

- (3) These Guidelines shall apply to all –
- (a) institutions of Government;
 - (b) public sector undertakings;
 - (c) local bodies and other autonomous bodies/organizations established under a Statute.

3. **DEFINITIONS:**

In these Guidelines unless the context otherwise requires:

- (a) “Classified Advertisements” include public notices, tenders, recruitment notices, statutory notifications.
- (b) “DAVP Guidelines” means the existing guidelines of the Directorate of Advertising and Visual Publicity of the Ministry of Information and Broadcasting dealing with the eligibility and empanelment procedures and rates of payment and such other matters;
- (c) “Government” means Central Government, State Governments/Union Territory Administrations and also includes local bodies, public sector undertakings and other autonomous bodies/organisations established under a Statute.
- (d) “Government advertising” means any message, conveyed and paid for by the government for placement in media such as newspapers, television, radio, internet, cinema and such other, media but does not include classified advertisements; and includes both copy (written text/audio) and creatives (visuals/video/multi