

**DIRECTORATE OF INFORMATION AND PUBLICITY
GOVERNMENT OF NCT OF DELHI
BLOCK NO. IX, OLD SECRETARIAT, DELHI-10054**

F No. F.16 (32)/Advt/DIP/2009-10/1287-94

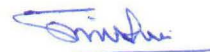
Dated: 13/04/17

CIRCULAR

In continuation of Circular issued by the Directorate vide No.16/32/Advt/DIP/2009-10/4683-4690 dated 01.07.2016, regarding Standard Operating Procedure (SOP) for releasing of advertisements and keeping in view the Hon'ble Supreme Court judgement dated 13 May 2015 and 18 March 2016 regarding the approval of the 'Guidelines on Content Regulation of Government Advertising', the order dated 16.09.2016 of the Three Member Committee on Content Regulation of Government Advertising (CCRGa) and observations made in Report of the Comptroller and Auditor General of India on Social Sector (Non-Public Sector Undertakings) tabled in Delhi Assembly on 10 March 2017, the following points are further reiterated in SOP to be adhered to the Departments of Government of NCT of Delhi.

1. Advertising Campaigns to be related Government responsibilities.
2. Advertisement materials should be presented in an objective, fair and manner and be designed to meet the objectives of the campaign.
3. Advertisement materials should be objective and not directed at promoting political interests of ruling party.
4. Advertisement Campaigns be justified and undertaken in an efficient and cost-efficient manner.
5. Government advertising must comply with legal requirements and financial regulations and procedures.
6. To ensure the visibility/outreach of advertisement campaign in print, electronic, outdoor media and web media, the department should design and select the media of campaign accordingly. In selection of media, the factors like identification of the targeted audience or the visibility of media for the effectiveness of the advertisement campaigns should be taken care of by the Department.
7. In case of large volume advertisement campaigns, post-campaign impact assessment is necessary to be included in the planning process itself and shall identify the indicators to measure success when the campaign has ended.
8. Keeping in view of the budget allocations or funds availability, the Department should assess the expenditure involved in the proposed advertisement campaign. For this, the department should calculate the estimated total cost of the campaign with cost break up format wise while seeking the final approval of the design/script/media list from the Competent Authority.

In view of above all Principal Secretaries, Secretaries and HODs are hereby once again requested to ensure strict compliance of these points in the existing SOP.



**(Sandeep Mishra)
Special Director (I&P)**

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Dated: 13/04/17

Copy for compliance to:

1. All Principal Secretaries/Secretaries/Head of Deptt, GNCT of Delhi
2. All Head of Autonomous Bodies/Commissioners/Corporations of GNCTD
3. All Secretaries to Minister, GNCTD
4. PS to Chief Secretary, GNCTD
5. PS to Pr. Secretary to Lt. Governor
6. PS to Pr. Secretary to Chief Minister
7. PS to Secretary to Dy. Chief Minister
8. All Deputy Commissioners, GNCTD

(Nalin Chauhan)
Deputy Director (I&P)