

F. No. DPE/7(4)/2017-Fin.
Government of India
Ministry of Finance
Department of Public Enterprises

Block No. 14, CGO Complex,
Lodi Road, New Delhi-110003
Dated the 29th November, 2021

To,
Chief Executives of all CPSEs

Subject:- Release of advertisements through Print, Television, Radia, Outdorr
and other media by Central Public Sector Enterprises (CPSEs)

Sir/Madam,

The undersigned is directed to forward herewith a copy of Secretary, Ministry of Information & Broadcasting DO letter No. M-24013/34/2021-MUC-I dated 25th October, 2021 on the subject mentioned above and to state that the CPSEs may henceforth release their advertisements through Bureau of Outreach and Communication (BOC) as per details provided in the above-referred DO letter dated 25th October, 2021.

Encl : As stated

Yours faithfully



(Dr. Nitin Aggrawal)
Joint Director
Tel : 2436-0258



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

25th October, 2021

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
(Apurva Chandra)

To

All Secretaries to Government of India



Relevant Portion of the Minutes of the Meeting
held on 01.10.2021

The following decisions were taken:

- I. PSUs should initially release their general advertisements which are not time bound in nature through BOC. BOC would ensure that such advertisements are picked up by newspapers (both big and small) at the rates approved as per Print Media Advertisement Policy of the Government of India (i.e. 1.5 times of normal BOC rates).
- II. In case publications fail to honour such advertisements on three occasions BOC would suspend such publications as per the clause 17(vi) of the Print Media Advertisement Policy of the Government of India- 2020.
- III. BOC would not insist on advance placement of funds and hold up the release on account of non-placement of funds. PSUs on their part will ensure that funds are placed with BOC within 15 days from the date of release so that bills are settled on time.

Shri K. Satish Nambudiripad, Additional Director General
(Phone no: 011-24369544)

Campaigns :-

- Consumer Affairs
- Minority Affairs
- Panchayati Raj
- Labour
- Water Resources
- Statistics & Programme Implementation
- Tribal Affairs
- Coal
- Niti Aayog
- Mines
- Steel
- Law & Justice
- Earth & Science
- Science & Technology
- Space
- Atomic Energy
- Defence
- Home

Smt Ranjana Dev Sarmah, Additional Director General
(Phone no: 011-24369529)

Campaigns :-

- Transport & Highways
- DONER
- DOPT-SSC
- DAPRG
- NHRC
- Petroleum
- Civil Aviation
- Commerce and Heavy Industries
- Ports, Shipping and Waterways
- Corporate Affairs
- MSME
- Social Justice & Empowerment
- Tourism
- Power
- Textile
- WCD
- Agriculture & famers Welfare
- Fisheries, Animal Husbandry and Dairying
- Jal Shakti

- Health & Family Welfare
- Ayush
- Rural Development

Shri L. Madhu Nag, Additional Director General
(Phone no: 011-24369577)

Campaigns

- Finance
- Housing & Urban Affairs