



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
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Ref: APNS/2018/42

April 27, 2018

**To: All Member Publications
All Accredited Advertising Agencies**

Dear Sirs,

We are in receipt of a letter No.19/TPS/17/GDA/6737-40 dated April 17, 2018 from the Director Development Authority, Gwadar Development Authority, Gwadar regarding “ Advertisement of Schemes on Media without NOC”.

We reproduce hereunder the above letter, which is self-explanatory, for your information and compliance.

“ Sub: Advertisement of Schemes on Media Without NOC.

Please refer to this subject noted above with regard to advertisement of private housing / commercial / industrial / recreational schemes in national newspapers.

2. *Gwadar Development Authority, under the GDA Act 2003, is the Development Agency that regulates the Development works, issues NOCs for Residential / Commercial Schemes. GDA has Mandate to safeguard general Public's interest including the allottees' who have invested in such schemes.*

3. *It comes to our notice that various developers are advertising their schemes in leading newspapers that have their NOCs' either suspended or not validated, which results in dis-information and misleading to the General Public. Furthermore; the developers are advertising their schemes beyond proportion approved plans and ground realities.*

4. *It is mentioned here that various real estate development entities advertise their schemes / project without taking prior approval from the concerned government authorities. At times these entities offer their illegal housing scheme / project with unusual incentives and thereafter commit fraud by depriving investors of their hard-earned money.*

5. *Therefore, it is requested that all advertisement pertaining to Gwadar District in Newspaper should be verified from GDA for validity, before going publishing. Furthermore; such kind of advertisement in any newspaper may not be allowed until prior approval / NOC of advertisement from Gwadar Development Authority, Gwadar.*

(Shahid Ali)
Director Town Planning
Gwadar Development Authority
Gwadar”

Thanking you,

Yours faithfully,

-s/d-

(Dr. Tanvir A. Tahir)
Executive Director
APNS