


Government of India
Ministry of Information & Broadcasting
Employment News

Modified Policy Guidelines for Publication of Advertisements in Employment News/
Rozgar Samachar

1. As per the advertisement policy, Employment News publishes advertisements of only central/ State govts/ PSUs/ Govt. Banks and educational Institutions/ other organization etc. which are under administrative and financial control of central/ state govts.
2. Advertisements may be carried only for top 500 NSE listed companies. However, such company/ organization have to provide proof of being in the top 500 NSE listed companies. This shall be cross-checked by the Advertisement Section from the website of NSE/ Ministry of Corporate Affairs/ Other authentic sources.
3. All Ministries/ Departments of the Government of India, Public Sector Undertakings, Autonomous Bodies and Societies, Central Universities, Educational Institutions of Government of India shall route their display advertisements through BOC. However, they may issue classified advertisements (e.g. tender notices, auction notices, recruitment advertisements, etc.) directly to the BOC empanelled publications at BOC rates and may publish their recruitment advertisements directly in the Employment News at BOC rates.
4. In case of advt requests received from advertisement agencies, an authority letter from the client Department along with full payment in advance is a pre requisite (through Demand Draft in the name of Employment News payable at New Delhi or RTGS).
5. The advt. text has to be in PDF/MS Word while sending the soft copy (CD).
6. Advertisement must provide details of the post, No. of post, classification, particulars of pay, qualification and last date etc.
7. All the advertisement requests should reach EN Advt. Section in hardcopy on the letterhead of the organization duly stamped from R&I Section.
8. The request letter should compulsorily have signature and official stamp of the Competent Authority/ issuing authority/ his/ her name/ designation/ full office address/ office land line number/ preferably mobile number, official website address of the organization and also GOV/ NIC email IDs (for Government Departments).
9. In case of requests received on E-mail by way of advance copy, original hard copy on letterhead must be sent by Peon Book for offices located in Delhi or by Speed Post/

- Courier by the offices located outside Delhi, as to reach before requested date of publication in Employment News.
10. The covering letter should also state the name and designation of the officer to whom bill is to be raised after publication of advertisement.
 11. Advertisements from sensitive Departments/ Ministries like Defence/ Home/ IB/ Security Forces should invariably be routed through BOC (DAVP)/ UPSC/ SSC. In case such advts. are received directly from the client department; they should be sent from valid NIC mail along with hard copy on Department/ Ministry letterhead bearing signature and stamp of issuing authority. They will be accepted only as an exception, cross checked/ confirmed and considered only after the approval of senior officers.
 12. The advertisement requests from the PSUs/ autonomous bodies should be routed through their Nodal Department/ Ministry and supported by a document authenticating that the applicant office is indeed a government organization.
 13. For the direct requests made by offices situated outside Delhi, the requests should be routed through Ministry/State Information & Public Relations Department and supported by a document authenticating that the applicant office is indeed a government organization.
 14. In case of Advertising agency requests, advertisement requests from non- empanelled agencies will not be considered. It is to be ensured that the Advt. agency must be empanelled with BOC (DAVP)/ State IPRD or have registration with INS. A copy of empanelment or registration must be sent upon as an attachment.
 15. In tune with the weekly publication schedule, **Wednesday** shall be the deadline for acceptance of the **advt. requests directly or through advt. agencies** for upcoming issue.
 16. DAVP must clear its advt. with proper details by **Thursday** evening.
 17. In light of the billing issues regarding the size variation, clear directions should be given by the client/agency on the dimensions of the advertisement whether detailed advts or window advts. clearly mentioning the last date of submission of application.
 18. An exception can be made with the approval of the Competent Authority.

This issues with the approval of Director General, DPD.


(Amrish B. Kishore) 16/3/21
General Manager (I/C)
Employment News