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

File No. F4 (656)/DIP/FP/45805-12

Dated: 18/03/15

**CIRCULAR**

Attention of Principal Secretaries/Secretaries/HoDs is invited to the Circular no. F.16/32/Advt/DIP/2009-10/1853 dated 3/7/2013 issued by the Directorate of Information & Publicity elaborating the procedure for release of display advertisement through the empanelled agencies of this Directorate. As per the circular, before release of any advertisement the Department has to invite creatives from all the empanelled agencies and the best creative is to be selected. The advertisement is released through the empanelled agency whose creative is found to be the best by the Competent Authority.

It has been brought to the notice of this Directorate that in some cases the Departments intend to prepare the creative internally or use existing creative. A clear policy is required for selection of an Agency to release such creatives.

It has been decided that in such cases where creative has been prepared by the Department internally or an existing creative is to be used, selection of agency for release of advertisement shall be done by inviting sealed quotations by the Department concerned from all the empanelled agencies seeking highest possible discount on DAVP rates in lieu of the creative and the advertisement should be released through the agency which offers the highest discount.

After selection of an agency by any one of the aforesaid methods, the Department will forward the creative along with the name of the advertisement agency to the Directorate of Information & Publicity for release of advertisement. The discount offered shall be clearly documented and shall be deducted while making the payments to agency by the Department. These instructions will be applicable for release of advertisements through any medium including Print, Outdoor, Radio, TV etc.

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

  
18.03.15  
**(KULANAND JOSHI)**  
Additional Director, DIP

To

1. Secretary to Hon'ble Chief Minister, Delhi.
2. Secretary to Hon'ble Deputy Chief Minister, Delhi.
3. All Principal Secretaries/ Secretaries/ Secretary to Lt. Governor, Delhi/ Heads of Departments, Government of National Capital Territory of Delhi.
4. All Heads of Local Bodies/ Autonomous Bodies under Government of National Capital Territory of Delhi.
5. All Secretaries to Ministers, Government of National Capital Territory of Delhi.
6. PS to Chief Secretary, Government of National Capital Territory of Delhi.
7. All Deputy Commissioners, Government of National Capital Territory of Delhi.
8. Guard File.