STANDING ORDER NO. Percept. Mgt. /01/2023

ADVERTISING AND PUBLICITY

With a view to achieve public participation in maintenance of law and order in the city, dissemination of information on prevention of crimes, road safety measures, education of road users and projection of professional image of Delhi Police, proper use of advertising and publicity is required. This order specifies aims and objectives of the advertising and publicity methodology for releasing advertisements to be adopted for selection of advertisements and advertising agencies.

Aims & Objectives

The aims of advertising by Delhi Police are as follows: -

a) To educate people regarding various crimes and means to combat them.
b) To inform people about various activities of Delhi Police and its functioning.
c) To foster better public police relations.
d) To propagate special measures that Delhi Police devises from time to time to meet various situations.
e) To improve and establish a corporate and professional image for the police.
f) To help building up better public relations with the media and specific target audiences like women, aged, drug victims, alcoholics etc.
g) To educate people on traffic rules and regulations as well as road safety measures through advertisements and publicity literature.

Constitution of the Advertising and Publicity Committee.

An Advertising & Publicity Committee consisting of following officers will be constituted in the beginning of the year by CP, Delhi for selection of Multi Media Advertising Agency and Audio Video Production Agency as well as newspapers to work on DAVP rates, for empanelment in Delhi Police: -

1.	**Spl. CP/PM & MC**	**– Chairman**
2.	**Special CP/Security**	**– Member**
3.	**Joint CP/Traffic**	**– Member**
4.	**DCP/Licensing**	**– Member**
5.	**PRO, Delhi Police**	**– Convener/Member**

All the recommendations made by the Advertising & Publicity Committee will require final approval of CP, Delhi.

Role of the Committee

a) The Committee on Advertising and Publicity will be appointed for the supervision of overall advertising and publicity related matters.

b) It will meet periodically and at least twice or as and when required in a year to deliberate on various matters on the subject and arrive at important decisions.

c) The Committee will select one or more than one advertising agencies to undertake advertising and publicity jobs on behalf of Delhi Police.

d) It may decide on the parameters on which the advertising agencies have to be selected and the procedure to be followed. The Committee will also select/review the empanelment of Audio-Video Producers as well as FM/AM Radio Channels besides Multi-Media Advertising Agency.

e) It will have power to remove any advertising agency from the panel, if its job is not found satisfactory or any other reason. Similarly, the Committee can empanel any other agency to fill the place vacated by the expelled advertising agency or redraw the entire panel.

f) Empanelment of newspapers for the purpose of release of advertisements will also be decided by the Committee every year. The payment of advertisement in respect of newspapers will be made only at the DAVP rates.

g) The Committee may decide about the calendar/schedule of advertising during the year.

h) The Committee may form any Sub-Committee for a purpose and may co-opt members from outside.

Film and Radio Advertising

All the jobs of production of Video Ad Spot, Documentary Video Films will be done through the Agencies on the panel of Delhi Police on DAVP approved rates. Similarly, broadcast of Radio Spots/Jingles on empanelled/approved Radio FM/AM Channels will also be done through the Agencies on the panel of Delhi Police.

Use of Outdoor Media

Advertising through hoardings, banners, kiosks, cinema slides and posters should ordinarily be given to the empanelled Advertising Agency on DAVP approved rates. However, the Committee may select any professional artists to undertake the job of advertising the outdoor media. The charges for creative work for the artist should be negotiated with him after examining the charges for similar work by any other organization. The Committee may send its recommendations along with creative works, estimated expenditure and the details of media to be used for the campaign after observing codal formalities to the competent authority i.e. Commissioner of Police, Delhi who may approve the proposals or advice changes in it.

Advertising & Awareness through Social Media platforms

Social Media platforms are increasingly used to disseminate information for public awareness and image building of the organization. Creative, caricature, content, memes and short videos are effective tools to make the message more interesting and attractive for Social Media savvy. Therefore, the services of empanelled Advertising Agencies will also be utilized for designing creative, content etc. and to increase social media outreach of services provider as well.

Use of Printed Publicity

The publicity through printed material like booklets, pamphlets, folders, and leaflets can be undertaken by Special / Joint / Addl. CP/Traffic or Special / Joint /Addl. CP/Special Cell with the approval of the Commissioner of Police. The printing of such material will be given to the in house printing facilities available in Delhi Police. The services of empanelled advertising agencies can be taken for designing of publicity material. The charges for the designing will be on DAVP approved rates only. The printing job can be assigned to private printing press firms in case the quality of printing job is such that it cannot be undertaken by in house printing or which requires printing of a high quality. However, all codal formalities will be followed as per rules while allotting the printing job to a private printer. The approval of competent authority will be taken before assigning such printing job to a private printing press firm.

Procedure to be adopted for advertising & publicity

1. The release of all advertisements of Delhi Police including Traffic Unit shall be done centrally by the PRO through the Agencies on the panel approved by the PHQ.

2. All the advertisements shall carry logo of Delhi Police and any other logo with the approval of competent authority.

3. All display advertisements except classified i.e. publication of details of UIDBs, missing persons, proclamation etc. shall carry e-mail address of CP, Delhi.

4. The existing single file system for obtaining expenditure sanction under head of account "Advertising & Publicity", except Traffic Police will continue.

5. All the work of Advertising & Publicity will be got done through the Agencies, newspapers and Radio FM channels on the panel of Delhi Police on DAVP approved rates only.

6. The classified advertisements i.e. publication of details of Un-Identified Dead Bodies (UIDB), Missing Persons / Children, Proclamations for person/suspect(s) absconding as per section 82(2)(ii) of CrPC etc in the Newspapers, the process shall be followed as envisaged in Standing Operating Procedure (S.O.P.) issued by PHQ's No. 1297 – 1498/Advt. (PRO)/PHQ dated 02.08.2022.

7. The overall work of publication of the classified advertisement in respect of Un-Identified Dead Bodies (UIDB), Missing Persons/Children, and Proclamation for person/suspect(s) absconding etc. shall be carried out online through Govt. e-mail ID of concerned and no laxity shall be tolerated in this context.

8. The PRO Branch, PHQ will process the bills further and route through FA to CP, Delhi for obtaining the sanction of the competent authority before making payment to the Advertising Agencies.

The PRO Branch, PHQ will also monitor the budget under head of account "Advertising & Publicity" and ensure adherence of guidelines issued by MOF/MHA in this regard.

Payment of Advertising and Publicity Bill

The advertising agencies will release advertisements on behalf of Delhi Police on the basis of release order/instructions. They will submit their bills in triplicate to the PRO. The bill will be supported by enclosing the clippings of newspapers where the advertisement has been published. The bills in respect of newspapers will always be as per the rates approved by the Directorate of Advertisement and Visual Publicity (DAVP). The bills will be verified by PRO or Addl. PRO or Inspr./PRO after scrutiny and submitted to the sanctioning authority on single file system through proper channel.

Supersession Clause

This modified standing order supersedes earlier one issued vide No. 25001-25150/Record Branch/PHQ dated 23.05.2022.

Disclaimer

It is made clear that this Standing Order is exclusively for internal smooth functioning of Police department.

31/5/23

(SANJAY ARORA)
COMMISSIONER OF POLICE,
DELHI.

Encl: Annexures – 'A'.

No. 1951-2100 /Record Branch/PHQ dated, N. Delhi, the 31/05/2023.

Copy forwarded to: -

1. All Special Commissioners of Police, Delhi.
2. All Joint Commissioners of Police, Delhi including Jt. Director, Delhi Police Academy, Delhi/New Delhi.
3. All Additional Commissioners of Police, Delhi.
4. OSD to C.P., Delhi.
5. All Deputy Commissioners of Police, Districts/Units including PHQ, FRRO and Deputy Director/Delhi Police Academy, Delhi/New Delhi.
6. DCP/HQ (IV)/PHQ with the request to upload the Modification on Intra-DP.
7. LA to CP and FA to CP, Delhi.
8. All ACsP/Insprs./PHQ
9. PS/Reader to CP, Delhi.
10. HAR/PHQ
11. Librarian/PHQ

Annexure-A

OFFICE OF THE COMMISSIONER OF POLICE
Police Headquarters, Jai Singh Road, New Delhi – 110001
Tel – 23469943, e-mail: advtprophq@gmail.com

Subject: Standard Operating Procedure for publication of details of Unidentified Dead bodies (UIDBs), missing/kidnaped persons/children, proclaimed offenders (POs) etc. in the newspapers.

The procedure of publication of details of un-identified dead bodies (UIDBs), missing persons/children, proclaimed offenders (POs) etc. in the newspapers has been re-examined at this Headquarters. It has been learnt that the publication of details of missing persons/children and unidentified dead bodies is not being done as per Circular No. 11/2020 read with Standing Order Perception Management – 01/2022 – "Advertising and Publicity". Similarly, publication of details of proclaimed offenders (POs) is also not being done in letter & spirit as per section 82(2)(ii) of CrPC. The purpose of publishing details of missing persons, UIDBs and POs is totally defeated if these are not published timely i.e. with 72 hours of receipt of information.

Therefore, from now onwards, the procedure of publication of details of unidentified dead bodies, missing persons/children, proclaimed offenders (POs) etc. in the newspapers is being modified and will be done by Advertisement Section of PRO, Police Headquarters, New Delhi. The following procedure shall be followed for timely publication of such details through print media, with immediate effect: -

1. All SHOs of Delhi Police including Railway, Metro, IGI Airport, EOW, and Special Cell shall forward the details of unidentified dead bodies, missing persons/children, proclaimed offenders (POs) etc. on the prescribed format attached as **Annexure – "A"** (for missing/kidnapped persons/children), **Annexure – "B"** (for UIDBs) and **Annexure – "C"** (for proclaimed offenders) immediately through dedicated email id –**classified@delhipolice.gov.in** latest by 11 am every day.

2. The directions of the Hon'ble Courts as per section 82 (2) (ii) of CrPC must be strictly complied with before forwarding the details of proclaimed offenders for publication.

3. The photograph of missing/kidnaped person/children and unidentified dead body should be a close up of face taken from the front so that the missing person/children or the body could be identified easily.

4. Similarly identification mark of missing/kidnaped person/children or UIDB should also be mentioned clearly.

5. SHOs concerned shall also ensure that there should be no repetition of forwarding such details of missing/kidnaped persons/children or UIDBs unless & until there is urgent need of repeat publication.

6. For this purpose and in order to streamline the work of publication all SHOs shall have to maintain dedicated Govt. email id through which the details shall be shared with Advertisement Section of PRO/PHQ.

7. On receipt of such details of publication, the Advertisement Section/PRO, PHQ shall generate key number of each detail received from the concerned District & Unit and assign the Advertising Agency as well as two newspapers (one English & one Hindi).

8. After that the details shall be forwarded to the assigned Advertising Agency by the Advertisement Section, PRO/PHQ through email on the same day.

9. The advertising agency shall prepare the draft of the advertisement latest by 3 PM on the same day and mail it to SHO concerned for approval with its copy to Advertisement Section, PRO/PHQ.

10. After vetting the content of draft advertisement, the SHO concerned shall approve and forward the draft to the advertising agency with its copy to Advertisement Section, PRO/PHQ latest before 6 PM the same day, for its publication in the newspapers the very next day.

11. The overall work of publication of the classified advertisement shall be carried out online and no laxity shall be tolerated in this context.

12. After completion of publication of classified advertisement, the Advertising Agencies shall prepare & submit bills (in triplicate) of each publication on monthly basis to Advertisement Section of PRO/PHQ latest by 5th of every month.

13. The bills of Advertising Agencies shall be processed by Advertisement Section of PRO/PHQ for obtaining the sanction of the competent authority on single file system.

14. After the sanction of competent authority is obtained, the same shall be conveyed to Accountant, PHQ for release of payment to the Advertising Agencies.

15. A proper record of each publication shall be maintained by the SHO concerned, Advertisement Section, PRO/PHQ as well as the Advertising Agencies.

This has the approval of Commissioner of Police, Delhi.

(SUMAN NALWA) IPS
DEPUTY COMMISSIONER OF POLICE
PRO: PHQ: NEW DELHI.

Encl: **Annexure – "A", "B" and "C"**

No. 1293 – 1498 /Advt. (PRO)/PHQ, dated, Delhi, the 1st August, 2022.

Copy forwarded for information and necessary action to the: -

1. All Special CsP/Delhi.
2. All Joint CsP/Ranges including Director, Delhi Police Academy, Jharoda Kalan and Traffic, Delhi.
3. OSD to C.P., Delhi.
4. All Addl. CsP/Delhi/New Delhi.
5. PRO, Delhi Police
6. FRRO and DCsP in CP Secretariat.
7. All DCsP/Districts and Units, Delhi/New Delhi. All SHOs of may please be directed to follow the directions meticulously.
8. FA to CP, Delhi.
9. All SHOs in Delhi through their respective Distts./Units DCsP for meticulous compliance.
10. Accountant/PHQ.
11. I/C Record Branch, PHQ with 10 spare copies. The matter may also be taken up for necessary amendment in Standing Order Perception Management – 01/2022.

ANNEXURE – "A"

Subject: **Request for publication of details of missing/kidnapped persons/children in newspapers.**

1. FIR No./DD No. _____
2. Time of receipt of information _____
3. Date & year _____
4. Name _____
5. Address _____
   _____
6. Sex _____
7. Height _____
8. Age _____
9. Complexion _____
10. Identification mark, if any _____
    _____
11. Details of clothes worn _____
    _____
12. Place of missing _____
13. Name of Police Station & Tel. No. _____
14. Name of the I.O. & Mobile No. _____
15. SHO's e-mail id (Govt.) _____
16. Newspapers recommended : Hindi :_____ English:_____
17. Dispatch No., date & time of information sent to PRO, PHQ _____
    _____

PHOTO

Signature of SHO: _____
Name of SHO _____
Name of District _____

ACP/PRO/PHQ

ANNEXURE – "B"

Subject: Request for publication of details of unidentified dead body (UIDB) in newspapers.

1. FIR No./DD No. _____
2. Time of recovery of dead body _____
3. Date & year _____
4. Sex _____
5. Height _____
6. Age _____
7. Complexion _____
8. Details of injury marks, if any _____
9. Identification mark on the body, if any _____
   _____
10. Details of clothes worn and other articles or ornaments on the body
    _____
11. Place of recovery _____
12. Police Station & Tel. No. _____
13. Name of I.O. & Mobile No. _____
14. SHO's e-mail id (Govt.) _____
15. Newspapers recommended : Hindi :_____ English:_____
16. Dispatch No., date & time of information sent to PRO, PHQ _____
    _____

PHOTO

Signature of SHO: _____
Name of SHO _____
Name of District _____

ACP/PRO/PHQ

ANNEXURE – "C"

Subject: Request for publication of details of proclaimed offenders (POs) in newspapers on the directions of Hon'ble Courts in terms of Section 82 (2) (ii) CrPC.

1.	Name, parentage and address of accused person(s)	
2.	Case FIR No., Section and date of registration	
3.	Name of IO with Mobile No. & Police Station	
4.	SHO's e-mail id (Govt.)	
5.	Name of the Court (Please attach a copy of court's order for publication of proclamation in newspapers)	
6.	Next date of hearing	
7.	Newspapers recommended	English : Hindi :
8.	Dispatch No., date & time of information sent to PRO, PHQ	

Signature of SHO: _____
Name of SHO _____
Name of District _____

Encl: Copy of Court's Order

ACP/PRO/PHQ

OFFICE OF THE COMMISSIONER OF POLICE
Police Headquarters, Jai Singh Road, New Delhi-110001

Subject: Amendment in Standing Order No. Percept. Mgt./01/2023 Advertising and Publicity.

Reference Standing Order No. Percept. Mgt./01/2023 regarding Advertising and Publicity vide PHQ's Order No. 1951-2100/Record Branch/PHQ dated 31.05.2023.

The Advertising and publicity Committee under SO No. Percept. Mgt./01/2023, is amended by the worthy Commissioner of Police, Delhi and shall now consist of following members:-

1.	Spl. CP/PM& MC	-	Chairman
2.	Joint CP/Security	-	Member
3.	Joint CP/ Traffic	-	Member
4.	DCP/Licensing	-	Member
5.	PRO, Delhi Police	-	Convenor/Member

(SUMAN NALWA), IPS
Deputy Commissioner of Police
Public Relation Officer, PHQ
New Delhi

No. 751-900/Record Branch/PHQ, dated Delhi the 20/3/2024.

Copy forwarded to:

1. All Special Commissioners of Police, Delhi.
2. All Joint Commissioners of Police, Delhi including Jt. Director, Delhi Police Academy, Delhi/New Delhi.
3. All Additional Commissioners of Police, Delhi.
4. OSD to CP, Delhi.
5. All Deputy Commissioners of Police, District/Units including PHQ, C.P. Secretariat, FRRO and Dy. Director/Delhi Police Academy, Delhi/New Delhi.
6. DCP/HQ-IV/PHQ with the direction to upload the amendment of Standing Order on intra DP.
7. L.A. to CP and F.A. to CP.
8. All ACsP/Inspectors, PHQ
9. PS/Reader to CP, Delhi.
10. HAR/PHQ
11. Librarian/PHQ