

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

Dated the ...13th...October, 2015

Subject: Release of Government Advertisements on Electronic Media- regarding.

This has reference to the Policy Guidelines for empanelment of Private C&S TV Channels for Government Advertisements formulated by this Ministry in 2012 and the subsequent amendments thereto conveyed vide this Ministry's ID Note No. 1/2/2010-MUC dated 5.9.2012 and ID Note No. 1/2/2010-MUC (Pt.2) dated 12.6.2013 on the subject cited above.

2. The Ministry has subsequently decided that NFDC may also be empowered to release Central Government Advertisements apart from DAVP. This was conveyed to DAVP, vide this Ministry's ID Note of even number dated 30.4.2015 (copy enclosed).

3. In pursuance of above, it has been decided that wherever the word 'DAVP' occurs in the Advertisement Policy documents and subsequent amendments made thereto as mentioned above, **the same be modified to read as 'DAVP/NFDC'**

4. DAVP is accordingly requested to carry out the amendments suitably in the above policy documents and subsequent amendments and upload the same bilingually in their official website (i.e. www.davp.nic.in).

5. This issues with the approval of the Competent Authority.

Encl: As above


(Tony Pyloth)
Under Secretary (MUC)
Tele: 2338-1079

- 1. DAVP (Shri K. Ganesan, DG), New Delhi**
2. Ms. Neena Lath Gupta, MD, NFDC, Mumbai

Copy for information to:

1. PPS to Secretary (I&B).
2. PPS to Special Secretary (I&B)/PPS to AS&FA.
3. PPS to JS (P&A)/JS(Films)/JS (B-1) and JS (B-2).
4. Shri Munish Kumar, Economic Advisor (M/o I&B).
5. PS to Director (IP&FS).


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