

# CHAPTER XV

## (Manual-14)

### NORMS SET FOR DISCHARGING FUNCTIONS

THE DIRECTORATE HAS SET TIME LIMITS FOR VARIOUS ACTIVITIES WHICH ARE AS UNDER:

S. No.	NAME OF THE WING	ITEM OF WORK	TIME LIMIT
01	Campaign	Preparation of Campaign Plan	Within one week of receipt of request.
02	Advertisement/ Campaign	Designing/release of Advt. in Newspaper/Journals except Employment News	One week for designing. Booking of space and release of advt. within one week after approval of design.
03	Advertisement Campaign	Designing/Release of Advt. in Employment News	20 days after approval of script by client.
04	Audio-Visual	Production (Audio)	Within 1 week after approval of script by client.
		Production (Video)	Within 15 days after approval of script by client.
		Telecast/Broadcast	Within 1 week after approval of the broadcast/telecast plan by client.
05	Outdoor Publicity	Fabrication and display of OP formats viz. hoardings, kiosks etc. outside Delhi	Within 40 days after receipt of final designs/sanctions.
		Fabrication and display of OP formats viz. hoardings, kiosks etc. in Delhi	Within 10 days after receipt of final designs/sanctions.
06	Printed Publicity	Printing of Posters, Folders, Booklet, Brochures etc. (with print order upto 10,000 copies)	Within 30 days.
07	Exhibition	Organizing exhibition	Within 30 days.
08	Accounts	Payment of Advertisement bills	Within 60 days on the receipt of bills subject to availability of funds.
09	Public Grievance	Grievance redress	Within 30 days of receipt of complaint.
10	Mass Mailing	Mailing of publicity material	Within 30 days of receipt of material and client's distribution schedule.