365
21.	SRI.B. A. MATH	SUPERVISOR. - MEDIA	72027
22.	SRI.G. PRABHU	SR.ASSISTANT- C S D	62373
23.	SRI.B. V. RATHNAMMA	SR.ASSISTANT -ADMIN	59373
24.	SRI.B. PRABHU	ASSISTANT	52005
25.	SRI.P. J. RAVIKUMAR	DRIVER	44940
26.	SRI.N. JAYAKUMAR	ATTENDER	38693

**Abbreviations:-**

CSD- Client Servicing Department.

BM – Branch Manager.

A&F – Accounts and Finance.

E&OM-Events & Other Media

**XI) THE BUDGET ALLOCATED TO EACH OF ITS AGENCY INDICATING THE PARTICULARS OF ALL PLANS, PROPOSED EXPENDITURES AND REPORTS ON DISBURSEMENT MADE:**

There is no budget allocation from the Government of Karnataka to the Company.

**XII) THE MANNER OF EXECUTION OF SUBSIDY PROGRAMMES INCLUDING THE AMOUNT ALLOCATED AND THE DETAILS OF BENEFICIARIES OF SUCH PROGRAMMES:**

This is not applicable to the Company.

**XIII) PARTICULARS OF RECIPIENTS OF CONCESSIONS, PERMITS OR AUTHORIZATION GRANTED BY IT:**

This is not applicable to the Company.

**XIV) DETAILS IN RESPECT OF THE INFORMATION AVAILABLE TO OR HELD BY IT, REDUCED IN AN ELECTRONIC FORM:**

The Accounts, Creative and Media Departments of the Company are fully computerized and held in electronic form.

**XV) THE PARTICULARS OF FACILITIES AVAILABLE TO CITIZENS FOR OBTAINING INFORMATION INCLUDING THE WORKING OF A LIBRARY OR READING ROOM IF MAINTAINED FOR PUBLIC USE:**

The General Public whoever is interested to know about the working, Programmes and Policies of the Corporation, can avail the requisite information from the designated Information Officers of the Company during working hours from 10.00 AM to 5.30 PM at the office and also 4 (1) (a) and 4 (1)(b) information is accessible on website <https://mcaltd.karnataka.gov.in> The Office is closed on Second and Fourth Saturday of every month and on other Government holidays. The Company has no library or reading room for public use.

**XVI) THE NAMES, DESIGNATIONS AND OTHER PARTICULARS OF PUBLIC INFORMATION OFFICERS.**

The names and designations and other particulars of the Public Information Officer, Asst. Public Information Officers and Appellate Authority for KSMCA and its branches have been published in the Notification dated 01.07.2023 issued as required under Section 5(1) (2) of the Act. Notification is given at Annexure 1.

**For KARNATAKA STATE MARKETING COMMUNICATION & ADVERTISING LIMITED**

**(SIDDALINGAPPA B PUJARI)  
MANAGING DIRECTOR**