DIRECTORATE OF INFORMATION AND PUBLICITY
GOVERNMENT OF NCT OF DELHI
BLOCK NO. IX, OLD SECRETARIAT, DELHI-10054

No. F.16 (32)/Advt/DIP/2009-10/   Dated:

CIRCULAR

This is in continuation of Circular issued by the Directorate vide No.16/32/Advt/DIP/2009-10/4208-4215 dated 02.06.2016, regarding Standard Operating Procedure (SOP) for releasing of advertisements.

It has been observed that the Departments are not following the procedure prescribed in the SOP. The Office of the Principal Accountant General (Audit), Delhi has also observed that the government advertisements are being released without assessing estimated expenditure or expenditure sanction which is violation of GFR. Therefore, it is requested that the estimated cost of each advertisement with the size to be published may be worked out and included in the proposal for administrative approval as per SOP.

In view of the above all Principal Secretaries, Secretaries and HODs are hereby once again requested to ensure strict compliance of the above SOP lest it shall not be possible for DIP to accept the advertisements for release.
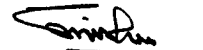
(Sandeep Mishra)
Special Director (I&P)

No. F.16 (32)/Advt/DIP/2009-10/ 4683 – 4690   Dated: 01/07/16

Copy for compliance to:

1. All Principal Secretaries/Secretaries/Head of Deptt, GNCT of Delhi
2. All Head of Autonomous Bodies/Commissioners/Corporations of GNCTD
3. All Secretaries to Minister, GNCTD
4. PS to Chief Secretary, GNCTD
5. PS to Pr. Secretary to Lt. Governor
6. PS to Pr. Secretary to Chief Minister
7. PS to Secretary to Dy. Chief Minister
8. All Deputy Commissioners, GNCTD

(Sandeep Mishra)
Special Director (I&P)

Encl: A copy Circular dated 02.6.2016 with SOP with checklist

DIRECTORATE OF INFORMATION AND PUBLICITY
GOVERNMENT OF NCT OF DELHI
BLOCK NO. IX, OLD SECRETARIAT, DELHI-10054
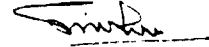
No. F.16 (32)/Advt/DIP/2009-10   Dated:

CIRCULAR

In continuation to Office Memorandum issued by the Directorate vide No.16/32/Advt/DIP/2009-10/5936-42 dated 30.3.2015, to simplify, standardize and streamline the process of releasing of advertisements, a Standard Operating Procedure (SOP) has been prepared for approval of all advertisements. It is to be followed by all departments of Government of NCT of Delhi, before submitting any advertisement (Print, Electronic and Outdoor) for publication/ release.

All Principal Secretaries, Secretaries and HODs are hereby advised to ensure strict compliance of the prescribed SOPs.

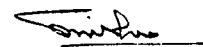This issues with the prior approval of Hon'ble Deputy Chief Minister.

(Sandeep Mishra)
Special Director (I&P)

No. F.16 (32)/Advt/DIP/2009-10/4 2 o8-421 5   Dated: 2/6/16

Copy for compliance to:

1. All Principal Secretaries/Secretaries/Head of Deptt, GNCT of Delhi
2. All Head of Autonomous Bodies/Commissioners/Corporations of GNCTD
3. All Secretaries to Minister, GNCTD
4. PS to Chief Secretary. GNCTD
5. PS to Pr. Secretary to Lt. Governor
6. PS to Pr. Secretary to Chief Minister
7. PS to Secretary to Dy. Chief Minister
8. All Deputy Commissioners, GNCTD

(Sandeep Mishra)
Special Director (I&P)

Encl: A copy SOP with checklist

SOP TO BE FOLLOWED BY HODs FOR APPROVAL OF ADVERTISEMENTS

Officer	Procedure to be followed before submitting the advertisement.	Remarks, if any
	(Put tick mark in box after completing the process)	
HOD	☐ Preparation of content (information facts & figures) needed to be published.	
	☐ Brief note on the necessity and the importance of the advertisement	
	☐ Size of the advertisement	
	☐ Media plan including approximate cost for each advertisement	
	☐ Proper translation of the text, if required.	
	☐ Hindi to English	
	☐ English to Hindi	
	☐ Design, idea and layout to the extent possible	

The HOD, with all the above details, will first get the approval of the Hon'ble Minister concerned and then follow the below mentioned flow for processing in DIP.

Hon'ble Minister to the HOD ⟶ HOD to DIP ⟶ DIP to Shabdarth

Shabdarth will finalize the layout and design and submit it to Dy. Chief Minister for final approval.

After approval of the Deputy Chief Minister, Shabdarth will send back the advertisement to DIP for publication /release.