



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

Dated Lahore, the 28th August, 2024

To

1. Vice Chancellor, Faisalabad Medical University, Faisalabad
2. Vice Chancellor, Fatima Jinnah Medical University, Lahore
3. Vice Chancellor, King Edward Medical University, Lahore
4. Vice Chancellor, Children's Hospital, the University of Child Health Sciences, Lahore
5. Vice Chancellor, University of Health Sciences, Lahore
6. Vice Chancellor, Nishtar Medical University, Multan
7. Vice Chancellor, Rawalpindi Medical University, Rawalpindi
8. Principal, Quaid-e-Azam Medical College, Bahawalpur
9. Principal, Sheikh Zayed Medical College, Rahim Yar Khan
10. Principal, D.G Khan Medical Dera Ghazi Khan
11. Principal, Gujranwala Medical College, Gujranwala
12. Principal, Khawaja Muhammad Safdar Medical College, Sialkot
13. Principal, Nawaz Sharif Medical College, Gujrat
14. Principal, Allama Iqbal Medical College, Lahore
15. Principal, Postgraduate Medical Institute / Ameer-ud-Din Medical College, Lahore
16. Principal, College of Ophthalmology and Allied Vision Sciences, Lahore
17. Principal, De-Montmorency College of Dentistry, Lahore
18. Principal, Services Institute of Medical Sciences, Lahore
19. Principal, Nishtar Medical College, Multan
20. Principal, Nishtar Institute of Dentistry, Dental College, Multan Sadar, Multan
21. Principal, Sahiwal Medical College, Sahiwal
22. Principal, Sargodha Medical College, Sargodha
23. Principal, Punjab Medical College, Faisalabad
24. Principal, Rawalpindi Medical College, Rawalpindi
25. Medical Superintendent, Bahawal Victoria Hospital, Bahawalpur
26. Medical Superintendent, Nawab Sir Sadiq Muhammad Khan Abbasi Hospital, Bahawalpur,
27. Medical Superintendent, Pervaiz Elahi Institute of Cardiology, Bahawalpur
28. Medical Superintendent, Sheikh Zayed Hospital, Rahim Yar Khan
29. Medical Superintendent, Sardar Fateh Muhammad Khan Buzdar, Institute of Cardiology, Dera Ghazi Khan
30. Medical Superintendent, Allama Iqbal Teaching Hospital, D.G Khan
31. Medical Superintendent, Allied Hospital, Faisalabad City, Faisalabad
32. Medical Superintendent, Children's Hospital, Faisalabad
33. Medical Superintendent, Dental Section, PMC and Allied Hospital, Faisalabad
34. Medical Superintendent, Allied Hospital-II, Faisalabad
35. Medical Superintendent, Faisalabad Institute of Cardiology, Faisalabad
36. Medical Superintendent, Faisalabad Teaching Hospital, Faisalabad
37. Medical Superintendent, Allama Iqbal Memorial Hospital, Sialkot

38. Medical Superintendent, Ch. Pervaiz Elahi Institute of Cardiology, Wazirabad
39. Medical Superintendent, Gujranwala Teaching Hospital, Gujranwala
40. Medical Superintendent, Govt. Sardar Begum Teaching Hospital, Sialkot
41. Medical Superintendent, Provision of Missing Specialties for up-gradation of DHQ Hospital to Teaching Hospital, Gujranwala.
42. Medical Superintendent, Aziz Bhatti Shaheed Hospital, Gujrat.
43. Medical Superintendent, Govt. Teaching Hospital, Shahdara, Lahore
44. Medical Superintendent, Govt. Kot Khawaja Saeed Teaching Hospital, Lahore
45. Medical Superintendent, Govt. Muhammad Nawaz Sharif Teaching Hospital, Yakki Gate, Lahore
46. Medical Superintendent, Jinnah Burn and Reconstructive Surgery Center, Allama Iqbal Medical College, Lahore
47. Medical Superintendent, Jinnah Hospital, Lahore
48. Medical Superintendent, Lady Aitchison Hospital, Lahore
49. Medical Superintendent, Lady Wallingdon Hospital, Lahore.
50. Medical Superintendent, Lahore General Hospital, Lahore
51. Medical Superintendent, Mayo Hospital, Lahore
52. Medical Superintendent, Govt. Mian Munshi Hospital, DHQ-I, Teaching Hospital, Lahore
53. Medical Superintendent, Punjab Dental Hospital, Lahore
54. Medical Superintendent, Punjab Institute of Cardiology, Lahore
55. Medical Superintendent, Punjab Institute of Neurosciences, Lahore
56. Medical Superintendent, Govt. Said Mitha Hospital, Lahore
57. Medical Superintendent, Services Hospital, Lahore
58. Medical Superintendent, Sir Ganga Ram Hospital, Lahore
59. Medical Superintendent, Ch. Pervaiz Elahi Institute of Cardiology, Multan
60. Medical Superintendent, Nishtar Hospital, Multan
61. Medical Superintendent, Nishtar Institute of Dentistry, Dental Hospital, Multan Sadar, Multan
62. Medical Superintendent, The Children's Hospital & the Institute of Child Health, Multan
63. Medical Superintendent, Cardiac, Center, QAMC, Bahawalpur
64. Medical Superintendent, Benazir Bhutto Hospital, Rawalpindi
65. Medical Superintendent, Rawalpindi Teaching Hospital, Rawalpindi
66. Medical Superintendent, Holy Family Hospital, Rawalpindi
67. Medical Superintendent, Rawalpindi Institute of Cardiology, Rawalpindi
68. Medical Superintendent, Rawalpindi Institute of Urology & Transplantation, Rawalpindi
69. Medical Superintendent, Syed Muhammad Hussain Govt. T.B. Sanatorium Samli, Murree, Rawalpindi
70. Medical Superintendent, Sahiwal Teaching Hospital, Sahiwal
71. Medical Superintendent, Dr. Faisal Masood Teaching Hospital, Sargodha
72. MS, Institute of Ophthalmology & Allied Vision Sciences, Nishtar Multan
73. MS, Gujranwala Medical College Teaching Hospital, Gujranwala
74. Executive Director, Sardar Fateh Muhammad Khan Buzdar Institute of Cardiology, Dera Ghazi Khan
75. Executive Director, Faisalabad Institute of Cardiology, Faisalabad
76. Executive Director, Ch. Pervaiz Elahi Institute of Cardiology, Wazirabad
77. Executive Director, Punjab Institute of Cardiology, Lahore
78. Executive Director, Punjab Institute of Mental Health, Lahore
79. Executive Director, Punjab Institute of Neurosciences, Lahore



80. Executive Director, Ch. Pervaiz Elahi Institute of Cardiology, Multan
81. Executive Director, Pak Italian Burn Centre, Multan
82. Executive Director, Rawalpindi Institute of Cardiology, Rawalpindi
83. Dean, Institute of Public Health, Lahore
84. Dean, The Children's Hospital & the Institute of Child Health, Multan
85. Medical Director, The Children's Hospital & the Institute of Child Health, Lahore.
86. Director, Institute of Blood Transfusion Service Punjab, Lahore
87. Project Director, Punjab Thalassaemia and other Genetic Disorders Prevention and Research Institute attached with FJMU, Lahore
88. Director General, Director General, Nursing Punjab, Lahore
89. The Surgeon Medico Legal, Punjab, Lahore
90. The CEO, Punjab Healthcare Commission, Lahore
91. All the Section Officers, SHC & ME Department

Subject:- **ADHERENCE TO THE 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 10.08.2024 received from Section Officer (P&C), Government of the Punjab, Information & Culture Department, on the subject cited above for information and compliance.


SECTION OFFICER (GENERAL)

No. & Even date:

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

- i. Director IT, ICT Cell, SHC & ME Department with the request to upload this directions on the official website of this department.
- ii. Section Officer (P&C), Government of the Punjab, Information & Culture Department.


SECTION OFFICER (GENERAL)

cc:-

- i. PSO to Secretary SHC & ME Department.
- ii. PS to Special Secretary (Operations), SHC & ME Department.
- iii. PS to Special Secretary (Development & Reforms), SHC & ME Department.
- iv. PSs to all Additional Secretaries, SHC & ME Department.
- v. PAs to all Deputy Secretaries, SHC & ME Department.

Circular 2-123/12 33

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

Dated Lahore the, 10th August, 2024

- 1) The Senior Member, Board of Revenue, Punjab, Lahore
- 2) The Chairman, Planning & 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, Government 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 Commissioner in Punjab
- 11) All the Regional Police Officers in Punjab
- 12) All the Deputy Commissioners in Punjab
- 13) All the District Police Officers in Punjab
- 14) The Secretary to Provincial Ombudsman, Punjab, Lahore
- 15) The Director General, Public Relations, Punjab, Lahore

509

D.S (Admin)
Diary No.
Relief: 19/8/24
SO (A)
SO (B)
SO (C)
SO (D)
SO (E)

Subject: **ADHERENCE TO THE PUNJAB GOVERNMENT ADVERTISEMENT POLICY, 2024**

I have been directed to refer to this department's letter of even number dated 17-05-2024 whereby Punjab Government Advertisement Policy, 2024 was circulated for its implementation by all (copy enclosed).

2. It has been sporadically reported that some of the sponsoring departments are running their media campaigns in violation of the following clauses of the Punjab Government Advertisement Policy, 2024 by awarding assignments to the agencies on their own which is the sole responsibility of Directorate General of Public Relations (DGPR) of the Information & Culture Department, Government of the Punjab:

Sr. No.	Clause No.	Description
1.	Clause No.2 MANDATE	<i>The responsibility to formulate policies regarding government advertisements by public funds, for the dissemination of information, and the promotion of government policy initiatives and programs, lies with the Information & Culture Department of the Government of Punjab, as per the Punjab Government Rules of Business, 2011...</i>

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 20/8/24

ADDL. SECRETARY (A)
Diary No. 19/8
DS (A)
SLO

SECRETARY SMC&ME
Diary No. 5289
Date: 19/08/24
SO (DGPR)
SO (DPR)
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 DS / A / 19.08.2024

2.	<p>Clause No.6 PROCEDURE FOR THE SELECTION OF ADVERTISING AGENCIES FOR PUBLICITY CAMPAIGNS</p>	<p><i>The following procedure will be adopted for carrying out the publicity campaigns of the sponsoring departments: -</i></p> <p>a) ...</p> <p>b) ...</p> <p>c) ...</p> <p>d) <i>Sponsoring departments will not be authorized to hire the services of any advertising agency on its own for the said purpose.</i></p> <p style="text-align: center;">*****</p>
		<p><u>N.B.</u> The term Sponsoring Department(s) is defined under clause-4 of the policy and referred to all the Government Departments, Attached Departments, Institutions, Corporations, Companies, Autonomous Bodies, Authorities, and Local Governments that release or intend to release public sector advertisements and campaigns, using public funds.</p>

3. Foregoing in view, it is reiterated that all sponsoring departments must adhere to the above clauses in specific and to all clauses of Punjab Government Advertisement Policy, 2024 in general, in order to avoid any audit objections.

Ejaz

SECTION OFFICER (P&C)

CC:

- 1) PSO to Chief Secretary, Punjab
- 2) PSO to Secretary, Information & Culture Department
- 3) PS to Additional Secretary (Admn), Information & Culture Department
- 4) PS to Secretary (I&C), S&GAD
- 5) Office file



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

Dated Lahore the 17th May, 2024

- 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.

Subject: **PUNJAB GOVERNMENT ADVERTISEMENT POLICY, 2024**

1. 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.

Advised
 SECTION OFFICER (P&C)

- 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)