

वैज्ञानिक तथा औद्योगिक अनुसंधान परिषद
Council of Scientific and Industrial Research
अनुसंधान भवन, 2, रफी मार्ग, नई दिल्ली-110001
Anusandhan Bhawan, 2, Rafi Marg, New Delhi-110001

No.: 5-1(703)/2020-PD

दिनांक/Dated: 16.12.2025

कार्यालय ज्ञापन / OFFICE MEMORANDUM

विषय : सरकारी विज्ञापन का प्रकाशन ब्यूरो ऑफ आउटरीच एंड कम्युनिकेशन (पूर्व में डीएवीपी) के माध्यम से किये जाने के संबंध में ।

Sub : Release of Government advertisement through Bureau of Outreach and Communication (formerly DAVP)- reg.

अधोहस्ताक्षरी को यह कहने का निदेश हुआ है कि सक्षम प्राधिकारी ने संयुक्त सचिव, सूचना एवं प्रसारण मंत्रालय, भारत सरकार द्वारा उपरोक्त विषय पर जारी दिनांक 27 दिसम्बर, 2021 के अर्धशासकीय पत्र संख्या 24013/34/2021-MUC-1 व सचिव, सूचना एवं प्रसारण मंत्रालय, भारत सरकार द्वारा जारी 25 अक्टूबर, 2021 के अर्धशासकीय पत्र संख्या 24013/34/2021-MUC-1 को सभी सीएसआईआर प्रयोगशालाओं/संस्थानों/इकाइयों को सूचना, मार्गदर्शन और अनुपालन के लिए अग्रेषित करने की स्वीकृति प्रदान की है।

The undersigned is directed to state that the Competent Authority has accorded approval to forward the D.O letter No. 24013/34/2021-MUC-1 dated 27 December 2021 issued by Joint Secretary, Ministry of Information and Broadcasting, Government of India and D.O letter No. 24013/34/2021-MUC-1 dated 25 October 2021 issued by Secretary, Ministry of Information and Broadcasting, Government of India on the above subject to all CSIR Labs. /Instts. /Units for information, guidance and compliance.

राहुल
16/12/25

(कुमार राहुल/Kumar Rahul)

उप सचिव (नीति प्रभाग)/Deputy Secretary (PD)

संलग्न/Encl. : यथोपरि/ As above

प्रतिलिपि/Copy to:

- 1) सी.एस.आई.आर. की सभी राष्ट्रीय प्रयोगशालाओं/संस्थानों/मुख्यालय/एककों के निदेशक/प्रधान
The Directors/Heads of all CSIR National Labs./Instts./Hqrs./Units
- 2) सी.एस.आई.आर. वेबसाइट/ CSIR Website
- 3) कार्यालय प्रति/Office copy

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).

O/o Addl. FA (R&D) & Joint Secretary	Date: 06/01/22
R 62	Date: 06/01/22
D 73	Date: 06/01/22

56/040/c/22
10/1/22
BIC

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.

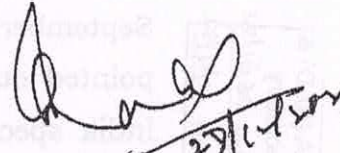
5 However, it is observed that many Ministries/ Departments are still releasing their advertisements directly and at times routing it through their PSUs for releasing both type of advertisements i.e. Display (Communication and publicity) and Classified (non communication: Tender, Recruitment and Notices).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



25th October, 2021

D.O. No.M-24013/34/2021-MUC-I

Dear Secretary

As you are aware Bureau of Outreach and Communication (BOC, erstwhile DAVP) is the nodal Directorate of Government of India for release of advertisements through Print, Television, Radio, Outdoor and other media.

2 I would like to bring to your notice that most of the PSUs under different Ministries generally release their advertisements, both display and classified, through private agencies at commercial rates which are considerably higher than BOC rates. You may appreciate that if advertisements are released through BOC for different media like Print, Television, Radio, Outdoor and other media, the rates of which are available at BOC website www.davp.nic.in, there will be considerable saving in terms of ad spend.

3 In this regard, I had convened a meeting with some of the PSUs on 01st October, 2021 in which various issues were discussed. The relevant portion of the Minutes of that Meeting is enclosed at Annexure.

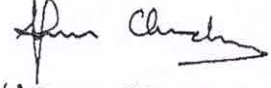
4 The advertisements through BOC will be released for different media as per the policies approved by the government which are available on BOC website www.davp.nic.in. The release of classified and display ads of newspapers for Maharatna and Navaratna PSUs will be at 1.5 times of normal BOC rates as per the policy. For other PSUs normal BOC rates will apply.

5 I shall therefore request you to direct the PSUs/autonomous bodies under your Ministry to henceforth release their advertisements through BOC after getting the necessary clearances from the competent authority. The officials of the PSU may be requested to get in touch with the concerned officers of BOC handling your Ministry (list enclosed).

Encl. As above.

with regards

Yours sincerely,


(Apurva Chandra)

To

All Secretaries to Government of India