



सत्यमेव जयते

नृपेन्द्र मिश्र

**Nripendra Misra**

Principal Secretary to Prime Minister

D.O. No.190/31-C/10/2007/ES-II

August 9, 2014

Dear Secretary,

As you are aware, all official advertisements bearing the photograph of the Prime Minister have to be cleared by this Office. You may request the concerned officials dealing with Publicity under your Ministry to follow the guidelines mentioned below:-

As per the established practice, all Ministries/Departments are required to send proposed print advertisements carrying the official photograph of the Prime Minister, to the Prime Minister's Office for approval. Such approval may be sought well in advance and preferably at least five working days before the scheduled date of publication.

Only the official photograph of the Prime Minister should be used. This is available on the link: <http://pmindia.gov.in/image-gallery.php>

All Ministries/Departments are requested to furnish at least three different options[layouts] for approval, so that a reasonable choice can be made among available alternatives.

The content of the Advertisement should convey a clear message to the target audience. It should be appealing to the reader, and also be informative enough to convey the benefits to the people, from the scheme or initiative being publicized.

Careful thought should be given to the language-mix adopted for release of the advertisement. The intended target-audience and States should be kept in mind, and the media should be selected based on these considerations.

The website address of the Department issuing the advertisement should invariably be displayed at the bottom of the advertisement.

Ministries/Departments should pay special attention to the use of the social media as well, for proper publicity of the said scheme.

With regards,

Yours sincerely,

Shri Rakesh Garg  
Secretary  
Department of Telecommunications  
Sanchar Bhawan  
New Delhi

  
-[Nripendra Misra]