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**DIRECTORATE OF INFORMATION AND PUBLICITY
GOVERNMENT OF NCT OF DELHI
BLOCK NO. IX, OLD SECRETARIAT, DELHI-110054**

No. F.16(203)/DIP/Advt/2015-16 / 4882 - 4890

Dated: 25/07/16

OFFICE MEMORANDUM

This is in continuation to this Office Memorandum No. F.16(203)/DIP/Advt/2015-16 dated 08/03/2016 regarding the payment for the creative print display advertisements, tender/notices being released through 'Shabdarth', an advertisement agency of the Government of NCT of Delhi, by the Departments of GNCT of Delhi.

In this regard, it is clarified that the payment for the print advertisements released through 'Shabdarth' by the Departments of GNCT of Delhi would be made from DIP budget. However, as far as different Autonomous Bodies/Commissions/Corporations/Academies of GNCT of Delhi are concerned they have to bear the cost of publication of these print advertisements from their own funds, as these bodies are separately receiving budget from the concerned departments through grants and hence paying for their advertisements may tantamount to changing the funding pattern of these bodies without the approval of the Competent Authority.



(Sandeep Mishra)
Special Director (I&P)

No. F.16 (203)/DIP/Advt/2015-16

Copy for compliance to:

1. All Principal Secretaries/ Secretaries/Head of Departments, GNCTD of Delhi
2. All Head of Autonomous Bodies/Commissions/Corporations/Academies of GNCTD
3. PS to Chief Secretary
4. PS to Principal Secretary to Lt. Governor
5. PS to Principal Secretary to Chief Minister
6. PS to Secretary to Deputy Chief Minister
7. All Deputy Commissioners, GNCTD
8. PS to Secretary (PR)
9. HR/ Media Manager, Shabdarth



(Sandeep Mishra)
Special Director (I&P)