

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

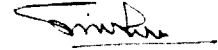
Dated:

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.



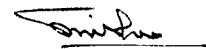
(Sandeep Mishra)
Special Director (I&P)

No. F.16 (32)/Advt/DIP/2009-10/4208-4215

Dated: 26/16

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

<u>Officer</u>	<u>Procedure to be followed before submitting the advertisement.</u>	<u>Remarks, if any</u>
	(Put tick mark in box after completing the process)	
HOD	<ul style="list-style-type: none"><input type="checkbox"/> Preparation of content (information facts & figures) needed to be published.<input type="checkbox"/> Brief note on the necessity and the importance of the advertisement<input type="checkbox"/> Size of the advertisement<input type="checkbox"/> Media plan including approximate cost for each advertisement<input type="checkbox"/> Proper translation of the text, if required.<input type="checkbox"/> Hindi to English<input type="checkbox"/> English to Hindi<input type="checkbox"/> 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.

