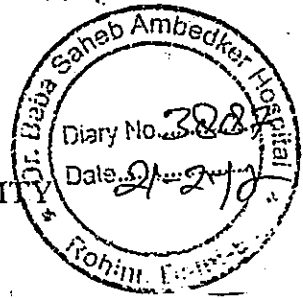


1) P.O for compliance  
2) Programme to put it on our helpful website  
27/2/17  
AMS (S)  
AMS (S)  
MD may please see  
24.2.17



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

No. F.16(101)/Advt/DIP/2016-17/583-91

Dated: 14/02/17

OFFICE MEMORANDUM

This is in continuation to this Office Memorandum No. F. 16(203)/DIP/Advt/2015-16 dated 25/07/2016 regarding payment of advertisements of Autonomous Bodies/Commissions/Corporations/Academies of GNCT of Delhi through 'Shabdarth', an advertisement agency of the Government of NCT of Delhi.

In partial modification to above it is added that if the Autonomous Bodies/Commissions/Corporations/Academies of GNCT of Delhi intends to publish its print advertisements at non-commercial rates (i.e. at DA.P rates) through DIP/Shabdarth then it has to route the request through the concerned Administrative Department. Such print advertisements should bear the name of the administrative department on the masthead.

The cost of the publication of such advertisements shall be borne by the concerned Autonomous Bodies/Commissions/Corporations/Academies of GNCT of Delhi and the bill shall be raised by Shabdarth directly to them for payment.

(Sandeep Mishra)  
Special Director (I&P)

No. F.16(101)/Advt/ DIP/2016-17

Copy for compliance to:

1. All Principal Secretaries/ Secretaries/Head of Departments, GNCTD of Delhi
2. All Head of Autonomous Bodies/Commissions/Corporations/Academies of GNCTD
3. PS to Chief Secretary
4. PS to Principal Secretary to Lt. Governor
5. PS to Principal Secretary to Chief Minister
6. PS to Secretary to Deputy Chief Minister.
7. All Deputy Commissioners, GNCTD
8. PS to Secretary (PR)
9. HR/ Media Manager, Shabdarth

(Sandeep Mishra)  
Special Director (I&P)