

Marketing Communication and Advertising Limited.

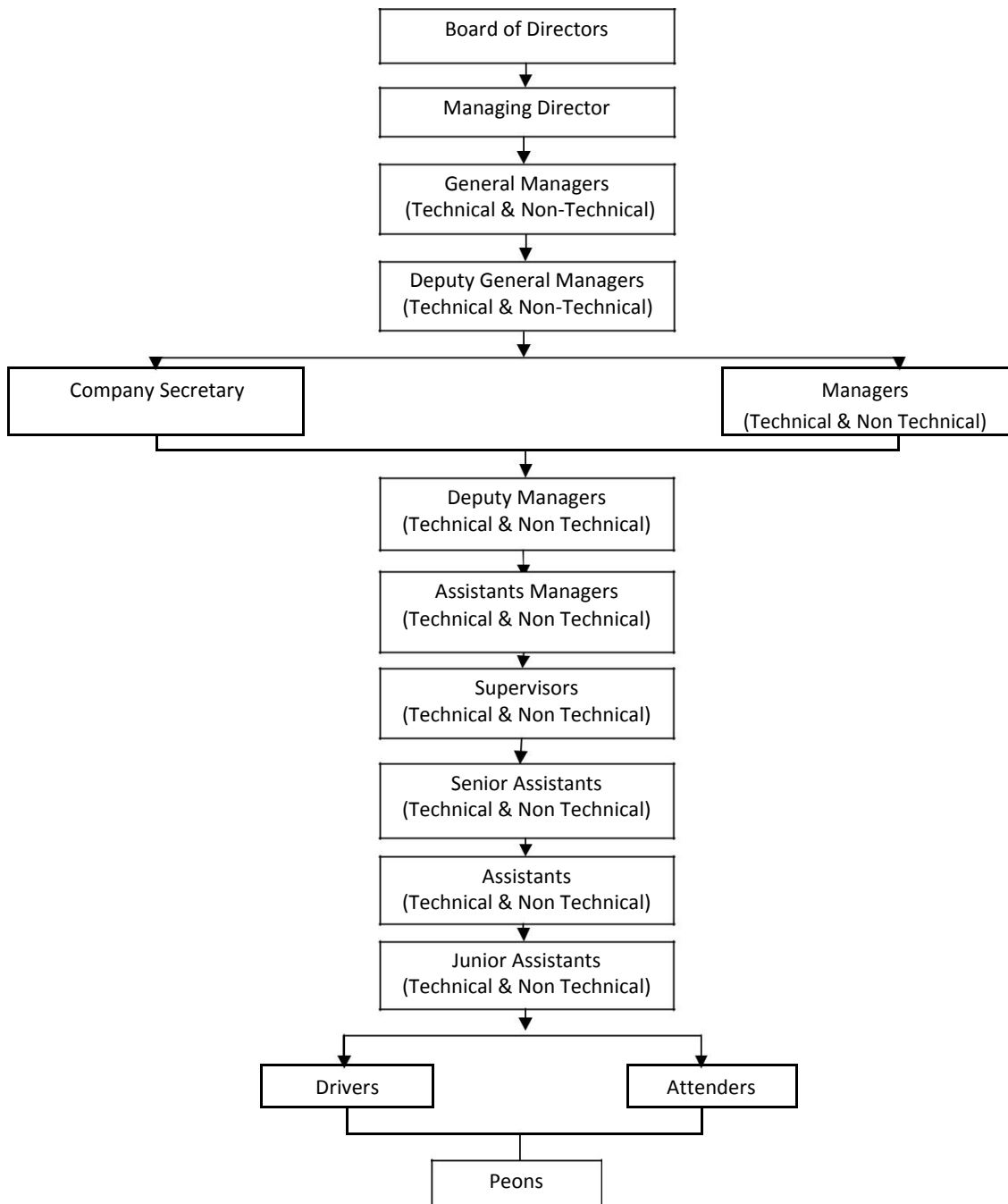
(A Government of Karnataka Undertaking)
MC&A House, 42 Millers Road, Bangalore-560052
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E-mail: mcaho@mcaltld.in, mcaltlimited@gmail.com

Date: 01.08.2018

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.



M/s. Marketing Communication and 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 and other private sector Companies/Organizations. The Company has liaisoning branches in Ballary, Mysore, Mangalore, Hubballi, Kalaburgi, Vijayapura, Tumkuru, Shivamogga , Belgavi, Hassan, Davanagere, Kolar, Mandya and Mumbai.

Services of MC&A

- 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.
- Press Conferences.
- Interior Decoration.

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. Personal files of employees.
4. 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. K. J. GEORGE**, Hon'ble Minister for Large and Medium Scale Industries from Commerce and Industries Department and IT and BT, Science and Technology Department, GoK & Chairman-MC&A
2. **SRI. G.C.PRAKASH**, Managing Director, MSIL and Director-MC&A
3. **SRI. R. RAMESH**, Director (Technical), C &I Department & Director- MC&A
4. **SRI. V.T. VENKATESH**, Managing Director - MC&A
5. **SRI. N.R.N. SIMHA** , Executive Director (I/c), KSIIDC & Director- MC&A
6. **SRI. A. M. CHANDRAPP**A, Chief General Manager, MSIL-& Director- MC&A
7. **SRI. V. GANESH**, Chief General Manager,(I/c) MSIL & Director- MC&A
8. **SMT. SRIDEVI .B.N**, Company Secretary, MSIL & Director- MC&A

II. Corporate Social Responsibility Committee.

III. Sexual Harassment Committee.

IV. Gratuity and Superannuation 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. V.T.VENKATESH	MANAGING DIRECTOR	22266271	217
2.	SRI.N.R. DESHMUKH	DEPUTY GENERAL MANAGER-	22254289	230
3.	SRI N KRISHAN	MANAGER –EVENTS & OTHER	22256287	237
4.	SMT.RASHMI YADATI	MANAGER-(A&F)	22285857	238
5.	SRI KIRAN SINGH	MANAGER – PRODUCTION(ON CONTRACT BASIS)	22256287	223
6.	SRI.P. S. NANDISH	MANAGER-RECOVERY	22256287	213
7.	SRI.E. RAVEENDRAN	DY. MANAGER-CREATIVE	22254289	225
8.	SRI.H.CHANDRAPP	DY. MANAGER-MEDIA	22285629	203
9.	SMT.K. SHASHIKALA	DY. MANAGER-ADMIN	22256287	228
10.	SMT.R. V. KAMALA	DY. MANAGER-COPY	22256288	232
11.	SRI.NAGAPPA H KITTUR	DEPUTY MANAGER - CSD	22256288	214
12.	SMT.GEETHA. H.K	ACCOUNT EXECUTIVE - CSD	22256287	207
13.	SMT.PUNITHA.K.C.	ACCOUNT EXECUTIVE- CSD	0821-2343109	
14.	SMT.G. VEDAVATHI	ACCOUNT EXECUTIVE- CSD	22254289	204
15.	SRI.ANIL KUMAR. R	ACCOUNT EXECUTIVE- CSD	22256287	205
16.	SMT.R.T. RAJESHWARI	BM- MYSURU	22256287	224
17.	SRI.RAJESH. B. KORISHETTY	B M- BELAGAVI	0831247306	--
18.	SRI.MARUTHI. R.	B M – DAVANAGERE	0819223345	--
19.	SRI.KANTHARAJU. K. M	B M – HASSAN	08172241251	--
20.	SRI.SIDDESHA.R	B M – SHIMOGA	08182227755	--
21.	SRI.RAGHAVENDRA SHASTRI	B M – MANGALORE	0824249780	--
22.	SRI.SURESH RATHOD	B M - -KALABURAGI	0847223017	--
23.	SRI.M.S. PATIL	B M - BIJAPUR	0835227737	--
24.	SRI.SIDDALINGESHA HASABI	B M - HUBBALLI	08362271117	--
25.	SRI.RUTH JAYARAJ	ASST. MANAGER- C S D	22256287	208
26.	SRI.MILIND M KASHYAP	ASSISTANT MANAGER-MEDIA	22256287	216
27.	SMT.NEELALOHANA	ASSISTANT MANAGER-ACCOUNTS	22256287	202
28.	SMT. LATHA NAIK	ASSISTANT MANAGER – CSD(ON DEPUTATION FROM C&I)	22256287	212
29.	SRI.C. R. GOPINATH	SUPERVISOR - CREATIVE	22256287	239
30.	SMT.JYOTHI SREEDHAR	SUPERVISOR-ADMN	22256287	212
31.	SMT.S. ARUNDHATHI	SUPERVISOR - MEDIA	22256287	216
32.	SRI.B.K.CHANDRASHEKAR	LEGAL ASSISTANT – ADMN	22256287	215
33.	SMT.R. THEJAVATHI	SUPEVISOR-MEDIA	22256287	209
34.	SRI.UTTAPPA .K. T	SUPEVISOR - (on deputation)	-	-
35.	SRI.M. MANOHARAN	SR. DRIVER	22256287	219
36.	SRI.S. RAVISHANKAR	SR.ASST. - C S D	22256287	207
37.	SRI.B. A. MATH	SR. ASST. - MEDIA	22256287	209
38.	SRI.G. PRABHU	ASSISTANT- C S D	22256287	204
39.	SRI.B. V. RATHNAMMA	ASSISTANT -ADMIN	22256287	234
40.	SRI.P. J. RAVIKUMAR	DRIVER	22256287	234
41.	SRI.B. PRABHU	JR.ASSISTANT	22256287	219
42.	SRI.N. JAYAKUMAR	ATTENDER	22256287	218

Abbreviations:-

CSD- Client Servicing Department.

BM – Branch Manager.

A&F – Accounts and Finance.

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

SL.NO.	NAME	DESIGNATION	GROSS SALARY AS ON 31.07.2018
1.	SRI V.T. VENKATESH	MANAGING DIRECTOR	139222
2.	SRI.N.R. DESHMUKH	DEPUTY GENERAL MANAGER-CREATIVE	149087
3.	SRI N . KRISHNA	MANAGER-EVENTS & OTHER MEDIA	124887
4.	SMT.RASHMI YADATI	MANAGER-(ACCOUNTS &FINANCE)	96658
5.	SRI KIRAN SINGH	MANAGER -(PRODUCTION)	60000
6.	SRI.P. S. NANDISH	MANAGER-RECOVERY	99447
7.	SRI.E. RAVEENDRAN	DY. MANAGER-CREATIVE	117054
8.	SRI.H .CHANDRAPPA	DY. MANAGER-MEDIA	81945
9.	SMT.K. SHASHIKALA	DY. MANAGER-ADMIN	83894
10.	SMT.R. V. KAMALA	DY. MANAGER-COPY	81820
11.	SRI.NAGAPPA KITTUR	DEPUTY MANAGER -CSD	82120
12.	SMT.GEETHA. H.K	ACCOUNT EXECUTIVE - CSD	60065
13.	SMT.PUNITHA.K.C.	ACCOUNT EXECUTIVE- CSD	60065
14.	SMT.G. VEDAVATHI	ACCOUNT EXECUTIVE- CSD	60065
15.	SRI.ANIL KUMAR. R	ACCOUNT EXECUTIVE- CSD	60065
16.	SMT.R.T. RAJESHWARI	BM- MYSURU	55691
17.	SRI.RAJESH. B. KORISHETTY	B M- BELAGAVI	55541
18.	SRI.MARUTHI. R.	B M - DAVANAGERE	55091
19.	SRI.KANTHARAJU. K. M	B M - HASSAN	55091
20.	SRI.SIDDESHA.R	B M - SHIMOGA	55091
21.	SRI.RAGHAVENDRA SHASTRI	B M - MANGALORE	55541
22.	SRI.SURESH RATHOD	B M - -KALABURAGI	55691
23.	SRI.M.S. PATIL	B M - BIJAPUR	55091
24.	SRI.SIDDALINGESHA HASABI	B M - HUBBALLI	55541
25.	SRI.RUTH JAYARAJ	ASST. MANAGER- C S D	71004
26.	SRI.MILIND M KASHYAP	ASSISTANT MANAGER-MEDIA	66164
27.	SMT.NEELALOCHANA	ASSISTANT MANAGER-ACCOUNTS	61448
28.	SMT. LATHA NAIK	ASSISTANT MANAGER - CSD(ON DEPUTATION FROM C&I	70503
29.	SRI.C. R. GOPINATH	SUPERVISOR - CREATIVE	67136
30.	SMT.JYOTHI SREEDHAR	SUPERVISOR-ADMN	81220
31.	SMT.S. ARUNDHATHI	SUPERVISOR - MEDIA	65564
32.	SRI.B.K.CHANDRASHEKAR	LEGAL ASSISTANT - ADMN	50159
33.	SMT.R .THEJAVATHI	SUPERVISOR-MEDIA	58082
34.	SRI.UTTAPPA .K. T	SUPERVISOR - (on deputation)	41297
35.	SRI.M. MANOHARAN	SR. DRIVER	77653
36.	SRI.S. RAVISHANKAR	SR.ASST. - C S D	47845
37.	SRI.B. A. MATH	SR. ASST. - MEDIA	45782
38.	SRI.G. PRABHU	ASSISTANT- C S D	38087
39.	SRI.B. V. RATHNAMMA	ASSISTANT -ADMIN	38087
40.	SRI. B. PRABHU	ASSISTANT - PRODUCTION	32743
41.	SRI.P. J. RAVIKUMAR	DRIVER	32131
42.	SRI.N. JAYAKUMAR	ATTENDER	27667

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 www.mcaltd.in The Office is closed on Second 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 MC&A and its branches have been published in the Notification dated 01.08.2018 issued as required under Section 5(1) (2) of the Act. Notification is given at Annexure 1.

For MARKETING COMMUNICATION & ADVERTISING LIMITED

**(V.T.VENKATESH)
MANAGING DIRECTOR**