

No. P-11011/4/2012-PPC
Govt. of India
Ministry of Information and Broadcasting
(Policy & Planning Cell)
Shastri Bhawan, New Delhi

Dated the 8th December, 2017

ORDER

Subject: Integration of DFP, S&DD and DAVP – reg.

In supersession of this Ministry's all earlier orders with regard to the integration/rationalization of the human and financial resources of DFP, S&DD and DAVP for undertaking the integrated publicity/communication campaigns, the following has been decided:

A. For Regional and Field Units:

- i) All Regional Offices/Field units of S&DD and DAVP will be subsumed in the 22 Regional Offices and 147 Field Units of DFP. Accordingly, S&DD and DAVP will have to close their existing Regional/Field Units and co-locate their Units in the Regional/Field Units closest to them. The Integrated Regional Units will be re-named as Regional Outreach Bureaus (ROBs). The Additional Director General (Region) will be the Controlling Officer for all administrative and financial matters relating to the ROB concerned.
- ii) All the 147 Field Units will be re-named as Field Outreach Bureaus (FOBs) and shall similarly have a designated head who will act as the Controlling Officer. Additional Director General (Region) concerned will be empowered to designate the Heads of respective FOBs.
- iii) For greater synergy, the concerned Additional Director General (Region) shall undertake a detailed exercise of rationalization of human and infrastructural resources of these three Media Units i.e. (DFP, S&DD and DAVP) in a phased manner for complete integration.

B. For Headquarters at Delhi:

- iv) Post integration, all the three Media Units i.e. DFP, S&DD and DAVP headquartered in Delhi will be re-named as Bureau of Outreach & Communication (BOC) which will have three divisions, namely DAVP, DFP & S&DD. BOC will have a unified command.


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C. For Budgetary Provisions:

- v) The existing three Media Units (DFP, S&DD and DAVP) are carrying out their publicity related activities through the budget heads under the common schemes of the Ministry i.e. Development of Communication and Information Dissemination (DCID) and Media Infrastructure Development Programme (MIDP). The present structure of the different budget components under the said Schemes will be retained with the exception that all expenditure [that is Central Sector Schemes as well as Establishment Expenditure] will be incurred with the specific approval of the Head of the BOC.
- vi) Under the integrated structure, all financial proposals regarding conduct of publicity programmes, administrative expenditure etc. of BOC, which are covered under the delegated powers, will be approved by the designated Head of the BOC. However, those proposals which are beyond the delegated powers shall be submitted to the Ministry by the Head of BOC.

D. Committee for implementation of integration:

- vii) A Committee comprising AS&FA, DG (DAVP) and JS (P&A) shall oversee the process of complete integration and delineate all financial/contractual liabilities of the respective organizations. The Committee shall also define the protocols for administrative/financial matters related to the merged entities.
3. The above tasks shall be completed in a time bound manner within a period of 6 months.
4. This issues with the approval of HMIB and shall be applicable with immediate effect.


(K. Sanjay Murthy)
Joint Secretary (P&A)
Tel. 011-2307 3775

To,

*AS&FA, DG, DAVP
All Media Units
All Officers of level of US and above in the M/o I&B*

Copy to:

PS to HMIB / PS to HMSIB / PPS to Secretary (I&B) / PPS to AS (I&B)