

No. P-11011/4/2012-PPC  
Government of India  
Ministry of Information & Broadcasting  
(PP Cell)

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New Delhi, 25<sup>th</sup> April, 2016

**ORDER**

**Subject:- Integration of S&DD, DAVP (Exhibition Wing) and PIC activities of PIB with DFP.**

To bring in functional integration, synergy and better outreach in the activities of different field media units of I&B Ministry, i.e. Directorate of Field Publicity (DFP), Song & Drama Division (S&DD), Exhibition Wing of DAVP and the PIC activities of PIB, it has been decided with the approval of the competent authority that:

- Director: S&DD and ADG: Exhibition Wing of DAVP shall directly report to Pr. DG: DFP at the HQ.
  - Budget of all the concerned Media Units, i.e. DFP, S&DD and DAVP which has already been allocated, shall be utilized for the activities to be undertaken by respective organisations within their budget lines.
  - As there is no dedicated manpower in respect of PIC work of PIB, PIC activities shall be performed by DFP henceforth. The Plan funds earmarked in the DCID Scheme for PIC activities shall be utilized by DFP.
2. These orders shall be applicable with immediate effect.



(Mihir Kumar Singh)

Joint Secretary to Government of India

To  
All Media Heads.  
All officers of level of DS and above in the M/o I&B.

Copy to:  
PS to HMIB/PS to HMSIB/PPS to Secretary(I&B)/PS to SS, AS&FA, Sr. EA.