



भारतीय राश्ट्रीय राजमार्ग प्राधिकरण

(सडक परिवहन और राजमार्ग मंत्रालय)

National Highways Authority of India

(Ministry of Road Transport and Highways)

जी-5 एवं 6, सेक्टर-10, द्वारका, नई दिल्ली-110075

G-5 & 6, Sector-10, Dwarka, New Delhi-110075

दूरभाष / Phone : 91-11-25074100/25074200

फैक्स / Fax : 91-11-25093507 / 25093514

NHAI / Policy Guidelines / Allocation of work amongst empanelled advertising agencies for release of Display Advertisement / 2017

No.4.21/2017, Dated the 11th October, 2017

(Decision taken by Executive Committee in the meeting held on 21.08.2017 on Agenda Item No.314.08)

Subj: Allocation of work amongst empanelled advertising agencies for release of Display Advertisement.

1. Display advertisement, LA notifications, tender notices etc. are released by NHAI from time to time. The matter of allocation of works amongst empanelled advertising agencies at NHAI HQ was discussed in the 314th Executive Committee Meeting held on 21.08.2017.

2. It has been decided that whenever there is a display advertisement to be released by NHAI HQ, creatives from all the advertising agencies empanelled with NHAI HQ shall be invited. A Committee comprising of the following officers shall select three best creatives. Out of which, the Competent Authority may select one creative to be used for the advertisement as 1st and rank 2nd and 3rd best also. 50% of the total volume of advertisement (amount in Rs.) shall be released through the agency whose creative has been selected as the best; the 2nd best creative agency shall be given 30% of the total volume and the 3rd best as 20% of the total volume of the work.

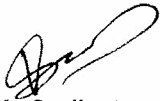
(a) CGM of the concerned Division dealing with the subject : Chairman

(b) Shri PK Dutta, DGM (HR/Admn.III)/ : Member
Shri Bandhupriya Sarkar, Manager (Admn)-III

(c) Shri SK Chauhan, DGM (F&A) : Member

3. For other works, viz. release of tender notices, LA notifications where no creativity is involved, the work shall be allotted strictly as per the roster being maintained at NHAI HQ.

4. This issues with the approval of the Competent Authority.


(A.K. Sadhu)

Chief General Manager (Coordination)

To

All Officers and Employees of HQ/ ROs/ PIUs/ CMUs/ Site Offices.