



# भारतीय राष्ट्रीय राजमार्ग प्राधिकरण

(सड़क 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.4.22/2017, Dated the 14<sup>th</sup> November, 2017

(Decision taken on Media File No.11041/35/18/MR)

**Sub: Allocation of work amongst empanelled advertising agencies for release of Display Advertisements.**

In partial modification of NHAI Policy Circular No.4.21/2017 dated 11.10.2017, it has been decided that the newly constituted Committee comprising of the following officers shall select 03 (three) best creatives and will rank the creative of the display advertisements as 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> best:-

- |       |   |              |
|-------|---|--------------|
| (i)   | CGM of the concerned Division dealing with the subject<br>(GM concerned as Member if CGM is not posted/available in the Division) | ....Chairman |
| (ii)  | Shri Vishnu Darbari, CGM (HR/Admn)-II/<br>Shri P. K. Dutta, DGM (HR/Admn)-III   | ....Member   |
| (iii) | Shri S. K. Chauhan, DGM (F&A)   | ....Member   |

2. The rest of conditions of the Policy Circular dated 11.10.2017 shall remain unchanged.

3. 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.  
Hindi Officer for translation in Hindi.