

INSTRUCTIONS FOR DISPLAY, INSPECTION AND BILLING

I. Display of Campaign as per RO

- a) **Display immediately within 5 days** of issue of this Release Order (RO).
- b) The agency must ensure all the legal aspects of their media such as authorisation, validity of sole rights, quantity, size, and location etc before display of messages as per the RO.
- c) If the validity of any of your media/location included in this RO has expired or due to expire by next month, it is entirely your responsibility to bring this to the immediate attention of DAVP (OP Wing). DAVP shall not make payment in such cases, and failure on the agency's part to inform DAVP shall invite punitive action.
- d) If your media/location included in this RO is presently not vacant due to some other display, inform OP Wing of DAVP immediately through letter on agency's letterhead. Also email a scanned copy of letter to Director (OP), Production Manager (OP) and Asst. Production Manager (OP) **within two working days of release of RO**. In lieu of the pre-occupied media, you may offer your alternative media/location in it's vicinity which is available with DAVP and within the same allocated budget. Display at the alternate locations offered may be done only after confirmation from this office that the same has been approved by the competent authority.
- e) Submit hard copy of **display report within 5 days of completion of display**, comprising two sets of photographs (one close shot to confirm display , and one long shot to establish location) of each location. All correspondence with DAVP, such as forwarding of Display Report or request for alternate locations should be on the printed letterhead of the agency, and shall carry the name, designation and phone number of the signatory.
- f) The Display Report is also required to be emailed to OP Wing at [**opdisplayreport@nic.in**](mailto:opdisplayreport@nic.in), with the RO no. and agency name clearly mentioned in the subject of email.

II. Inspection/ Verification of display

- a) All display in Delhi shall be inspected by this office, after the agency intimates that display is ready for inspection. In Delhi, in addition to physical inspection, photographs of display are to be uploaded through DAVP's OP Mobile App as well, as per instructions on use of OP Mobile App available on DAVP website.
- b) For display outside Delhi, inspection is to be done by the FEO from DAVP's local Field Exhibition regional/branch office, or a gazetted/non-gazetted officer of the Central/State Govt Deptt from which the agency has obtained advertising sole rights for the media concerned, or any gazetted/non-gazetted officer of Central/State Govt/PSU posted locally. **After carrying out the inspection, the inspecting officer shall issue an Inspection Report (IR) as per the stipulated Format available on DAVP website www.davp.nic.in.** The Inspection Report shall be signed by the inspecting officer and duly stamped with his/her official seal that is legible. The Inspection Report shall clearly mention the inspecting officer's name, designation, Deptt/organization, office address, telephone number, mobile number and date.

c) IR should invariably be issued on official letter head. However, in cases where official letterhead is not available, an IR issued on plain paper shall also be accepted provided all required information (**as mentioned in preceding para**) is clearly mentioned in IR, and the IR is duly stamped with official seal of the inspecting authority. For display in a Hindi speaking region, the IR may be issued in Hindi or English. In non-Hindi speaking areas, the IR shall be issued in English.

d) For LCD/LED/Digital OP media, in addition to the Inspection Report, log reports are also required to be submitted on a CD along with the Bills. e) For personal media such as Access Card at religious destinations, Railway tickets, LPG Bills, Electricity Bills, Boarding Pass, Air India baggage tag, IRCTC catering disposable items etc, it shall be mandatory for the agency concerned to obtain a Certificate from the authorized signatory on official letter head, confirming the receipt of requisite number of Access Cards, Tickets, Bills etc. as per DAVP RO, with DAVP message duly printed on them. Such a Certificate shall be duly signed and stamped by the authorized signatory, mentioning clearly his/her name, designation, Deptt/organization, office address, telephone number and date of receipt. A sample with the DAVP message would be signed and stamped by the same authorized signatory and attached to the Certificate for DAVP records.

f) Outside Delhi, it shall be the agency's responsibility to ensure that the inspection is carried out within display period and that the IR is sent to Dir (OP), DAVP by Registered/Speed Post. OP agencies must ensure that their IRs are as per the stipulated format. IRs that are not legible or not as per the stipulated format shall be rejected and payment shall not be made in such cases.

III. Submission of Bills

a) Invoice/Bill (online as well as physical) must be generated only after completion of campaign, and **must be submitted within 30 days** of completion of campaign.

b) **The Bill shall be first submitted online along with scanned copy of IR.** Thereafter, physical copies of the Bill in triplicate with revenue stamp shall be submitted at the Facilitation Counter of DAVP and Receipt obtained.

c) Bills sent by post from outstation should be sent through Registered Post and addressed to the Director (Accounts), DAVP.