

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

No. F. 16 (32)/Advt/DIP/2009-10/Part File | 130-137

Dated: 12 | 01 | 16

OFFICE MEMORANDUM

Recently, a glaring mistake occurred in the content of an advertisement which was published in leading English newspapers which has caused unnecessary embarrassment to the Government. In order to ensure that such mistakes do not re-occur in the advertisements released by the Government, following instructions are reiterated for strict compliance by all concerned:

1. Written brief from HODs/Department to be forwarded to Shabdarth/empanelled agencies for preparing creative designs. The HOD/Department concerned would ensure correctness of the final contents of the creatives prepared.
2. The department concerned shall then put up the design received from Shabdarth/empanelled agencies to the Hon'ble Deputy Chief Minister through Director, Information & Publicity or Secretary (PR)/Secretary to Dy. Chief Minister at least three (03) working days before the date of publication.
3. The media plan for the advertisement shall be invariably got approved by the HOD/concerned Minister Incharge from the Hon'ble Deputy Chief Minister.
4. The design so approved for publication shall bear the signatures of concerned HOD / Secretary / Minister Incharge / Hon'ble Dy. Chief Minister. The DIP/Shabdarth will not accept any design or issue DIP Number for


release in case the final creative does not bear signatures of anyone of the Competent Authorities as above.

5. Essentially the concerned department will be responsible for the contents of the advertisements besides it shall also be ensured that the same is free from any grammatical or spelling mistake, or any omission or commission.

These instructions shall also apply to the Autonomous Bodies, Corporations, Societies, Boards etc. under the administrative control of various departments of GNCT of Delhi.

All Pr. Secretaries, Secretaries and HODs are hereby advised to ensure strict compliance of above instructions.

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


(SAJJAN SINGH YADAV)
Secretary (PR)/Director (I&P)

No. F. 16 (32)/Adv/DIP/2009-10/Part File

Dated:

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 LG
6. PS to Pr. Secretary to CM
7. PS to Secretary to Dy. CM
8. All Deputy Commissioners, GNCTD

(SAJJAN SINGH YADAV)
Secretary (PR)/Director (I&P)