

Dear Sh.

Please refer to this office letter number PR/18(4)/2002-03, dated 14/17.07.2003 wherein the decentralization of the process of Empanelment of Advertising Agencies with the each Region/Zone drawing its own panel of agencies.

In terms of Govt. of India's decision advising to public sector to utilize services offered by Directorate of Advertising & Visual Publicity for advertisement and publicity. Accordingly the matter was taken up with DAVP so as to work out the modalities as also for the above switch-over from existing system to DAVP. A copy of the terms & conditions/modalities received from DAVP are enclosed for your perusal and records. The proposal given by DAVP was examined here and as per the direction of Chairman cum Managing Director it has been decided to entrust the work relating to release/publication of advertisement by all offices of Corporation through DAVP only with immediate effect.

Sh.B.N.Sharma, Campaign Officer, Directorate of Advertising & Visual Publicity, Phase-IV, Sookhana Bhawan, CGO Complex, Lodhi Road, New Delhi-110003. Phone No.24369588, Fax.No.24369608 is the contact officer to handle FCI work. A copy of the Campaign Officer DAVP which speaks for itself is annexed for your perusal and further necessary action.

In view of this decision the advertisement henceforth will be required to be sent to DAVP instead of Empanelled Agencies. The DAVP will ensure its publication as per our requirement on DAVP rates. The above switch over will be on reviewed every month on the basis of monthly reports to be sent by your office duly indicating the difficulties being experienced so as to take remedial action

It is therefore requested that the concerned officer and staff may be advised for taking necessary timely action in the matter of releasing advertisement through DAVP.

Encl:- As above.

Yours sincerely,  
Sd/-  
(A.K.Chaturvedi)  
ED(G)

**All ED's**

**Copy to:-**

1. All General Managers, FCI, R.O.
2. Sh.B.N.Sharma, Campaign Office, DAVP, Ministry of I&B, CGO Complex, Lodhi Road, N.D.