

Department of Social Welfare
Govt. of NCT of Delhi
7th Floor, MSO Building, IP Estate
ITO New Delhi
(Media & PRO Cell)
supdt.mediadsw@gmail.com

F.No.59(67)/DSW/RGO/PRO/Misc./2025-26/150

Dated:- 13.06.2025

Circular

In order to ensure timely processing of the advertisement and to simplify standardize and streamline the process of releasing of advertisements, key points have been prepared for approval of all advertisements. It is to be followed by all the Branches/Homes/Districts of the Department of Social Welfare, before sending any advertisements/proposals(*Print Media, Digital Media and Outdoor Media etc.*) for publication/airing/ broadcasting etc.

These key points should be clearly mentioned in the note/letter before sending any advertisement proposal :-

1. Category of advertisement (classified or display).
2. Size of the advertisement.
3. Content of the advertisement in "**word format**" in both languages (Hindi and English with the Logo of the department).
4. Purpose/Necessity of the advertisement.
5. Any specific requirement of pictures in display advertisement.
6. Tentative or specific date for publishing of advertisement.
7. Name, Designation, Contact No. of Concerned Officer/Official who is dealing with the subject matter should also be provided for any clarification regarding proposal advertisement.

It has been observed that at times advertisements are reviewed quite late resulting delayed publication. As many awareness campaigns which are mandatory to be owned by Department of Social Welfare and some have to publish at very short notice, it is expected that all drafts should be appropriate in all manner.

494/CC
16/6/25



Therefore, it is advisable to send the proposal for advertisement well-in advance at least 10 days before publishing of the advertisement. In the urgency of any advertisement, the concerned branch may also prepare media plan at their own level with the consultation of RGO branch for avoiding unnecessary delay in the approval.

The process of advertisement must be adhere according to SOP issued by DIP dated 21/09/2023.

This issues with the prior approval of the Competent Authority.

Encl : SOP of DIP


DD(Media)

Copy for Information

1-PS to Secretary Social Welfare, 7th Floor MSO Building, ITO, New Delhi – 110002.

2-PA to Director Social Welfare, 7th Floor MSO Building, ITO, New Delhi – 110002.

3-All Branches/Homes/Districts of Social Welfare Department.

✓ 4-System Analyst with the request to upload the circular on the website of the Department.


DD(Media)

DIRECTORATE OF INFORMATION AND PUBLICITY
GOVERNMENT OF NCT OF DELHI
BLOCK NO.IX, OLD SECRETARIAT, DELHI-110054.

No. F.16 (197)/Advt./DIP/SOP/2022-23 / 3626-32

Dated: 21/9/23

CIRCULAR


In supersession of this office circular no F.16/32/Advt./DIP/2009-10/4208-4215, dated 02.06.2016 (copies enclosed) and to simplify, standardize and streamline the process of releasing of advertisements, an updated/revised Standard Operating Procedure (SOP) has been prepared for approval of all advertisements. It is to be followed by all departments/organisations of Government of NCT of Delhi, before sending any advertisement proposal (Print media, Electronic media, Digital media and Outdoor media etc.) for publication/airing/broadcasting etc.

Further, the observation of CAG, regarding Advertisement have also been communicated to all the concerned vide circular no. F.16 (188)/Advt./DIP/2022-23/2245-52, dated 05.06.2023.

This has also been noticed that at times the advertisements are received quite late, even beyond the office hours, which are to be published on the very next day. Therefore, there is no time left even for the normal course of action/process required for publication. Hence, all concerned are requested to send the advertisements proposals for publication/display/ broadcasting/airing etc. at least 03 working days prior to the date of publication etc.

Additional Chief Secretaries, Principal Secretaries, Secretaries and HOD's are hereby requested to advise concerned officers to ensure strict compliance of the prescribed SOP (enclosed herewith). The enclosed SOP has the same contents as earlier, except giving a clarification on the scope of SOP which is meant for all advertisements, except for classified and pertaining to reserved subjects etc.

This issue with the prior approval of the Competent Authority.


(Sanjay Kumar Ambasta)
(Dy. Director- I&P)

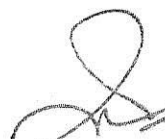
No. F.16 (197)/Advt./DIP/SOP/2022-23 / 3626-32
Copy for compliance to:

Dated: 21/9/23

1. Additional Chief Secretaries/Principal Secretaries/Secretaries/Head of Deptt. GNCTD
2. All Head of departments / autonomous bodies/ commissions/ Undertakings, statutory bodies such as Boards, corporations, Authorities, Society, Trusts, Academies and Organizations constituted by GNCT of Delhi.
3. Section Officer (CTB) with direction to upload this circular on the website of DIP, GNCTD.

Copy for Information to:

1. Pr. Secretary to Hon'ble Lt. Governor, Delhi
2. Additional Secretary to Hon'ble Chief Minister, Delhi
3. Secretaries to Hon'ble Ministers, Delhi
4. Staff Officer to Chief Secretary, Delhi


(Sanjay Kumar Ambastha)
(Dy. Director- I&P)

SOP TO BE FOLLOWED BY DEPARTMENTS/ORGANISATIONS FOR APPROVAL OF ADVERTISEMENTS IN R/O PRINT MEDIA/DIGITAL MEDIA/OUTDOOR MEDIA AND ELECTRONIC MEDIA (EXCEPT CLASSIFIED) etc.

Officer	Procedure to be followed before submitting the advertisement proposal	Remarks, if any
	Put tick mark in box (Yes/No) in the annexed check list after completing the process	
HOD/Administrative Secretary	<input type="checkbox"/> Brief note on the necessity and the importance of the advertisement with proper justification	
	<input type="checkbox"/> Preparation of content (information facts & figures) needed to be published/broadcasted/displayed	
	<input type="checkbox"/> Creative Design / layout / Idea to the extent possible	
	<input type="checkbox"/> Content Certificate to be given/signed by HODs/ Administrative Secretary of the concerned department	
	<input type="checkbox"/> Media Plan for each advertisement in the noting portion with rate, size, duration, spots and total cost of the advertisements at DAVP rates.	
	<input type="checkbox"/> Administrative approval for the cost/expenditure as per media plan to be incurred on the execution of the said advertisement to be given by HODs/ Administrative Secretary of the concerned department.	
	*Please also mention which department will bear the cost / expenditure of the proposed advertisement.	
	<input type="checkbox"/> Cost of the project for which the advertisement is proposed.	
	<input type="checkbox"/> Proper translation of the text, if required	
	<input type="checkbox"/> Hindi to English	
	<input type="checkbox"/> English to Hindi	

Note: - Name, Designation & contact no. of concerned officer, who is dealing with the subject matter should also be provided for any clarification regarding proposed advertisement.

The HOD/Administrative Secretary of the concerned Department, with all the above details, will first get the approval of the Hon'ble Minister concerned and then follow the below mentioned flow for processing in DIP.

Hon'ble Minister Concerned → HOD/Administrative Secretary of Concerned department → Administrative Secretary (I&P) → DIP/Shabdarth

Cont....

DIP/Shabdarth will finalize the creative design/layout and submit it for the approval/finalisation of the Administrative Secretary (I&P) and Hon'ble Minister (I&P) to be executed through Directorate of Information and Publicity. The creative designs/radio scripts etc. are to be duly signed and approved by the Hon'ble Minister (I&P).


The media plan including the names of the media agencies with the expenditure/cost to be incurred on publishing/airing/telecasting of the advertisement are to be duly signed and approved by the HOD/Administrative Secretary of the concerned Department as per DAVP rates. As per the office memorandum no. F.20/08/2019/AC/JS/Finance/2575-2674, dated 07.08.2019 regarding the delegation of financial powers to Head of Departments (HODs) and Administrative Secretaries of Government of NCT of Delhi, the sole responsibility for incurring the expenditure lies with the HOD's/Administrative Secretaries of the departments and they have full power for payment of publicity charges on DAVP rates or on rates approved by Government of NCT of Delhi.

It is also clarified that the payment for the advertisement executed/released through DIP/Shabdarth on behalf of the Departments of GNCTD would be made from DIP budget. However, as far as different departments / autonomous bodies/ commissions/ Undertakings, statutory bodies such as Boards, corporations, Authorities, Society, Trusts, Academies and Organizations constituted by GNCT of Delhi are concerned, they have to bear the cost of publication/airing/telecast/broadcast of these advertisement from their own funds, as these bodies are separately receiving budget from the concerned departments through grants and hence paying for their advertisements may tantamount to changing the funding pattern of these bodies without the approval of the Competent Authority.

Note: 1. The classified advertisements (Black & White) like tender notices/recruitment notices/public notices etc. are regular/routine advertisements. Hence, the same shall be approved at the level of HOD/Administrative Secretary of the concerned department and Directorate of Information and Publicity.

2. Advertisement proposals of Departments pertaining to reserve subjects i.e. Land, Public order and Police shall be approved at the level of HOD/Administrative Secretary of the concerned Departments (proposing the advertisements proposals) and this Directorate.

3. The advertisement proposals of independent constitutional/statutory bodies (which do not function under the administrative control of the Ministers of GNCT of Delhi) are to be approved at the level of HOD's/Administrative Secretaries of the departments and this Directorate.



Checklist to be followed before sending any advertisement proposals (except classified) to DIP, GNCTD.

Officer Procedure to be followed before sending the advertisement proposal to DIP, GNCTD		YES	NO
1.	A brief note explaining the necessity, need, justification and importance of the advertisement.		
2.	Preparation of Creative, Script, content, including necessary information like facts, figures and data (if required) to be published/broadcasted/displayed /aired.		
3.	Name of the source of the data (if any) should be given in the noting and shown in the advertisement itself.		
4.	Proper translation of the text, if required from Hindi to English and from English to Hindi.		
5.	Creative design/script duly signed by the Hon'ble Minister (I&P).		
6.	Compliance of the order dated 16.09.2016 of the Committee on Content Regulation of Government Advertising, Government of India in the noting part.		
7.	Compliance of the guidelines of the Hon'ble Supreme Court of India in r/o Government advertising and certificate thereof duly stamped and signed by HOD/Secretary of the administrative department.		
8.	The advertisement proposal being sent to DIP is in compliance with the observations made by the CAG and communicated to all concerned vide circular no. F.16(188)/Advt./DIP/2022-23/2245-52 dated 05.06.2023.		
9.	Media plan to be incorporated in the noting portion and signed by the HOD/Administrative Secretary of the concerned department including the names of the newspapers/TV channels/Radio channels/Digital websites etc. with clear justification of size and number of spots to be published/broadcasted /displayed/aired.		
10.	The justification for the modes of advertisement and identification of the target population should be mentioned in the noting portion.		
11.	Examination of advertisement keeping in view the economy, efficiency, and effectiveness of the said proposal.		
12.	The administrative approval for the cost/expenditure with amount to be incurred on the advertisement should be accorded by HOD/ Administrative Secretary of the concerned department.		
13.	It should be clearly mentioned which department shall bear the cost / Expenditure of the advertisement.		
14.	HOD/ Administrative Secretary of the concerned department shall furnish the cost of the project (if any) for which the advertisement is being issued.		
15.	Mechanism and parameters for the post campaign impact assessment should be mentioned in advertisement proposal.		
16.	Details given w.r.t. the similar advertisements (if any) published/broadcasted /displayed/aired in last 3 years and their outcome.		
17.	Advertisement proposal seen and concurred by the Account Functionary of the Administrative Department.		
18.	Standard Operating Procedure (SOP) of DIP vide no. F.16(197)/Advt./DIP/SOP/2022-23/4208-4215 dated 21.09.2023 followed before sending the advertisement proposal to DIP.		
19.	Advertisement proposal sent to DIP at least 03 working days prior to the date of publication/airing/telecast etc.		

Signature
Name of the Official
Designation
Contact No.

