

कार्यालय रक्षा लेखा महानियंत्रक, उलान बतार रोड, दिल्ली छावनी-10
**Office of the CGDA, Ulan Batar Road, Palam,
Delhi Cantt-110010**

No. AN/III/3012/Misc./Vol.XIV Dated 27.12.2017

To,

All PCsDA/ PCsA (Fys.)/ PIFAs,
CsDA/ CsFA (Fys.)/ IFAs/ RTCs.
(through CGDA website).

Subject: Release of advertisement to newspapers only through DAVP.

Please find enclosed a DO letter no. 11/06/2017-Coord dated 06.12.2017 of Directorate of Advertising & Visual Publicity, Ministry of Information and Broadcasting, on the subject for information and compliance of the advertisement policy of Government of India.

The contents of above mentioned DO letter may please be brought to the notice of all concerns as well as subordinate offices of your organization.


(Kavita Garg)
Sr. Dy. CGDA (AN)

Copy to:

IT&S Wing : with a request to upload on CGDA's website.
(Local)
AN-IV : for info. & necessary action.
(Local)


(Kavita Garg)
Sr. Dy. CGDA (AN)

घनश्याम गोयल

महानिदेशक

GHANSHYAM GOEL

Director General

दूरभाष/Tel. No. : 24369521

फैक्स/Telefax : 24369608

D.O. No. 11/06/2017 – Coord.



सत्यमेव जयते

भारत सरकार

Government of India

विज्ञापन और दृश्य प्रचार निदेशालय

DIRECTORATE OF ADVERTISING
& VISUAL PUBLICITY

सूचना और प्रसारण मंत्रालय

Ministry of Information and Broadcasting

फेज-V, सूचना भवन, दूसरी मंजिल, सी.जी.ओ.

कॉम्प्लेक्स, लोधी रोड, नई दिल्ली-110003

Phase-V, Soochna Bhawan, 2nd Floor, C.G.O.

Complex, Lodhi Road, New Delhi-110003

ई पत्र / Email : dgdavp@nic.in

Visit us at : <http://www.davp.nic.in>

December 06, 2017

Office of Addl. FA/IC & JS
Dy. No. 11/17
Date: 20/11/17

Respected Sir,

The Directorate of Advertising and Visual Publicity (DAVP), is the nodal organization of Government of India which releases advertisements through various media vehicles, viz. Print Media, Radio, TV, Outdoor Publicity, Exhibitions, Printed Publicity, Digital Cinema, Internet, Bulk SMSs etc. to disseminate information in respect of government policies, programmes, schemes & achievements all over the country on behalf of various Client Ministries/Departments.

2. In this regard, the Cabinet Secretary, Shri P.K. Sinha has issued directions vide his DO letter No. 331/2/2014-CA III/CA V dated 30.09.2016 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 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 unlike private advertising agencies, DAVP gives back to the Ministries concerned by way of charging 85% amount from them of the total campaign value.

3. The same was reiterated subsequently by the then Secretary, I&B, Shri Ajay Mittal, vide his DO letter No.1/27/2009-MUC (Vol.II) dated 20.06.2017 bringing this to the notice of all Government ministries/departments. However, it has been observed that some Ministries/Departments and the organisations under them are still not releasing their advertisements through DAVP.

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4. DAVP has also been informing all Ministries/Departments of the Government directions in this regard, from time to time. It is requested that suitable instructions may kindly be issued to all concerned officers of your Ministry to ensure release of advertisements to newspapers only through DAVP.

With regards,

Yours Sincerely


(Ghanshyam Goel)

Shri S.K.Kohli,
Secretary,
Ministry of Defence,
Department of Defence Finance,
139, South Block,
New Delhi.