



सत्यमेव जयते

Government of India



# Citizens'/Clients'/Customers' Charter

**Directorate of Advertising & Visual Publicity**  
Ministry of Information & Broadcasting

Soochna Bhavan, CGO Complex  
Lodi Road, New Delhi  
110003

*Website: [www.davp.nic.in](http://www.davp.nic.in)*  
*January 2011*

# DAVP: A Citizens'/Clients'/Customers' Charter

## **I. Aim of the Charter**

The purpose of this Charter is to enable providing quality service to our Client Ministries and Departments, as well as media organizations, public and private, that carry our advertisements, and to anyone who does business with us or partners us in any way.

## **II. Our Vision**

To achieve a seamless dissemination of social messages from the Government to the masses, thereby informing, educating and empowering them, and thereby transforming their lives.

## **III Our Mandate**

To inform the people about the initiatives, policies, programmes and achievements of the Government through:

- Press advertisements
- Audio Visual spots: documentaries, jingles etc.
- Printed literature: posters, booklets, folders etc .

- Mass Mailing of publicity material
- Outdoor Publicity: kiosks, hoardings, banners, bus-panels etc.
- Exhibitions on specific themes of national and socio-economic relevance

## **IV: Our Services**

The services we render:

- a) function as the nodal multi-media advertising agency of the Central Government.
- b) facilitate Central Government departments in formulating communication strategies/media plans
- c) provide much cheaper media buying by fixing rates depending on circulation/viewership, using DAVP's unique position as the single-largest media buyer in the market.

- d) empanel newspapers/journals/TV/Radio Channels/Digital Media/ Emerging & New Media/Outdoor Publicity agencies/ Printers/Producers for design of advertisements/release of government advertisements after verifying their credentials.
- e) Release time-bound payment to media organizations on behalf of Clients, for the advertisements carried by them, after due verification.

## II. Service Standards

Sr. No.	Main Services	Service Delivery Standard
1	Publishing Press Advertisements in Newspapers on behalf of Ministries/Departments/PSUs/Autonomous Bodies etc	Within five working days of request from Client (after funds and approval from client)
2	Preparation of Media-Plan of Empanelled Newspapers within Client's Budget.	Within 3 days of request from Client
3	Designing of Press Advertisements	Within 10 days of Client request
4	Airing of TV/Radio advertisements in TV/Radio Channels on behalf of Ministries/Departments/PSUs/Autonomous Bodies etc	Within 7 working days of request from client (supported by funds,creative and approval)
5	Preparation of Audio-Visual Campaign Plan based on Client's Budget	Within 10 days of request from Client
6	Production of TV/Radio Advertisements	Within two months of request letter from Client
7	Printing of posters/booklets/folders/diaries/calendars	Within one month of final approval of content by Client
8	Implementation of Outdoor Publicity Campaign involving kiosks, hoardings, banners, bus-panels etc. on behalf of Clients	Within one month of final approval from Client, along with transfer of funds
9	Wallpaintings on behalf of Clients	Within two months of final approval and transfer of funds
10	Preparation of Outdoor Campaign Plan based on Client's Budget	Within two weeks of Clients' request
11	Distribution of Publicity Material on behalf of Clients	Within one month of final approval and transfer of funds by Client
12	Preparation of estimate for dispatch of material by Mass Mailing Wing	Within one week of the request from Client
13	Release of payment to media organisations	Within three months of raising of bill

14.	Disposal of applications for empanelment/rate renewal	Within two months of the final meeting of the Empanelment Advisory Committee
15	Furnishing of expenditure statement to Client	Within two weeks of request

## V Grievance Redressal Mechanism :

a. Name and contact details of Public Grievance Officer:

1) **Ms. Matoo JP Singh, Director**, DAVP, Room No. 765, Soochna Bhavan, CGO Complex, Lodi Road, New Delhi, 110003. The Grievance officer can be contacted over phone, email & post or in person.

Telephone number is : 24369560

Email: [mattujpsingh@rediffmail.com](mailto:mattujpsingh@rediffmail.com)

In person: On all Wednesdays, without prior appointment, between 3 and 4 pm.

2) **DG (DAVP)** meets public on Wednesdays, with prior appointment (tel: 24369597), between 3 and 4 pm, in his chamber.

3) If a complainant is not satisfied by the response of the Grievance Officer of DAVP, he/she can refer the matter to the Grievance Officer of the Ministry of Information & Broadcasting, whose particulars are given below

### **V.B. PYARELAL**

#### **JT SECY(P&A)**

Room No. 657, 'A' Wing, Shastri Bhavan

Dr. Rajendra Prasad Marg, New Delhi - 110001

Ph: 23384453(O) 24654283(R)

b. **Helpline number/Website URL to lodge grievances** : Grievances can be lodged with DG, DAVP at [dgdavp@nic.in](mailto:dgdavp@nic.in) or ADG at [adg.davp@nic.in](mailto:adg.davp@nic.in) or the Grievance Officer at [mattujpsingh@rediffmail.com](mailto:mattujpsingh@rediffmail.com)

c. Response to be expected by person lodging the grievance: A reply from Public Grievance Officer outlining the steps taken to redress the grievance.

d. Timelines for redress: Within two months of the complaint

## VI Our clients/Stakeholders are:

- a. Central government ministries and departments
- b. Public Sector Undertakings and Autonomous Bodies
- c. Newspapers/magazines/TV & Radio Channels/Multi-media and Print Creative Agencies/Outdoor Publicity Agencies/ Printers on the panel of DAVP.
- d. The citizens of India, including the taxpayers.

## **VII. Responsibility Centers and Subordinate Organisations**

### 1) Responsibility Centers in New Delhi:

- Campaign Wing - for coordinating publicity campaigns
- Advertising Wing - for release of press advertisements
- Printed Publicity Wing - for printing of printed publicity material
- Co-ordination Wing- Rate fixation and Empanelment of Newspapers/magazines
- Audio-Visual Wing - for production and release of audio/video programmes & spots/empanelment of TV radio channels
- Outdoor Publicity Wing - for production & display of outdoor publicity material
- Exhibition Wing - for conceptualizing and putting-up exhibitions
- Mass Mailing Wing - for distribution of publicity material
- Studio with DTP facility - for word processing and designing purposes
- Accounts Wing- for processing of bills
- Administration Wing - for providing administrative & logistical support
- IT Wing- For providing support in maintaining the Website, computers & software.

### 2) Responsibility Centers outside New Delhi:

Two Regional Offices at Bangalore and Guwahati to coordinate the Directorate's activities in the southern and eastern regions respectively:

- a) Sh. Rajnikant, Asst. Director  
D.A.V.P. Ministry of I&B  
'C' Wing, Ground Floor  
Kendriya Sadan, Kormangala  
Bangalore-560034

b) Smt. Rina Sonowal Kooli, Director  
D.A.V.P. Ministry of I&B  
House No.4, Navagiri Road,  
Chandmari, Guwahati- 781003

3) The Exhibition Wing has 32 Field Exhibition Units including mobile exhibition vans. In addition, there is a Regional Exhibition Workshop at Chennai and a Exhibition Kit Production Centre at Guwahati to assist the Exhibition Division at Regional Offices in designing and fabricating exhibits.

### **VIII. Responsibilities of Citizens'/Clients'/Customers**

- a) To ensure that funds are transferred in advance for all activities, based on estimates given by DAVP.
- b) To give approval to all creatives, whether for print/Audio-visual/Outdoor/Printing, in time.
- c) To ensure that DAVP gets the a minimum of 5 working days' to publish print ads & 7 working days' for airing TV/Radio campaigns.
- d) To ensure that all outstanding bills are cleared for advertisements released in previous periods.
- e) To adhere to the Government of India's advertising policy, whether for newspapers or TV/Radio channels, and not show favour to any particular paper or Channel or organization.

### **IX Next Review of the Charter**

DAVP shall review this Charter on a yearly basis, in consultation with both its Clients and the media organizations who carry its advertisements. The next Review of this Charter will be published in January 2012.

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