

No. 18-44/2016-BD&MD

Department of Posts
Business Development & Marketing Directorate
5th Floor, Dak Bhawan, Sansad Marg
New Delhi -110 001

Dated: October 27, 2016

To,

All Heads of Circles/ Addl. D.G. APS

Subject: Decentralization of payment system for advertising campaigns through DAVP.

This is regarding carrying out of advertising campaigns by DAVP on behalf of Ministries/ Departments/ Autonomous Bodies and payment to the empanelled newspapers, television channels, FM stations and other media agencies.

2 Please find enclosed copy of D.O. letter NO. Disbursement/Misc/2016-17 dated 04.10.2016 from Shri K. Ganesan, Director General, DAVP, regarding decentralization of payment system for advertising campaigns run by Ministries/ Departments/ Autonomous Bodies through DAVP for information, guidance and necessary action.

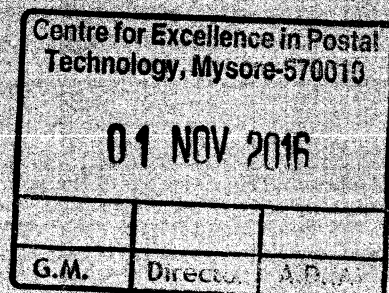
End: As above


(Binti Choudhury)

Dy. General Manager (P&L)

Copy to:

1. CGM (PLI) / Sr. DDG (IR&GB)/ Director, RAKNPA, Ghaziabad
2. General Manager, CEPT, Mysore / JS&FA/ All DDsG / Secretary (PSB)
3. All GM (F)/ DAP in Postal Accounts Offices.
4. Director in all Postal Training Centres



के. गणेशन

महानिदेशक

K. GANESAN

Director General

दूरभाष / Tel. No. : 24369521

फैक्स / Telefax : 24369608



सत्यमेव जयते

भारत सरकार

Government of India

विज्ञापन और दृश्य प्रचार निदेशालय

DIRECTORATE OF ADVERTISING
& VISUAL PUBLICITY

सूचना एवं प्रसारण मंत्रालय

Ministry of Information and Broadcasting

फेज-V, सूचना भवन, दूसरी मंजिल, सी.जी.ओ.

कॉम्प्लेक्स, लोधी रोड, नई दिल्ली-110003

Phase-V, Soochna Bhawan, 2nd Floor, C.G.O.

Complex, Lodhi Road, New Delhi-110003

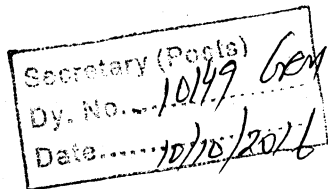
ई पत्र / Email : dgдавp@nic.in

Visit us at : http://www.davp.nic.in

October 04, 2016

D.O.No.Disbursement/Misc./2016-17

Member (0)



Dear Sir,

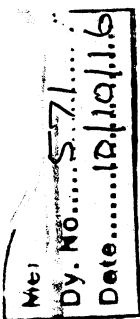
Greetings to you from DAVP.

I invite your kind attention to the subject in the following paragraphs and request you to kindly issue necessary directions/instructions to the Officers concerned in your Ministry.

2. As you are aware, DAVP, as the nodal multi-media advertising agency of Government of India, carries out advertising campaigns on behalf of all the Ministries/Departments. So far, DAVP has been issuing Release Orders to newspapers, TV channels, FM Radio stations, Outdoor Publicity agencies, Digital agencies, websites, SMS agencies etc to publish/carry out advertisements/campaigns and the agencies have been raising bills against such ROs to DAVP. Client Ministries/Departments/Autonomous bodies have been providing funds through LOA/RTGS/Cheques to DAVP enabling DAVP to settle bills on behalf of the clients. However, due to various issues related to inter-ministerial fund transfer by converting LoAs to LoCs and other accounts-related complications, DAVP is not able to release payment in time which results in huge accumulated pendency to its empanelled agencies/service providers.

3. It has now been decided to decentralize the payment system with effect from 1st of October, 2016. Under the new system, DAVP will be releasing advertisements to empanelled newspapers, television channels, FM stations and other media agencies as per the current practice and will also receive bills from those agencies. After processing the same we would dispatch all the bills to respective client Ministries/Departments/Autonomous Bodies. Subsequently, the client Ministries/Departments/Autonomous Bodies will be responsible for releasing actual payment towards these bills. It has been further decided that the bills would be forwarded by DAVP after due verification and with a certificate that the bills are good for payment. However, it may also be mentioned that often for a particular RO, some of the bills are received late and therefore DAVP may be forced at times to forward bills in batches.

4. In the process of giving effect to the new system it is requested that while undertaking further media campaigns requisite sanction letter after IFD approval be sent to DAVP.



CM (BD)
Dy. No. 11440
Date 13/10/16

Gen. P. (M)
I share it with
all the concerned
ministries including
DAVP
10/10/16
15/10/16
14/10/16
SRM (M)

5. You are, therefore, requested to kindly instruct all the officers concerned and PAOs under the administrative control of your Ministry/Department accordingly. In case of any general query about this transition, your officers may get in touch with the Campaign Director dealing with your Ministry in DAVP. For any accounts related query, Director (Accounts), DAVP, may be contacted. You may send your queries at accounts-davp@gov.in.

6. It is pertinent to mention that DAVP will be booking expenditure and clearing payments for the LoAs already received as on 30th September 2016.

Regards.

Yours sincerely

(K. Ganesan)

Shri Boyapati V. Sudhakar,
Secretary,
Department of Posts,
Dak Bhawan,
Sansad Marg,
New Delhi - 110001