



राष्ट्रीय जल विकास अभिकरण
(जल संसाधन, नदी विकास और गंगा
संरक्षण मंत्रालय, भारत सरकार)
National Water Development Agency
(Ministry of Water Resources, River Development
and Ganga Rejuvenation, Government of India)

संख्या : 10/1/2018-प्रशा./खंड-11/(ii)/8712-56 दिनांक: 12 जून, 2018

परिपत्र

विषय:

Sub: Releasing Advertisements through Directorate of Advertising and Visual Policy (DAVP) – reg.

जल संसाधन, नदी विकास और गंगा संरक्षण मंत्रालय का पत्र सं0 एफ-23014/2/2018-समन्वय, दिनांक 22.05.2018 के द्वारा प्राप्त सूचना और प्रसारण मंत्रालय, नई दिल्ली का अर्ध-शासकीय पत्र संख्या 1/27/2009-एमयूसी(भाग-11) दिनांक 20.06.2017 की प्रति आपकी सूचना एवं आवश्यक कार्रवाई हेतु संलग्न की जाती है।

A Copy of Ministry of Information & Broadcasting, New Delhi's DO letter No. 1/27/2009-MUC(Vol.II), dated 20.06.2017 received through Ministry of Water Resources, River Development and Ganga Rejuvenation's letter No. F-23014/2/2018-Coord., dated 22.05.2018 is enclosed for strict compliance.

लेलित
08.6.2018

(ललित कुमार सामंतराय)
प्रशासनिक अधिकारी

संलग्नक: यथोपरि।

सेवा में :-

1. मुख्य अभियंता (उत्तर)/(दक्षिण), राज.वि.अ., लखनऊ/हैदराबाद।
2. निदेशक (तक./SCILR)/(वित्त)/(प्रशा.)/(एम.डी.यू.), राज.वि.अ., नई दिल्ली।
3. अधीक्षण अभियंता-1/11, राज.वि.अ., पालिका भवन, नई दिल्ली।
4. सभी अधीक्षण अभियंता, अन्वेषण सर्किल, राज.वि.अ.।
5. अधिशासी अभियंता (मुख्या.), राज.वि.अ., साकेत, नई दिल्ली।
6. सभी कार्यपालक अभियंता, अन्वेषण प्रभाग, राज.वि.अ.।
7. सभी उपनिदेशक, राज.वि.अ., नई दिल्ली।
8. सहायक अधिशासी अभियंता, अन्वेषण उप-प्रभाग, राज.वि.अ., राजामुन्द्री।
9. सहायक निदेशक (रा.मा.), राज.वि.अ., साकेत, नई दिल्ली।
10. लेखा अधिकारी, राज.वि.अ., साकेत, नई दिल्ली।
11. प्रशासन अनुभाग, राज.वि.अ., साकेत, नई दिल्ली।
12. नोटिस बोर्ड।

प्रति सूचनार्थ:-

1. महानिदेशक के वरिष्ठ निजी सचिव राज.वि.अ., नई दिल्ली।
2. मुख्य अभियंता (मुख्या.) के निजी सचिव, राज.वि.अ., नई दिल्ली।

Subject: [Mowr-orgnheads] Releasing Advertisements through Directorate of Advertising and Visual Policy (DAVP)- reg.

To: Organizations <mowr-orgnheads@ismgr.nic.in>,
Wings Heads <mowr-wingheads@ismgr.nic.in>,
Division Heads <mowr-divisionheads@ismgr.nic.in>,
All Sections <mowr-sections@ismgr.nic.in>,
PS to Minister <psmwr-mowr@nic.in>, (WR) <>,
PS to Minister of State <mos-mowr@nic.in>, (WR) <>,
PS to Minister of State <psmos-mowr@nic.in>, (WR) <>,
PS to chief Adviser to Minister <rinkumngl@gmail.com>, (WR) <>,
Secretary <secy-mowr@nic.in>, (MOWR) <>



Date: 22/05/18 05:06 PM

From: "समन्वय अनुभाग (ज. स. न. वि. एवं ग. स. मंत्रालय)" <coord-mowr@nic.in>

Sender: mowr-orgnheads-bounces@ismgr.nic.in

DG
CE
Dis (A)
23/5

Cir OM-52.pdf (68kB)

Cir Corr-52.pdf (5.6MB)

श्रीमती/श्रीमान

कृपया जानकारी और आवश्यक कार्रवाई के लिए उपरोक्त विषय पर अनुलग्नक प्राप्त करें।

सादर-

अनुभाग अधिकारी

समन्वय अनुभाग

दूरभाष: 011-23381895

Please circulate to all field Mess/ SES/ EES/ DDS
for strict compliance

~~DD/AJ~~

~~CE~~
23/5/18

~~Dis (A)~~
23/5/18

~~प्रशा. अधिकारी~~

~~ksub~~
28.5.18

~~प्र. नि.~~
28/5
Sul. Biswendi

भारत सरकार
जल संसाधन, नदी विकास और गंगा संरक्षण मंत्रालय
(समन्वय अनुभाग)

कमरा सं० 2, 'बी' विंग भू-तल,
शास्त्री भवन, नई दिल्ली,
दिनांक :- 22 मई, 2018

कार्यालय ज्ञापन

विषय : Releasing Advertisements through Directorate of Advertising and Visual Policy (DAVP)- reg.

अधोहस्ताक्षरी को उपरोक्त विषय पर सूचना और प्रसारण मंत्रालय, नई दिल्ली से प्राप्त अर्ध-शासकीय पत्र सं०.1/27/2009-MUC(Vol.II) दिनांक 20-06-2017 की प्रति सूचना और आवश्यक कार्यवाही हेतु सलग्न करने का निदेश हुआ है।

संलग्नक : उपरोक्त

Signature Not Verified
Digitally signed by Balbir Singh Godhwal
Date: 2018.05.22 14:52:25 IST

(बलबीर सिंह गोधवाल)
अनुभाग अधिकारी (समन्वय)
फ़ोन - 011-23381895

1. मंत्रालय के अधिन सभी संगठनों के प्रमुख;
2. मंत्रालय के सभी स्कंध प्रमुख;
3. मंत्रालय के सभी एस. एम. डी;
4. मंत्रालय के सभी अनुभाग / डेस्क / एकक;
5. माननीय मंत्री (ज.स.न.वि. और ग.स. मंत्रालय) के निजी-सचिव ;
6. माननीय राज्य मंत्री (ज.स.न.वि. और ग.स. मंत्रालय) के निजी-सचिव;
7. सचिव (ज.स.न.वि. और ग.स. मंत्रालय) के निजी-सचिव;
8. माननीय मंत्री (ज.स.न.वि. और ग.स. मंत्रालय) के प्रमुख सलाहकार के निजी-सचिव I

अजय मित्तल, भा.प्र.से.
सचिव
AJAY MITTAL, IAS
SECRETARY



भारत सरकार
सूचना एवं प्रसारण मंत्रालय
शास्त्री भवन, नई दिल्ली-110001
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
SHASTRI BHAWAN, NEW DELHI - 110001

June 20, 2017

Dear Secretary,

Kindly refer to Cabinet Secretary's DO letter No. 331/2/2/2014-CA III/CA V dated 30.9.2016 and this Ministry's DO letter of even number dated 23rd November, 2016 (copies enclosed) instructing all the Ministries / Departments of Central Government to ensure strict compliance of the Advertisement Policy of Government of India by releasing their Advertisements through Directorate of Advertising and Visual Publicity (DAVP).

2. It has been observed by this Ministry that some Ministries/Departments and the organisations under them are still releasing their advertisements in Print Media. A report showing the list of such advertisements for the period November, 2016 to March, 2017 is attached herewith.

3. In the light of above, I would therefore like to once again request you to take necessary action for strict compliance of the direction of Cabinet Secretary to ensure that no Government advertisements are released directly, i.e. without routing through DAVP.

With regards, *best wishes*

Yours sincerely,


(Ajay Mittal)

Encl: As above.

To, *AD*
18/5/11
Secretaries of all Ministries/Departments,
As per List Attached.

circulate to
use

18/5/11

18/5/11
Sh. Jaiswal

Secretaries to the Government of India
(As on 01.06.2017)

SN	Ministry/Department	Name	Service /Cadre
1.	President's Secretariat		
1.	1 - Secretary to the President	Ms. Omita Paul	IIS (73)
2.	Vice President's Secretariat		
2.	1 - Secretary to the Vice President	Shri Swashpawan Singh	IFS (74)
3.	Prime Minister's Office		
3.	1 - Principal Secretary to the Prime Minister	Shri N. Misra	IAS (UP:67)
4.	2 - Additional Principal Secretary to the Prime Minister	Shri P.K. Mishra	IAS (GJ:72)
5.	3 - Secretary to the Prime Minister	Shri Bhaskar Khulbe	IAS (WB:83)
4.	Cabinet Secretariat		
6.	1 - Cabinet Secretary	Shri Pradeep Kumar Sinha	IAS (UP:77)
7.	2 - Secretary (Coordination & PG)	Shri Asha Ram Sihag	IAS (HP:83)
8.	3 - Secretary (R)	Shri A.K. Dhasmana	IPS (MP:81)
9.	4 - Secretary (Security)	Shri A.R.K. Kini	IPS (BH:81)
5.	M/o Agriculture & Farmers Welfare		
10.	1 - D/o Agriculture, Cooperation & Farmers Welfare	Shri Shobhana K. Pattanayak	IAS (KN:82)
11.	2 - D/o Agricultural Research & Education	Shri Trilochan Mohapatra	Scientist
12.	3 - D/o Animal Husbandry, Dairying & Fisheries	Shri Devendra Chaudhary	IAS (UP:81)
13.	6. D/o Atomic Energy	Shri Sekhar Basu	Scientist
14.	7. M/o AYUSH	Shri C.K. Mishra	IAS (BH:83)
8.	M/o Chemicals & Fertilizers		
15.	1 - D/o Chemicals & Petrochemicals	Shri Jai Priye Prakash	IAS (AM:82)
16.	2 - D/o Fertilizers	Ms. Bharati S. Sihag	IAS (HP:83)
17.	3 - D/o Pharmaceuticals	Shri Jai Priye Prakash	IAS (AM:82)
18.	9. M/o Civil Aviation	Shri R.N. Choubey	IAS (TN:81)
19.	10. M/o Coal	Shri Susheel Kumar	IAS (UP:82)
11.	M/o Commerce & Industry		
20.	1 - D/o Commerce	Ms. Rita A. Teotia	IAS (GJ:81)
21.	2 - D/o Industrial Policy & Promotion	Shri Ramesh Abhishek	IAS (BH:82)
12.	M/o Communications		
22.	1 - D/o Posts	Shri Anant Narayan Nanda	IPoS (82)
23.	2 - D/o Telecommunications	Ms. Aruna Sundararajan	IAS (KL:82)
13.	M/o Consumer Affairs, Food & Public Distribution		
24.	1 - D/o Consumer Affairs	Shri Jagdish Prasad Meena	IAS (AM:83)
25.	2 - D/o Food & Public Distribution	Ms. Preeti Sudan	IAS (AP:83)
26.	14. M/o Corporate Affairs	Shri Tapan Ray	IAS (GJ:82)
27.	15. M/o Culture	Shri Narendra Kumar Sinha	IAS (BH:80)
16.	M/o Defence		
28.	1 - D/o Defence	Shri Sanjay Mitra	IAS (WB:82)
29.	2 - D/o Defence Production	Shri Ashok Kumar Gupta	IAS (TN:81)

SN	Ministry/Department	Name	Service /Cadre
30.	3 - D/o Defence Research & Development	Shri S. Christopher	Scientist
31.	4 - D/o Ex-Servicemen Welfare	Shri Prabhu Dayal Meena	IAS (MP:80)
32. 17.	M/o Development of North Eastern Region	Shri Navin Verma	IAS (BH:82)
33. 18.	M/o Drinking Water & Sanitation	Shri Parameswaran Iyer	IAS (UP:81)(VR)
34. 19.	M/o Earth Sciences	Shri M. Nair Rajeevan	Scientist
35. 20.	M/o Electronics & Information Technology	Ms. Aruna Sundararajan	IAS (KL:82)
36. 21.	M/o Environment, Forest & Climate Change	Shri Ajay Narayan Jha	IAS (MN:82)
22.	M/o External Affairs		
37.	1 - Foreign Secretary	Shri S. Jaishankar	IFS (77)
38.	2 - Secretary (East)	Ms. Preeti Saran	IFS (82)
39.	3 - Secretary (ER)	Shri Amar Sinha	IFS (82)
40.	4 - Secretary (West)	Ms. Ruchi Ghanashyam	IFS (82)
23.	M/o Finance		
41.	1 - D/o Investment & Public Asset Management	Shri Neeraj Kumar Gupta	IAS (UP:82)
42.	2 - D/o Economic Affairs	Shri Tapan Ray	IAS (GJ:82)
43.	3 - D/o Expenditure	Shri Ashok Lavasa (Finance Secretary)	IAS (HY:80)
44.	4 - D/o Financial Services	Ms. Anjuly Chib Duggal	IAS (PB:81)
45.	5 - D/o Revenue	Shri Hasmukh Adhia	IAS (GJ:81)
46. 24.	M/o Food Processing Industries	Shri Avinash K. Srivastava	IAS (UP:82)
25.	M/o Health & Family Welfare		
47.	1 - D/o Health & Family Welfare	Shri C.K. Mishra	IAS (BH:83)
48.	2 - D/o Health Research	Ms. Soumya Swaminathan	Scientist
26.	M/o Heavy Industries & Public Enterprises		
49.	1 - D/o Heavy Industry	Shri Girish Shankar	IAS (BH:82)
50.	2 - D/o Public Enterprises	Ms. Seema Bahuguna	IAS (RJ:83)
27.	M/o Home Affairs		
51.	1 - Home Secretary	Shri Rajiv Mehrishi	IAS (RJ:78)
52.	2 - D/o Official Language	Shri Prabhakar Kumar Jha	IAS (UP:82)
53.	3 - Border Management	Ms. Sanjeevane Kutty	IAS (MH:83)
54.	4 - Inter State Council Secretariat	Ms. Sanjeevane Kutty	IAS (MH:83)
55. 28.	M/o Housing & Urban Poverty Alleviation	Ms. Nandita Chatterjee	IAS (WB:80)
29.	M/o Human Resource Development		
56.	1 - D/o Higher Education	Shri Kewal K. Sharma	IAS (UT:83)
57.	2 - D/o School Education & Literacy	Shri Anil Swarup	IAS (UP:81)
58. 30.	M/o Information & Broadcasting	Shri Ajay Mittal	IAS (HP:82)
59. 31.	M/o Labour & Employment	Ms. M. Sathiyavathy	IAS (UT:82)
32.	M/o Law & Justice		
60.	1 - D/o Justice	Ms. Snehlata Shrivastava	IAS(MP:82)
61.	2 - D/o Legal Affairs	Shri Suresh Chandra	ILS
62.	3 - Legislative Department	Shri G. Narayana Raju	ILS
63. 33.	M/o Micro, Small & Medium Enterprises	Shri K.K. Jalan	IAS (HY:82)

