

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

No. F.16 (54)/Advt/DIP/2016-17 / 7051

Dated: 25/10/2016


CIRCULAR

The Directorate of Information and Publicity had issued an Office memorandum vide letter No. 16(32)/Advt/DIP/2009-10/Pt.File/130-137 dated 12.01.2016 containing instructions for strict compliance for releasing of advertisements to all the Head of Departments of Govt. of NCT of Delhi. (copy at 1/C). As per point 5 of the O.M., "Essentially the concerned department will be responsible for the contents of the advertisements besides it shall also be ensured that the same is free from any grammatical or spelling mistake, omission or commission."

Further, a Standard Operating Procedure (SOP) was circulated vide circular dated 2.6.2016 and 1.7.2016 to all departments of Govt. of NCT of Delhi.

In pursuance to Hon'ble Supreme Court Order dated 13.5.2015 and 18.5.2016, another circular was issued by the directorate on 19.10.2016 regarding issuance of certificate of compliance of content regulation of government advertisement by HOD.

All Head of departments are once again requested to ensure the compliance of above two circulars along with the latest one regarding issuance of certificate of compliance of content regulation of government advertisement by HOD before the file of proposal of advertisement is forwarded to DIP for publication/release. The circulars and the draft certificate are available on the official website of DIP for ready reference.

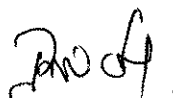

(Dr. Jayadev Sarangi)
Secretary (PR)/Director (I&P)

No. F.16 (54)/Advt/DIP/2016-17 / 7051

Dated: 25/10/2016

Copy for compliance to: /

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


(Dr. Jayadev Sarangi)
Secretary (PR)/Director (I&P)