

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

F. No. 16/32/Advt/DIP/2009-10/ 5936-42

Dated:- 30/03/15

OFFICE MEMORANDUM

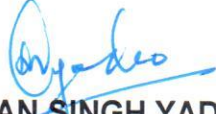
With a view to ensure standardization in the quality, aesthetic appeal and contents of the advertisement design, all Pr. Secretaries/Secretaries and HODs have been repeatedly advised to obtain approval of Hon'ble Chief Minister by sending the files of advertisement designs to the Director, Information & Publicity or Pr. Secretary to the Chief minister. These instructions have been reiterated vide communication dated 23.03.2007, 15.05.2007, 10.04.2008, 30.09.2009, 04.02.2010, 23.04.2010 and 29.04.2013. However, it has been observed that these instructions are not being followed by some of the officers. The following instructions are, therefore reiterated for strict compliance by all concerned:-

- i. All the empanelled advertisement agencies are to be invited for briefing sufficiently in advance to ensure proper completion, availability of sufficient numbers of designs and to facilitate selection of best design. DIP should be informed about date & time of briefing.
- ii. The designs received are to be put up to the Hon'ble Deputy Chief Minister through Director, Information & Publicity or Pr. Secretary (PR)/Pr. Secretary to Dy. Chief Minister at least three (3) working days before the date of publication.
- iii. The Department should also mention the estimated total cost of the campaign, Cost breakup (Newspaper-wise, TV and Radio/FM channel-wise and outdoor media-wise), Discount offered by the respective agencies and exact page number and possible location in which the respective Newspaper will carry the advertisement.
- iv. These instructions are applicable to all the advertisement designs in print media, hoardings, television spots, radio jingles, etc.
- v. The Department concerned shall be responsible for the contents of the advertisement.
- vi. DIP number shall not be issued if above procedure is not followed.

- vii. All Secretaries to Ministers are requested to bring it to the notice of the Ministers.
- viii. 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 for compilation of these instruction.

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


(SAJJAN SINGH YADAV)
Director (Information and Publicity)

Copy for compliance to:

1. All Principal Secretaries/Secretaries/Heads of Deptt. GNCTD.
2. All Heads of Autonomous Bodies/Commissioners/ Corporations of GNCTD.
3. All Secretaries to Ministers, GNCTD.
4. PS to Chief Secretary, GNCTD.
5. PS to Pr. Secretary to LG/Pr. Secretary to CM.
6. PS to Principal Secretary (PR).
7. All Deputy Commissioners, GNCTD.