

CHAPTER VI (Manual-5)

STATEMENT OF CATEGORIES OF DOCUMENTS HELD/UNDER CONTROL

The documents held by the Directorate can be categorized into two parts viz. General and Confidential.

CONFIDENTIAL

S.No.	Category of the document	Name of the document	Procedure to obtain the document	Held by/under control of
1	Confidential	Rate Contracts with newspapers / journals.	For internal official use only.	Joint Director (Advertising)
2	Confidential	Rate Structure Committee Report.	For internal official use only.	Joint Director (Advertising)
3	Confidential	Rate Contracts with TV / Radio Channels.	For internal official use only.	Joint Director (Audio -Visual)

GENERAL

S.No.	Category of the document	Name of the document	Procedure to obtain the document	Held by/under control of
PRESS ADVERTISEMENTS:				
1	General	Advertisement policy of Government of India	Available on DAVP website.	Joint Director (Advertising)
2	General	Criteria for empanelment for UPSC advertisements.	do	Joint Director (Advertising)
3	General	Panel of Publications.	do	Joint Director (Advertising)
AUDIO VISUAL PUBLICITY				
1	General	Guidelines for empanelment of AV producers	Available on DAVP website.	Joint Director (Audio –Visual)
2	General	Terms & conditions for AV productions	do	Joint Director (Audio –Visual)
3	General	Procedure for empanelment of private TV/Radio channels for broadcast/telecast.	do	Joint Director (Audio -Visual)
4	General	Panels of producers/agencies and TV/Radio channels.	do	Joint Director (Audio -Visual)

PRINTED PUBLICITY				
1	General	Procedure for empanelment of Printers	Available on DAVP website.	Joint Director (PP)
2	General	Procedure for assigning jobs relating to Printed Publicity to printers.	do	Joint Director (PP)
3	General	Panel of Printers.	do	Joint Director (PP)
OUTDOOR PUBLICITY				
1	General	Procedure for empanelment of Outdoor agencies	Available on DAVP website.	Joint Director (OP)
2	General	Procedure for assigning jobs relating to Outdoor Publicity to agencies.	do	Joint Director (OP)
3	General	Panel of agencies.	do	Joint Director (OP)
GENERAL/ADMINISTRATION/FINANCIAL				
1	General	DAVP manual.	The manual is voluminous and is for internal official use.	Joint Director (Admn.)