

DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY (DAVP)

GOVERNMENT OF INDIA

(Guidelines for Printing/Distribution of printed publicity material through Mass Mailing Wing of DAVP, approved by the Ministry of Information & Broadcasting vide I.D. No. 1/24/2006-MUC dated 14.06.2006)

1. The Mass Mailing Wing under the Directorate of Advertising & Visual Publicity undertakes the distribution of the publicity materials on the basis of instructions of the client Department and/or as per the campaign requirements through the headquarters located at New Delhi and Regional Distribution Centres at Kolkata and Chennai.
2. The Printed publicity material distributed through Mass Mailing Wing includes publicity materials pertaining to the policies, programmes and achievements of the Central Government with/without photographs/messages of the Prime Minister/Ministers.
3. These guidelines shall be applicable in respect of all printed publicity material and shall come into force with immediate effect.
4. The Mass Mailing Wing shall categorize regular distribution work and maintain standard mailing lists for distribution of such materials viz. PM speeches etc. which shall be reviewed and updated periodically. All the categories of printed literature shall have specific numbers prescribed for each mailing list. The broad categories are given in Annexure-I. Standard distribution pattern of PM speech series covering Hindi/non-Hindi States for material brought out in Hindi/English and break up of distribution for VIP categories is as per Annexure-II.
5. In case of distribution being undertaken on behalf of client Ministries/Departments etc. the mailing list should be obtained in advance before placing print orders.
6. The Print orders should be decided strictly on the basis of the mailing list and actual requirements, as indicated by the client Ministries/Departments.
7. The distribution of printed material shall be done strictly on the basis of mailing list finalized before placing the job order.

8. In case of departure from the standard mailing list requiring additional copies to be printed, DAVP shall get clear written orders, duly signed by the Competent Authority from the clients, including VVIP/PMO/MIB, etc.
9. A Committee under the chairmanship of Joint Director (Printed Publicity) with Joint Director (Campaign Coordination) and Joint Director (Mass Mailing) as Members shall function in DAVP to assess all additional print order requests in excess of the standard/approved mailing list for taking a final view on receipt of written requests from the clients Ministries/Departments/PMO/MIB etc.
10. DAVP shall not place print orders once the Lok Sabha is dissolved and elections become due. The distribution of publicity material shall be put on hold, in the States/Union Territories where assembly election have been notified and model code of conduct has come into force, till such time when the election process is complete.
11. Translations, printing and dispatch schedule shall be carefully worked out to avoid delays and consequential redundancy of the literature, keeping in view the additional time taken for language translation and consequently printing and dispatch.
12. In case of distribution undertaken by the client itself, the delivery shall be made directly at the premises of the client if desired. Alternatively, if the material is received in the Mass Mailing Wing, it shall be distributed within a period of three months.
13. No distribution material shall be retained in the Mass Mailing Wing for more than six months, after which all such material shall be destroyed, except for the record copies after being considered by the Committee as mentioned in Para 9 above, for making recommendation and following due procedure for writing off losses thereafter. In case of the distribution material pertaining to the client Ministries/Departments, the recommendations of the Committee may be forwarded to the concerned Ministry/Department for taking a final view in the matter.
