



NO.E&A(HEALTH)2-123/2012 (P-I)
GOVERNMENT OF THE PUNJAB
SPECIALIZED HEALTHCARE & MEDICAL
EDUCATION DEPARTMENT

Dated Lahore, the 26th June 2024

To

- 1) The Vice Chancellor, KEMU, Lahore
- 2) The Vice Chancellor, FJMU, Lahore
- 3) The Vice Chancellor, Nishtar Medical University, Multan
- 4) The Vice Chancellor, Rawalpindi Medical University, Rawalpindi
- 5) The Vice Chancellor, Faisalabad Medical University, Faisalabad
- 6) The Vice Chancellor, The Children's Hospital & University of Child Health, Lahore
- 7) The Principal, Allama Iqbal Medical College, Lahore
- 8) The Principal, Services Institute of Medical Sciences, Lahore
- 9) The Principal, Postgraduate Medical Institute/AMC, Lahore
- 10) The Principal, Quaid-e-Azam Medical College, Bahawalpur
- 11) The Principal, Sheikh Zayed Medical College, Rahim Yar Khan
- 12) The Principal, Gujranwala Medical College, Gujranwala
- 13) The Principal, Sahiwal Medical College, Sahiwal
- 14) The Principal, Kh. Muhammad Safdar Medical College, Sialkot
- 15) The Principal, Ghazi Medical College, Dera Ghazi Khan
- 16) The Principal, Nishtar Institute of Dentistry, Multan
- 17) The Principal, Postgraduate College of Nursing, Lahore
- 18) The Principal, Dental Section, FMU, Faisalabad
- 19) The Head of Institution, Punjab Institute of Cardiology, Lahore
- 20) The Dean, Institute of Public Health, Lahore
- 21) The Dean, The Children's Hospital & The Institute of Child Health, Multan
- 22) The Medical Superintendent, Mayo Hospital, Lahore
- 23) The Medical Superintendent, Jinnah Hospital, Lahore
- 24) The Medical Superintendent, Sir Ganga Ram Hospital, Lahore
- 25) The Medical Superintendent, Services Hospital, Lahore
- 26) The Medical Superintendent, Lahore General Hospital, Lahore
- 27) The Medical Superintendent, Lady Willingdon Hospital, Lahore
- 28) The Medical Superintendent, Lady Aitchison Hospital, Lahore
- 29) The Executive Director, Rawalpindi Institute of Cardiology, Rawalpindi
- 30) The Medical Superintendent, B.B.H, Rawalpindi
- 31) The Medical Superintendent, DHQ Hospital, Rawalpindi
- 32) The Medical Superintendent, Holy Family Hospital, Rawalpindi
- 33) The Medical Superintendent, Govt. T.B Sanatorium Samli Hospital, Murree.
- 34) The Medical Superintendent, Nishtar Hospital, Multan
- 35) The Medical Superintendent, CPEIC, Multan
- 36) The Medical Superintendent, B.V Hospital, Bahawalpur
- 37) The Medical Superintendent, Nawab Sir Sadiq Muhammad Khan Abbasi Hospital, a.k.a Sadiq Abbasi Hospital, Civil Hospital, Bahawalpur
- 38) The Medical Superintendent, DHQ Hospital, Faisalabad
- 39) The Medical Superintendent, Allied Hospital, Faisalabad
- 40) The Medical Superintendent, Children's Hospital, Faisalabad
- 41) The Executive Director, Faisalabad Institute of Cardiology Faisalabad
- 42) The Medical Superintendent Govt. General Hospital, Ghulam Muhammad Abad, Faisalabad
- 43) The Medical Superintendent, DHQ Teaching Hospital, Gujranwala.
- 44) The Medical Superintendent, Ch. Pervaiz Elahi Institute of Cardiology, Wazirabad
- 45) The Medical Superintendent, Aziz Bhatti Shaheed Hospital, Gujrat
- 46) The Medical Superintendent, Allama Iqbal Memorial Teaching Hospital, Sialkot.
- 47) The Medical Superintendent, Sardar Begum Hospital, Sialkot
- 48) The Medical Superintendent, DHQ Teaching Hospital, Sahiwal
- 49) The Medical Superintendent, Haji Abdul Qayyum Hospital, Sahiwal
- 50) The Medical Superintendent, DHQ Teaching Hospital, D.G. Khan
- 51) The Medical Superintendent, Sheikh Zayed Hospital, R.Y. Khan
- 52) The Projector Director Burn Unit, Jinnah Hospital, Lahore
- 53) The Medical Superintendent, Govt. Teaching Hospital, Shahdara, Lahore
- 54) The Punjab Dental Hospital, Lahore
- 55) The Medical Superintendent, Govt. Said Mitha Hospital, Lahore
- 56) The Executive Director, Punjab Institute of Mental Health, Lahore

Amir
c.b

- 57) The Medical Superintendent, Punjab Institute of Neurosciences, Lahore
- 58) The In charge College of Paramedics, Faisalabad
- 59) The Medical Superintendent, Mian Munshi Hospital, Lahore
- 60) The Medical Superintendent, Govt. Muhammad Nawaz Sharif Hospital, Yakki Gate, Lahore
- 61) The Medical Superintendent, Kot Khawaja Saeed Hospital, Lahore
- 62) The Medical Superintendent, Govt. Mozang Hospital, Lahore
- 63) The Medical Superintendent, DHQ Teaching Hospital, Sargodha.
- 64) The Medical Superintendent, Establishment of Institute of Urology & Transplantation, Rawalpindi
- 65) The Director Blood Transfusion Services, Lahore
- 66) The Director General (Nursing) Punjab, Lahore, She is directed to direct to all Nursing Colleges / Schools / Public Health Nursing Schools ensured the implementations of the directions.
- 67) The Surgeon Medico legal Punjab, Lahore
- 68) The Managing Director, Punjab Health Foundation, Lahore
- 69) The CEO, Punjab Healthcare Commission, Lahore.
- 70) The Medical Superintendent, Cardiac Center, Quaid-e-Azam Medical College, Bahawalpur
- 71) The Executive Director, Jinnah Burn & Reconstructive Surgery Center, Allama Iqbal Medical College, Lahore / Jinnah Hospital, Lahore
- 72) The Head of Burn Center / Chairman Plastic Surgery, Pak Italian Burn Centre, Nishtar Medical University, Multan
- 73) The Director, Internal Audit Wing, SHC & ME Department.
- 74) The Secretary, Blood Transfusion Authority, Lahore
- 75) The Controller Nursing Examination Board, Lahore
- 76) The Secretary, Punjab Medical Faculty, Lahore
- 77) The Secretary, Punjab Pharmacy Council, Lahore.
- 78) All Section Officers / Senior Law Officer / Law Officers of SHC & ME Department.

SUBJECT: **IMPLEMENTATION OF PUNJAB GOVERNMENT ADVERTISEMENT POLICY, 2024.**

I am directed to refer to the subject cited above and to **enclose** herewith a copy of letter No. SO(P&C)5-2/2024, dated 10.06.2024 received from Section Officer (P&C), Government of the Punjab, Information & Culture Department for information and compliance in true letter & spirit.


SECTION OFFICER (GENERAL)

No. & Date Even:

A copy is forwarded for information and necessary action to:-

1. The Director I.T, ICT Cell, SHC&ME Department with the request to upload this circular on the official website of SHC&ME Department.
2. The Section Officer (P&C), Government of the Punjab, Information & Culture Department w/r to his letter No. referred above.


SECTION OFFICER (GENERAL)

CC:-

- 1) PS to Secretary SHC & ME Department.
- 2) PS to Special Secretary (Operations), SHC & ME Department.
- 3) PS to Special Secretary (Development & Reforms), SHC&ME Department.
- 4) PS to All Additional Secretaries, SHC & ME Department.
- 5) PAs to All Deputy Secretaries, SHC & ME Department



34

No. SO(P&C)5-2/2024
GOVERNMENT OF THE PUNJAB
INFORMATION & CULTURE DEPARTMENT

Dated Lahore the 10th June, 2024

To,

1. The Senior Member Board of Revenue, Punjab, Lahore.
2. The Chairman, Planning and Development Board, Punjab, Lahore.
3. The Additional Chief Secretary, Punjab, Lahore.
4. The Principal Secretary to Chief Minister, Punjab, Lahore.
5. The Secretary/Military Secretary to Governor, Punjab, Lahore.
6. All the Administrative Secretaries, Govt. of the Punjab, Lahore.
7. The Inspector General of Police, Punjab, Lahore.
8. The Chairman, Chief Minister's Inspection Team, Punjab, Lahore.
9. The Secretary, Provincial Assembly, Punjab, Lahore.
10. All the Divisional Commissioners in the Punjab.
11. All the Regional Police Officers, Punjab.
12. All the Deputy Commissioners in the Punjab.
13. All the District Police Officers in the Punjab.
14. The Secretary to Provincial Ombudsman, Punjab, Lahore.
15. The Director General, Public Relations, Punjab, Lahore.

ADDL. SECRETARY (A)	
Diary No.	
Date:	24/06
DS (A)	✓
DS (G)	
DS (P)	
SLO	

SPECIAL SECRETARY (OPERATIONS) SHC&MED	
Diary No.	
Date:	20/6/24
AS (A)	AS (E)
DS (G)	DS (E-I)
DS (A)	DS (E-II)
PS	

Subject:-

IMPLEMENTATION OF PUNJAB GOVERNMENT ADVERTISEMENT POLICY, 2024.

I am directed to refer to the subject noted above and to state that approved Punjab Government Advertisement Policy, 2024 has been circulated to all the administrative departments, government of the Punjab vide this department's letter of even number dated 17.05.2024 (copy enclosed) for strict adherence and observance.

2. All display advertisements and campaigns on all media platforms will be released through pre-qualified advertising agencies, enlisted through open advertisement following the procedure laid down by the PPRA Rules, for a period of two years. As per policy no department can prequalify the advertising agencies. It is the sole prerogative of the DGPR as per clause 5 of Punjab Government Policy, 2024. The advertising agencies will be prequalified by the prequalification committee constituted by the Advertisement Policy, 2024.

3. It has been learnt from different sources that some departments have initiated the process of pre-qualification of advertising agencies in disharmony to the Punjab Government Advertisement Policy, 2024. All administrative departments, attached departments, autonomous bodies, special institutions, all district administrations and companies under Punjab Government are advised to adhere to the said policy in letter and spirit.

SECRETARY SHC&ME	
Diary No.	3366
Date:	26/6/24
PC:	✓
SS	
ASA	
ASE	
AST	
DS ()	
SLO	PSO

Approved 10/06/24
SECTION OFFICER (P&C) E & A (H)
990

PSO to Secretary, Information & Culture Department.

Both wings

25/6/24
D S / A / 24/6/24



No. SO(P&C)5-2/2024/0953
 GOVERNMENT OF THE PUNJAB
 INFORMATION & CULTURE
 DEPARTMENT

Dated Lahore the 17th May, 2024

105 + 38 = 143
 22-05-24

- 1) The Senior Member Board of Revenue, Punjab, Lahore.
- 2) The Chairman, Planning and Development Board, Punjab, Lahore.
- 3) The Additional Chief Secretary, Punjab, Lahore.
- 4) The Principal Secretary to Chief Minister, Punjab, Lahore.
- 5) The Secretary/Military Secretary to Governor, Punjab, Lahore.
- 6) All the Administrative Secretaries, Govt. of the Punjab, Lahore.
- 7) The Inspector General of Police, Punjab, Lahore.
- 8) The Chairman, Chief-Minister's Inspection Team, Punjab, Lahore.
- 9) The Secretary, Provincial Assembly, Punjab, Lahore.
- 10) All the Divisional Commissioners in the Punjab.
- 11) All the Regional Police Officers, Punjab.
- 12) All the Deputy Commissioners in the Punjab.
- 13) All the District Police Officers in the Punjab.
- 14) The Secretary to Provincial Ombudsman, Punjab, Lahore.
- 15) The Director General, Public Relations, Punjab, Lahore.

41
 9
 9
 36
 18

Subject: PUNJAB GOVERNMENT ADVERTISEMENT POLICY, 2024

I am directed to enclose herewith a copy of Punjab Government Advertisement Policy, 2024.

2. It is requested that the above Advertisement Policy may kindly be implemented in letter and spirit. Instructions may kindly be passed on to all lower formations under your administrative control to implement this policy.

Adviser

SECTION OFFICER (P&C)

22/5/2024
 CC:

- 1) PSO to Chief Secretary, Punjab, Lahore
- 2) PSO to Secretary, Information & Culture Department
- 3) PSO to Secretary(I&C), S&GAD
- 4) Superintendent, Government Printing Press for publication in the gazette

o/c

SECTION OFFICER (P&C)