GOVERNMENT OF NATIONAL CAPITAL TERRITORY OF DELHI  
DIRECTORATE OF EDUCATION: COORDINATION BRANCH  
LUCKNOW ROAD: DELHI-54  
(PH: 011-23811388)  

No.30-3(17)/ (4)/Misc. Circ /Coord./2016/9785-98/2  

Dated:-9/6/16  

CIRCULAR  

Sub: - Regarding preparation of Standard Operation Procedure (SOP) for approval of all advertisement.  

Please find enclosed herewith a copy of letter No, F.16 (32)/Advt/DIP/2009-10/42084215 dated 02.06.2016 received from Directorate of Information for Publicity, Govt. of NCT of Delhi, Block No, IX, Old Sectt, Delhi for information & necessary action.  

Encls: As above  

(Daya Nand Singh)  
ADE (Coord.)  

Copy to:-  

1. PS to Secretary (Education), GNCT of Delhi, Delhi  
2. PS to Director, Directorate of Education, Delhi.  
3. PA to Spl.DE (Finance/Coordination), Directorate of Education, Delhi.  
5. PA to Addl. Director of Education (School), Directorate of Education, Delhi.  
7. All RDsE/DDsE of Districts, Directorate of Education, Delhi (through website).  
8. All Branches of HQ, Directorate of Education, Delhi (through website).  
9. All HOS, Directorate of Education, Delhi.  
10. OS [IT] with the request to upload the Circular on the website of Department.  

(Daya Nand Singh)  
ADE (Coord.)
CIRCULAR

In continuation to Office Memorandum issued by the Directorate vide No.16/32/Advt/DIP/2009-10/593-42 dated 30.3.2015, to simplify, standardize and streamline the process of releasing of advertisements, a Standard Operating Procedure (SOP) has been prepared for approval of all advertisements. It is to be followed by all departments of Government of NCT of Delhi, before submitting any advertisement (Print, Electronic and Outdoor) for publication/release.

All Principal Secretaries, Secretaries and HODs are hereby advised to ensure strict compliance of the prescribed SOPs.

This issues with the prior approval of Hon'ble Deputy Chief Minister.

(Sandeep Mishra)
Special Director (I&P)

Copy for compliance to:

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

Encl: A copy SOP with checklist

(Sandeep Mishra)
Special Director (I&P)
SOP TO BE FOLLOWED BY HODs FOR APPROVAL OF ADVERTISEMENTS

<table>
<thead>
<tr>
<th>Officer</th>
<th>Procedure to be followed before submitting the advertisement.</th>
<th>Remarks, if any</th>
</tr>
</thead>
</table>

(Put tick mark in box after completing the process)

- Preparation of content (information facts & figures) needed to be published.
- Brief note on the necessity and the importance of the advertisement
- Size of the advertisement
- Media plan including approximate cost for each advertisement
- Proper translation of the text, if required.
- Hindi to English
- English to Hindi
- Design, idea and layout to the extent possible

The HOD, with all the above details, will first get the approval of the Hon’ble Minister concerned and then follow the below mentioned flow for processing in DIP.

Hon’ble Minister to the HOD → HOD to DIP → DIP to Shabdarth

Shabdarth will finalize the layout and design and submit it to Dy. Chief Minister for final approval.

After approval of the Deputy Chief Minister, Shabdarth will send back the advertisement to DIP for publication /release.