

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).

-JS (DSIR)

✓ H (SLDD)

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.

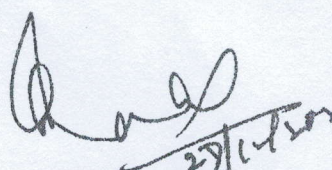
5 However, it is observed that many Ministries/ Departments are still releasing their advertisements directly and at times routing it through their PSUs for releasing both type of advertisements i.e. Display (Communication and publicity) and Classified (non communication: Tender, Recruitment and Notices). 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

