

DIRECTORATE OF INFORMATION AND PUBLICITY
GOVERNMENT OF NCT OF DELHI
BLOCK-IX, OLD SECRETARIAT, DELHI – 110054

No. F.16(245)/Advt./DIP/SOP/2025/200

Dated: 15-10-2025

CIRCULAR

Subject: - Revised Standard Operating Procedure (SOP) for the Approval and Release of Government Advertisements.

1. In supersession of this Directorate's earlier Circulars No. F.16/(197)/Advt./DIP/SOP/2022-23/3626-32 dated 21.09.2023 and No. F.16/32/Advt./DIP/2009-10/4208-4215 dated 02.06.2016, a Revised Standard Operating Procedure (SOP) is hereby issued to standardize, streamline, and simplify the process for approval and release of Government advertisements across Print, Electronic, Digital, and Outdoor Media platforms.
2. All Departments/Organisations are hereby requested to ensure that the planning and execution of advertisements and publicity campaigns are carried out in strict adherence to principles of financial propriety, and conform to the content regulation guidelines laid down by the Hon'ble Supreme Court of India.
3. It is reiterated that all media plans must be formulated based on justified need and cost-effectiveness, with the objective of achieving maximum value and outreach through optimal use of public funds.
4. Further, attention is drawn to the observations of the Comptroller and Auditor General (CAG) with regard to government advertisements, as communicated vide this Directorate's Circular No. F.16(188)/Advt./DIP/2022-23/2245-52 dated 05.06.2023. These must be scrupulously followed in all cases without exception.
5. To facilitate smooth and timely processing of advertisement proposals, it is mandated that all proposals must be submitted to the Directorate of Information & Publicity (DIP) at least **Four (4) WORKING DAY**s prior to the proposed date of publication, airing, or display. Proposals submitted beyond this stipulated timeline shall not be entertained. Departments are also advised to refrain from sending late submissions, especially after working hours, as this disrupts the workflow and affects procedural compliance.
6. All Additional Chief Secretaries, Principal Secretaries, Secretaries, Heads of Departments, and Heads of Autonomous Bodies/Organisations under the administrative control of the Government of NCT of Delhi are requested to issue necessary instructions to officers concerned to ensure strict compliance with the enclosed SOP.

This Circular is issued with the prior approval of the Competent Authority.


Director (I&P)

Enclosure: Revised Standard Operating Procedure (SOP)

Copy to:

1. All Additional Chief Secretaries/Principal Secretaries/Secretaries, GNCTD.
2. All Head of Departments/Autonomous Bodies/Commissions/Undertakings/ Statutory Bodies such as Boards, Corporations, Authorities, Societies, Trusts, Academies etc, and Organizations of GNCTD.
3. Section Officer (CTB), with the request to upload the circular on the official website of DIP, GNCTD.

Copy for information to:

1. Principal Secretary to Hon'ble Lt. Governor, Delhi
2. Secretary to Hon'ble Chief Minister, Delhi
3. Secretaries to Hon'ble Ministers, GNCTD
4. Staff Officer to Chief Secretary, GNCTD


Director (I&P)

REVISED STANDARD OPERATING PROCEDURE (SOP)
FOR APPROVAL, RELEASE AND PAYMENT OF ADVERTISEMENT
(Print, Digital, Electronic, and Outdoor Media)

1. Objective

To establish a uniform, transparent, and efficient mechanism for the approval, design, and release of advertisements by Departments/ Organisations under the Government of National Capital Territory of Delhi (GNCTD). This procedure shall be in accordance with financial, administrative, and regulatory guidelines, including those prescribed by the Comptroller and Auditor General of India (CAG) and the Hon'ble Supreme Court of India.

2. Scope

This Standard Operating Procedure (SOP) shall be applicable to all advertisements proposed by Departments, Autonomous Bodies, Commissions, Undertakings, Statutory Bodies, Boards, Corporations, Authorities, Societies, Trusts, Academies, etc. and other Organisations constituted by the GNCTD.

(However, **classified advertisements** such as tender notices, recruitment notices, public advisories and public notices, as well as advertisements issued by independent Constitutional or Statutory Bodies not under the administrative control of Hon'ble Ministers of Govt. of NCT of Delhi, **shall be approved at the level of the respective Head of Department (HoD)/Administrative Secretary**).

3. Procedure for Submission of Advertisement Proposals

All Departments/Organisations shall mandatorily follow the step-wise procedure outlined below before submitting advertisement proposals to the Directorate of Information and Publicity:-

Step	Action Required on the part of Department concerned	Responsibility	Remarks
1.	Department to submit a BRIEF NOTE justifying the necessity, importance, and objectives of the proposed advertisement, emphasizing its alignment with public interest and government priorities.	HoD/ Administrative Secretary	To be included in the noting portion of the proposal by Department.

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Step	Action Required on the part of Department concerned	Responsibility	Remarks
2.	Department to prepare ACCURATE CONTENT , incorporating all relevant facts, figures, and data, with proper citation of sources in both the noting and draft advertisement text, wherever applicable.	HoD/ Administrative Secretary	To be included in the noting portion of the proposal by Department.
3.	Department to prepare CREATIVE DESIGN/LAYOUT (for print/outdoor/digital media) or script (for electronic media) alongwith digital files (pdf/mp3/mp4/etc.), ensuring clarity, relevance, and appropriateness for public communication.	HoD/ Administrative Secretary	Copy of creative design/script duly approved by Hon'ble Minister concerned and signed by HoD is to be enclosed by the concerned Department alongwith the proposal.
4.	Whether the department wants to publish bilingual advertisement i.e. in English language in English Newspapers & in Hindi language in Hindi Newspapers.	HoD/ Administrative Secretary	To be incorporated in noting portion of the proposal.
5.	MEDIA PLAN: - Clearly state the type, name and number of media platform required for the advertisement i.e. Newspapers/TV Channels/Radio Stations/Digital Platforms/Outdoor media along with size; duration; number of spots etc. and justification thereof. A sample Media Plan for Print Display Advertisement is enclosed for reference.	HoD/ Administrative Secretary	The Media Plan shall be finalised by the Department concerned in consultation with Directorate of Information and Publicity and shall be signed Nodal Officer (Media) of the department concerned.

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Step	Action Required on the part of Department concerned	Responsibility	Remarks
6.	(a) Ensure that the administrative approval is accorded by the HoD/Secretary of concerned department/ organisation while submitting the proposals as per the Delegation of Financial Powers (Office Memorandum No. F.20/08/2019/AC/JS/Finance/2575-2674 dated 07/08/2019. (b) Also clarify whether the expenditure on the advertisement will be borne by the concerned department or proposed to be borne by the DIP.	HoD/ Administrative Secretary	Administrative approval with estimated cost to be accorded by department concerned while submitting proposal.
7.	Ensure compliance with the guidelines on Content Regulation of Government Advertisements in accordance with Hon'ble Supreme Court of India judgements dated: 13/05/2015 and 18/03/2016, as well as relevant provisions of this SOP.	HoD/ Administrative Secretary	Signed Certificate by HoD/Administrative Secretary of the Department concerned to be enclosed with the proposal. Sample format of certificate to be signed is enclosed as (Annexure A).
8.	Confirm that the advertisement complies with the observations of the CAG as communicated vide DIP circular No. F.16(188)/Advt./DIP/ 2022-23/2245-52 dated 05.06.2023.	HoD/ Administrative Secretary	To ensure economy, efficiency and effectiveness of public expenditure
9.	Mention the target audience, rationale for media selection , and outline of parameters for post-campaign impact assessment in the proposal.	HoD/ Administrative Secretary	To ensure efficiency, and effectiveness of public expenditure.

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Step	Action Required on the part of Department concerned	Responsibility	Remarks
10.	Department to provide details of similar advertisements issued during the past three financial years, if any along with documented outcomes.	HoD/ Administrative Secretary	For evaluation.
11.	Furnish the name, designation, and contact details of the Nodal Officer (Media) responsible for coordination and providing clarifications to the queries for the proposal.	HoD/ Administrative Secretary	For coordination, communication and clarification with DIP.

4. Approval Workflow

The advertisement proposal, complete in all respects and in compliance with the procedural steps outlined in Point 3 above, shall be processed as per the workflow mentioned below :-

- a. **Creative Finalization:** The concerned department shall finalize the creative design/layout or script, and obtain the necessary administrative approvals from the HoD/Administrative Secretary of the concerned department.
- b. **Media Plan:** The Media Plan shall be prepared by the Department concerned in consultation with Directorate of Information and Publicity for maximum outreach and cost effectiveness of the plan/campaign. The Media plan shall be approved both by the HoD/Administrative Secretary and Hon'ble Minister of Department Concerned.
- c. **Administrative Approval of the estimated cost of proposal:** As per Finance Department O.M. No.F.20/08/2019/AC/JS/Finance/2575-2674 dated 07/08/2019 administrative approval of the estimated cost of the proposal must be accorded by the concerned department while submission to DIP.
- d. **The proposal from Autonomous Bodies,** Commissions, Undertakings, Statutory Bodies, Boards, Corporations, Authorities, Societies, Trusts, Academies etc, and other Organisations shall be submitted through their Administrative Department of GNCTD.

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- e. **Departmental Approval:** The Head of Department (HoD) / Administrative Secretary shall obtain the approval of the Hon'ble Minister in-charge of the concerned department.
- f. **Submission to DIP:** After obtaining of approval from Hon'ble Minister concerned, the approved proposal shall be forwarded to the Secretary, Directorate of Information and Publicity by the HoD/Secretary of the concerned department.
- g. **Approval for use of Photograph in the Advertisement:**
 - (i) As per Hon'ble Supreme Court judgements dated 13.05.2015 and 18.03.2016 the photographs of Hon'ble Chief Minister or Hon'ble Minister in advertisements shall be published with the approval of CMO/Hon'ble Minister concerned.
 - (ii) The photographs of Hon'ble Prime Minister in advertisements (if applicable) shall be published with the approval from "Ad Approval Cell" PMO. This approval shall be processed and undertaken by DIP.
- h. **Execution of Advertisement:** Consequent upon final approval from Hon'ble Minister (I&P), the DIP/ Shabdarth shall execute the advertisement through the appropriate media platform/channels as per the approved media plan.
- i. **Payments of all mode of Advertisement:** Once the advertisement is released, invoice(s) submitted by the media houses to the SHABDARTH, bills will be generated and duly signed by Finance Manager (Shabdarth) will be forwarded to the DIP/autonomous body/organisation/department for payment to the SHABDARTH. Bills of outdoor advertisements bills will be paid directly to the media houses/agencies by DIP/department/ organizations.

5. Financial Provisions

- (a) **Advertisements by GNCTD Departments:** Expenditure on advertisements pertaining to Departments of GNCTD shall be met from the budgetary allocations of the Directorate of Information and Publicity (DIP). The Departments which have been allocated advertisement budget head for the particular campaign's advertisement shall mention the budgetary provisions and payment will be made by the department concerned for the said campaign.



(b) **Autonomous Bodies/Organisations** : Autonomous Body, Commissions, Undertakings, Statutory Bodies, Boards, Corporations, Authorities, Societies, Trusts, Academies, and other Organisations shall meet the expenditure for advertisements from their own budget/funds, as allocated through grants-in-aid, and **NO** alteration in the funding pattern shall be made without the prior approval of the Competent Authority.

(c) **Adherence to Approved Rates**

- All expenditures shall strictly conform to the rates approved by the Central Bureau of Communication (erstwhile DAVP) or those notified by the Government of NCT of Delhi.
- Responsibility for financial sanctioning, in accordance with delegated financial powers, shall rest with the HoDs/Administrative Secretaries.

6. Submission Timeline of Proposed Media Campaign/Plan

- a. All departments shall submit the Monthly Calendar of advertisements to be published in next month to the DIP on 25th day of preceding month for planning and logistic support like media plan by DIP. For example, the calendar for October month shall be submitted in office hours by 25th September.
- b. All advertisements proposals must be submitted to the DIP **MINIMUM 04 WORKING DAYS IN ADVANCE** of the intended date of publication, airing, or display.
- c. **Proposals not adhering to the above timeline shall not be considered**, unless delay is occasioned due to exceptional and unavoidable circumstances, duly recorded in the note by HoD/Administrative Secretary and approved by the Hon'ble Minister Incharge of the Department.

7. Checklist for Compliance

While submitting the proposal department concerned shall complete the **Checklist for Advertisement Proposals** (The checklist is provided at Annexure B).

The checklist must be signed by the HoD/Administrative Secretary and be accompanied by all necessary enclosures and certifications.



8. Exemptions for certain category of advertisements for approval by Hon'ble Minister

The following categories of advertisements are exempted from the requirement of Hon'ble Ministers' approval and shall be processed under a simplified procedure without pictures of the Dignitaries:

- a. **Classified Advertisements:** Including tender notices/ recruitment advertisements/ public advisories/ public notices etc. .
- b. **Reserved Subjects:** Advertisements relating to matters such as **Land, Public Order, and Police.**
- c. **Independent Constitutional/Statutory Bodies Advertisements.**

9. Procedure for releasing of Exempted Category Advertisements. The Proposals of Classified Advertisements, Reserved Subjects and Independent Constitutional/Statutory Bodies shall be processed with approvals of HOD/Administrative Secretaries. The proposal shall clearly mentioning the date of publication, edition (Delhi/All India), media plan, number of Newspapers, size of advertisement, languages of advertisement (translation required or not), expenditure to be borne by, creative duly approved (hard copy with forwarding letter and PDF file through email to DIP). All proposals must be submitted to the DIP **MINIMUM 04 WORKING DAYS IN ADVANCE** of the intended date of publication.

10. Monitoring and Compliance

- a. Every advertisement proposal must incorporate provisions for **post-campaign impact assessment**, detailing the mechanisms to evaluate effectiveness and public reach. The post campaign assessment shall be sole responsibility of department concerned only.
- b. **Non-compliance** with the provisions of this SOP, or with the guidelines issued by the Hon'ble Supreme Court or the CAG, may lead to **rejection** of the proposal.



CERTIFICATE

COMPLIANCE CERTIFICATE BY HEAD OF DEPARTMENT

This is to certify that:-

1. The proposed advertisement of the _____
_____ (Name of the Department),
GNCTD on the Subject - _____ (Name of
campaign) to be released/ published _____
(Date/duration) is in compliance of Hon'ble Supreme Court judgment dated
13.05.2015 and 18.03.2016, Committee on Content Regulation of
Government Advertisements (CCRGA) order dated 16/09/2016, and CAG
observations (Circular of DIP dated 05/06/2023).
2. Circulars/Standard Operating Procedure of DIP in force is followed in letter &
spirit.
3. The content of the advertisement(s) are same as approved by the competent
authority.

**(Seal & Signature of HoD/Administrative
Secretary, Concerned Department)**



CHECKLIST FOR ADVERTISEMENT PROPOSALS

To be submitted with every proposal, duly signed by HOD/Administrative Secretary of the concerned department.

Sr.No.	Particulars	Yes	No
1	BRIEF NOTE justifying the necessity, importance and objectives of the advertisement.		
2	ACCURATE CONTENT (facts, figures, data) with source cited in noting and advertisement.		
3	Proposed CREATIVE DESIGN/SCRIPT prepared and included.		
4	Approved MEDIA PLAN specifying media channels, size/duration/spots, and cost at DAVP/GNCTD rates and incorporated in noting portion.		
5	ADMINISTRATIVE APPROVAL for the estimated cost/expenditure by the concerned department.		
6	If the, advertisement is related to inaugurations of any project then the cost of advertisements should be restricted upto 2% of the total project cost as per CAG observations.		
7	Whether the department wants to publish bilingual advertisement i.e. in English language in English Newspapers & in Hindi language in Hindi Newspapers.		
8	If the reply to Serial No 7 is Yes, then whether the department has enclosed the creative in both languages i.e. in Hindi and English.		
9	Whether the Certificate signed by HOD/Administrative Secretary regarding SOP, Content and Compliance of Hon'ble Supreme Court judgment dated 13.05.2015 and 18.03.2016, Committee on Content Regulation of Government Advertisements (CCRG) order dated 16/09/2016, CAG observations (Circular of DIP dated 05/06/2023) has been enclosed ? (Format of certificate is enclosed as Annexure A).		
10	Target audience, media parameters justified and post-campaign impact assessment to be carried out by the department after the campaign.		
11	Details of similar advertisements (last 3 years) and their outcomes, if applicable.		
12	Proposal reviewed and concurred by the Account Functionary of the department.		
13	Proposal submitted to DIP at least 4 working days prior to publication/airing/outdoor display.		

Except for classified advertisements)

Signature _____
 Name _____
 Designation _____
 Contact No _____
 Official email ID _____
 (Designated Officer of Department)

**Seal & Signature of
HOD/Administrative Secretary**



SAMPLE/SPECIMEN OF MEDIA PLAN QUARTER PAGE (400 SQ. CMS.) DELHI EDITION							
S. No	Particular	Size (Sq. cm)	Circulation	DAVP Rate	Amount (A)	40% extra to Colour Advt. (B)	Grand Total (A+B)
English Newspaper							
1	Newspaper A	400	649203	307.70	1,23,080	49,232	1,72,312
2	Newspaper B	400	555155	263.13	1,05,252	42,101	1,47,353
Hindi Newspaper							
3	Newspaper C	400	354734	168.13	67,252	26,901	94,153
4	Newspaper D	400	347211	164.57	65,828	26,331	92,159
5	Newspaper E	400	342873	162.51	65,004	26,002	91,006
6	Newspaper F	400	196300	108.03	43,212	17,285	60,497
	Total				4,69,628	1,87,852	6,57,480
Add:- GST claimed by publications @5% of 85% of Total							27,943
Add:- CGST @ 9% of 15% of Total							8,876
Add:- SGST @ 9% of 15% of Total							8,876
Grand Total (In Rs.)							7,03,175



**FLOW CHART OF HOW TO PROCEED THE PROPOSAL FOR
ADVERTISEMENTS**

1.	Department Concerned (To Prepare proposal as per SOP)
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↓ to

2.	Hon'ble Minister of the concerned department (For approval)
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↓ to

3.	After approval of the Hon'ble Minister, the HoD/Administrative Secretary shall send the proposal to the Secretary (I&P)
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↓ to

4.	Director (I&P) Will process the proposal within the Directorate of Information and Publicity & shall submit to the Competent Authority for approval.
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