



'हर काम देश के नाम'
रक्षा लेखा महानियंत्रक
Controller General of Defence Accounts
उलन बटार रोड, पालम, दिल्ली छावनी-110010
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No.Coord-Estt/3012/Circular/IX

Dated 28. 01.2022

To


All PCDAs/PCA(Fys)/PIFAs
CDAs/IFAs/RTCs
(Through CGDA website)

Sub: Release of Government advertisements through Bureau of Outreach and Communications (formerly DAVP) reg.

Please find enclosed a copy of Ministry of Information and Broadcasting, Government of India OM No.M-24013/34/2021-MUC-1 dated 27.12.2012 on the subject matter for information and necessary action.

2. The Ministry of Information and Broadcasting has invited attention to their earlier OM dated 10.10.2014, dated 30.09.2016 and subsequent DOs from the Secretary, M/o I&B which provides and reiterates for release of advertisements through Bureau of Outreach and Communications(erstwhile DAVP) by all Ministries/Departments and their PSUs.

3. It is accordingly, requested to ensure compliance of instructions contained in the OM while releasing advertisements.


(G.K. Baranwal)
Sr. Dy. CGDA (Estt.)

Copy to:

- | | | |
|---------------------------------------|---|--------------------------------|
| 1. IFA Wing (Local) | - | For necessary action as above. |
| 2. Internal Audit Section (Local) | - | -do- |
| 3. General Management Section (Local) | - | -do- |
| 4. IT & S (Local) | - | For uploading on CGDA Website |


(KSP Srivastava)
Accounts Officer(Coord-Estt)

M-24013/34/2021-MUC-1

भारत सरकार

Government of India

सूचना एवं प्रसारण मंत्रालय

Ministry of Information and Broadcasting

ए विंग, शास्त्री भवन, नई दिल्ली - 110001

A Wing, Shastri Bhawan, New Delhi - 110001

New Delhi, Dated: 27.12.2021

OFFICE MEMORANDUM

Subject: Release of Government advertisements through Bureau of Outreach and Communication (formerly DAVP) reg.

As per Para 23(VI) of Business Allocation rule of Government of India, 1961, Ministry of Information and Broadcasting is Nodal Ministry for 'Production and release of advertisements on behalf of the Government of India'. Bureau of Outreach and Communication (erstwhile DAVP) is the Nodal Directorate under Ministry of Information and Broadcasting to execute this mandate.

2 Attention in this regard is invited to this Ministry's O.M. No.M-24013/28/2014-MUC dated 10th October, 2014 (Annx. I) conveying the recommendations of the Committee of Secretaries dated 17th July, 2014 which interalia mentions that Content, Media Plan and display of advertisements by different Ministries/Departments should be designed by BOC in consultation with client Ministries/Departments so that uniformity and consistency with a broad theme is ensured.

3 The Cabinet Secretary vide his D.O. Number 331/2/2/2014-CA V dated 30th September, 2016 (Annx. II) to all Secretaries to the Government of India has also pointed out that many Ministries/Departments and agencies of Government of India specially PSUs and Autonomous bodies, are issuing their advertisements directly to the Newspapers. This deprives benefit of 15% agency commission which is ploughed back to the Ministry/Department concerned in case advertisements are released through BOC. This was reiterated by DO letter of Secretary, Ministry of Information and Broadcasting dated 20th June, 2017 (Annx. III).

O/o Addl. FA (R&D) & Joint Secretary	Date: 06/01/22
R. 62	Date: 06/01/22
D. 73	Date: 06/01/22

56/000/c/22
10/1/22
BIC

7/1/22
Addl. FA (VA)
6/1/22
H. Din (BOD coord)

Amul
06/01/22

AGA
COO-wood

9/1/22
6/1/22
SODRAC

4 Further, Secretary Information & Broadcasting vide his D.O. dated 25th October, 2021 (Annx. IV) also requested all Secretaries for release of newspaper advertisements by all PSUs/ Autonomous Bodies under their Ministries through BOC (erstwhile DAVP) only.

5 However, it is observed that many Ministries/ Departments are still releasing their advertisements directly and at times routing it through their PSUs for releasing both type of advertisements i.e. Display (Communication and publicity) and Classified (non communication: Tender, Recruitment and Notices). BOC provides for a higher rate for advertisements issued by PSUs compared to Ministries/Departments. However, PSUs issuing advertisements directly and not through BOC end up paying commercial rates for advertisements.

6 In view of the above it is requested as under:

1. All Ministries/ Departments and their PSU should invariably release their advertisements, both Display and Classified, through Bureau of Outreach and Communication. BOC would decide on the communication plan in consultation with the concerned Ministry/Department/PSU.
2. Only small advertisements which are less than quarter page in size and are classified in nature can be released directly by PSUs in exceptional situation.
3. Advertisements relating to land acquisition etc. should be small and a QR code with web link can be embedded in the same for more details (subject to legal requirements).
4. As has been recently decided by Government, henceforth display ads with QR code appropriately linked to video and classified ads in hybrid format only should be issued.

7 This issues with the approval of competent authority

Encl. As above.


(Vikram Sahay)
Joint Secretary (P&A)
Tel.: 2307 3775

To,
Secretaries of all Ministries/Departments of Government of India

F.No.M-24013/28/2014-MUC
Government of India
Ministry of Information & Broadcasting
(Media Unit Cell)

.....
A-Wing, Shastri Bhavan, New Delhi-110 001
Dated: 10th October, 2014

OFFICE MEMORANDUM

Subject: Review of existing advertisement policy – Recommendations of Committee of Secretaries (Cos) – reg.

.....
The undersigned is directed to enclose a copy of the minutes of the meeting of Committee of Secretaries (CoS) held in Cabinet Secretariat on 17th July, 2014 on the subject mentioned above.

2. The recommendations of CoS are highlighted as under:-
- (i) Content, media plan and display of advertisements by different Ministries / Departments should be designed by DAVP, in consultation with the client Ministries / Departments so that uniformity and consistency with broad theme can be ensured.
 - (ii) Mandatory advertisements (occasions of birth and death anniversaries of eminent persons and National Holidays) should be issued by M/o I&B.
 - (iii) To save cost, only essential information and the link to the website may be provided in the Classified and Tender Ads.
 - (iv) A calendar of theme based / policy based advertisement campaigns of individual Ministries (such as for Teacher's Day by M/o HRD) should be finalised well in advance by the various Ministries in consultation with M/o Information and Broadcasting.
 - (v) DAVP should be given adequate time for finalising the ad campaign of various client Ministries.
 - (vi) MHA should notify the list of prominent leaders for the ads on birth and death anniversaries.
 - (vii) DAVP should be provided 85% advance payments by client Ministries / Departments.
 - (viii) Various social media platforms and websites, Digital Cinemas and Community Radio Stations empanelled with DAVP could be used for various Government Advertisements.
 - (ix) There will be no non-payment clients for DAVP. All existing non-paying / partly paying clients of DAVP should be converted into fully paying clients.

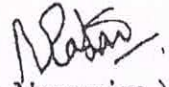
....Contd/-

In addition to above, the following points should also be kept under consideration, as part of existing advertisement policy:-

- (i) For the print media advertisements, the photograph of Prime Minister should be given in Government advertisements only after prior approval of PMO. The proposals of the Ministries / Departments should be sent to PMO well in advance and preferably at least five working days before the scheduled date of publication. The procedure to be followed in this regard is describe in detail in Principal Secretary to Prime Minister's D.O. letter dated 9.8.2014, a copy of which is enclosed.
- (ii) DAVP issues six Mandatory Advertisements annually (i.e. National Days on 26th January, 15th August and 2nd October and also on 23rd March (Martyr's Day), 14th April (Ambedkar Jayanti) and 31st October (Sardar Patel Jayanti). In this regard, Ministries / Departments should introduce advertisements for participation of General Public in various Mandatory Advertisements.

All concerned Ministries / Departments of Government of India are requested to take necessary action / issue suitable instructions to all concerned organisations under them for adherence to the above mentioned guidelines.

Encl: as above



(P. Nagarajan)

Under Secretary to the Government of India

Tele:23384853

Secretaries of all Ministries / Departments in GOI (as per the attached list)

Copy also to:-

1. Secretary General, Lok Sabha
2. Secretary General, Rajya Sabha
3. CVC, Central Vigilance Commission
4. Director, CBI
5. Chairman, UPSC
6. Chairman, SSC
7. All Media Units, Ministry of I&B
8. CEO, Prasar Bharati
9. DG, DAVP
10. AS (I&B) / AS (Films) / JS(B-I) / JS(B-II)
11. PS to HMIB
12. PPS to Secretary (I&B) / PPS to JS(P&A) / PS to Dir (IP&FS)

प्रदीप कुमार सिन्हा
PRADEEP K. SINHA



सत्यमेव जयते



Annex II

मंत्रिमंडल सचिव
भारत सरकार

CABINET SECRETARY
GOVERNMENT OF INDIA

D.O.No-331/2/2/2014-CA III/CA

Dated : 30 September 2016, 2016

Dear Secretary,

(IPP)

संयुक्त सचिव (नीति एवं प्रशा.)
Joint Secretary (P&A)

आ. सं./Dy. No. 26/304

दिनांक/Date: 5/10/16

As you are aware, the Directorate of Advertising and Visual Publicity (DAVP), Ministry of Information & Broadcasting is mandated for production and release of advertisements on behalf of the Government of India. This is to ensure uniformity & consistency of content across all Ministries besides ensuring wide coverage of Government schemes and programmes. As per the existing Advertisement Policy of the Government of India, all Ministries/Departments are required to route their advertisements, including display advertisements, through the DAVP. In so far as recruitment advertisements and tender notices are concerned, these can be issued directly also on DAVP rates.

2. It has been brought to my notice that despite clear Policy Guidelines, certain Ministries/Departments and other agencies of the Government of India especially PSUs and Autonomous Bodies, are issuing their advertisements directly without routing them through DAVP. Issuing advertisements without routing them through DAVP is not only in contravention of the existing policy of the Government of India, but it also results in extra expenditure as the Ministries/Departments concerned are not able to get the DAVP rates which are lower than the normal rates of newspapers. Besides, they are also deprived of the benefit of 15% Agency Commission which is ploughed back to the Ministry/Department concerned by the DAVP.

3. You are, accordingly, directed to ensure strict compliance of the above policy by your Ministry and also issue appropriate directions immediately to the Attached offices/Subordinate offices, PSUs and Autonomous Bodies etc. under your administrative jurisdiction for the same. The action taken in this regard may please be conveyed to Secretary, Information & Broadcasting under intimation to Cabinet Secretariat, at the earliest.

With regards,

Yours sincerely,

(P. K. Sinha)

Shri Ajay Mittal
Secretary,
Ministry of Information & Broadcasting
New Delhi

D.O.No1/27/2009-MUC (Vol.II)

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अजय मिश्र, भा.प्र.से.
साधव
AJAY MITTAL, IAS
SECRETARY



भारत सरकार
सूचना एवं प्रसारण मंत्रालय
शास्त्री भवन, नई दिल्ली-110001
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
SHASTRI BHAWAN, NEW DELHI - 110001
June 20, 2017

Dear Secretary,

Kindly refer to Cabinet Secretary's DO letter No. 331/2/2/2014-CA III/CA V dated 30.9.2016 and this Ministry's DO letter of even number dated 23rd November, 2016 (copies enclosed) instructing all the Ministries / Departments of Central Government to ensure strict compliance of the Advertisement Policy of Government of India by releasing their Advertisements through Directorate of Advertising and Visual Publicity (DAVP).

2. It has been observed by this Ministry that some Ministries/Departments and the organisations under them are still releasing their advertisements in Print Media. A report showing the list of such advertisements for the period November, 2016 to March, 2017 is attached herewith.

3. In the light of above, I would therefore like to once again request you to take necessary action for strict compliance of the direction of Cabinet Secretary to ensure that no Government advertisements are released directly, i.e. without routing through DAVP.

With regards, best wishes

Yours sincerely,

(Ajay Mittal)
श्री/प्रति

Encl: As above.

To,
Secretaries of all Ministries/Departments,
As per List Attached.

दिनांक 21 अक्टूबर 2017
श्री. (1) & प्रत्येक

25th October, 2021

D.O. No.M-24013/34/2021-MUC-1

Dear Secretary

As you are aware Bureau of Outreach and Communication (BOC, erstwhile DAVP) is the nodal Directorate of Government of India for release of advertisements through Print, Television, Radio, Outdoor and other media.

2 I would like to bring to your notice that most of the PSUs under different Ministries generally release their advertisements, both display and classified, through private agencies at commercial rates which are considerably higher than BOC rates. You may appreciate that if advertisements are released through BOC for different media like Print, Television, Radio, Outdoor and other media, the rates of which are available at BOC website www.davp.nic.in, there will be considerable saving in terms of ad spend.

3 In this regard, I had convened a meeting with some of the PSUs on 01st October, 2021 in which various issues were discussed. The relevant portion of the Minutes of that Meeting is enclosed at Annexure.

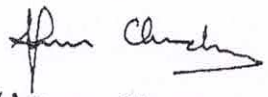
4 The advertisements through BOC will be released for different media as per the policies approved by the government which are available on BOC website www.davp.nic.in. The release of classified and display ads of newspapers for Maharatna and Navaratna PSUs will be at 1.5 times of normal BOC rates as per the policy. For other PSUs normal BOC rates will apply.

5 I shall therefore request you to direct the PSUs/autonomous bodies under your Ministry to henceforth release their advertisements through BOC after getting the necessary clearances from the competent authority. The officials of the PSU may be requested to get in touch with the concerned officers of BOC handling your Ministry (list enclosed).

Encl. As above.

with regards

Yours sincerely,


(Apurva Chandra)

To

All Secretaries to Government of India