

## CHAPTER IX (Manual-8)

DECISION MAKING PROCESS AND CHANNELS OF SUPERVISION AND ACCOUNTABILITY

The activities undertaken by DAVP can be broadly divided into three categories, Campaign, Administration and Accounts. The detailed procedure followed in decision-making process have been documented and included in the Office Manual of the Directorate of Advertising and Visual Publicity.

## **Campaign**

The Campaign activities include release of advertisements printing of posters, folders, booklets etc., mass mailing of printed material, putting up hoardings, bus back panels, animation display, production/telecast/broadcast of audio/video spots/programmes and organizing exhibitions. For any campaign activity, Campaign Officer acts as a bridge between DAVP and the client Ministries and Departments of Government of India and DAVP and maintains a close liaison with the creative (studio, copy writing & language) wings and publicity wings of the Directorate for execution of the jobs.

Campaign Officers in DAVP have been allocated Ministries/Departments. On receipts of a request from respective Ministry/Department, the Campaign Officer gives an estimate of cost taking into consideration the client's requirement, budget, target, content and media. Every Campaign Officer's work is supervised by a Joint Director. After the cost estimate and media plans are approved by the client, the advertisement is designed with appropriate copy by DAVP. Once this is approved by the client the advertisement is released as per the media plan. Press advertisements are generally prepared by DAVP in house although in a few cases the clients provide the designed material. Press advertisements are released only to papers empanelled with DAVP.

In case of Audio-Visual spots/programmes, the work is got done through empanelled producers at rates fixed by DAVP. AV spots/programmes are also released by DAVP to TV/Radio channels at rates contracted with them.

For Printed Publicity the material is designed and formatted in house before getting it printed by empanelled printers. The job is allocated on the basis of lowest tender. Distribution of printed material is undertaken by DAVP's mass mailing wing as per the clients' plan.

DAVP puts up exhibitions across the country on national issues developmental themes and social issues. The outdoor publicity work is done through empanelled agencies on the basis of lowest tender and sole concessionaire with whom rates are fixed by DAVP.

### **Accounts**

Funds are placed with DAVP by the client ministries/departments for the execution of different publicity activities. Accounts Wing of DAVP manages these funds for clearing the bills of newspapers and other agencies executing various jobs besides processing salaries/claims of its officers/employees. The Financial Advisor cum Chief Accounts Officer supervises the activities of the wing.

### **Administration/Vigilance**

The administration sections are responsible for personnel management/administrative jobs and facilitates in smooth functioning of various wings of DAVP. There is a vigilance section to look after the disciplinary cases of DAVP. Section Officer heads the Administration/Vigilance sections. Deputy Director (Admn.) acts as the Branch Officer of these sections and Joint Director (Admn.) is the Divisional Head. The Admn. /Vigilance Section function under the overall charge of Director, DAVP.

### **Channels of supervision and accountability of various wings of the Directorate :**

The Officers at various levels whose opinion are sought during the process of decision making are given below. DG/Director DAVP is the final authority at the Directorate level in the decision making process.

**Campaign Wing:** Campaign Officer, Joint Director (Incharge), DG/Director.  
**Advertising Wing:** Assistant Media Executive, Media Executive, Joint Director (Advertising ), DG/Director.  
**Printed Publicity:** Assistant Production Manager (PP), Production Manager (PP), Joint Director (PP), DG/Director.  
**Outdoor Publicity:** Assistant Production Manager (OP), Production Manager (OP), Joint Director (OP), Director.  
**Audio Visual Cell:** Campaign Officer (AV), Joint Director(AV), DG/Director  
**Exhibition Wing:** **Field Units:** Field Exhibition Officer, Inspector of Exhibition, Research Officer, Chief Exhibition Officer, Joint Director(Exhibition), DG/Director.  
**Workshop:** Senior Artist, Exhibition Officer, Chief Exhibition Officer, Joint Director(Exhibition), DG/Director.  
**Research:** Assistant Research Officer, Research Officer, Chief Exhibition Officer, Joint Director(Exhibition), DG/Director.

**Mass Mailing:** Assistant Distribution Officer, Distribution Manager, Joint Director(Mass Mailing), DG/Director.  
**Administration Wing:** Section Officer, Deputy Director (Admn.), Joint Director (Admn.), DG/Director.  
**Finance Wing:** Assistant Accounts Officer, Accounts Officer, Financial Adviser & Chief Accounts Officer, Joint Director (Accounts), DG/Director.

## INFORMATION ON IMPORTANT MATTERS ON WHICH DECISION IS TAKEN BY DAVP

S. No.	Subject on which the decision is to be taken	Guidelines/ Direction, if any	Process of Execution	Designation of the officers involved in decision making	Contact information of above mentioned officers	If not satisfied by the decision, where and how to appeal
<b>Advertising Wing</b>						
1	Empanelment / Rate Renewal	Advertisement policy of Government of India	Newspapers/Journals are empanelled on the recommendation of the Panel Advisory Committee. Rate renewal done annually as per policy.	AME/ME / JD(Advtg.) /DG-Director	Information available in the directory of the officers given in chapter X of this handbook.	Grievance Officer in the Directorate and Ministry who contact details are given in Chapter XVII
2	Release of advertisements	do	Process detailed in foregoing paras	do	do	do
<b>Audio-Visual Wing</b>						
1	Empanelment of audio-video producers/private Radio/TV channels	Guidelines for empanelment of producers/private Radio/TV channels	Empanelment of producers done on the recommendation of Empanelment Advisory Committee and empanelment/rate fixation for broadcast/telecast is done on the basis of the recommendation of the Rate Fixation Committee	CO(AV) /JD(AV) / DG-Director	do	do
2	Audio-visual publicity	As per client/publicity requirements	As detailed in foregoing paras	do	do	do

Printed Publicity						
1	Empanelment of Printers	Procedures for empanelment of printers	Empanelment done on the basis of recommendation of Panel Advisory Committee	A.Pr.M./Pr.M. / JD(PP) / DG-Director	do	do
2	Printed Publicity	As per client/publicity requirements	As detailed in the foregoing paras	do	do	do
Outdoor Publicity						
1	Empanelment of outdoor printers	Procedure for empanelment of outdoor agencies	On the recommendation of the inspection/screening committee	A.Pr.M. /Pr.M./JD(OP) / DG-Director	do	do
2	Outdoor Publicity	As per client/publicity requirements	As detailed in the foregoing paras	do	do	do
Exhibitions						
1	Organizing exhibitions	Organized on social / developmental themes	As detailed in the foregoing paras	FEO/IE/RO/CEO/J D/DG-Director	do	do
Mass Mailing						
1	Mailing of printed material	As per client/publicity requirement	As detailed in the foregoing paras	ADO/DM/JD/DG-Director	do	do