

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.

MASS MAILING WINGINTRODUCTION:

The Mass Mailing Wing receives printed publicity material like booklets, folders, posters, tin plates, Cinema slides etc., produced on behalf of various client Ministries/ Departments and organisations. The distribution of these publicity material are undertaken on the basis of instructions of the client department and/or as per campaign requirements. It functions from Headquarters at New Delhi and Regional Distribution Centres at Calcutta and Madras. The primary function of the Regional Distribution Centres are to receive the printed publicity material and to distribute/despatch them as per instructions from the Headquarters. The Headquarters office at New Delhi, besides handling the receipt for overall policy planning about distribution of publicity material, research into target audiences, maintenance and procurement of mailing addresses and providing necessary guidelines to the Regional Distributions Centres as well as to campaign Wing/client departments about the effective areas of distribution for various types of publicity material. On an average about 2 to 3 crore pieces of printed publicity material are distributed annually, mostly on Direct Mail pattern. As per 6th Plan target the Mass Mailing Wing has procured 1.5 million addressees- which are maintained on computer. Hindi addressees are maintained on Bradma addressograph plates. The addressees have been categorised with a like more than 500 target audience groups to meet demands of various campaigns.

2. ORGANISATIONAL SET-UP:

The Mass Mailing Wing is headed by Joint Director at New Delhi. He is assisted by one (1) Distribution Manager, one (1) Programmer and five (5) Asstt. Distribution Officers at Headquarters, and Asstt. Distribution Officers, one at each of the two R.D.Cs.- one at Calcutta and one at Madras respectively. While Regional Distribution Centres operate on the basis of specific instructions received from the Headquarters from time to time, the work set up at Headquarters has been divided into six (6) distinct sections as under:-

- a) General Administration and Co-ordination
- b) Planning
- c) Despatch
- d) Stores
- e) Research and Procurement
- f) Electronic Data Processing.

(Refer annexure I for organisational chart)

3. ROLE AND FUNCTIONS OF MASS MAILING WING

The basic role of Mass Mailing Wing is:-

- (i) to maintain and update a mailing list containing 1.5 million addresses,
- (ii) receipt of publicity material from printers,
- (iii) distribution of publicity material to appropriate target audience categories.

Major functional details are:-

(i) Mailing List - maintenance & updatation:-

Existing addresses are required to be reviewed periodically with the 'source' by correspondence - and where possible by personal visits by T.A. (Audience Research). Periodicity of review depends on the nature of categories and/or as decided by DD from time to time. Updation is a continuous process and daily review of undelivered mails are also necessary for corrections or deletions as the case may be. T.As are also required to research for new target audience areas for inclusion of those addresses in mailing list. All updatations and/or inclusions in mailing list are done through an approved data-in-put format (annexure XXI) for which Jr.T.As (Coders) are specifically deployed.

(ii) Receipt of publicity material - Publicity Material is received from the printers at headquarters at New Delhi as per well defined drill vide office order No.41/15/79-Dist: dated 30.7.79 issued under signature of the then Joint Director, Sh. K.G Ramakrishnan (Annexure II). The procedures for receipt of publicity material from printers at RDCs were laid down vide office order No.41/15/79-Dist. dated Sept.8,1981, issued with the approval of the then Director, Shri P.E Bharthakur (Annexure III). There is no particular drill for storage of the publicity material, except that these are to be neatly stacked, language-wise, & job wise, to avoid mixing up, until these are taken out for despatches.

(III) Distribution of publicity material

There is no standard distribution pattern for each individual as such job demands a fresh pattern to be drawn up on the basis of campaign needs and target readership.

The distribution of publicity material is undertaken as per instructions received from Campaign Wing and/or Director and other senior officers. The drill is like this:

As soon as a Campaign Officer initiates a print job, he is required to send a Campaign Note to the Mass Mailing Wing indicating, type of print job, languages in which it is being printed, language wise print order, place or places of printing (if possible) and specific distribution instructions alongwith addresses in case of client jobs and/or clear indications about the categories of target audiences to be covered, particularly in respect of Ministry of I & B jobs.

The note received from Campaign Wing is processed in the Planning Section of Mass Mailing Wing to work out a detailed despatch plan, by way of selection of target categories wherever necessary, indicating address-wise allocation of copies vis-a-vis print order. The Planning Section is required to get each Individual Despatch Plan approved from DM and in certain cases, where policy decisions are involved, from JD/JG.

After the Individual Despatch Plan is approved, the Planning Section sends out necessary despatch instructions, along with mailing addresses, to Despatch Section at Headquarters in case to print material being produced at New Delhi, or to Regional Distribution Centres concerned where the print material are under production, at places other than Headquarters.

The Despatch Section at Headquarters and the RDCs thereafter despatch out the material as per instructions received by them.

4. WORKING OF SECTIONS

a) General administration and coordination section

Headed by ADO, assisted by a D.A. and other supporting staff, this Section looks after all the aspects of general administration pertaining to headquarters and co-ordination with the activities of the RDCs. The purview of activities include general administration, Five Year Plan proposals, budget provisions, audit requirements, Annual performance report, maintenance of all types of statistical data etc. This Section is required to consolidate work reports from various other Sections for submission of Monthly Reports to the Ministry (Annexure IV) and to the Cabinet (Annexure V).

One major area of work for this Section is to process the requisitions for Wall Calendar and Engagement Diary from various Ministries/Departments and work out a Distribution patternas per guidelines approved by the Ministry of Information & Broadcasting on file No.10/8/86-MMW-GC (Annexure VI). An ad-hoc Distribution Cell is also attached to this section to handle individual/ad-hoc requests for publicity material from members of public as well as from institutions and organisations.

b) Planning Section - Headed by ADO, assisted by DA and other supporting staff, this Section processes the Campaign Notes received from Campaign Wing and works out the Individual Despatch Plan to be submitted to DM, and/or to JD/DG if so required, for approval. After the approval of the Individual Despatch Plan, requisition is given to the Programmer-in-Charge, EDR Centre, for printing of addresses, indicating the categories and the code number. There is no particular format for placing of such requisition - simple note is sent alongwith a list of categories with code number duly indicated against each. It is very important to indicate correct code number, since the Computer and Bradma Units maintain the mailing list on code serial only. Wrong indication of code number will result into printing of unwanted categories of addresses.

The Section thereafter sends out a despatch instructions, accompanied by printed addresses, to the Despatch Section at Headquarters or to the RDCs, as the case may be. Before sending the despatch instructions the ADO will have to check up the place of production from the Printer Publicity Wing, if the information is not provided by the Campaign Wing. Procedurely, PR Wing is required to furnish the information at the time of finalisation of the printing work, as a matter of routine (Para 7 of Annexure II). After the distribution work is over, the Section is required to submit a Completion Report to the Campaign Wing (Annexure VII).

c) Despatch Section - Headed by ADO, assisted by two DA and other supporting staff, this section is required to undertake despatches by various modes, Viz., direct mail, bulk by Regd. Post/Rail/Air and local delivery as the case may be. On receipt of despatch instructions, the ADO is required to throughly examine the distribution list, check it up with mailing addresses and work out the details of despatches, viz., mode of despatch, assessment of packing material depending on mode of packing and allocation of packing duties to packers. Thereafter, requisitions for pring material, packing material and service postage stamps, if required, are placed with stores section on approved requisition slips (Annexure VIII, IX, & X respectively). Packing jobs are allotted to Pakers as per norm as examined and aprroved by the IWSU (Annexure XI). After despatches are completed, entries are made on Publicity Material Despatch Register (Annexure XII) service Postage Stamps. A Job Completion Report is also sent to Planning Section (Annexure XIII).

d) Stores Section - Headed by ADO, assisted by Storekeeper and other supporting staff, this Section receives publicity material as per a well laid out drill (Annexure II), stacks them jobwise and language wise and issues the material to the Despatch Section against specific requisitions. Immediately on receipt of the material from printers, an intimation is sent to DM and other concerned sections (Annexure XIV) to keep them informed about the latest receipt position. Before stacking the material in the appropriate place in the store room, the quantity is verified by the Storekeeper on a Physical Verification Chart (annexure XV), and shortage/excess position is duly recorded on the printers supply challan. The Physical Verification Chart is then kept in the concerned job file of the Stores Section for future reference. All receipts are recorded in an approved Daily Receipt Register (annexure XVI), and thereafter entered into a Stock Ledger (annexure XVII), indicating folio number on Daily Receipt Register. All issues are entered in the Stock Ledger on the basis of Indent Slips. Publicity material is issued for despatch only after the material is "Okayed" for despatch by the Printed Publicity Wing duly authenticated by signature on the Daily Receipt Register by authorised representative of the Printed Publicity Wing (Paras 8-11 of annexure II). After the entire quantity of a particular job is received an acknowledgement is sent to PP Wing (Annexure XVIII) indicating actual quantity received against Print Order quantity.

This Section also maintains stocks of various kind of packing material, including envelops and service postage stamps. While packing material is obtained through Purchase and Stores Sections of the Establishment Branch, the Service Postage Stamps are obtained through Cash section of the Accounts Branch. Stock position of these items are maintained by Storekeeper on a plain register, indicating receipt and issues from time to time. All ledgers and registers are to be periodically checked by the ADO as per audit requirements.

All undelivered mails are also received by the Stores Sections and a statement (annexure XIX) to that effect is submitted daily to the R&P Section (Research and Procurement Section) to examine the reasons for undelivered mail and/or to correct or delete the addresses, as may be required.

A Central Registry, i.e. a record room of publicity items received in Mass Mailing Wing, is also attached to the Store Section. On receipt of publicity items, record copies @ 50 copies each of English and Hindi items and 10 copies each of regional language items are kept apart for the Central Registry. Record copies are maintained/Ministry/client wise.

- e) Research and Procurement - This section, consisting of a team of Technical Assistants (audience research) and Junior Technical Assistants (coders), is responsible for maintenance of 1.5 million mailing addresses, procured and procure fresh mailing addresses of various target audience and update them from time to time. The Technical Assistants are required to maintain a Log Book (annexure XX) in respect of the categories of addresses being handled by them, to indicate the number of addresses included/deleted etc. from time to time. The addresses are maintained on computer in the case of English language addresses and on Bradma addressograph plate in respect of Hindi language. For purposes of inclusion of addresses on Computer or Bradma systems, all the addresses are duly coded and instructions are issued to Electronic Data Processing Centre on a Data-in-put format (annexure XXI). The coding norm is 100 addresses per coder, per day.

Periodical research/review of addresses are undertaken, under the direct guidance of JD() for inclusion of new categories of addresses and for updatation. The sole objective of inclusion of addresses in mailing list is dissemination of information to general public through opinion/leaders, educational institutions and other social and corporate bodies, both in public and private sectors.

- f) Electronic Data Processing Centre - This Centre, consisting of a full fledged Mini-computer Unit and a Bradma addressograph Unit, is supervised by the Programmer, as listed by a Data Processing Officer and a Bradma Supervisor and other supporting operational staff. The basic function is to process the in-put data from R&D Section, maintain the data on tape (in Computer Unit) and on plates (in Bradma Unit) and provide the print-outs as and when demanded by user sections/officers. The norm for key to floppy for Data Entry Operators is 100 key depressions per minute, and embossing of 70 plates per Addressograph Operator per day.

5. Regional Distribution Centres - Headed by ADO, assisted by DA and other supporting staff, the RDCs operate on the basis of specific instructions received from Headquarters from time to time. The basic functions are as that of headquarters, viz. to receive the publicity material from printers/~~bold~~ store them language wise & job wise and to distribute the publicity material as per instructions received from Headquarters. As regards receipt of the publicity material, procedures were laid down vide office order No.41/15/79-Dist. dated Sept. 8, 1981 (annexure III). On completion of despatch work for a print job the RDCs are required to submit a Completion Report (annexure XXII) to the Headquarters. As regards day to day progress of despatch work the Centres are required to submit to headquarters Weekly and Monthly reports on approved format (annexure XXIII) & XXIV respectively).

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Procedure for receipt of Publicity material from printers at Headquarter vide office order No.-41/15/79-Dist. Dated 30.7.79.

1. [The Printers should deliver the publicity material to the Storekeeper in the Mass Mailing Wing before 3.00 p.m. on working days. In case some urgent publicity material need to be delivered after 3.00 p.m. prior information should be given by printed publicity branch to the Distribution Manager. In case of bulk supplies of 25,000 copies and above, this should be sent in the forenoon and will not be accepted after 12 noon.]
2. [The printers are required to make the bulk supplies only on receipt of approval of the advance copies from the Printed Publicity Branch. Due information about the approval of the advance copies should also be given to the Mass Mailing Wing at Headquarters/RDCs to enable them to accept the bulk supplies. In the absence of information about the approval of advance copies, the Storekeeper may refuse to accept the bulk supplies from the printers.]
3. [Responsibility for delivering materials in good condition rests on the printer. The printer should always send a person who will have the authority and competence to accept the received challan. The printer should ensure that language versions do not get mixed up and each bundle/packet carries a label indicating:-
 - (1) Title of job
 - (2) Language
 - (3) No. of copies in the bundle, and
 - (4) Name and full address of the printer with telephone number.
]

Standardised Packing -

To facilitate handling and counting of material the quantity and mode of packing has been standardised as under. Material should be packed and supplied accordingly.

Item	Size	No. of copies to be packed in each bundle	Material to be used for packing
Posters	76cm x 102cm (30" x 40")	250	Extra thick Kraft paper
	76cm x 51cm (20" x 30")	250	Thick kraft Paper
	25.5cm x 38cm (10" x 15")	500	- do -
Folders/Booklets		500	- do -
Brochures(According to Volume)	50/100		- do -
Diaries		10	- do -
Calendars		25	- do -
Match Box Labels		8000	- do -

Prestigious items, printed on art paper, should necessarily be packed in water proof kraft paper.

4. The Mass Mailing Wing would receive the publicity material along with relevant challan, in triplicate. The challan would clearly mention:- (a) original copy (b) duplicate copy (c) triplicate copy.

5. On receipt of the supplies from printers in the Stores Section of the Mass Mailing Wing, all the copies will be counted by the Storekeeper with the help of the trained packers, in the presence of the authorised representatives of the printer, who should accept the result of the physical counting. (The result of the counting should be recorded by the Storekeeper under his signature, counter-signed by the concerned ADO, on all the copies of the Challan).

6. The Third Copy of the challan will be returned by the Storekeeper to the printer's representative on the spot, against signature indicating the actual quantity received, and with the rubber stamp: 'Subject to clearance by Production Branch' (The Printer's representative will obviously, have to wait for the duration of the counting). The original copy of the challan, indicating the details of receipts, will be immediately sent to Joint Director (Printed Publicity). The duplicate copy of the challan shall be retained by the Storekeeper for record. The printers need not attach copies of challan with the bills.

To facilitate proper checking of the quantity of the publicity material by the Storekeeper, in future, instead of one copy of the print order two copies of the print order should be sent to the Mass Mailing Wing, by the Pr.M concerned as one copy is required by the Planning Wing of the Distribution Branch for preparing distribution list. To effort should be to issue the print order as soon as the tender has been finalised.

8. Immediately after the receipt of the publicity material by the Storekeeper, an intimation should be sent through a speical messenger, to the Production Branch. Signature of Pr.M or a person authorised by him should be obtained as a proof regarding the receipt of information from the Mass Mailing Wing.

9. The Printed Publicity Wing/Outdoor Publicity wing should ensure that the clearance is issued in writing to the Mass Mailing Wing within 48 hours of the receipt of information. The Mass Mailing Wing would not undertake distribution of the material unless such clearance is given. In case the ADO incharge of Despatch/Stores, does not receive the clearance from the Printed Publicity Wing or Outdoor Publicity Wing within two days, he should bring the fact to the notice of Distribution Manager/ P.M, who should send a note to the Director.

10. When the Clearance is not given by Printed Publicity/ Outdoor Publicity Wing within 48 hours, it is obligatory for them to give in writing to the Mass Mailing Wing that for policy reasons or otherwise the clearance is delayed. The Printed Publicity Wing/Outdoor Publicity wing should also suitably inform the concerned printer.

11. On checking, if the copies are found defective requiring sorting/corrections etc., Deputy Director (Printed Publicity) and Outdoor Publicity) should immediately intimate the position in writing to the Printer, with a copy to the Mass Mailing Wing. The responsibility about sorting out of defective copies will, however, remain with Deputy Director (Printed Publicity)/(Outdoor Publicity) who will bring the matter to the notice of the Director. In case the sorting is done by the Printed Publicity/Outdoor Publicity Wings themselves, the conclusions of the Deputy Director (Printed Publicity)/(Outdoor Publicity) will have the discretion to cancel the job and recover the cost of Government paper and recollect the entire input material supplied, from the printer. In such eventualities, Director's orders should be obtained.

12. The Regional Distribution Centres should be inspected atleast once a year by Deputy Director (Printed Publicity) and Deputy Director (Mass Mailing), so that their problems can be studied on the spot and steps taken to remove their difficulties. Conference of RDCs should also be convened occasionally to discuss the common problems.

ANNEXURE III

Procedure for receipt of Publicity material from printers at RDCs, vide office order No.41/15/79-Dist,Dated Sept.8,1981

1. As soon as the A.Pr.M. is aware about the jobs which are likely to be printed in the region concerned, he should pass on this information if possible at that stage with print order, quantity and language break-up to the concerned ADO. As far as possible a tentative date of supply of bulk stock should also be indicated by the A.Pr. M. Final Print Order is to be confirmed by Printed Publicity Outdoor Publicity Wings at Headquarters.

2. On receipt of intimation about a print order etc. from the A.Pr.M. the ADO should immediately work out his despatch schedule and get in touch with the Planning Section of the Mass Mailing Wing at Headquarters for distribution instructions and mailing addresses, if not already received by him.

3. The printers while making bulk supplies to RDCs should come up with delivery challans, in triplicate. The A.Pr.M. may advise the printer concerned to supply the material through an authorised representative of the Printer who should accept the result of physical checking to be undertaken by the ADO at the time of giving delivery. A.Pr. M. RDC may issue necessary instruction to local printers.

4. On receipt of the material from the printer the ADO should immediately check the quantity and packing etc. in the presence of the printer's representative and record his observation i.e. number of copies actually received etc. on all the copies of the challans and get the challans countersigned by the printer's representative.

5. One copy of the challan may be returned to the printer's representative on-the-spot with the remark "Subject to production clearance". The second copy has to be passed on to the A.Pr.M. RDC immediately and 3rd copy shall be retained with the ADO for his ledger posting etc.

6. A copy of the challan received by the A.Pr.M. may be forwarded by him in due course to the Headquarters along-with his comments about the quality of printing, paper etc. for processing payment of the printer's bill.

7. Immediately on receipt of the material from the printers the ADO should send a note to the A.Pr.M. indicating the quantity and the challan for okaying the material for distribution. The A.Pr.M. should clear the material within two working days from the date of receipt from the printers, and if some reason or the other, he is not in a position to clear the material within the stipulated period the A.Pr.M. should intimate the position in writing to ADO. If no communication is received from the A.Pr.M., the matter may be brought to the notice of DD(MM)/DM by ADO.

8. As far as possible all reports about non or short receipts, defective packing etc. should be reported to A.Pr.M. concerned in writing. If for any particular reason or circumstances, the ADO is required to contact the printer directly he should subsequently intimate the position/situation in writing to A.Pr.M.

9. In case of A.Pr.M./ADO proceeding on leave/tour, if the other officer is required to look after the functions of A.Pr.M./ADO an administrative order to that effect may be issued by the competent authority at headquarters each time the A.Pr.M./ADO proceeds on leave/tour.

NOTE:- The post of Director has been upgraded to Director General. The post of Deputy Director (PP) has been redesignated Joint Director (PP). The post of Deputy Director (MM) has been abolished.

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ANNEXURE IVFormat of Sectional Monthly Report

Directorate of Advertising & Visual Publicity
Mass Mailing Wing

Subject:- Sectional Monthly Report for the month
of 199.

During the month of _____ Mass Mailing Wing
distributed _____ copies of various types of
printed Publicity materials under media support to the
national campaigns detailed below:-

S.NO.	Campaign	Language/Quantity	Coverage
1.	National Integration		
2.	20 Pt. Programme		
3.	National Education Policy		
4.	Family Welfare & Population Control		

One copy each of these publications is enclosed for reference.

Distribution Manager

Astt. Director (Coordination) PTI Building
DAVP, I.D. No. Dt.

Format of Monthly Report for Cabinet to Asstt. Dir, (Co-ord)

Directorate of Advertising & Visual Publicity
Mass Mailing Wing

Subject:- Monthly Report for Cabinet for the
Month of _____ 199_____.

During the month under review Mass Mailing Wing received _____ copies and distributed _____ copies of various types of publicity materials.

HIGHLIGHTS OF ACTIVITIES

a) Distribution of Publications during the month covered _____

Besides some miscellaneous despatches of assorted materials against individual requests.

b) Consignments despatched for above publicity materials during the month included _____ Direct/Mail/Book post packets _____ Rail Consignments _____ Regd. Parcels _____ Air Shipments _____ bundles/packets delivered locally.

DISTRIBUTION MANAGER

Asstt. Director (Co-ordination). PTI Building
DAVP, I.D. No. _____ Dt. _____

ANNEXURE VI

APPROVED GUIDE LINES FOR SUPPLY | REQUISITION
FOR WALL CALENDAR | ENGAGEMENT DIARY

1. Calendars and diaries are to be supplied only to Govt. departments and ministries including their attached and subordinate offices.
2. Public Sector Undertakings and other autonomous bodies are not to be supplied with DAVP Calendars/diaries since on account of functional autonomy such organisations enjoy greater freedom ~~of functional autonomy with~~
~~organisation enjoy greater freedom~~ to print their own Calendar/diary/or publicity literature.
3. Govt. Departments and Ministries including their attached and subordinate offices are entitled to receive calendars @ one calendar per office room occupied by the concerned office. Requisitions to DAVP should, therefore, be based on the number of rooms occupied by the concerned office.
4. As regards engagement diary, only the officers in the salary scale of Rs3700 above are entitled to receive the engagement diary. Requisitions to DAVP should, therefore, be supported by a list of such officers giving details like name of the officers, salary scale and the designation. (Note: Basic salary at any given point in not the criteria. Example : An officer drawing Rs. 3700 in the scale of Rs. 3000-4500 is not entitled to engagement diary).
5. Requisition from departments/ministries need not cover the rooms occupied by the Minister/Minister of State/ Dy. Minister at office and/or residences, as supplies are made to them direct by DAVP.
6. The parent/controlling department/ministry should coordinate the requirements of their own as well as that of their attached and subordinate offices and submit the requisitions duly verified and approved, to ensure that all the attached and subordinate offices under their control are duly covered. (Note: No direct requisition from any attached/subordinate offices will be entertained by DAVP).

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7. Requisitions are required to be submitted for each office separately on a revised computer based format which will be supplied by DAVP to the parent/controlling department/Ministry, who should get the requisition forms filled by their respective offices and should collectively forward these requisition forms in original to DAVP duly verified and authenticated by the parent/controlling department/ministry.
8. All requisitions from Departments/Ministries and their attached and subordinate office are required to be signed by an officer not below the rank of a joint secretary or equivalent officer.

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ANNEXURE VII

Directorate of Advertising & Visual Publicity
 Mass Mailing Wing
 Planning Section

Subject:-

Reference:- Campaign Officer Note No. _____ dt. _____

Main despatches of the above mentioned jobs have been completed as per distribution lists/instructions received from the Campaign Officer vide their above referred note as confirmed by the Despatch Unit at Hqrs., RDC, Calcutta & Madras.

The details of receipt & despatch are as under:-

S.N.Q.	Language	No.of copies	No.of copies received	Balance in stock for meeting adhoc & despatched individual demands
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				Contd... 228
9.				
10.				
11.				
12.				
13.				
14.				
15.				
16.				
17.				

Copies were distributed during the period from _____ to _____ as when the supplies were received from the printers

Assistant Distribution Officer

D.Mgr./C.O.(Shri

DAVP U.O. No.

Dt.

ANNEXURE VIII

Directorate of Advertising & Visual Publicity
 Mass Mailing Wing
 (Despatch Section)

Dated _____

Store Keeper may please issue the following publicity material for distribution/despatch to _____

S.No.	Name of the Publications.	Language	Quantity
-------	---------------------------	----------	----------

1.

2.

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3.

4.

5.

Store Keeper

Head Packer

Dist, Assistant

ANNEXURE IX

Directorate of Advertising & Visual Publicity
 Mass Mailing Wing
 Despatch Section

Indent No. _____ Date _____

Subject:-

Please issue packing material as indicated in
 Cols _____ below for packing the copies
 of above items of publicity material to:-

Name of the Packer: Shri _____

WORK ALLOTTED			PACKING MATERIAL			
Mode of Packing	Nos. of Packets	Bundles	G/cloth	Packing Paper	Envelopes	Sutli
				(Sheets)	'Nos.'	'Grams'
					'&	
					'Size'	
1	2	3	4	5	6	7

Incharge (stores)

Distt. Asstt./A.D.O.

Signature of the Packer
 Dated _____

ANNEXURE X

DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY
MASS MAILING WING
(DESPATCH SECTION)

Postage Service Stamps worth Rs. _____
as indent above have issued.

Certified that the postage service stamps worth
Rs. _____ drawn as above been used for
despatch of Government Publicity Material that relevant
entries have been duly made in the despatch register.

Signature of Despatch Incharge
D.A.

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ANNEXURE XI

Guidelines regarding packing output from packers
as - by IWSU-vide Report No.00M/82, April, 82
prepared

A. Book-Post Despatches :

- a) 1 copy despatch
(Wall Newspaper)
 - On pre-printed wrappens without service stamps. 300 pkts
- b) 1copy despatch
(Booklet/Poster)
 - In envelopes without pre-printed addresses 250 pkts including all packing processes.
- c) 1 copy despatch
(Booklet/Poster)
 - On wrappers and as above. 200
- d) 2copy despatch
(Booklet/Poster)
 - In envelope as above & Sutli typing. 200
- e) - do -
 - On wrapper & above 150
- f) 3 to 5 copy despatch
(Booklet/Poster)
 - On wrapper only and as above, etc. 120
- g) 6 to 10 copy despatch
 - On wrapper etc. & above 80
- h) 17 to 20 copy despatch
 - On wrapper etc. 60
- i) 21 & above copy despatch - On wrapper etc. 40
(within poster limit)

B. REGISTERED PARCEL DESPATCHES :

- a) Depending on weight & size from 8 kg. to 17 kg. each packets.
 - Packing Stiching 4 to 6 with Gunny Cloth (Demand-
Markings on Bundles ing on etc. inclusive size of loading & unloading from stores to Despatch Wing to P.O.

- C. BY RAIL/AIR DESPATCHES:
- a) Fer weight between 2p kg. to 60 kg. each consignment by Rail.
 - Packing mode as of Reg. parcel 4 to 5 bundles
 - b) - do - by AIR - - do - - do -
- D. LOCAL DELIVERIES:
- a) Depending on quantity and weight.
 - Door delivery to various offices/ Institutions etc. 5 deliveries per day.

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ANNEXURE XII

Directorate of Advertising & Visual Publicity

DISTRIBUTION BRANCH

PUBLICITY MATERIALS

Despatch Late Name of Publicity material under despatch(File reference and Language) Category of Addresses their No. & State where the material is despatched during the day. Language, quota per address Total copies despatched

1. 2. 3.
- 4.
- 5.
- 6.

DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY

DISTRIBUTION BRANCH

PUBLICITY MATERIALS

Despatch Date Name of publicity material under despatch(file reference and Language) Category of addresses, their No. & State where the material is despatched during the day Language Total copies despatched No. of Packets Prepared

per address

1.	2.	3.	4.	5.	6.	7.

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DESPATCH WING
DESPATCH REGISTER

Mode of Despatch	Postage Stamps per Packet	Total Postage stamps used	Number and Names of the Packers put on duty.	Remarks
8.	9.	10.	11.	12.

ANNEXURE XIII

Directorate of Advertising & Visual Publicity
Mass Mailing Wing : Despatch Section

Subject : _____

Reference : Planning Section U.O. No. _____

Dated _____ List for :-

Despatches of the above mentioned jobs as advised by the Planning Section vide their U.O. referred above have since been completed.

Asstt. Distribution Officer

A.D.O. (Planning Section)
DAVP U.O. No. _____ dt. _____

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ANNEXURE XVIIReceipt & Despatch Register of Publicity Material

NAME OF THE MATERIAL _____

LANGUAGE _____

Dates	Name of printer	Challan No. and Date	Qty.	Desp.	Balance	Remarks
Received						

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ANNEXURE XVIII

Directorate of Advertising & Visual Publicity
 Mass Mailing Wing
(Store Section)

SUBJECT:-

Job No. . .

This is to acknowledged receipt of copies of the above mentioned material as indicated in Col.No.5-below received in this section in good condition from

M/s. _____

S.No.	Challan No. & Date	Language	Qty. as per Challan	Qty actu- ally received	Date of receipt

Asstt. Distribution Officer

PP. (Branch) DAVP. PTI Building, New Delhi.
 DAVP U.O. NO.76/ / 86-87(s) Dated :

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ANNEXURE XIX

Directorate of Advertising & Visual Publicity
 Mass Mailing Wing
 (Store Section UDM Cell)

Subject:- U.D.M Covers/addresses for action in R&P Section

The Publicity material of the above UDMs have been taken out of covers/addresses as detailed below are sent herewith for further necessary action.

S.No.	States/U.T.	No. of Covers Addresses	S.No.	States/U.T.	No. of Covers/ Address- ses
1.	Uttar Pradesh	,	17.	Assam	
2.	Madhya Pradesh	,	18.	Tripura	
3.	Bihar	,	19.	A & N Islands	
4.	Rajasthan	,	20.	Meghalaya	
5.	Haryana	,	21.	Arunachal Prd.	
6.	Himachal Pradesh	,	22.	Mizoram	
7.	Delhi	,	23.	Sikkim	
8.	Chandigarh	,	24.	Nagaland	
9.	Mahrashtra	,	25.	Manipur	
10.	Goa	,	26.	Tamil Nadu	
11.	Gujarat	,	27.	Pondicherry	
12.	Dadra Ngr. Haveli	,	28.	Kerala	
13.	J & K	,	29.	Lakshadweep	
14.	Punjab	,	30.	Karnataka	
15.	Orissa	,	31.	Andhra Pradesh	
16.	West Bengal	,		Total	

Asstt. Distribution Officer

(R & P Section)

DANFP U.O. NO.41/3/84-Dist. Stores Dt.

ANNEXURE XX

LOG BOOK FOR ADDRESSES
ON MAILING LIST.

IBM/BRADMA CODE NO:
CATEGORY TITLE :-

SR. No.	States/Union Territories.	No. of Adds.	No. & Date of Address- es-added/deleted
1.	Bihar		
2.	Haryana		
3.	Himachal Pradesh		
4.	Madhya Pradesh		
5.	Rajasthan		
6.	Uttar Pradesh		
7.	Chandigarh		
8.	Delhi		
9.	Maharashtra		
10.	Goa		
11.	Gujarat		
12.	Dadra & Nagar Haveli		
13.	Jammu & Kashmir		
14.	Punjab		
15.	Orissa		
16.	West Bengal		
17.	Tripura		
18.	A&N Island		
19.	Assam		
20.	Meghalaya		
21.	Arunachal Pradesh		

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22.	Mizoram		
23.	Nagaland		
24.	Manipur		
25.	Sikkim		
26.	Tamil Nadu		
27.	Pondicherry		
28.	Andhra Pradesh		
29.	Kerala		
30.	Lakshadweep		
31.	Karnataka		
TOTAL			

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ANNEXURE XXIIFormat of Completion Report from RDC's

Directorate of Advertising & Visual Publicity
 (Regional Distribution Centre)
 Calcutta, Madras.

Subject: Name of Publication.

Despatches of above job have since been completed as per distribution list/instructions received from Headquarters vide their U.O. No. _____ dt. _____

Details of receipt/Despatch are as under:-

S.No.	Language	No of copies received	No. of copies despatched	Balance in stock for meeting ad-hoc & unforeseen demands.
_____	_____	_____	_____	_____

The copies were despatched during this period from _____ to _____ on receipt of supplies from the printers.

Asstt. Distribution Officer

Distribution Manager, DAVP, New Delhi
 I.D. NO. _____ Dt. _____

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Format of weekly Reports from RDGS.

Directorate of Advertising & Visual Publicity
 (Regional Distribution Centre)
Calcutta/Madras

SUBJECT:- weekly statement of Publicity Material regarding Receipt and Despatch for the week _____ to _____

<u>S.NO.</u>	<u>Name of Job</u>	<u>previous stock</u>	<u>Received during the week</u>	<u>Total stock</u>	<u>Despatched during the week.</u>	<u>Balance</u>	<u>Remarks</u>
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Asstt. Distribution Officer

Distribution Manager, DAV, New Delhi
 I.D. No. _____
 dt. _____