

## CHAPTER VII (Manual-6)

STATEMENT OF BOARDS, COUNCILS,  
COMMITTEES OF TWO OR MORE PERSONS  
CONSTITUTED FOR THE PURPOSE OF ADVISE

The Directorate of Advertising and Visual Publicity has a number of Committees consisting of two or more persons constituted for the purpose of advice on various matters viz. empanelment of newspaper/fixation of rates etc. The meetings of these committees, however, are neither open to the public nor their minutes accessible to the public. The details of all such Committees is as under:

## **PRESS ADVERTISEMENTS**

### **PANEL ADVISORY COMMITTEE**

This Committee is headed by Director General/Director DAVP and it includes Additional Principal Information Officer in the PIB, Press Registrar, RNI and Deputy Secretary/Under Secretary in M/o Information & Broadcasting dealing with print media, besides three representatives from newspapers. The Committee considers applications of newspapers/journals for empanelment for receiving Government advertisements.

### **RATES STRUCTURE COMMITTEE**

Government of India constitutes Rate Structure Committee from time to time headed by Cost Advisor(Cost), Deptt. of Expenditure, M/o Finance with AS&FA, M/o I&B; JS(P&A), M/o I&B; DG/Director, DAVP as members and JD(Advtg.), DAVP as convenor of the Committee to carry out review of existing rates structure for DAVP advertisements and suggests new rate structure formula besides looking into related terms of reference. The Committee holds meetings with newspapers and their associations as part of its deliberations.

## **AUDIO VISUAL**

### **EMPANELMENT ADVISORY COMMITTEE**

The Empanelment Advisory Committee consists of the Regional Director, nominated by DG/Director DAVP and two officers of Deputy Secretary/Director level from AIR/Doordarshan/Films Division besides Director/Deputy Secretary, M/o I&B as members. Joint Director in charge AV wing is the convenor and Member Secretary of the Committee. EAC considers applications of Audio-Video producers and recommends the names of the producers having sound professional expertise, experience and financial standing for empanelment of DAVP. The Committee scrutinizes applications, assesses quality and recommends rates of audio video productions.

### **RATE FIXATION COMMITTEE**

The Committee consisting of FA&CAO and representatives from various media units of M/o I&B analyses the rates offered by the channels keeping in view their performance and recommends broadcast/telecast rates for various channels. The committee also holds discussions with representatives of the channels in this regard.

## **PRINTED PUBLICITY**

### **PANEL ADVISORY COMMITTEE**

The Committee consists of Director General/Director(DAVP); Deputy Secretary, M/o I&B; Director, Publications Division; Director, Directorate of Printing; Chief Production Officers of ICAR & NCERT besides Joint Director(PP) and Production Manager(PP) which considers applications shortlisted by internal committee for recommending empanelment of printers.

### **LIQUIDATED DAMAGES COMMITTEE**

The Committee consists of Production Manager(PP), Divisional Heads of Finance and Printed Publicity Wing as members and Regional Director/Joint Director as its Chairman. The Committee considers cases of bad workmanship, delays etc at printers end and extra claims by the printers towards changes/alterations etc. made at proof reading and printing stage.

## **OUTDOOR PUBLICITY**

### **INSPECTION COMMITTEE FOR EMPANELMENT OF OUTDOOR AGENCIES**

A three member Committee comprising one representative each from Outdoor Publicity wing, other division of DAVP and other media unit of M/o I&B inspects agencies shortlisted by internal screening committee of DAVP and submits inspection report for considering empanelment of Outdoor agencies.

### **RATES COMMITTEE**

Rates Committee consisting of Joint Director, Production Managers, FA&CAO and Assistant Production Managers, considers rates offered by sole concessionaires for Outdoor Publicity work.

### **LIQUIDATED DAMAGES COMMITTEE**

Liquidated Damages Committee comprising Regional Director/Joint Director, Production Manager, FA&CAO and Assistant Production Managers(OP) considers cases of failures on the part of agencies to implement the job in accordance with the specifications to suggest penalty.