



icmr
INDIAN COUNCIL OF
MEDICAL RESEARCH
Serving the nation since 1911

भारतीय आयुर्विज्ञान अनुसंधान परिषद
स्वास्थ्य अनुसंधान विभाग, स्वास्थ्य एवं परिवार
कल्याण मंत्रालय, भारत सरकार

Indian Council of Medical Research
Department of Health Research, Ministry of Health
and Family Welfare, Government of India

संख्या 16/4/2022- प्रशासन-II

दिनांक 20.01.2022

सेवा में ,

निदेशक / प्रभारी निदेशक
परिषद के सभी स्थाई संस्थान/केन्द्र

महोदय/महोदया,

विभिन्न मंत्रालयों / विभागों से प्राप्त निम्नलिखित पत्र, सूचना एवं आवश्यक कार्यवाई के लिए संलग्न है।

S.NO	Reference No. & Date	Name of Ministry	Subject
1	IR NO. IS-003 Dated 14/01/2022	Intelligence Bureau (Ministry of Home Affairs)	Communication Security Advisory for Government Officials
2	M-24013/34/2021-MUC-1 Dated 27.12.2021	Ministry of Information and Broadcasting	Release of Government advertisements through Bureau of Outreach and Communication (formerly DAVP) reg.

भवदीय,
राजेश

(जगदीश राजेश)

सहायक महानिदेशक (प्रशा.)

अनुलग्नक : यथोक्त

प्रतिलिपि:-

- 1 महानिदेशक /वरि. उपमहानिदेशक (प्रशा.)/ वरि. वित्त सलाहकार के निजी सचिव
- 2 परिषद के सभी प्रभाग प्रमुख
- 3 उपमहानिदेशक (प्रशा.)
- 4 सहा. महानिदेशक (प्रशा.)/ सहा. महानिदेशक (वित्त.)
- 5 डॉ.एल.के शर्मा ,वैज्ञानिक -ई: वैबसाइट पर अपलोड करने के लिए ईमेल आईडी
(sharma.lk@icmr.gov.in) पर मेल कर दिया गया है।



icmr
INDIAN COUNCIL OF
MEDICAL RESEARCH
Serving the nation since 1971

भारतीय आयुर्विज्ञान अनुसंधान परिषद
स्वास्थ्य अनुसंधान विभाग, स्वास्थ्य एवं परिवार
कल्याण मंत्रालय, भारत सरकार

Indian Council of Medical Research
Department of Health Research, Ministry of Health
and Family Welfare, Government of India

No. 16/4/2022-Admn.II

Dated: 20/01/2022

To,

The Director/ Directors-in-Charge of
Permanent Institutes/ Centers of ICMR

Sir/Madam,

Please find enclosed the following letters received from different ministries for information and necessary action :

S.NO	Reference No. & Date	Name of Ministry	Subject
1	IR NO. IS-003 Dated 14/01/2022	Intelligence Bureau (Ministry of Home Affairs)	Communication Security Advisory for Government Officials
2	M-24013/34/2021-MUC-1 Dated 27.12.2021	Ministry of Information and Broadcasting	Release of Government advertisements through Bureau of Outreach and Communication (formerly DAVP) reg.

Yours faithfully

(Jagdish Rajesh)

Assistant Director General (Admn)

Encl: As above

Copy to:-

- (1) PS to DG/Addl DG/ Sr. DDG(A)/ Sr. FA
- (2) All Divisional Heads
- (3) DDG(A)
- (4) ADG(A)/ADG(F)
- (5) Dr.L.K. Sharma, Scientist "E" –copy of the same has been mailed at your email ID (Sharma.Ik@icmr.gov.in) for website upload.

Secretary (DHR) Office
FTS No. 2470870
Date: 14/01/2022

SECRET

Copy No 42

IR No. IS-003

INTELLIGENCE BUREAU
(Ministry of Home Affairs)

Subject: Communication Security Advisory for Government Officials

It was observed that a large number of Government officials were using public domain messaging platforms like Whatsapp, Telegram, etc. for classified official communication. Officials usually photograph/scan copies of various classified documents and send the same through the messaging platforms. **Such practice is a clear violation** of information security instructions as provided in Manual of Departmental Security Instructions (MoDSI) and National Information Security Policy Guidelines (NISPG). All Ministries/ Government departments need to take urgent steps to **stop such violations**.

2. Classified information shared on public domain messaging platforms like Whatsapp can be harvested by private companies owning the platform as they control storage servers that are often located outside the country. This information can be used by adversaries or can be monetised for gains. In order to curtail the leakage of classified information and misuse of such platforms, the following guidelines are reiterated in the interest of the communication security:

2.1. Classified information falls under the following four categories, namely, TOP SECRET, SECRET, CONFIDENTIAL and RESTRICTED. **The Top Secret and Secret documents shall not be shared over the internet. According to NISPG, the Top Secret and Secret information shall be shared only in a closed network with leased line connectivity where SAG grade encryption mechanism is deployed.** However, Confidential and Restricted information can be shared on internet through networks that have **deployed commercial AES 256-bit encryption.**

2.2. Pertinently, the use of **Government Email** (NIC email) facility or Government Instant Messaging Platforms (such as CDAC's Samvad, NIC's Sandesh, etc.) **is recommended** in the Ministry/Departments for the communication of Confidential and Restricted information. However, utmost care should be taken during the classification of information and before the communication of the same over internet (i.e. an information which may deserve a Top Secret/Secret classification shall not be downgraded to Confidential/Restricted for the purpose of sharing the information over the internet).

D.No-17
Admn-II
20/1/2022
MS Maathu
Chand
19/11

Dr Harpreet Singh
JS AN/ GN
31-1-2022

SECRET

JS (AN) / JS (AN) / Sr. DDG /
Dr. Harpreet Singh, ICMR
Admn. II
Please circulate
18/11

2.3. In the context of **e-Office System**, it may be advised that the Ministry/Department may deploy proper firewalls and white-listing of IP addresses. The 'e-Office server' may be accessed through a Virtual Private Network (VPN) for enhanced security. The Ministry/Department may ensure that only authorized employees are allowed access to the e-Office System. However, Top Secret/Secret information shall be shared over the e-Office system only with leased line closed network and SAG grade encryption mechanism.

2.4. In the context of **Video Conferencing** (VC) for official purpose, **Government VC solutions** offered by CDAC, CDOT and NIC may be used. The meeting ID and password shall be shared only with authorized participants. To ensure better security, the 'Waiting Room' facility and prior registration of the participants may be used. Even then, Top Secret and Secret information shall not be shared during the VC.

2.5. Officials working from home, may use security-hardened electronic devices (such as Laptops, Desktops, etc.). Such devices may be connected to the office servers through a VPN and Firewall setup. It is pertinent to mention that Top Secret/Secret information shall not be shared in the 'work from home' environment.

2.6. Digital Assistant devices like **Amazon's Echo, Apple's HomePod, Google Home, etc.** may not be kept in office. Further, Digital Assistants (such as Alexa, Siri, etc.) should be turned off in the smart phones/watches used by the employee. **Smart phones may be deposited outside the meeting room during discussion on classified issues.**

3. In the light of the above, it is suggested that CISOs of all Ministries/Departments may be directed to brief officers and government employees on the above mentioned point to ensure communication security. For further clarification, MoDSI and NISPG may be referred, or the Ministry/Department may consult IB.


(Karthikeyan K)
Joint Deputy Director

Secretaries of all Ministries in Government of India (list attached)

DIB UO No. S-5701(10)/1/2022-S4-50

Dated: January 07, 2022

Copy to:

NSCS

(Shri Rajinder Khanna, Dy. NSA)


Joint Deputy Director

2182862
6.1.22

M-24013/34/2021-MUC-1

भारत सरकार

Government of India

सूचना एवं प्रसारण मंत्रालय

Ministry of Information and Broadcasting

ए विंग, शास्त्री भवन, नई दिल्ली - 110001

A Wing, Shastri Bhawan, New Delhi - 110001

Admin
Please circulate
SI No 8
18/01

JS(GN)

New Delhi, Dated: 27.12.2021

OFFICE MEMORANDUM

Subject: Release of Government advertisements through Bureau of Outreach and Communication (formerly DAVP) reg.

As per Para 23(VI) of Business Allocation rule of Government of India, 1961, Ministry of Information and Broadcasting is Nodal Ministry for 'Production and release of advertisements on behalf of the Government of India'. Bureau of Outreach and Communication (erstwhile DAVP) is the Nodal Directorate under Ministry of Information and Broadcasting to execute this mandate.

2 Attention in this regard is invited to this Ministry's O.M. No.M-24013/28/2014-MUC dated 10th October, 2014 (Annx. I) conveying the recommendations of the Committee of Secretaries dated 17th July, 2014 which interalia mentions that Content, Media Plan and display of advertisements by different Ministries/Departments should be designed by BOC in consultation with client Ministries/Departments so that uniformity and consistency with a broad theme is ensured.

3 The Cabinet Secretary vide his D.O. Number 331/2/2/2014-CA V dated 30th September, 2016 (Annx. II) to all Secretaries to the Government of India has also pointed out that many Ministries/Departments and agencies of Government of India specially PSUs and Autonomous bodies, are issuing their advertisements directly to the Newspapers. This deprives benefit of 15% agency commission which is ploughed back to the Ministry/Department concerned in case advertisements are released through BOC. This was reiterated by DO letter of Secretary, Ministry of Information and Broadcasting dated 20th June, 2017 (Annx. III).

Ms Madhu

19/11

D.No-16-Admin-II
20/11/2022

JS(GN) / JS(AN) / K-005 (Admin),
Lone

JS

4 Further, Secretary Information & Broadcasting vide his D.O. dated 25th October, 2021 (Annx. IV) also requested all Secretaries for release of newspaper advertisements by all PSUs/ Autonomous Bodies under their Ministries through BOC (erstwhile DAVP) only.

5 However, it is observed that many Ministries/ Departments are still releasing their advertisements directly and at times routing it through their PSUs for releasing both type of advertisements i.e. Display (Communication and publicity) and Classified (non communication: Tender, Recruitment and Notices). BOC provides for a higher rate for advertisements issued by PSUs compared to Ministries/Departments. However, PSUs issuing advertisements directly and not through BOC end up paying commercial rates for advertisements.

6 In view of the above it is requested as under:

1. All Ministries/ Departments and their PSU should invariably release their advertisements, both Display and Classified, through Bureau of Outreach and Communication. BOC would decide on the communication plan in consultation with the concerned Ministry/Department/PSU.
2. Only small advertisements which are less than quarter page in size and are classified in nature can be released directly by PSUs in exceptional situation.
3. Advertisements relating to land acquisition etc. should be small and a QR code with web link can be embedded in the same for more details (subject to legal requirements).
4. As has been recently decided by Government, henceforth display ads with QR code appropriately linked to video and classified ads in hybrid format only should be issued.

7 This issues with the approval of competent authority

Encl. As above.


(Vikram Sahay)
Joint Secretary (P&A)
Tel.: 2307 3775

To,
Secretaries of all Ministries/Departments of Government of India

~~SECRET~~

Secret
Most Immediate
Copy No.....

F.No.M-24013/28/2014-MUC
Government of India
Ministry of Information & Broadcasting
(Media Unit Cell)

.....
A-Wing, Shastri Bhavan, New Delhi-110 001
Dated: 10th October, 2014

OFFICE MEMORANDUM

Subject: Review of existing advertisement policy – Recommendations of Committee of Secretaries (Cos) – reg.

.....
The undersigned is directed to enclose a copy of the minutes of the meeting of Committee of Secretaries (CoS) held in Cabinet Secretariat on 17th July, 2014 on the subject mentioned above.

2. The recommendations of CoS are highlighted as under:-

- (i) Content, media plan and display of advertisements by different Ministries / Departments should be designed by DAVP, in consultation with the client Ministries / Departments so that uniformity and consistency with broad theme can be ensured.
- (ii) Mandatory advertisements (occasions of birth and death anniversaries of eminent persons and National Holidays) should be issued by M/o I&B.
- (iii) To save cost, only essential information and the link to the website may be provided in the Classified and Tender Ads.
- (iv) A calendar of theme based / policy based advertisement campaigns of individual Ministries (such as for Teacher's Day by M/o HRD) should be finalised well in advance by the various Ministries in consultation with M/o Information and Broadcasting.
- (v) DAVP should be given adequate time for finalising the ad campaign of various client Ministries.
- (vi) M/IA should notify the list of prominent leaders for the ads on birth and death anniversaries.
- (vii) DAVP should be provided 85% advance payments by client Ministries / Departments.
- (viii) Various social media platforms and websites, Digital Cinemas and Community Radio Stations empanelled with DAVP could be used for various Government Advertisements.
- (ix) There will be no non-payment clients for DAVP. All existing non-paying / partly paying clients of DAVP should be converted into fully paying clients.

....Contd/-

In addition to above, the following points should also be kept under consideration, as part of existing advertisement policy:-

- (i) For the print media advertisements, the photograph of Prime Minister should be given in Government advertisements only after prior approval of PMO. The proposals of the Ministries / Departments should be sent to PMO well in advance and preferably at least five working days before the scheduled date of publication. The procedure to be followed in this regard is describe in detail in Principal Secretary to Prime Minister's D.O. letter dated 9.8.2014, a copy of which is enclosed.
- (ii) DAVP issues six Mandatory Advertisements annually (i.e. National Days on 26th January, 15th August and 2nd October and also on 23rd March (Martyr's Day), 14th April (Ambedkar Jayanti) and 31st October (Sardar Patel Jayanti). In this regard, Ministries / Departments should introduce advertisements for participation of General Public in various Mandatory Advertisements.

All concerned Ministries / Departments of Government of India are requested to take necessary action / issue suitable instructions to all concerned organisations under them for adherence to the above mentioned guidelines.

Encl: as above



(P. Nagarajan)

Under Secretary to the Government of India

Tele:23384853

Secretaries of all Ministries / Departments in GOI (as per the attached list)

Copy also to:-

1. Secretary General, Lok Sabha
2. Secretary General, Rajya Sabha
3. CVC, Central Vigilance Commission
4. Director, CBI
5. Chairman, UPSC
6. Chairman, SSC
7. All Media Units, Ministry of I&B
8. CEO, Prasar Bharati
9. DG, DAVP
10. AS (I&B) / AS (Films) / JS(B-1) / JS(B-II)
11. PS to HMIB
12. PPS to Secretary (I&B) / PPS to JS(P&A) / PS to Dir (IP&FS)

प्रदीप कुमार सिन्हा
PRADEEP K. SINHA



सत्यमेव जयते



Annex II 58
मंत्रिमंडल सचिव
भारत सरकार
CABINET SECRETARY
GOVERNMENT OF INDIA

D.O.No-331/2/2014-CA III/CA

Dated : 30 September 2016, 2016

Dear Secretary,
(IP)

संयुक्त सचिव (नीति एवं प्रशा.)
Joint Secretary (P&A)

आ. सं./Dy. No. 261304

दिनांक/Date: 5/10/16

As you are aware, the Directorate of Advertising and Visual Publicity (DAVP), Ministry of Information & Broadcasting is mandated for production and release of advertisements on behalf of the Government of India. This is to ensure uniformity & consistency of content across all Ministries besides ensuring wide coverage of Government schemes and programmes. As per the existing Advertisement Policy of the Government of India, all Ministries/Departments are required to route their advertisements, including display advertisements, through the DAVP. In so far as recruitment advertisements and tender notices are concerned, these can be issued directly also on DAVP rates.

2. It has been brought to my notice that despite clear Policy Guidelines, certain Ministries/Departments and other agencies of the Government of India especially PSUs and Autonomous Bodies, are issuing their advertisements directly without routing them through DAVP. Issuing advertisements without routing them through DAVP is not only in contravention of the existing policy of the Government of India, but it also results in extra expenditure as the Ministries/Departments concerned are not able to get the DAVP rates which are lower than the normal rates of newspapers. Besides, they are also deprived of the benefit of 15% Agency Commission which is ploughed back to the Ministry/Department concerned by the DAVP.

3. You are, accordingly, directed to ensure strict compliance of the above policy by your Ministry and also issue appropriate directions immediately to the Attached offices/Subordinate offices, PSUs and Autonomous Bodies etc. under your administrative jurisdiction for the same. The action taken in this regard may please be conveyed to Secretary, Information & Broadcasting under intimation to Cabinet Secretariat, at the earliest.

With regards,

Yours sincerely,

(P. K. Sinha)

Shri Ajay Mittal
Secretary,
Ministry of Information & Broadcasting
New Delhi

Annex III

D.O.No1/27/2009-MUC (Vol.II)

250

अजय मिश्र, भा.प्र.से.
सचिव
AJAY MITTAL, IAS
SECRETARY



भारत सरकार
सूचना एवं प्रसारण मंत्रालय
शास्त्री भवन, नई दिल्ली-110001
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
SHASTRI BHAWAN, NEW DELHI - 110001
June 20, 2017

Dear Secretary,

Kindly refer to Cabinet Secretary's DO letter No. 331/2/2/2014-CA III/CA V dated 30.9.2016 and this Ministry's DO letter of even number dated 23rd November, 2016 (copies enclosed) instructing all the Ministries / Departments of Central Government to ensure strict compliance of the Advertisement Policy of Government of India by releasing their Advertisements through Directorate of Advertising and Visual Publicity (DAVP).

2. It has been observed by this Ministry that some Ministries/Departments and the organisations under them are still releasing their advertisements in Print Media. A report showing the list of such advertisements for the period November, 2016 to March, 2017 is attached herewith.

3. In the light of above, I would therefore like to once again request you to take necessary action for strict compliance of the direction of Cabinet Secretary to ensure that no Government advertisements are released directly, i.e. without routing through DAVP.

With regards, best wishes

Yours sincerely,

(Ajay Mittal)

Encl: As above.

To,
Secretaries of all Ministries/Departments.
As per List Attached.

दिनांक 21 जून, 2017
सी.टी. (A) & By List

APURVA CHANDRA, IAS
Secretary



भारत सरकार
सूचना एवं प्रसारण मंत्रालय
शास्त्री भवन, नई दिल्ली - 110001

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
SHASTRI BHAWAN, NEW DELHI - 110001

25th October, 2021

D.O. No.M-24013/34/2021-MUC-I

Dear Secretary

As you are aware Bureau of Outreach and Communication (BOC, erstwhile DAVP) is the nodal Directorate of Government of India for release of advertisements through Print, Television, Radio, Outdoor and other media.

2 I would like to bring to your notice that most of the PSUs under different Ministries generally release their advertisements, both display and classified, through private agencies at commercial rates which are considerably higher than BOC rates. You may appreciate that if advertisements are released through BOC for different media like Print, Television, Radio, Outdoor and other media, the rates of which are available at BOC website www.davp.nic.in, there will be considerable saving in terms of ad spend.

3 In this regard, I had convened a meeting with some of the PSUs on 01st October, 2021 in which various issues were discussed. The relevant portion of the Minutes of that Meeting is enclosed at Annexure.

4 The advertisements through BOC will be released for different media as per the policies approved by the government which are available on BOC website www.davp.nic.in. The release of classified and display ads of newspapers for Maharatna and Navaratna PSUs will be at 1.5 times of normal BOC rates as per the policy. For other PSUs normal BOC rates will apply.

5 I shall therefore request you to direct the PSUs/autonomous bodies under your Ministry to henceforth release their advertisements through BOC after getting the necessary clearances from the competent authority. The officials of the PSU may be requested to get in touch with the concerned officers of BOC handling your Ministry (list enclosed).

Encl. As above.

with regards

Yours sincerely,

Apurva Chandra
(Apurva Chandra)

To

All Secretaries to Government of India