

No. 1/9/2009-MUC
Government of India
Ministry of Information & Broadcasting
Shastri Bhawan,
New Delhi

Dated the 13th June, 2013

Subject: Release of Government Advertisements - regarding.

Reference is invited to this Ministry's I.D. of even number dated 14.9.2009 on the subject mentioned above (copy enclosed).

2. Vide aforesaid I.D. note of the Ministry of I&B, an amendment was made in clause 3 of DAVP's advertising policy which inter-alia states that:

"All Central Government Ministry's / Departments (including semi-Govt., autonomous bodies, PSUs etc.) would be free to issue their audio/visual publicity releases through NFDC also to the private TV/Radio channels empanelled with DAVP, only at DAVP rates."

3. It has now been decided by the Competent Authority in the Ministry of I&B that all advertisements pertaining to Central Government Ministry's/Departments (including semi-Govt., autonomous bodies, PSUs etc.) relating to print & electronic media should be routed only through DAVP and not through any other agency till further orders.

Shailish
(Shailesh Gautam)

Under Secretary to the Government of India

Tele: 2338-4853

Encl: As above

1. **DAVP (Shri G. Mohanty, DG), New Delhi**
2. **Ms. Neena Lath Gupta, MD, NFDC, Mumbai**

Copy to:

1. PS to MSIB(I/C)
2. All Secretaries to Government of India (including PPS to Secretary of this Ministry)
3. Shri B. Brahma, Economic Advisor (M/o I&B)
4. PPS to JS(P&A), JS(B-1), JS(B-2), JS(Films), PS to Economic Advisor (M/o I&B)
5. PS to Director (IIS)

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(Shailesh Gautam)

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MOST IMMEDIATE

**MINISTRY OF INFORMATION AND BROADCASTING
(MEDIA UNIT CELL)**

SUBJECT: Release of Govt. Advertisements by NFDC without routing through DAVP -reg.

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This is with reference to DG, DAVP's D.O. letter No. Dir(AV)/Misc/09 dated 13.04.2009 regarding release of Govt. advertisements by NFDC without routing them through DAVP. The matter has been considered in the Ministry and the competent authority has allowed NFDC to take up the work of release of Govt. advertisements (including semi-Government, Autonomous Bodies, PSUs) in channels empanelled with the DAVP at the rates fixed by DAVP.

DAVP is accordingly requested to incorporate the amendment to its 'Electronic Media Policy', in the relevant Clause [i.e. Clause-3] of the said Policy which would now be read as follows :

"All Central Government publicity releases on private TV/Radio Channels will be routed through DAVP. However, the Ministries/Departments (including semi-Govt., autonomous bodies, PSUs etc.) would be free to issue their audio-visual advertisements through NFDC also to the channels empanelled with DAVP, only at DAVP rates."

etc.
Sham Lal
(Sham Lal)
Under Secretary[MC]
Tele: 23385795

DAVP (Shri A.P. Frank Noronha, Director General)

M/o I&B's I.D. Note No. 1/9/2009-MUC dated 14.09.2009

Copy for information and necessary action to :

Ms. Neena Lath Gupta, MD , NFDC, Mumbai, with reference to her communication No.NFDC/MD/2009/779 dated July 23, 2009.

Agreed
14/09/09
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