



**STATE ELECTION COMMISSION
GOA**
ALTINHO, PANAJI-GOA

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No. 4/53/GEN-ELN/ CCP/2025-26/SEC/894

Date: 16/02.2026

ORDER

Sub: Rate chart of the materials used for campaigning purposes in election.

Whereas it has been considered necessary to notify uniform rate chart of the materials relating to campaign during elections;

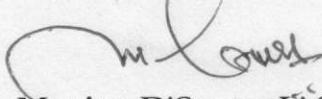
And whereas in order to facilitate and to maintain the accounts and to have uniformity amongst all the candidates, this Commission is generally adopting the applicable Rate list of items as notified by the concerned Collector of the district and for the time being in force;

And therefore, the State Election Commission hereby adopts rate chart notified by the Collector North Goa for General Election to Lok Sabha, 2024 vide Notification No.6/46/2024/Rate-Chart/ELN/770 dated:16/03/2024.

And therefore, the State Election Commission hereby directs all the candidates that the expenses incurred by them during the campaign shall be calculated on the basis of the rate list Notification No.6/46/2024/Rate-Chart/ELN/770 dated:16/03/2024.

The ROs for General Election to Corporation of the City of Panaji shall furnish a copy of the rate list of items adopted by the Commission i.e. Notification No.6/46/2024/Rate-Chart/ELN/770 dated:16/03/2024 to the candidate while tendering the register to maintain the accounts of expenses.

This shall be followed scrupulously by all concerned and also taken into consideration by all the expenditure observers for expenditure calculation purposes.


Menino D'Souza, IAS(Retd.)
Commissioner
State Election Commission, Goa

To,

The Director, Government Printing Press, Panaji for publishing in the Extraordinary Official Gazette.

Copy to;

1. The Collector, North Goa District, Panaji Goa.
2. The Additional Collector - I, North Goa District, Panaji Goa.
3. The Director, Department of Municipal Administration, Govt. of Goa., Panaji Goa.
4. The Deputy Collector and SDO, Tiswadi taluka and Returning Officer for General Election to Corporation of the City of Panaji 2026.
5. The Mamlatdar of Tiswadi Taluka and Assistant Returning Officer for General Election to Corporation of the City of Panaji 2026.
6. The Commissioner, Corporation of the City of Panaji, Panaji Goa.
7. Guard file.

Encl: 1. Notification No.6/46/2024/Rate-Chart/ELN/770 dated:16/03/2024.

OFFICIAL GAZETTE



GOVERNMENT OF GOA

PUBLISHED BY AUTHORITY

EXTRAORDINARY No. 4

GOVERNMENT OF GOA

Office of the Collector & District Election Officer
North Goa District

Notification

No. 6/46/2024/Rate-Chart/ELN/770

Whereas, as per the guidelines of the Election Commission of India, New Delhi, rate chart has been worked out for the purpose of maintaining ledger of accounts for election expenditure in connection with the General Election to Lok Sabha, 2024.

And whereas, a meeting was held on 08-03-2024 at 05.00 p.m. along with the representatives of recognized Political Parties to discuss and finalize the rate chart. The representatives of the Political Parties present negotiated and submitted their suggestions for the rates and after considering the suggestions final rates were notified for 27 items at Sr. 1 to 27.

Now therefore, a consolidated list of rate chart is hereby notified for reference to all Political Parties contesting for General Election to Lok Sabha, 2024.

Sr. No.	Items	Prescribed rates
1	2	3
1.	Hiring charges of loud speaker with amplifier and microphone	Rs. 3000/- per day.
2.	Construction of podium/pandal (Standard size to seat 4-5 person)	Rs. 880/- per sq. mtrs.
3.	Banner	
	a) Cloth	Rs. 15/- per sq. ft. as per size.
	b) Flex	Rs. 17/- per sq. ft. as per size.
	c) Flex with frame	Rs. 83/- per sq. ft. as per size.

Suggestions are welcomed on e-mail: dir-gpps.goa@nic.in

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1	2	3
4. Cloth Flags		Rs. 150/- per sq. mtr. as per size.
Other flags		Rs. 220/- per sq. mtrs.
5. Hand bills (as per 127 A of R.P. Act, 1951) coloured Hand Bills A-4 (B/W)		Rs. 2/- per copy (max). Rs. 1/- per copy.
6. Posters—58.5 x 91 cms. (four colors) Posters—58.5 x 91 cms. (B/W)		Rs. 18/- per poster (max). Rs. 16/- per poster (max).
7. Hoardings		Rs. 36/- per sq. ft. (max).
		Rs. 25/- combined rate per sq. feet for manufacturing hoarding, design, installation, removal of hoardings.
8. Cut outs (wooden)		Rs. 92/- per sq. ft. (max).
9. Cut outs (cloth)		Rs. 92/- per sq. ft. (max).
10. Video filming with CDs/DVDs Cassettes:		
1. Charges for video filming digital camera including CD/DVD		Rs. 3300/- per day/event with CD/DVD.
2. Charges of video filming high definition digital camera including CD/DVD		Rs. 3390/- per day/event with CD/DVD.
3. Charges for additional CD/DVD		Rs. 145/- per CD & Rs. 240/- per DVD.
4. Charges for Mini DV Cassettes		Rs. 165/- per piece.
5. Charges for Mini DC Cassettes (Metallic)		Rs. 297/- per piece.
6. Charges for head cleaning tape		Rs. 500/- per piece.
7. Charges Grab. Mini DV cass /Mem/Card/Trf/DVD/DC/EUI/ /DVD/Voice/REC/DVD		Rs. 770/-.
11. Erection of gates/arches		Rs. 48,400/- per event.
12. Daily hiring charges of vehicles		As per Government notified rates.
13. Hiring charges of Hotel Rooms		As per the Government notified tariff.
1. AC Suit Rooms		
2. AC Delux		
3. AC Rooms		
4. Non AC Double Room		
14. Charges of drivers, skilled workers, unskilled workers etc.		As per rates fixed by the Labour Commissioner, Panaji-Goa.
15. Hiring charges of furniture (chairs/sofa/table etc. and fixtures)		Chair with arm Rs. 12/- & without arms Rs. 08/- per day (max). VIP chair Rs. 110/- per day. Table (standard) Rs. 80/- per day (max). Table cloth Rs. 36/- per day. Sofa-Plain Sofa-750/-. Decorative Sofa -1000/- Electrical fixtures: Tube lights Rs. 30/- per piece per day. Halogen (500 W) Rs. 165/- per piece per day (max).

1	2	4
		Halogen (1000 W) Rs. 300/- per piece per day (max).
		Fans (ceiling) Rs. 200/- per piece per day (max).
		Fans (Table) Rs. 242/- per piece per day (max).
		Pedestal Fan Rs. 180/-.
		25 KVA Rs. 3630/- per day.
		62 KVA Rs. 9680/- per day.
		125 KVA Rs. 12100/- per day.
Other items		
1. Telephone call		Rates as per service providers.
2. STD Calls		Rates as per service providers.
3. Xerox charges		Rs. 2/- per paper (A4 or FS) Rs. 3/- per paper (A3).
4. Power connection charges		As per Govt. rates.
5. Water supply for connection		As per Govt. rates.
6. Stationery items		As per MRP
7. Television		Rs. 770/- per day.
8. CD Player		Rs. 385/- per day.
9. LED wall per sq. feet		Rs. 200/- per sq. feet per day.
10. Vehicle with LED display, sound with driver per sq. feet		Rs. 2500/- per day + Rs. 200/- a sq. feet per day for LED.
16. Refreshments charges		
a) Tea		Rs. 15/- per tea.
b) Coffee		Rs. 20/- per coffee.
c) Biscuits		As per MRP
d) Samosa		Rs. 15/- per piece.
e) Batata wada		Rs. 15/- per piece.
f) Mirchi		Rs. 10/- per piece.
g) Pakoda		Rs. 30/- per plate.
h) Sandwich		Rs. 40/- per piece.
i) Softdrink		As per MRP.
j) Lunch/Dinner packets per person		
1. Veg		Rs. 125/- per head
2. Non Veg		Rs. 180/- per head.

Print Media	Rate per sq. cm.	Rate per sq. cm.
Newspaper (rates per sq. cm./col. sq. cm.)	Colour	B/W
17. a. Navhind Times	Rs. 300	Rs. 150
b. Times of India (Goa Edition)	Rs. 250	Rs. 170
c. Herald	Rs. 300	Rs. 150
d. The Goa Everyday	Rs. 250	Rs. 150
e. Gomantak	Rs. 450	Rs. 225
f. Tarun Bharat	Rs. 450	Rs. 300
g. Navprabha	Rs. 150	Rs. 100

1	2	3
h. Pudhari	Rs. 300	Rs. 160
i. Goa Times	Rs. 80	Rs. 40
j. Sanatan Prabhat	Rs. 125	Rs. 75
k. Goan Varta	Rs. 320	Rs. 160
l. Lokmat	Rs. 400	Rs. 200
m. Dainik Herald	Rs. 250	Rs. 125
n. Bhaangar Bhuin	Rs. 200	Rs. 150
o. Goemkarponn	Rs. 150	Rs. 150

Electronic Media:

Rates for Television Scrolling Ads.

1	2
18. 1. Goa 365-Goa	Rs. 7000/- 10 insertion per day 30 sec.
2. Prudent-Goa	Rs. 12,390/- 10 insertion per day 30 sec.
3. In Goa-Goa	Rs. 5500/- 10 insertion per day 30 sec.
4. RDX	Rs. 4500/- 15 insertion per day 15 sec.
5. Goa Plus	Rs. 3500/- 10 insertion per day 30 sec.
6. Prime TV	Rs. 2500/- 15 insertion per day 30 sec.
7. Goan Varta Live	Rs. 3000/- 20 insertion per day 30 sec.
8. Gomantak TV	Rs. 3000/- 20 insertion per day 30 sec.
9. Herald TV	Rs. 2000/- 20 insertion per day 30 sec.

Rates for Television Scrolling Ads.

1. Goa 365-Goa	Rs. 3000/- 50 insertion per day 30 sec.
2. Prudent-Goa	Rs. 4200/- 60 insertion per day 30 sec.
3. In Goa-Goa	Rs. 4000/- 60 insertion per day 20 sec.
4. RDX	Rs. 3600/- 25 insertion per day 20 sec.
5. Goa Plus	Rs. 2500/- 50 insertion per day 40 sec.
6. Prime TV	Rs. 1800/- 80 insertion per day 30 sec.
7. Goan Varta Live	Rs. 2000/- 120 insertion per day 30 sec.
8. Gomantak TV	Rs. 2000/- 120 insertion per day 30 sec.
9. Herald TV	Rs. 1500/- 100 insertion per day 30 sec.

L Band Advt. Rates

1. Goa 365-Goa	NA
2. Prudent-Goa	Rs. 4200/- 10 insertion per day 10 sec.
3. In Goa-Goa	Rs. 3500/- 10 insertion per day 10 sec.
4. RDX	Rs. 2700/- 5 insertion per day 20 sec.
5. Goa Plus	Rs. 2500/- 10 insertion per day 30 sec.
6. Prime TV	Rs. 2500/- 10 insertion per day 30 sec.
7. Gomantak TV	Rs. 3000/- 10 insertion per day 30 sec
8. Herald TV	Rs. 4000/- 10 insertion per day 30 sec.

OFFICIAL GAZETTE — GOVT. OF GOA
 SERIES II No. 50 (EXTRAORDINARY No. 4)

18TH MARCH, 2024

Radio Channels

1. 92.7 Big FM	Rs. 245/- per 10 sec.
2. Radio Indigo 91.9	Rs. 245/- per 10 sec.
3. AIR FM Rainbow	Rs. 220/- per 10 sec.

All India Radio Panaji FM RAINBOW (105.4 mghz)

Spots/Sponsored/Sponsorship	Prime time (0700-1100 & 1700- -2300 hrs.)	Non Prime Time (1100-1700 hrs.)
1	2	3
10 sec. spot (offer 1 free spot for every paid spot)	Rs. 440	Rs. 330
30 mins. sponsorship for inhouse programs i.e. originated by AIR Panaji (offer 360 secs. free advertising)	Rs. 4750	Rs. 3750
15 mins. sponsored program i.e. entire content of advertiser (60 sec. free advertising)	Rs. 2640	Rs. 1980
10 mins. sponsored program i.e. entire content of advertiser (offer 40 secs. free advertising)	Rs. 1760	Rs. 1320
5 mins. sponsored programme i.e. entire content of advertiser (offer 20 sec. free advertising)	Rs. 880	Rs. 660

All India Radio Panaji Primary Channels-MHADEI (1287 KHz)

Spots/Sponsored/Sponsorship	Prime time (Film songs programme)	Non Prime Time (Farm related, youth, children & women's programmes)
1	2	3
10 secs. spot (Offer: 1 free spot for every paid spot)	Rs. 500/-	Rs. 300/-
30 mins. sponsorship for inhouse programmes i.e. originated by AIR Panaji (Offer: 360 secs. free advertising)	Rs. 5400/-	Rs. 3240/-
15 mins. sponsored programme i.e. entire content of advertiser (Offer: 60 secs. free advertising)	Rs. 3000/-	Rs. 1800/-
10 mins. sponsored programme i.e. entire content of advertiser (Offer: 40 secs. free advertising)	Rs. 2000/-	Rs. 1200/-
5 mins. sponsored programme i.e. entire content of advertiser (Offer: 20 secs. free advertising)	Rs. 1000/-	Rs. 600/-

All India Radio Panaji Vividh Bharati (828 KHz)

Spots/Sponsored/Sponsorship	Prime Time (06:30-10:00 & 19:00-23:00 hrs.)	Mid Prime Time (10:00-11:00 & 13:30-14:30 hrs.)	Non Prime Time (12:00-13:30, 14:30- 17:30 & 18:15- 19:00 hrs.)
1	2	3	4
10 sec. spot (Offer 1 free spot for every paid spot)	Rs. 280	Rs. 220	Rs. 170
15 mins. sponsored program i.e. entire content of advertising (Offer 60 sec. free advertising)	Rs. 1680	Rs. 1320	Rs. 1020
10 mins. sponsored program i.e. entire content of advertiser (Offer 40 sec. free advertising)	Rs. 1120	Rs. 880	Rs. 680

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1	2	3	4
5 mins. sponsored program i.e. entire content of advertiser (Offer 20 sec. free advertising)	Rs. 750	Rs. 600	Rs. 500
19. 1. Mini Muffler	Rs. 30/- per piece.		
2. Big Muffler	Rs 60/- per piece.		
3. Caps/Cloth Head Gears	Rs. 30/- per piece.		
4. Stickers	Rs. 10/- per piece.		
5. Batches/Manifesto/Badges etc.	Rs. 5/- per piece.		
6. T-Shirt (with printing)	Rs. 250/- per piece.		
20. Hall rent/room rent	As per market quotation PWD valuation.		
21. DJ set with multiple speaker and amplifier	Rs. 6000/- per day.		
22. Vehicle with digital display with driver charges	Rs. 2500/- per day.		
23. Labour charges	Rs. 800/- per day/per labour.		
24. Garland	Rs. 100/- small. Rs. 200/- big.		
25. Rent of Xerox machine	Rs. 10,000/- per month.		
26. Rent of computer	Rs. 5000/- per month.		
27. Brooms	Rs. 50/- per unit.		

The above rates are not inclusive of GST.

Dr. Sneha S. Gitte, IAS, Collector/DEO, North Goa District.

Panaji, 16th March, 2024.

www.goaprintingpress.gov.in

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