

## **NATIONAL ASSEMBLY SECRETARIAT**

### **"QUESTIONS FOR ORAL ANSWERS AND THEIR REPLIES"**

**to be asked at a sitting of the National Assembly to be held on  
Thursday, the 11<sup>th</sup> June, 2026**

**11. \* Mr. Awais Haider Jakhar:**

*(Deferred during 21st Session)*

**Will the Minister for Information and Broadcasting be pleased to state the detail of expenditure incurred by the present Government on advertisements on various TV Channels and the reasons for such advertisements?**

- Minister for Information and Broadcasting (Mr. Attaullah Tarar):** 1. All public sector advertisements are released in accordance with the Federal Government Advertisement Policy 2021 (as amended in 2022), approved by the Federal Cabinet, and the Guidelines and Procedures 2024 issued there under (Annex-IY). The policy is all-encompassing, covering all media, and is designed to ensure transparent, judicious, and merit-based utilization of public resources for government communication and media campaigns.
2. Government advertising is released to serve a defined public interest purpose. Advertisements are released to inform citizens about government policies, programmes, and initiatives; to change behavior in areas of public health and safety; to ensure operational effectiveness of government by making citizens aware of available public services; and to project Pakistan's national narrative and interests. Campaigns and outreach activities are planned and executed on the basis of reach, audience, and measurable public benefit/dividend, not based on any media outlet's editorial stance, political affiliation, or loyalty. The policy expressly requires that advertising decisions be driven by value for public money and effective delivery of the public message.
  3. During the requisite period, advertisements were released across print, electronic, and digital media for the following sectors of public importance: economic reforms; foreign affairs; governance reforms; performance and initiatives of Federal Government Ministries/ Divisions/ Departments/ Autonomous and Semiautonomous Bodies/ Entities etc.; socio-economic issues; youth empowerment; Kashmir; National Action Plan; public safety and awareness; environment and climate change; tourism; defence and security; digital safety and cyber security; Marka-e-Haq, Youm-e-Tashakur, and the Pakistan-India Standoff.
  4. A significant portion of government advertising constitutes a civic and social obligation, in line with Corporate Social Responsibility, to disseminate information on matters of direct public welfare, including polio eradication, population planning, pollution control, public safety, and other subjects of societal importance. These are not promotional campaigns; they are public service communications that directly contribute to the health, safety, and well-being of citizens.
  5. Advertisement rates are determined by the Rate Fixation Committee (RFC) as approved by the Federal Cabinet in 2022, based on verified viewership and circulation data. Allocation of TV spots and print insertions is made in accordance with audience ratings and newspaper circulation figures, ensuring that public funds are directed towards outlets with the greatest reach and impact. These matters are regularly deliberated in consultation with the Pakistan Broadcasters Association (PBA) and the All-Pakistan Newspapers Society (APNS), respectively, to ensure fairness and transparency.
  6. Furthermore, the pending liabilities for Print, Electronic and Digital Media are cleared on a regular basis so that salaries of employees and outstanding advertisement dues are cleared by respective media houses.

7. Federal Public Sector Advertisements are released / aired through TV Channels for public awareness and outreach interventions in key sectors including, economy, Foreign affairs, Kashmir Affairs, National Action Plan, commemoration of Days of National / International significance, Public Safety and Youth Affairs / empowerment.
8. Moreover, the Government released advertisement as part of Corporate Social Responsibility to disseminate social, environmental and ethical information related to Polio, Population control, Pollution and other such social subjects as well as to highlight economic reforms and initiatives undertaken by the Federal Government Ministries / Divisions / Departments / Organizations / Autonomous and Semi-Autonomous bodies / Corporations / Nationalized Banks etc. during the requisite period.
9. As per rating of TV Channels and circulation of Newspapers, the TV spots as well as Print insertions are allocated accordingly. The Advertisement rates are fixed as per viewership by the **Rate Fixation Committee** (RFC) as approved by the Federal Cabinet in 2022. Moreover, these matters are discussed in detail with PBA and APNS respectively.

The details of the requisite expenditure are as under:-

S. No.#	Period	Name of sponsoring Ministries / Deptt etc.	Amount in PKR.
1.	01.07.2024 to 31.03.2026	M/o I&B	8,027,405,417/-
2.	-do-	Other Ministries / Departments etc.	1,258,891,922/-

10. Furthermore, the pending liabilities for Print, Electronic and Digital Media are cleared on a regular basis so that salaries of employees and outstanding advertisement dues are cleared by respective media houses.
11. Media industry is currently facing crisis particularly sustaining print media industry. More financial support is required by media houses to pay salaries to media workers. Therefore, regional media is being supported across different mediums & platforms through advertisement campaigns with targeted approach to reach out to people at grassroots level.

[Click here for Annexure](#)

**(Annexures have been placed in the National Assembly Library)**

**14. \*Mr. Ali Muhammad:**

*(Deferred during 21<sup>st</sup> Session)*

**Will the Minister for Information and Broadcasting be pleased to state:**

- a) the amount disbursed to various sections of the media separately for print, electronic and social media during the last three financial years and the current financial year;
- b) the detailed break-up of the amounts released to each media house, channel, publication, platform, or influencer, including names and purposes of such disbursement;
- c) whether any audit has been conducted regarding media-related disbursement; if so, the findings of such audits;
- d) what rational was adopted for the allocation and distribution of media funds;
- e) what corrective or regulatory steps have been taken to ensure transparency, fairness and accountability in media funding; and
- f) the number of details of appointments made in each subsidiary or department under the Ministry during the current tenure of the Government, including qualifications, designations and modes of appointment?

**Minister for Information and Broadcasting (Mr. Attaullah Tarar):** (a) & (b) As per Rules of Business 1973 (Annex-I), and the Guidelines and Procedures 2024 approved by Oversight and Implementation Committee (OIC) of MOIB (Annex-II), Ministry of I&B and Press Information Department has a constitutional and democratic obligation to keep citizens informed about the

government's performance, policies, programs, services, initiatives, decisions, and operational activities. To fulfill this obligation, public sector communication and outreach interventions are disseminated through Print, Electronic, and Digital mediums, with due consideration of their reach, audience, relevance, and ability to effectively communicate the State's message to the targeted segments of the society.

Allocations are not arbitrary; every disbursement is linked to a specific communication purpose, such as public awareness drive, policy communication, foreign affairs developments, economic and developments initiatives, crisis communication, and issues of national interest. Classified ads (procurement notices, tenders, recruitments) are mandated by law for promoting transparency in PSDP and institutional operational announcements. It is further submitted that for the purposes of such advertisements payments, funds are directly allocated by Finance Division, Government of Pakistan to each Ministries / Divisions / Departments / Organizations / Autonomous and Semi-autonomous bodies / Corporations / Nationalized Banks etc. through Annual Budget grants or grants for the purpose of any specific advertisement campaign as the case may be.

The amount disbursed by the Federal Government / Ministries / Divisions /Autonomous /Semi-Autonomous Bodies / Statutory Bodies / Corporations / Authorities etc. during the last three and current financial year against classified, display and digital content of public is as under:-

<b>S.No.</b>	<b>F/Year</b>	<b>Sponsor</b>	<b>Mode/Medium</b>	<b>Amount in PKR</b>
1.	2022-2023	M/o I & B	Print Media	492,761,125/-
2.	-do-	Federal Government Ministries / Divisions / Departments / Autonomous and Semi-Autonomous bodies / Corporations / Authorities and statutory bodies etc.	-do-	1,123,766,746/-
3.	2023-2024	M/o I&B	-do-	196,636,950/-
4.	-do-	Federal Government Ministries / Divisions / Departments / Autonomous and Semi-Autonomous bodies / Corporations / Authorities and statutory bodies etc.	-do-	939,634,894/-
5.	2024-2025	M/o I&B	-do-	428,283,084/-
6.	-do-	Federal Government Ministries / Divisions / Departments / Autonomous and Semi-Autonomous bodies / Corporations / Authorities and statutory bodies etc.	-do-	671,204,544/-
7.	2025-26 (01-07-2025 to 31.12.2025)	M/o I&B	-do-	364,609,757/-
	-do-	Federal Government Ministries / Divisions / Departments / Autonomous and Semi-Autonomous bodies / Corporations / Authorities and statutory bodies etc.	-do-	298,573,784/-
8.	2022-2023	M/o I&B	Electronic Media	1,474,978,960/-
9.	-do-	Federal Government Ministries / Divisions / Departments / Autonomous and Semi-Autonomous bodies / Corporations / Authorities and statutory bodies etc.	-do-	373,948,771/-

10.	2023-2024	M/o I&B	-do-	1,467,697,250/-
11.	-do-	Federal Government Ministries / Divisions / Departments / Autonomous and Semi-Autonomous bodies / Corporations / Authorities and statutory bodies etc.	-do-	459,605,741/-
12.	2024-2025	M/o I&B	-do-	1,648,827,638/-
13.	-do-	Federal Government Ministries / Divisions / Departments / Autonomous and Semi-Autonomous bodies / Corporations / Authorities and statutory bodies etc.	-do-	241,622,583/-
14.	2025-2026	M/o I & B	-do-	1,289,951,000/-
15.	-do-	Federal Government Ministries / Divisions / Departments / Autonomous and Semi-Autonomous bodies / Corporations / Authorities and statutory bodies etc.	-do-	235,782,235/-
16.	2022-2023	M/o I&B	Digital Media	840,021,833/-
17.	-do-	Federal Government Ministries / Divisions / Departments / Autonomous and Semi-Autonomous bodies / Corporations / Authorities and statutory bodies etc.	-do-	24,743,753/-
18.	2023-2024	M/o I&B	-do-	451,934,160/-
19.	-do-	Federal Government Ministries / Divisions / Departments / Autonomous and Semi-Autonomous bodies / Corporations / Authorities and statutory bodies etc.	-do-	64,854,066/-
20.	2024-2025	M/o I&B	-do-	1,000,901,033/-
21.	-do-	Federal Government Ministries / Divisions / Departments / Autonomous and Semi-Autonomous bodies / Corporations / Authorities and statutory bodies etc.	-do-	264,404,835/-
22.	2025-26 (01- 07- 2025 to 31.12.2025)	M/o I&B	-do-	324,271,338/-
23.	-do-	Federal Government Ministries / Divisions / Departments / Autonomous and Semi-Autonomous bodies / Corporations / Authorities and statutory bodies etc.	-do-	146,946,652/-

**(c) Total Medium-Wise break up of amount FY 2022-2023 to 31.12.2025**

S.No	Mode/ Medium	Amount in PKR.
1.	Print Media	4,515,470,884/-
2.	Electronic Media	7,192,414,178/-
3.	Digital Media	3,118,077,670/-

The requisite Audit Report for the Financial Year **2022-2023** contains only one audit para titled **“ParaNo.18.5.1 Use of Supplementary Grant within the Press Information Department (PID), Islamabad - Rs. 1,790.045 million”** which has been recommended by **Public Accounts Committee** to be discussed again and decided at **Departmental Accounts Committee** level and referred the Para back to the DAC for discussion and verification of record. **(Annex-III)**.

Final Audit Report for the FY 2023-24 has not been received from Directorate of Federal Audit. Audit is yet to be conducted for FY 2024-25 by AGP.

- (d) 1. The allocation of advertisement funds is governed by prudent fiscal governance, institutionalized and annual audit scrutiny, Parliamentary oversight, and citizens’ Right to Information. Advertisements are released through Print, Electronic, and Digital media to communicate Government policies, programs, and initiatives to targeted audience / citizens to reap the benefits of interventions. Media rates differ across platforms, with print and electronic having fixed but often higher costs but important for credibility and mass coverage, while digital offers cost-effective, targeted, and measurable outreach. Classified print ads have increased due to expanding PSPP and economic activities such as procurement, tenders, and hiring, and due to the growing operations of Federal Public Universities and more than 400 Federal Government Organizations. Allocations are balanced across print media (classified and display) to promote credibility, electronic for mass out reach, and Digital for efficiency and maximum engagement ensuring transparent and effective use of public funds aligned with institutional needs and evolving media consumption.
2. Moreover, the Government released advertisement as part of Corporate Social Responsibility to disseminate social, environmental and ethical information related to Polio, Population control, Pollution and other such social subjects as well as to highlight economic reforms and initiatives undertaken by the Federal Government Ministries / Divisions / Departments / Organizations / Autonomous and Semi- autonomous bodies / Corporations / Nationalized Banks etc. during the requisite period.
3. As per rating of TV Channels and circulation of Newspapers, the TV spots as well as Print insertions are allocated accordingly. The Advertisement rates are fixed as per viewership by the **Rate Fixation Committee** (RFC) as approved by the Federal Cabinet in 2022. Moreover, these matters are discussed in detail with PBA and APNS respectively.
4. Furthermore, the pending liabilities for Print, Electronic and Digital Media are cleared on a regular basis so that salaries of employees and outstanding advertisement dues are cleared by respective media houses.
5. Media industry is currently facing crisis particularly sustaining print media industry. More financial support is required by media houses to pay salaries to media workers. Therefore, regional media is being supported across different mediums & platforms through advertisement campaigns with targeted approach to reach out to people at grassroots level.

(e) All Federal Public Sector Advertisements are released through PID (Headquarters) and its Regional Information Offices (RIOs) in line with the Federal Government Advertisement Policy 2021 (as amended in 2022) approved by the Federal Cabinet and the Guidelines and Procedures 2024 approved by the Oversight and Implementation Committee of MOIB. To ensure transparency, fairness, and accountability in media funding, a three-stage system of pre-campaign planning, monitoring during execution, and post campaign evaluation has been institutionalized, supported by independent third-party data from IPSOS and the Institute of Regional Studies(ERS) for evidence-based allocations, with A/B testing applied for data-driven content packaging and customized dissemination. This framework allows timely course corrections, ensures cost-effective outreach, and maintains strict adherence to budgetary ceilings, while enabling PID to function in an agile and responsive manner, adapting to evolving media trends without compromising fiscal prudence, regulatory oversight and fiscal discipline.

In addition, the Ministry of Finance allocates funds for Federal Public Sector advertisements directly to sponsoring Ministries, Divisions, attached departments, authorities, autonomous and semi-autonomous bodies, and statutory organizations, either through annual budget allocations or special grants. Payments are then made directly by these sponsoring organizations to the respective publications, TV channels, and digital media platforms, and are subject to in-house pre-and post- audit as well as annual audit by the Auditor General of Pakistan.

**(f) P.I.D**

It is submitted that no regular recruitment has been carried out during the tenure of this Government. However, thirty-two (32) individuals were appointed purely on temporary basis under the Counter Violent Extremism (CVE) Project. These appointment were purely on contractual basis and confer no right of regularization or continuation beyond the project period. The details of thirty-two (32) individuals appointed under this project are enclosed herewith at **Annex-IV**.

• **PBC:**

Only five persons 2x Sales Assistant, 1x LDC, 2x Naib Qasid have been appointed in PBC during the tenure of incumbent government on Prime Minister's Assistance Package.

• **APPC:**

During the current tenure of the Government, no regular appointments have been made in the Associated Press of Pakistan Corporation (APPC) without due process. However, 15 contractual appointments were made against sanctioned posts within approved budgetary provisions. Following are the details:

Total number of Contractual Appointments: 15

• **6xSub-Editors/Reporters/Anchorpersons of Social Media (Grade-III)**

Qualifications:

1 x M.Phil. in History 1 x BS in Mass Communication

1 x Master in Education, Bachelor in Mass Communication

1 x Masters in English

1 x Bachelor of Science in Media Communication & Studies (Major Journalism)

1 x Master in Political Science.

• **4xSpecial Assistant (Grade-III)**

Qualification:

1 x BBA in Finance

1 x MBA in Finance

1 x BSc in Commerce

1 x MBA in Finance

• **2x Editorial Assistant (Grade-IV)**

Qualification:

1 x Bachelor of Arts

1 x Associate Degree in Arts (2x Years)

• **1x Assistant Cameraman (Grade-IV)**

Qualification:

1 x BS in International Relations

• **1x Computer Apprentice (Grade-VI) Qualification:**

1 x Matric Tech

• **1x Junior Clerk (Grade-VI) Qualification:**

1 x A Level and O Level (General Science) Equivalence Certificate from Inter Board Committee of Chairman, Government of Pakistan.

- To ensure transparency, fairness, and accountability in appointments going forward, APPC has reinforced strict compliance with prescribed recruitment rules, merit-based selection criteria, and statutory procedures for all future appointments. Regular appointments, where required, shall be made only through open advertisement, competitive process, and due approval of the competent forums in accordance with applicable laws and regulations. Contractual appointments shall remain

limited to exceptional operational necessities, strictly against sanctioned posts, within approved budgetary allocations, and under delegated authority. These measures are aimed at promoting good governance, operational continuity, and equitable employment practices in line with public sector standards.

- **PCP:**  
Only four persons 1x APS, 1x Driver & 2x Naib Qasid have been appointed during the tenure of incumbent government. All the appointments have been made according to the Press Council of Pakistan Ordinance, 2002.
- **CBFC:**  
Four posts i.e. U.D.C, L.D.C, Dispatch Rider and Naib Qasid were filled during the tenure the incumbent Government after advertisement in line with the rules.

[Click here for Annexure](#)

**(Annexures have been placed in the National Assembly Library.)**

**39. \* Dr. Shazia Sobia Aslam Soomro:**

*(Deferred during 24<sup>th</sup> Session)*

**Will the Minister for Information and Broadcasting be pleased to state:**

- a) **the total budget allocated to the Ministry during the last three Financial Years, alongwith year-wise details of expenditure;**
- b) **the details of Government advertising released through print, electronic, and digital media during the said period; and**
- c) **the steps taken by the Ministry to ensure transparency and merit in the distribution of Government advertisements and to prevent misuse for political or non-official purposes?**

- Minister for Information and Broadcasting (Mr. Attaullah Tarar):** (a), (b) & (c) 1. All public sector advertisements are released in accordance with the Federal Government Advertisement Policy 2021 (as amended in 2022), approved by the Federal Cabinet, and the Guidelines and Procedures 2024 issued thereunder (**Annex-A**). The policy is all-encompassing, covering all media, and is designed to ensure transparent, judicious, and merit- based utilization of public resources for government communication and media campaigns.
2. Government advertising is released to serve a defined public interest purpose. Advertisements are released to inform citizens about government policies, programmes, and initiatives; to change behavior in areas of public health and safety; to ensure operational effectiveness of government by making citizens aware of available public services; and to project Pakistan's national narrative and interests. Campaigns and outreach activities are planned and executed on the basis of reach, audience, and measurable public benefit/dividend, not based on any media outlet's editorial stance, political affiliation, or loyalty. The policy expressly requires that advertising decisions be driven by value for public money and effective delivery of the public message.
  3. During the requisite period, advertisements were released across print electronic, and digital media for the following sectors of public importance: economic reforms; foreign affairs; governance reforms; performance and initiatives of Federal Government Ministries/ Divisions/ Departments/ Autonomous and Semi-autonomous Bodies/ Entities etc.; socio-economic issues; youth empowerment; Kashmir; National Action Plan; public safety and awareness; environment and climate change; tourism; defence and security; digital safety and cyber security; Marka-e-Haq, Youm-e-Tashakur, and the Pakistan-India Standoff.
  4. A significant portion of government advertising constitutes a civic and social obligation, in line with Corporate Social Responsibility, to disseminate information on matters of direct public welfare, including polio eradication, population control , pollution, public safety, and other subjects of social importance. These are not promotional campaigns; these are public service communications that directly contribute to the health, safety, and well-being of citizens.

5. Advertisement rates are determined by the Rate Fixation Committee (RFC) as approved by the Federal Cabinet in 2022, based on verified viewership and circulation data. Allocation of TV spots and print insertions is made in accordance with audience ratings and newspaper circulation figures, ensuring that public funds are directed towards outlets with the greatest reach and impact. These matters are regularly deliberated in consultation with the Pakistan Broadcasters Association (PBA) and the All-Pakistan Newspapers Society (APNS), respectively, to ensure fairness and transparency.
6. Furthermore, the pending liabilities for Print, Electronic and Digital Media are cleared on a regular basis so that salaries of employees and outstanding advertisement dues are cleared by respective media houses.
7. Media industry is currently facing crisis particularly sustaining print media industry. More financial support is required by media houses to pay salaries to media workers. Therefore, regional media is being supported across different mediums & platforms through advertisement campaigns with targeted approach to reach out to people at grassroots level.
8. The requisite details of total budget allocated to PID H/Qs, Islamabad during the last three Financial Years along- with the details of expenditure are as under: -

**STATEMENT SHOWING DETAILS OF TOTAL BUDGET ALONGWITH EXPENDITURE  
FOR LAST THREE YEARS FOR PID)**

S. No.	F.Y	Allocated Budget	Supplementary Grant	Re appropriate (-)	Re appropriate (+)	Final Budget grant	Expenditure
1.	22-23	728,455,000/-	2,950,000,000/-	128,107,619/-	146,373,422/-	3,696,720,803/-	3,790,113,170/-
2.	23-24	1,077,000,000/-	1,691,060,000/-	102,410,679/-	184,393,704/-	2,850,044,525/-	2,921,813,091/-
3.	24-25	1,077,000,000/-	3,920,822,000/-	94,081,459/-	319,669,732/-	5,223,410,273/-	5,247,216,268/-

The requisite details are tabulated as under:-

S. No.	F/Year	Sponsor	Mode/Medium	Amount in PKR
1.	2022-2023	M/o I & B	Print Media	840,380,340/-
2.	-do-	Federal Government Ministries / Divisions / Departments / Autonomous and Semi- Autonomous bodies / Corporations / Authorities and statutory bodies etc.	-do-	1,846,668,145/-
3.	2023-2024	M/o I & B	-do-	289,961,738/-
4.	-do-	Federal Government Ministries / Divisions / Departments / Autonomous and Semi-Autonomous bodies / Corporations/ Authorities and statutory bodies etc.	-do-	1,813,004,376/-
5.	2024-2025	M/o I&B	-do-	1,310,053,107/-
6.	-do-	Federal Government Ministries / Divisions / Departments / Autonomous and Semi-Autonomous bodies / Corporations / Authorities and statutory bodies etc.	-do-	2,099,397,673/-
7.	2022-2023	M/o I & B	Electronic Media	2,012,906,533/-

8.	-do-	Federal Government Ministries / Divisions / Departments / Autonomous and Semi-Autonomous bodies / Corporations / Authorities and statutory bodies etc.	-do-	512,043,308/-
9.	2023-2024	M/o I&B	-do-	2,422,922,514/-
10.	-do-	Federal Government Ministries / Divisions / Departments / Autonomous and Semi-Autonomous bodies / Corporations / Authorities and statutory bodies etc.	-do-	525,845,585/-
11.	2024-2025	M/o I & B	-do-	5,250,443,241/-
12.	-do-	Federal Government Ministries / Divisions / Departments / Autonomous and Semi-Autonomous bodies / Corporations / Authorities and statutory bodies etc.	-do-	870,670,026/-
13.	2022-2023	M/o I & B	Digital Media	840,021,833/-
14.	-do-	Federal Government Ministries / Divisions / Departments / Autonomous and Semi-Autonomous bodies / Corporations / Authorities and statutory bodies etc.	-do-	24,743,753/-
15.	2023-2024	M/o I & B	-do-	451,934,160/-
16.	-do-	Federal Government Ministries / Divisions / Departments / Autonomous and Semi-Autonomous bodies / Corporations / Authorities and statutory bodies etc.	-do-	64,854,066/-
17.	2024-2025	M/o I & B	-do-	1,000,901,033/-
18.	-do-	Federal Government Ministries / Divisions / Departments / Autonomous and Semi-Autonomous bodies / Corporations / Authorities and statutory bodies etc.	-do-	264,404,835/-

Click here for Annexure  
(Annexures have been placed in the National Assembly Library)

**55. \*Syeda Shehla Raza:**

*(Deferred during 24<sup>th</sup> Session)*

**Will the Minister for Information and Broadcasting be pleased to state:**

- a) **the total expenditure incurred on Government advertisements in print, electronic and digital media during Financial Year 2024-25;**
- b) **the name-wise list of media houses to which payments were made; and**
- c) **the criteria adopted for the distribution of advertisements?**

**Minister for Information and Broadcasting (Mr. Attaullah Tarar):** (a), (b) & (c)

1. All public sector advertisements are released in accordance with the Federal Government Advertisement Policy 2021 (as amended in 2022), approved by the Federal Cabinet, and the Guidelines and Procedures 2024 issued there under (Annex-IV). The policy is all-encompassing, covering all media, and is designed to ensure transparent, judicious, and merit-based utilization of public resources for government communication and media campaigns.

2. Government advertising is released to serve a defined public interest purpose. Advertisements are released to inform citizens about government policies, programmes, and initiatives; to change behavior in areas of public health and safety; to ensure operational effectiveness of government by making citizens aware of available public services; and to project Pakistan's national narrative and interests. Campaigns and outreach activities are planned and executed on the basis of reach, audience, and measurable public benefit/dividend, not based on any media outlet's editorial stance, political affiliation, or loyalty. The policy expressly requires that advertising decisions be driven by value for public money and effective delivery of the public message.
3. During the requisite period, advertisements were released across print, electronic, and digital media for the following sectors of public importance: economic reforms; foreign affairs; governance reforms; performance and initiatives of Federal Government Ministries/ Divisions/ Departments/ Autonomous and Semi-autonomous Bodies/ Entities etc.; socioeconomic issues; youth empowerment; Kashmir; National Action Plan; public safety and awareness; environment and climate change; tourism; defence and security; digital safety and cyber security; Marka-e-Haq, Youm-e-Tashakur, and the Pakistan-India Standoff.
4. A significant portion of government advertising constitutes a civic and social obligation, in line with Corporate Social Responsibility, to disseminate information on matters of direct public welfare, including polio eradication, population planning, pollution control, public safety, and other subjects of societal importance. These are not promotional campaigns; they are public service communications that directly contribute to the health, safety, and well-being of citizens.
5. Advertisement rates are determined by the Rate Fixation Committee (RFC) as approved by the Federal Cabinet in 2022, based on verified viewership and circulation data. Allocation of TV spots and print insertions is made in accordance with audience ratings and newspaper circulation figures, ensuring that public funds are directed towards outlets with the greatest reach and impact. These matters are regularly deliberated in consultation with the Pakistan Broadcasters Association (PBA) and the All-Pakistan Newspapers Society (APNS), respectively, to ensure fairness and transparency.
6. Furthermore, the pending liabilities for Print, Electronic and Digital Media are cleared on a regular basis so that salaries of employees and outstanding advertisement dues are cleared by respective media houses.
7. Media industry is currently facing crisis particularly sustaining print media industry. More financial support is required by media houses to pay salaries to media workers. Therefore, regional media is being supported across different mediums & platforms through advertisement campaigns with targeted approach to reach out to people at grassroots level.
8. The total expenditure incurred on Government advertisements in Print, Electronic and Digital Media during the Financial Year 2024-2025 is as under:

S.No	Sponsor	Mode / Medium	Amount in PKR.
1.	M/oI&B	Print Media	1,310,053,107/-
2.	-do-	Electronic	5,250,443,241/-
3.	-do-	Digital / Social Media	1,000,901,033/-
1.	Federal Government Ministries / Divisions / Departments / Autonomous and Semi-Autonomous bodies / Corporations / Authorities and statutory bodies etc.	Print Media	2,099,397,673/-
2.	-do-	Electronic	870,670,026/-
3.	-do-	Digital / Social Media	264,404,835/-

Details are attached (**Annex-I, II & III**).

Click here for Annexure  
(Annexures have been placed in the National Assembly Library.)

**115. \* Mr. Sohail Sultan:**

*(Deferred during 27<sup>th</sup> Session)*

**Will the Minister for Defence be pleased to state:**

- a) **whether flight operation in Saidu Sharif Airport has been stopped over long time;**
- b) **when the Government is going to start flight operations in Saidu Sharif Airport;**
- c) **being a touristic area, many visitors would like to come to Swat in summer by using flight service;**
- d) **why the Government is not interested in generating revenue for itself through flight operations; and**
- e) **whether there is developmental work in progress in Saidu Sharif Airport, if yes, the details of the cost of the aforesaid Airport?**

**Minister for Defence (Khawaja Muhammad Asif):** (a) There have been no scheduled flight operations at Saidu Sharif Airport since 2021. It is, highlighted that subject to Availability of adequate infrastructure, commencing or suspending flight operation on a particular route or an airport is an airline's commercial decision based on various factors including passenger demand, load-factors based on its aircraft fleet, compatibility of its aircraft with available airport infrastructure, geographical location, operational costs and regulatory compliances. Therefore, it is the airlines prerogative to compete on desirable routes while remaining within the policy framework as outlined in the National Aviation Policy (NAP).

(b) As submitted above, flight operations on a particular route is the commercial decision of the airline based inter alia on passenger demand and load factors. Recently, the matter of restoration of commercial flights at Saidu Sharif Airport was taken up with domestic airlines for their inputs and comments. Private airlines have expressed their inability to commence operation at Saidu Sharif Airport for the reasons of commercial ion viability, incompatibility of available fleet with airport infrastructure and proximity with Islamabad Airport complemented by good road infrastructure. PIA has informed that flight operation to Saidu Sharif Airport was suspended due to continuous losses. PIA has also highlighted that Saidu Sharif Airport is in proximity of Islamabad and Peshawar Airports, approachable in about 3 hours, and market potential for domestic and international operation at Saidu Sharif Airport does not allow commercial flight operation. As and when RPTs/airlines decide to operate flights to / from the Saidu Sharif Airport, Government will also generate revenue in terms of Tax and other receivables.

(c) & (d) PCAA under the guidance of the Federal Government and Ministry of Defence is always striving to provide a fostering environment for promotion of aviation activities in the country and improvement nation-wide air connectivity. Currently, there is no bar from PCAA's end on operations to/ from Saidu Sharif Airport. Any request for operations from said airport would be encouraged and would be permitted subject to availability of the airport infrastructure.

(e) The Airport has been handed over to PAF by PAA. No development work is ongoing by PAA at Saidu Airport.

**123. \* Syed Rafiullah:**

*(Deferred during 27<sup>th</sup> Session)*

**Will the Minister for Information and Broadcasting be pleased to state:**

- a) **whether any advertisements were released in connection with the Ramadan package, 2026 through electronic and print media;**
- b) **if so, the details thereof, including the names of media outlets, duration of advertisements and total expenditure incurred on such advertisements;**
- c) **the criteria and policy followed for the allocation and disbursement of advertisement funds among various media organizations;**

- d) whether the Government's austerity measures were taken into consideration while releasing such advertisements;
- e) if not, the reasons thereof;
- f) whether the Government intends to ensure strict adherence to its advertisement policy and austerity measures in future; and
- g) if so, the steps being taken by the Government in this regard?

**Minister for Information and Broadcasting (Mr. Attaullah Tarar):** (a), (b) & (c) 1. All public sector advertisements are released in accordance with the Federal Government Advertisement Policy 2021 (as amended in 2022), approved by the Federal Cabinet, and the Guidelines and Procedures 2024 issued thereunder (Annex-A). The policy is all-encompassing, covering all media, and is designed to ensure transparent, judicious, and merit-based utilisation of public resources for government communication and media campaigns.

2. Government advertising is released to serve a defined public interest purpose. Advertisements are released to inform citizens about government policies, programmes, and initiatives; to change behaviour in areas of public health and safety; to ensure operational effectiveness of government by making citizens aware of available public services; and to project Pakistan's national narrative and interests. Campaigns and outreach activities are planned and executed on the basis of reach, audience, and measurable public benefit/dividend, not based on any media outlet's editorial stance, political affiliation, or loyalty. The policy expressly requires that advertising decisions be driven by value for public money and effective delivery of the public message.
3. During the requisite period, advertisements were released across print, electronic, and digital media for the following sectors of public importance: economic reforms; foreign affairs; governance reforms; performance and initiatives of Federal Government Ministries/ Divisions/ Departments/ Autonomous and Semi-autonomous Bodies/ Entities etc.; socioeconomic issues; youth empowerment; Kashmir; National Action Plan; public safety and awareness; environment and climate change; tourism; defence and security; digital safety and cyber security; Marka-e-Haq, Youm-e-Tashakur, and the Pakistan-India Standoff.
4. A significant portion of government advertising constitutes a civic and social obligation, in line with Corporate Social Responsibility, to disseminate information on matters of direct public welfare, including polio eradication, population planning, pollution control, public safety, and other subjects of societal importance. These are not promotional campaigns; they are public service communications that directly contribute to the health, safety, and well-being of citizens.
5. Advertisement rates are determined by the Rate Fixation Committee (RFC) as approved by the Federal Cabinet in 2022, based on verified viewership and circulation data. Allocation of TV spots and print insertions is made in accordance with audience ratings and newspaper circulation figures, ensuring that public funds are directed towards outlets with the greatest reach and impact. These matters are regularly deliberated in consultation with the Pakistan Broadcasters Association (PBA) and the All-Pakistan Newspapers Society (APNS), respectively, to ensure fairness and transparency.
6. Furthermore, the pending liabilities for Print, Electronic and Digital Media are cleared on a regular basis so that salaries of employees and outstanding advertisement dues are cleared by respective media houses.
7. Media industry is currently facing crisis particularly sustaining print media industry. More financial support is required by media houses to pay salaries to media workers. Therefore, regional media is being supported across different mediums & platforms through advertisement campaigns with targeted approach to reach out to people at grassroots level.
8. In compliance with the directions of the Hon'ble Prime Minister *vide* Minutes of the meeting No.12(1)/DS(EA-II)/2026-P-002, dated 06.02.2026, PID executed full-spectrum media awareness interventions regarding Prime Minister's Ramzan Relief Package 2026 (Annex-A). The campaign was strategically executed using a region-based targeting approach to ensure effective outreach in

the selected priority areas. This targeted strategy enhanced message penetration and improved overall campaign efficiency.

9. The details are as under:-

Sr. No.	Medium	Amount in PKR
1.	Print Media	113,885,380/-
2.	Electronic Media	322,315,570/-

Details are attached (Annex-I&II)

10. The withdrawal percent from Digital wallets was 89% under PMRRP-2026 and it was achieved due to continuous and sustained awareness, engagement and targeted outreach through effective advertisements across all media.

(d) The austerity measures were not in place when PMRRP-2026 was rolled out.

(e) Not Applicable

(f) Not Applicable

(g) Not Applicable

[Click here for Annexure](#)

**(Annexures have been placed in the National Assembly Library.)**

**128. \* Syed Rafiullah:**

*(Deferred during 27<sup>th</sup> Session)*

**Will the Minister for Interior and Narcotics Control be pleased to state:**

- a) **whether the authorities concerned have taken the notice of the frequent traffic jams on Islamabad roads, particularly during peak hours and in low-profile or less-monitored areas;**
- b) **whether real-time monitoring systems are in place to manage traffic congestion and ensure timely interventions, and if so, the details thereof;**
- c) **the existence and implementation of standing instructions to traffic officer to clear bottlenecks;**
- d) **whether the absence or non-availability of senior management at critical points during traffic surges contributes to poor administration;**
- e) **the impact of closure of certain routes or points, resulting in additional burden on limited entry/exit points;**
- f) **the corrective, time-bound measures being taken to improve traffic flow; and**
- g) **whether any international traffic management standards or best practices are being adopted to optimize road usage and ensure smooth and safe movement of vehicles?**

**Minister for Interior and Narcotics Control (Senator Syed Mohsin Raza Naqvi):** (a) Islamabad Traffic Police (ITP) has taken cognizance of traffic flow patterns across the Capital and is proactively managing traffic through structured deployment, real-time monitoring, and adaptive traffic management strategies. Special operational arrangements are implemented during peak hours (0700-0900,1230-1430 and 1600-1900 hours) to regulate traffic demand and ensure smooth flow across major corridors.

It is pertinent to mention that no persistent congestion has been observed on Islamabad roads. However, temporary and situational traffic build-up may occur under specific conditions, including WIP/security movements (resulting in brief stoppages approximately 15-20 minutes), ongoing urban infrastructure development projects on key arteries and increased vehicular density due to inter-city inflow from adjoining areas such as Rawalpindi and surrounding districts. These factors are transient in nature and do not reflect structural deficiencies in traffic management.

To effectively manage all forms of traffic congestion, Islamabad Traffic Police (ITP) has further strengthened its operational capacity through enhanced deployment and the establishment of a dedicated "Smart Traffic Response Unit" (STRU), aimed at ensuring uninterrupted traffic flow. This unit comprises five (20) vehicles and four (04) motorcycles, supported by real-time monitoring through Safe City surveillance systems, enabling swift identification and clearance of congestion points.

Fifteen (15) Eclectic vehicles have been incorporated into the ITP fleet and strategically deployed at major intersections and critical crossings across the Capital. These vehicles facilitate rapid response to traffic incidents, congestion build-up and emergencies, thereby significantly improving on-ground mobility management and operational efficiency.

Furthermore, the Traffic movement is digitally monitored through safe city cameras, and necessary directions are passed to the field units in case of any congestion observed through surveillance eco-system. Special Drone Teams are also deputed during rush hours on the major avenues including Islamabad Expressway and Srinagar Highway for real time monitoring.

Such situation are effectively managed through adaptive deployment of traffic personnel, real-time diversion planning and immediate response mechanisms, ensuring quick restoration of normal flow. This approach is consistent with international best practices in urban traffic management, where temporary disputes arising from security requirements, infrastructure works, and peak demand fluctuations are addressed through, dynamic traffic control, corridor management and demand-responsive deployment systems.

(b) A comprehensive real-time monitoring system is operational comprising Safe City surveillance cameras, live digital traffic flow monitoring tools (such as Goggle Map) and centralized control room coordination. Traffic conditions are continuously observed through an integrated platform and Special Drone Teams during rush hours on the major avenues enabling immediate Identification of congestion points and prompt issuance of instruction to field officers for swift clearance.

This system facilitates rapid incident detection, allowing early identification of accidents, breakdowns or congestion build-up; supports dynamic traffic clearance through real-time deployment and diversion management and ensure continuous monitoring of congestion hotspots, enabling proactive intervention rather than reactive response. The integrated use of surveillance cameras and digital traffic analytics enhances situational awareness and operational efficiency across the Capital.

Furthermore, the system is aligned with international best practices in urban traffic management, comparable to Urban Traffic Control System (UTCS) implemented, globally. It incorporates elements of Intelligent Transport Systems (ITS), particularly the integration of camera-based monitoring with real-time digital data analytics, as practiced in advanced European traffic management models. This enables informed decision-making, optimized resource deployment, and improved traffic flow management in line with global standards.

(c) Standing instructions are in place for the immediate clearance of traffic bottlenecks and a structured Traffic Congestion Response Mechanism is operational across the Capital. This includes the establishment of a dedicated "Rush Hour Management Unit", proactive deployment of additional manpower at identified congestion zones and continuous physical monitoring by supervisory officers at critical points. These measures ensure that traffic conditions are managed both proactively and responsively, particularly during peak hours.

The system is designed to ensure immediate clearance of bottlenecks, preventive positioning of traffic staff at congestions/locations and continuous supervision to maintain uninterrupted flow during peak hours. Field officers remain in constant coordination with the control room, enabling swift response and real-time adjustments in deployment and traffic diversion where required.

This operational framework is aligned with International Incident Management practices, similar to "**Incident Management Systems**" (IMS) where dedicated response units are deployed for rapid clearance of traffic disruptions. The use of structured response teams and targeted deployment strategies ensures efficient restoration of traffic flow and reflects adherence to globally recognized management standards.

(d) Senior Management maintains continuous situational awareness of traffic conditions through an integrated monitoring framework comprising Safe City live feeds, digital traffic flow analytics, direct field reporting mechanisms and Special Drone Teams. These tools enable real-time visibility of traffic conditions across the Capital, allowing supervisory officer to remain actively engaged and responsive to emerging situations. Furthermore the senior officers are present themselves in the field during peak hours and closely monitor the traffic operations. This continuous oversight ensures strategic decision making, resources real-time Intervention at critical congestion points and allows reallocation of resources based on traffic demand and operational requirements. Supervisory officers are not only monitoring remotely but also conduct field supervision where necessary to ensure effective traffic regulation and prompt resolution of bottlenecks.

The overall approach reflects a command- and-control model, which is consistent with Internationally adopted traffic policing and management frameworks.

(e) Development Projects In Rawalpindi including the Kacheri Chowk remodeling did have an Impact on the traffic flow on major avenues Including Expressway Murree Road and 9th Avenue. However, the Impact was taken care of by deploying Additional Resources and digital monitoring.

Temporary congestion arises due to security arrangements, particularly the establishment of checkpoints (NAKAs), which are essential for ensuring public safety and preventing untoward Incidents. Such measure can momentarily Increase traffic pressure at key entry and exit points. However, these situations are actively and efficiently managed by Islamabad Traffic Police.

To mitigate any Impact, traffic personnel are proactively deployed at sensitive locations, especially at major entry/exit points, to regulate traffic flow In real time. The movement of vehicles is managed through a combination of manual control on ground and digital coordination via Safe City monitoring systems, ensuring smooth passage wherever possible. Continuous monitoring and on-ground supervision enable active traffic management, minimizing delays and preventing prolonged congestion. Islamabad Traffic Police ensures that security imperatives are met without significantly compromising traffic mobility.

(f) A comprehensive and multi-dimensional set of corrective and time bound measures has been Implemented by Islamabad Traffic Police (ITP) to improve traffic flow, combining traffic engineering, enforcement and management interventions in line with modern urban traffic control practices.

The integrated Traffic Solution (ITS) will empower signals to intelligently detect congestion levels in real time and automatically I adjust their operation to optimize traffic flow, reduce delays, and enhance overall road efficiency.

The E-Challan pilot project has been implemented on the Express Highway, where the system is capable of detecting 17 categories of traffic violations. Under the Safe City expansion project, 594 cameras will be installed at 127 locations, which will assist in identifying stolen and cloned vehicles. Furthermore, this system will be integrated with the Excise Departments of Islamabad, Punjab, and Sindh to ensure seamless coordination and enforcement.

At the strategic level, it is pertinent to highlight that a significant volume of inter-provincial traffic, particularly heavy vehicles, passes through major arteries such as IJP Road, Srinagar Highway and Islamabad Expressway, contributing to congestion due to the absence of an alternative bypass system. In this context, the construction of the Islamabad Ring Road from Margalla Hills to Rawat is a critical requirement to divert through-traffic away from the city. Similarly, the development of service roads along Islamabad Expressway is essential to accommodate slow-moving traffic and reduce pressure on main carriageways.

The lack of maintenance of service roads by the CPA is contributing to increased traffic congestion, which can be significantly reduced if these roads are properly maintained.

(g) Islamabad Traffic Police has adopted key elements of international traffic management practices through a structured and technology-driven approach. This includes the implementation of "**Intelligent Transport Systems (ITS)**" components, such as real-time monitoring through Safe City surveillance cameras and integration of digital traffic analytics tools enabling continuous assessment of traffic conditions and informed decision-making.

In terms of demand management, ITP employs structured peak-hour deployment strategies and corridor-based traffic control, ensuring optimal utilization of available road capacity during high-demand periods. For incident management, dedicated rapid response units are operational for immediate clearance of congestion and disruptions, supported by a real-time dispatch system through centralized monitoring.

Furthermore, strong emphasis is placed on enforcement and compliance, including lane discipline enforcement and systematic traffic regulation through planned and structured deployment of personnel across key locations.

Looking ahead ITP is also considering further alignment with advanced international practices, including the introduction of adaptive traffic signal system, AI-based congestion prediction models, and integrated urban mobility platforms aimed at enhancing efficiency, optimizing road usage, and ensuring safe and smooth movement of traffic in the Capital.

**Islamabad,  
the 10<sup>th</sup> June, 2026**

**SAEED AHMAD MAITLA  
Acting Secretary**

**NATIONAL ASSEMBLY SECRETARIAT****"UN-STARRED QUESTIONS AND THEIR REPLIES"****For Thursday, the 11<sup>th</sup> June, 2026****8. Mr. Sher Afzal Khan:***(Deferred during 24<sup>th</sup> Session)***Will the Minister for Defence be pleased to state the details of the vacant/un-constructed plots on the side of the Mall Road of Rawalpindi Cantt, size and names of the owners, maximum time period for constructions and the action taken on non-construction?****Minister for Defence (Khawaja Muhammad Asif):**

Plot No.	Survey No.	Size/Area	Name of owner leases	Time period constructions and the action taken on non-construction.	Present States
92	394	5301.115	M/s Rawal Center(Pvt) Ltd through a. Nawaz Ahmed Minhas (10% share). b. Muhammad Sikandar Minhas (20% Share). c. Muhammad Nadir Minhas (70% share)	As per section 183 of Cantt Act 1924 (Amended 2023). One year time is available for erection/ re-erection of a building and as per section 183-A of the Act ibid two extensions of the said period are allowed.	At present case for transfer of shares of present directors of M/s Rawal center (pvt) Ltd in the lease hold rights of said property in favor of a. Muhammad Suleman Khan (0.0000017% share), b. Mohabbat Khan (29.9999985 share). c. Zahir Khan (70% share) on the basis of Form-9 and Form-3 issued by SECp is under process

Vacant Plot regarding Question No. 8 (Annex-B)

It is reported that there is no vacant plot on the both sides of the Mall road from TM Chowk to MH Chowk under the management of Rawalpindi Cantt Board.

**(Annex, has been placed in the National Assembly Library)**[Click here for Annexure](#)**20. Mr. Sher Afzal Khan:***(Deferred during 25<sup>th</sup> Session)***Will the Minister for Defence be pleased to state the details of the properties constructed on one kanal and more on lease/rent in Peshawar and Abbottabad by the Cantonment Boards, alongwith size of the plot, lease/rent amount, date of allotments, name of the allottee and the detail of any increase made during the last five years?****Minister for Defence (Khawaja Muhammad Asif):**

Sr. No	Name of allotment	Date of allotment	Area of Plot	Svy No/ Location	Lease Rent	Increase made during last 5 years
1	Zaib-un-Nisa & others	16-12-1999	1.8 Kanal (9927.89sft)	Svy no. 177/3/1 Part Karim Pura Abbottabad	Rs. 2543/-	Nil
2	Nusrat Salah-ud-din & others	17-10-1998	3.69 kanal (920145.50S ft)	Svy No. 221/13 main Bazar Abbottabad	Rs. 8953/-	Nil
3	M/s Pakistan National Oil Limited	17-05-1967	2.20 Kanal (12000sft)	Svy No. 2023 (part) The Mall mansehra Road Abbottabad	Rs. 2000/-	Nil
4	M/s Saeed Akhtar & others	12-06-1979	1.45 Kanal (7920 sft)	Svy No. 203/1 The Mall (Mansehra Road Abbottabad)	Rs. 871/-	Nil

**(Annex, has been placed in the National Assembly Library)**[Click here for Annexure](#)

23. **Ms. Shahida Rehmani:**

*(Deferred during 25<sup>th</sup> Session)*

**Will the Minister for Interior and Narcotics Control be pleased to state:**

- a) **the number of Passport Offices established in the new or suburban areas of the Karachi during the last five years;**
- b) **the number of those offices which have been setup keeping in view of population density and geographical necessity; and**
- c) **whether any feasibility study has been conducted for the establishment of a Passport Office in Gulshan-e-Maymar; if not, the reasons thereof?**

**Minister for Interior and Narcotics Control (Senator Syed Mohsin Raza Naqvi):** (a) The Directorate General Immigration & Passport has established no new Passport Offices in the suburban areas of Karachi during last five years.

Following Regional Passport Offices and two passport counters in NADRA Mega Centers at Nazimabad and Siemens Chowrangi, working on 24/7 basis to provide adequate facilities to the passport seekers during last five years:

- i. Regional Passport Office, Awami Markaz, Saddar Karachi (24/7 basis).
- ii. Regional Passport Office, Karachi-II, Saddar Karachi.
- iii. Regional Passport Office, Karachi-III, Saddar Karachi.
- iv. Regional Passport Office, Karachi-IV, Saddar Karachi.
- v. Regional Passport Office, Malir, Karachi.
- vi. Executive Passport Office, Clifton, Karachi.

(b) In view of population density and geographical necessity, it has been observed that four offices presently operating in Saddar Karachi are proposed to be devolved to their respective districts. In this regard, letters has been addressed to the Deputy Commissioners of all districts with the request to identify and provide suitable premises for the relocation of these offices within their respective Regions/ Districts.

This measure is intended to facilitate the resident of these areas and improve the accessibility of departmental services to the general public.

Furthermore, the department has already taken a decision to establish two additional offices at Super Highway and DHA Karachi The process for establishment of these offices is currently underway.

(c) Gulshan-e-Maymar is situated in the sub tehsil of Gulshan-e-Iqbal District Karachi East The population of said area is less than one Million, whereas, the criteria for establishment of new Regional Passport Office as per Rule 4 (3) of Passport Rules, 2021.

Hence, no such proposal is under consideration for establishment of passport office at Gulshan-e-Maymar Karachi.

(d) In this regard, it is submitted that the criteria for establishment of new Regional Passport Office as per Rule 4 (3) of Passport Rules, 2021, states that:

**“(3) Subject to sub-rules (1) and (2), passport offices shall be established in all districts of Pakistan and ail subdivisions having population of one million or above.”**

However, the jurisdiction policy has been waived off enabling the passport seekers to process their passport application from any passport offices across Pakistan. Moreover, the Department has also launched an inland online web portal, for passport renewal facility since July 2023 which is also available on 24/7 basis all over the country.

In addition to above, the Department is going to launch a Digital Mobile Application which will further facilitate the general public to apply passport from their home and offices at their convenience.

**34. Mr. Muhammad Moin Aamer Pirzada:**

**will the Minister for Interior and Narcotics Control be pleased to state:**

- a) the speed breakers Cat Eyes have been installed for Private Schools in Blue Area, G-6 and I&T Center; and**
- b) whether there are Cat Eyes in front of Sukh Chain and reasons for not constructing in Blue Area and G 6 I&T Center?**

**Minister for Interior and Narcotics Control (Senator Syed Mohsin Raza Naqvi):** (a) It is submitted that no speed breakers or cat eyes have been installed in front of private schools located in Blue Area G-6 and I&T Center.

(b) The speed breakers and cat eyes installed in front of Sukh Chain were verified with the concerned approving authority, which confirmed that no formal approval had been granted for this installation. Accordingly, the concerned team has been deputed and the unapproved installations shall be removed.

**38. Ms. Naeema Kishwar Khan:**

**Will the Minister for Defence be pleased to state:**

- a) whether it is a fact that no playground or park is available in Friends Colony, Officer Colony Lane No. 1 to 7, Ameer Hamza Colony, Bhatta Chowk Road, Misrial Road Rawalpindi and a huge adjacent area under Cantonment Board Rawalpindi, despite the availability of land for the construction of a playground/park, causing difficulties for the residents due to the lack of playground and public park;**
- b) whether it is also a fact that drug addictive persons sit in the mentioned areas in evening;**
- c) if part (a) is in affirmative, so when a playground and a public park will be made;**
- d) if part (b) is in affirmative, so what action has been taken so far; if not, the reasons thereof; and**
- e) the time by which a strict action will be made against drug addicts in the mentioned areas?**

**Minister for Defence (Khawaja Muhammad Asif):** (a) The area pointed out by the honorable member does not have Park or playground facilities. These localities were originally part of the village Dhoke Gujran and are situated on privately owned land which was sold in small portions by local resident over time. Due to unplanned population growth and the absence of approved town planning. The area developed into congested residential settlements without reserved public spaces at present. There is no unutilized CB land available for the development of parks or Playgrounds. RCB is maintaining 8 X Parks which are available reside available for all Rawalpindi Cantt resident.

(b) This matter not pertain to RCB the Anti-Narcotics Department is responsible for dealing with drug addicts and drug-related issues.

(c) It has already been explained in the reply to question No.1 that no land is currently available for the development of a park However, a Playground / Public park can be developed subject to the availability of suitable land and funds in the future.

(d) Does not pertain to RCB

(e) Does not pertain to RCB

## قومی اسمبلی سیکرٹریٹ

### ”سوالات برائے زبانی جوابات“

جو بروز جمعرات ۱۱ جون، ۲۰۲۶ء کو منعقد ہونے والے قومی اسمبلی کے اجلاس میں پوچھے جائیں گے۔

11- \*جناب اویس حیدر جگھڑ:

(ایکسویں اجلاس سے مؤخر شدہ)

کیا وزیر برائے اطلاعات و نشریات بیان فرمائیں گے کہ موجودہ حکومت کی جانب سے مختلف ٹی وی چینلوں پر اشتہارات نشر کرنے پر آنے والے اخراجات کی تفصیل کیا ہے اور ایسے اشتہارات نشر کرنے کی وجوہات کیا ہیں؟

وزیر برائے اطلاعات و نشریات (جناب عطاء اللہ تارڑ)

۱۔ تمام سرکاری شعبے کے اشتہارات وفاقی حکومت کی اشتہاری پالیسی ۲۰۲۱ء (جس میں ۲۰۲۲ء میں ترمیم کی گئی)، جو وفاقی کابینہ سے منظور شدہ ہے، اور اس کے تحت جاری کردہ رہنما اصول و طریقہ کار ۲۰۲۳ء (ضمیمہ - IV) کے مطابق جاری کیے جاتے ہیں۔ یہ پالیسی جامع نوعیت کی حامل ہے اور تمام ذرائع ابلاغ کا احاطہ کرتی ہے۔ اس کا مقصد حکومتی تشہیر اور میڈیا مہمات کے لیے عوامی وسائل کے شفاف، محتاط اور میرٹ کی بنیاد پر استعمال کو یقینی بنانا ہے۔

۲۔ حکومتی اشتہارات ایک واضح عوامی مفاد کے مقصد کے تحت جاری کیے جاتے ہیں۔ ان اشتہارات کا مقصد شہریوں کو حکومتی پالیسیوں، پروگراموں اور اقدامات سے آگاہ کرنا؛ صحت عامہ اور عوامی تحفظ کے شعبوں میں رویوں میں مثبت تبدیلی پیدا کرنا؛ دستیاب سرکاری خدمات کے بارے میں عوام کو باخبر بنا کر حکومتی امور کی مؤثر انجام دہی کو یقینی بنانا؛ اور پاکستان کے قومی بیانیے اور قومی مفادات کو اجاگر کرنا ہے۔ تشہیری مہمات اور آگاہی سرگرمیوں کی منصوبہ بندی اور عمل درآمد رسائی، ہدفی سامعین اور قابل پیمائش عوامی فوائد کی بنیاد پر کیا جاتا ہے، نہ کہ کسی میڈیا ادارے کی ادارتی پالیسی، سیاسی وابستگی یا وفاداری کی بنیاد پر۔ مذکورہ پالیسی میں صراحت کے ساتھ یہ تقاضا کیا گیا ہے کہ اشتہارات کے اجراء سے متعلق فیصلے عوامی وسائل کے مؤثر اور کفایت شعار استعمال اور حکومتی پیغام کی مؤثر ترسیل کو مد نظر رکھتے ہوئے کیے جائیں۔

۳۔ متعلقہ مدت کے دوران، عوامی اہمیت کے درج ذیل شعبہ جات سے متعلق اشتہارات پرنٹ، الیکٹرانک اور ڈیجیٹل میڈیا میں جاری کیے گئے: اقتصادی اصلاحات؛ خارجہ امور؛ حکمرانی سے متعلق اصلاحات؛ وفاقی حکومت کی وزارتوں، ڈویژنز، محکموں، خود مختار اور نیم خود مختار اداروں کی کارکردگی اور اقدامات؛ سماجی و اقتصادی مسائل؛ نوجوانوں کو بااختیار بنانے کے اقدامات؛ مسئلہ کشمیر؛ قومی ایکشن پلان؛ عوامی تحفظ اور آگاہی؛ ماحولیات اور موسمیاتی تبدیلی؛ سیاحت؛ دفاع اور قومی سلامتی؛ ڈیجیٹل تحفظ اور سائبر سیورٹی؛ معرکہ حق؛ یوم تشکر؛ اور پاکستان۔ بھارت کشیدگی سے متعلق امور۔

۴۔ حکومتی اشتہارات کا ایک نمایاں حصہ سماجی اور شہری ذمہ داری کے تحت، کارپوریٹ سماجی ذمہ داری کے تقاضوں کے مطابق، عوامی فلاح و بہبود سے براہ راست متعلق امور کے بارے میں معلومات کی فراہمی پر مشتمل ہوتا ہے۔ ان میں پولیو کے خاتمے، خاندانی منصوبہ بندی، آلودگی پر قابو پانے، عوامی تحفظ اور دیگر سماجی اہمیت کے حامل موضوعات شامل ہیں۔ یہ تشہیری مہمات نہیں بلکہ عوامی خدمت پر مبنی اطلاعاتی پیغامات ہیں، جو شہریوں کی صحت، تحفظ اور فلاح و بہبود میں براہ راست معاون ثابت ہوتے ہیں۔

۵۔ اشتہارات کے نرخ ریٹ فلکسیشن کمیٹی (RFC) کی سفارشات کی بنیاد پر مقرر کیے جاتے ہیں، جنہیں وفاقی کابینہ نے ۲۰۲۲ء میں منظور کیا تھا۔ یہ نرخ تصدیق شدہ ناظرین کی تعداد اور اشاعتی اعداد و شمار کی بنیاد پر طے کیے جاتے ہیں۔ ٹی وی اشتہارات کے اوقات (TV Spots) اور اخبارات میں اشتہارات کی اشاعت کی تقسیم متعلقہ اداروں کی ناظرین کی درجہ بندی اور اخبارات کی اشاعتی تعداد کے مطابق کی جاتی ہے، تاکہ عوامی وسائل کو ان ذرائع ابلاغ کی جانب منتقل کیا جاسکے جو زیادہ سے زیادہ رسائی اور مؤثر اثر رکھتے ہوں۔ شفافیت اور منصفانہ عمل کو یقینی بنانے کے لیے ان امور پر بالترتیب پاکستان براڈکاسٹرز ایسوسی ایشن (پی بی اے) اور آل پاکستان نیوز پیپر سوسائٹی (اے پی این ایس) کے ساتھ باقاعدگی سے مشاورت کی جاتی ہے۔

۶۔ مزید برآں، پرنٹ، الیکٹرانک اور ڈیجیٹل میڈیا کے ذمے واجب الادا بقایا جات کی ادائیگی باقاعدگی سے کی جاتی ہے تاکہ متعلقہ میڈیا اداروں کے ملازمین کی تنخواہوں اور اشتہارات کے بقایا واجبات کی بروقت ادائیگی کو یقینی بنایا جاسکے۔

۷۔ وفاقی حکومت کے سرکاری شعبے کے اشتہارات عوامی آگاہی اور معلومات کی فراہمی کے مقاصد کے لیے ٹی وی چینلز کے ذریعے نشر کیے جاتے ہیں۔ یہ مدخلی اقدامات بالخصوص معیشت، خارجہ امور، امور کشمیر، قومی ایکشن پلان، قومی و بین الاقوامی اہمیت کے ایام کی مناسبت سے تقریبات، عوامی تحفظ، اور نوجوانوں کے امور و بااختیار بنانے جیسے اہم شعبوں کا احاطہ کرتے ہیں۔

۸۔ مزید برآں، حکومت نے کارپوریٹ سماجی ذمہ داری کے تحت پولیو کے خاتمے، آبادی پر قابو پانے، آلودگی کی روک تھام اور اس نوعیت کے دیگر سماجی موضوعات سے متعلق سماجی، ماحولیاتی اور اخلاقی نوعیت کی معلومات عوام تک پہنچانے کے لیے اشتہارات جاری کیے۔ اسی طرح متعلقہ مدت کے دوران وفاقی حکومت کی وزارتوں، ڈویژنز، محکموں، تنظیموں، خود مختار اور نیم خود مختار اداروں، کارپوریشنوں، قومیائے گئے بینکوں اور دیگر اداروں کی جانب سے کیے گئے اقتصادی اصلاحات اور عوامی مفاد کے اقدامات کو اجاگر کرنے کے لیے بھی اشتہارات جاری کیے گئے۔

۹۔ ٹی وی چینلز کی ریٹنگ اور اخبارات کی اشاعتی تعداد کے مطابق ٹی وی اشتہارات کے اوقات (TV Spots) اور اخبارات میں اشتہارات کی اشاعت مختص کی جاتی ہے۔ اشتہارات کے نرخ ریٹ فلکسیشن کمیٹی (RFC) کی سفارشات کے مطابق، ناظرین کی تعداد کی بنیاد پر مقرر کیے جاتے ہیں، جنہیں وفاقی کابینہ نے ۲۰۲۲ء میں منظور کیا تھا۔ مزید برآں، ان معاملات پر بالترتیب پاکستان براڈکاسٹ ریگولیشن (پی بی اے) اور آل پاکستان نیوز پیپر ز سوسائٹی (اے پی این ایس) کے ساتھ تفصیلی مشاورت کی جاتی ہے۔

متعلقہ اخراجات کی تفصیلات حسب ہیں:

نمبر شمار	دورانیہ	سرپرست وزارتوں / اداروں وغیرہ کے نام	رقم پاکستانی روپوں میں۔
1-	یکم جولائی، ۲۰۲۳ء تا ۳۱ مارچ، ۲۰۲۶ء	وزارت اطلاعات و نشریات	8,027,405,417/-
2-	ایضاً	دیگر وزارتیں / محکمہ جات وغیرہ	1,258,891,922/-

۱۰۔ مزید یہ کہ پرنٹ، الیکٹرانک اور ڈیجیٹل میڈیا کے ذمے واجب الادا بقایا جات کی ادائیگی باقاعدگی سے کی جاتی ہے تاکہ متعلقہ میڈیا اداروں کی جانب سے ملازمین کی تنخواہوں اور اشتہارات کے بقایا واجبات کی بروقت ادائیگی کو یقینی بنایا جاسکے۔

۱۱۔ اس وقت میڈیا کی صنعت، بالخصوص پرنٹ میڈیا، مالی مشکلات اور بحران کا سامنا کر رہی ہے۔ میڈیا اداروں کو اپنے کارکنان کی تنخواہوں کی ادائیگی کے لیے مزید مالی معاونت درکار ہے۔ چنانچہ عوام تک چلی سطح (grassroots level) پر مؤثر رسائی حاصل کرنے کے لیے ہدفی حکمت عملی کے تحت مختلف ذرائع اور پلیٹ فارمز کے ذریعے اشتہاری مہمات چلائی جا رہی ہیں، جن کے ذریعے علاقائی میڈیا کی بھی معاونت کی جا رہی ہے۔

(منسلکہ جات قومی اسمبلی کی لائبریری میں رکھ دیئے گئے ہیں)

14۔ \* جناب علی محمد: کیا وزیر برائے اطلاعات و نشریات بیان فرمائیں گے:

(اکیسویں اجلاس سے مؤخر شدہ)

(الف) گزشتہ تین مالی سالوں اور رواں مالی سال کے دوران پرنٹ، الیکٹرانک اور سوشل میڈیا کے مختلف شعبوں کے لیے علیحدہ علیحدہ کتنی رقم ادا کی گئی؟

(ب) ہر ایک میڈیا ہاؤس، چینل، اشاعتی ادارہ، پلیٹ فارم یا انفلوئنسر کے لیے جاری کردہ رقم کی تفصیلات کیا ہیں اور ایسی ادائیگیوں کے مقاصد اور ان کے نام کیا ہیں؟

(ج) موجودہ دور حکومت کے دوران وزارت کے تحت ہر ایک ذیلی ادارہ یا محکمہ میں کی گئی تقریروں کی تعداد اور ان کی تعلیمی قابلیت، عہدوں اور تقرری کے طریق ہائے کار کی تفصیلات کیا ہیں؟

(د) آیا میڈیا سے متعلقہ ادائیگیوں کے بارے میں کوئی آڈٹ کیا گیا ہے؟ اگر ایسا ہے، تو ایسے آڈٹس کے نتائج کیا ہیں؟

(ه) میڈیا فنڈز کی تخصیص اور تقسیم کے لیے کیا معیار اپنایا گیا؟ نیز

(و) میڈیا فنڈنگ اور تقریروں میں شفافیت، انصاف اور احتساب یقینی بنانے کے لیے آئندہ کے لیے کیا اصلاحی یا انضباطی اقدامات کیے گئے ہیں؟

وزیر برائے اطلاعات و نشریات (جناب عطا اللہ تارڑ)

رولز آف بزنس 1973 (منسلک-I) اور وزارت اطلاعات و نشریات کی اوور سائیٹ اینڈ ایپلی منٹیشن کمیٹی (OIC) کی منظور شدہ ہدایات و طریقہ کار 2024 (منسلک-II) کے مطابق، وزارت اطلاعات و نشریات اور پریس انفارمیشن ڈیپارٹمنٹ (PID) پر یہ آئینی اور جمہوری ذمہ داری عائد ہوتی ہے کہ وہ شہریوں کو حکومت کی کارکردگی، پالیسیوں، پروگراموں، خدمات، اقدامات، فیصلوں اور آپریشنل سرگرمیوں سے باخبر رکھیں۔ اس ذمہ داری کو پورا کرنے کے لیے، پبلک سیکٹر کمیونیکیشن اور آؤٹ ریچ کے اقدامات کو پرنٹ، الیکٹرانک اور ڈیجیٹل ذرائع کے ذریعے پھیلا یا جاتا ہے، جس میں ان ذرائع کی پہنچ، ناظرین/قارئین، موزونیت، اور معاشرے کے ہدف بنائے گئے طبقات تک ریاست کا پیغام مؤثر طریقے سے پہنچانے کی صلاحیت کو ملحوظ خاطر رکھا جاتا ہے۔ فنڈز کی یہ تخصیص بلا جواز یا من مانی نہیں ہے؛ ہر رقم کی ادائیگی کو ایک مخصوص ابلاغی مقصد سے منسلک کیا گیا ہے، جیسے کہ عوامی آگاہی مہم، پالیسی کا ابلاغ، امور خارجہ کی پیش رفت، معاشی اور ترقیاتی اقدامات، بحرائی ابلاغ (کراسز کمیونیکیشن)، اور قومی مفاد کے امور۔ کلاسیفائیڈ اشتہارات (خریداری کے نوٹسز، ٹینڈرز، بھرتیاں) پی ایس ڈی پی میں شفافیت کے فروغ اور اداروں کے آپریشنل اعلانات کے لیے قانونی طور پر لازم ہیں۔ مزید یہ گزارش ہے کہ ایسے اشتہارات کی ادائیگیوں کے مقصد کے لیے، حکومت پاکستان کا فنانس ڈویژن براہ راست فنڈز سالانہ بجٹ گرانٹس یا کسی مخصوص اشتہارتی مہم کے مقصد کے لیے گرانٹس کے ذریعے (جیسا بھی معاملہ ہو) ہر وزارت/ڈویژن/محکمہ/تنظیم/خود مختار اور نیم خود مختار ادارہ/کارپوریشن/قومیاے گئے بینکوں وغیرہ کو مختص کرتا ہے۔

وفاقی حکومت/وزارتوں/ڈویژنوں/خود مختار/نیم خود مختار اداروں/آئینی اداروں/کارپوریشنوں/اتھارٹیز وغیرہ کی جانب سے گزشتہ تین اور جاری مالی سال کے دوران پبلک کلاسیفائیڈ، ڈسپلے اور ڈیجیٹل مواد کے مد میں تقسیم کی گئی رقم درج ذیل ہے:-

شمار نمبر	مالی سال	اسپانسر/معاون	طریقہ کار/ذریعہ	رقم (پاکستانی روپوں میں)
1.	2023-2022	وزارت اطلاعات و نشریات	پرنٹ میڈیا	-/492,761,125
2.	ایضاً (مندرجہ بالا)	وفاقی حکومت کی وزارتیں/ڈویژن/محکمہ جات/خود مختار اور نیم خود مختار ادارے/کارپوریشنز/اتھارٹیز اور آئینی ادارے وغیرہ۔	ایضاً (مندرجہ بالا)	-/1,123,766,746
3.	2024-2023	وزارت اطلاعات و نشریات	ایضاً (مندرجہ بالا)	-/196,636,950
4.	ایضاً (مندرجہ بالا)	وفاقی حکومت کی وزارتیں/ڈویژن/محکمہ جات/خود مختار اور نیم خود مختار ادارے/کارپوریشنز/اتھارٹیز اور آئینی ادارے وغیرہ۔	ایضاً (مندرجہ بالا)	-/939,634,894
5.	2025-2024	وزارت اطلاعات و نشریات	ایضاً (مندرجہ بالا)	-/428,283,084
6.	ایضاً	وفاقی حکومتی وزارتیں/ڈویژن/محکمہ جات/خود مختار اور نیم خود مختار ادارے/کارپوریشنز/اتھارٹیز اور آئینی ادارے وغیرہ۔	ایضاً	671,204,544/-
7.	26-2025	وزارت اطلاعات و نشریات	ایضاً	364,609,757/-
	(31.12.2025 تا 2025-07-01)			
	ایضاً	وفاقی حکومتی وزارتیں/ڈویژن/محکمہ جات/خود مختار اور نیم خود مختار ادارے/کارپوریشنز	ایضاً	298,573,784/-

		اتھارٹیز اور آئینی ادارے وغیرہ۔		
1,474,978,960/-	ایکسٹرانک میڈیا	وزارت اطلاعات و نشریات	2023-2022	.8
373,948,771/-	ایضاً	وفاقی حکومتی وزارتیں / ڈویژنز / محکمہ جات / خود مختار اور نیم خود مختار ادارے / کارپوریشنز / اتھارٹیز اور آئینی ادارے وغیرہ۔	ایضاً	.9
1,467,697,250/-	ایضاً	وزارت اطلاعات و نشریات	2024-2023	.10
459,605,741/-	ایضاً	وفاقی حکومتی وزارتیں / ڈویژنز / محکمہ جات / خود مختار اور نیم خود مختار ادارے / کارپوریشنز / اتھارٹیز اور آئینی ادارے وغیرہ۔	ایضاً	.11
1,648,827,638/-	ایضاً	وزارت اطلاعات و نشریات	2025-2024	.12
241,622,583/-	ایضاً	وفاقی حکومتی وزارتیں / ڈویژنز / محکمہ جات / خود مختار اور نیم خود مختار ادارے / کارپوریشنز / اتھارٹیز اور آئینی ادارے وغیرہ۔	ایضاً	.13
1,289,951,000/-	ایضاً	وزارت اطلاعات و نشریات	2026-2025	.14
235,782,235/-	ایضاً	وفاقی حکومتی وزارتیں / ڈویژنز / محکمہ جات / خود مختار اور نیم خود مختار ادارے / کارپوریشنز / اتھارٹیز اور آئینی ادارے وغیرہ۔	ایضاً	.15
840,021,833/-	ڈیجیٹل میڈیا	وزارت اطلاعات و نشریات	2023-2022	.16
24,743,753/-	ایضاً	وفاقی حکومتی وزارتیں / ڈویژنز / محکمہ جات / خود مختار اور نیم خود مختار ادارے / کارپوریشنز / اتھارٹیز اور آئینی ادارے وغیرہ۔	ایضاً	.17
451,934,160/-	ایضاً	وزارت اطلاعات و نشریات	2024-2023	.18
64,854,066/-	ایضاً	وفاقی حکومتی وزارتیں / ڈویژنز / محکمہ جات / خود مختار اور نیم خود مختار ادارے / کارپوریشنز / اتھارٹیز اور آئینی ادارے وغیرہ۔	ایضاً	.19
-	ایضاً	وزارت اطلاعات و نشریات	2025-2024	.20
1,000,901,033/-	ایضاً	وفاقی حکومتی وزارتیں / ڈویژنز / محکمہ جات / خود مختار اور نیم خود مختار ادارے / کارپوریشنز / اتھارٹیز اور آئینی ادارے وغیرہ۔	ایضاً	.21
324,271,338/-	ایضاً	وزارت اطلاعات و نشریات	26-2025 (31.12.2025 تا 2025-07-01)	.22
146,946,652/-	ایضاً	وفاقی حکومت کی وزارتیں / ڈویژنیں / محکمہ / خود مختار اور نیم خود مختار ادارے / کارپوریشنز / اتھارٹیز اور قانونی ادارے وغیرہ	ایضاً	.23

ج۔ مالی سال 2022-2023 تا 31.12.2025 مجموعی رقم کی ذریعہ وار تفصیل

نمبر شمار	ذریعہ	رقم (پاکستانی روپے میں)
1-	پرنٹ میڈیا	4,515,470,884/-
2-	الیکٹرانک میڈیا	7,192,414,178/-
3-	ڈیجیٹل میڈیا	3,118,077,670/-

مالی سال 2022-2023 کے لیے مطلوبہ آڈٹ رپورٹ میں صرف ایک آڈٹ پیرا شامل ہے جس کا عنوان "پیرا نمبر 18.5.1: پریس انفارمیشن ڈیپارٹمنٹ (پی آئی ڈی)، اسلام آباد میں ضمنی گرانٹ کا استعمال—1,790.045 ملین روپے" ہے، جسے پبلک اکاؤنٹس کمیٹی نے دوبارہ زیر بحث لانے اور محکمہ اکاؤنٹس کمیٹی کی سطح پر فیصلہ کرنے کی سفارش کی ہے اور ریکارڈ کی جانے والی آڈٹ اور توثیق کے لیے پیرا کو دوبارہ ڈی اے سی کے سپرد کیا ہے۔ (منسلکہ III)

مالی سال 2023-2024 کی حتمی آڈٹ رپورٹ ڈائریکٹوریٹ آف فیڈرل آڈٹ سے موصول نہیں ہوئی۔ مالی سال 2024-2025 کا آڈٹ ابھی اے جی پی کی جانب سے کیا جانا ہے۔

(د) 1- اشتہارات کے لیے فنڈز کی تخصیص محتاط مالی نظم و نسق، ادارہ جاتی طریقہ کار، سالانہ آڈٹ جانچ، پارلیمانی نگرانی اور شہریوں کے حق معلومات کے اصولوں کے تحت عمل میں لائی جاتی ہے۔ حکومتی پالیسیوں، پروگراموں اور اقدامات سے متعلق معلومات ہدفی عوام/شہریوں تک پہنچانے اور ان مدخلتوں کے ثمرات سے انہیں مستفید کرنے کے لیے اشتہارات پرنٹ، الیکٹرانک اور ڈیجیٹل میڈیا کے ذریعے جاری کیے جاتے ہیں۔ مختلف میڈیا پلٹ فارمز کے اشتہاری نرخ ایک دوسرے سے مختلف ہوتے ہیں۔ پرنٹ اور الیکٹرانک میڈیا کے نرخ مقررہ ہونے کے باوجود نسبتاً زیادہ ہوتے ہیں، تاہم یہ اعتبار، اعتماد اور وسیع عوامی رسائی کے اعتبار سے اہمیت کے حامل ہیں، جبکہ ڈیجیٹل میڈیا کم لاگت، ہدفی اور قابل پیمائش رسائی فراہم کرتا ہے۔

پرنٹ میڈیا میں کلاسیفائیڈ اشتہارات کی تعداد میں اضافہ پبلک سیکٹر پراجیکٹس پروگرام (PSPP) اور معاشی سرگرمیوں، مثلاً خریداری، ٹینڈرز اور بھرتیوں کے دائرہ کار میں توسیع کے باعث ہوا ہے، نیز وفاقی سرکاری جامعات اور 400 سے زائد وفاقی سرکاری اداروں کی بڑھتی ہوئی سرگرمیوں نے بھی اس میں اضافہ کیا ہے۔ اشتہاری فنڈز کی تقسیم پرنٹ میڈیا (درجہ بند اور نمائشی اشتہارات) میں اعتبار اور اعتماد کے فروغ، الیکٹرانک میڈیا میں وسیع عوامی رسائی، اور ڈیجیٹل میڈیا میں لاگت کی موثریت اور زیادہ سے زیادہ عوامی شمولیت کو مد نظر رکھتے ہوئے متوازن انداز میں کی جاتی ہے، تاکہ ادارہ جاتی ضروریات اور میڈیا کے بدلتے ہوئے استعمال کے رجحانات کے مطابق سرکاری وسائل کا شفاف اور مؤثر استعمال یقینی بنایا جاسکے۔

2- مزید برآں، حکومت نے کارپوریٹ سماجی ذمہ داری کے تحت پولیو، آبادی پر قابو پانے، آلودگی اور دیگر سماجی موضوعات سے متعلق سماجی، ماحولیاتی اور اخلاقی آگاہی عام کرنے کے لیے اشتہارات جاری کیے۔ علاوہ ازیں، وفاقی حکومت کی وزارتوں، ڈویژنز، محکموں، اداروں، خود مختار اور نیم خود مختار اداروں، کارپوریٹ اور قومیاں گئے بینکوں کی جانب سے متعلقہ مدت کے دوران کیے گئے معاشی اصلاحاتی اقدامات اور دیگر حکومتی کاوشوں کو بھی اجاگر کیا گیا۔

3- ٹی وی چینلز کی درجہ بندی (ریٹنگ) اور اخبارات کی اشاعتی تعداد (سرکولیشن) کو مد نظر رکھتے ہوئے ٹی وی اشتہاری دورانیے (TV Spots) اور پرنٹ اشتہارات کی اشاعت مختص کی جاتی ہے۔ اشتہارات کے نرخ ناظرین کی تعداد کی بنیاد پر ریٹ فلکسیشن کمیٹی (RFC) کی جانب سے مقرر کیے جاتے ہیں، جن کی منظوری وفاقی کابینہ نے 2022ء میں دی تھی۔ مزید برآں، ان امور پر بالترتیب پاکستان براڈکاسٹرز ایسوسی ایشن (PBA) اور آل پاکستان نیوز پیپر سوسائٹی (APNS) کے ساتھ تفصیلی مشاورت بھی کی جاتی ہے۔

4- مزید یہ کہ پرنٹ، الیکٹرانک اور ڈیجیٹل میڈیا سے متعلق واجب الادا مالی ذمہ داریوں کی ادائیگی باقاعدگی سے کی جاتی ہے، تاکہ متعلقہ میڈیا ادارے اپنے ملازمین کی تنخواہوں اور اشتہارات کے بقایا جات کی بروقت ادائیگی کو یقینی بنا سکیں۔

5- میڈیا کی صنعت اس وقت بالخصوص پرنٹ میڈیا کے استحکام کے حوالے سے مشکلات کا شکار ہے۔ میڈیا اداروں کو اپنے کارکنان کی تنخواہوں کی ادائیگی کے لیے مزید مالی معاونت درکار ہے۔ چنانچہ علاقائی میڈیا کی مختلف ذرائع اور پلٹ فارمز پر اشتہاری مہمات کے ذریعے معاونت کی جا رہی ہے، تاکہ ہدفی حکمت عملی کے تحت نجلی سطح تک عوام تک مؤثر رسائی حاصل کی جاسکے۔

(ہ) وفاقی عوامی شعبے کے تمام اشتہارات، وفاقی کابینہ کی منظور شدہ وفاقی حکومت اشتہاری پالیسی 2021 (جس میں 2022 میں ترامیم کی گئیں) اور وزارت اطلاعات و نشریات (MOIB) کی نگرانی و عملدرآمد کمیٹی کی منظور کردہ رہنما اصول و طریقہ کار 2024 کے مطابق، پریس انفارمیشن ڈیپارٹمنٹ (ہیڈ کوارٹرز) اور اس کے علاقائی معلوماتی دفاتر (RIOs) کے ذریعے جاری کیے جاتے ہیں۔

میڈیا فنڈنگ میں شفافیت، مساوات اور جوابدہی کو یقینی بنانے کے لیے، مہم کے آغاز سے قبل منصوبہ بندی، دوران مہم نگرانی، اور مہم کے بعد جائزے پر مشتمل تین مرحلہ جاتی نظام کو ادارہ جاتی شکل دی گئی ہے۔ اس نظام کی معاونت آئی پی ایس او ایس (IPSOs) اور انسٹی ٹیوٹ آف ریجنل اسٹڈیز (IRS) کے آزادانہ تیسرے فریق کے اعداد و شمار کے ذریعے کی جاتی ہے تاکہ شواہد کی بنیاد پر وسائل کی تقسیم ممکن ہو سکے۔ مزید برآں، مواد کی موثر پیشکش اور ہدفی ترسیل کے لیے ڈیٹا پرابیٹری A/B ٹیسٹنگ بھی استعمال کی جاتی ہے۔ یہ فریم ورک بروقت اصلاحی اقدامات، کم لاگت اور موثر رسائی، اور بجٹ کی مقررہ حدود کی سختی سے پابندی کو یقینی بناتا ہے، جبکہ پریس انفارمیشن ڈیپارٹمنٹ کو اس قابل بناتا ہے کہ وہ میڈیا کے بدلتے ہوئے رجحانات کے مطابق موثر انداز میں کام کرے، بغیر اس کے کہ مالیاتی احتیاط، ضابطہ جاتی نگرانی اور مالیاتی نظم و ضبط پر کوئی سمجھوتہ کیا جائے۔

مزید برآں، وزارت خزانہ وفاقی عوامی شعبے کے اشتہارات کے لیے فنڈز براہ راست متعلقہ سرپرست وزارتوں، ڈویژنز، ماحقہ محکموں، اتھارٹیز، خود مختار و نیم خود مختار اداروں اور قانونی تنظیموں کو سالانہ بجٹ مختصات یا خصوصی گرانٹس کی صورت میں فراہم کرتی ہے۔ بعد ازاں، ادائیگیاں انہی سرپرست اداروں کی جانب سے متعلقہ اخبارات، ٹی وی چینلز اور ڈیجیٹل میڈیا پلیٹ فارمز کو براہ راست کی جاتی ہیں۔ یہ ادائیگیاں ادارہ جاتی قبل از آڈٹ اور بعد از آڈٹ کے علاوہ آڈیٹر جنرل پاکستان کے سالانہ آڈٹ کے بھی تابع ہوتی ہیں۔

(و) پی آئی ڈی یہ مطلع کیا جاتا ہے کہ موجودہ حکومت کے دور اقتدار میں کوئی باقاعدہ بھرتی نہیں کی گئی ہے۔ تاہم، کاؤنٹر وائلنٹ ایکسٹریمرزم (CVE) پراجیکٹ کے تحت صرف عارضی بنیادوں پر بتیس (32) افراد کو تعینات کیا گیا۔ یہ تقرریاں خالصتاً معاہداتی بنیادوں پر کی گئیں اور ان سے منصوبے کی مدت کے بعد ملازمت کے تسلسل یا مستقل تقرری کا کوئی حق پیدا نہیں ہوتا۔

مذکورہ پراجیکٹ کے تحت تعینات کیے گئے بتیس (32) افراد کی تفصیلات بطور ضمیمہ - IV منسلک ہیں۔

پی بی سی: • موجودہ حکومت کے دور اقتدار میں وزیراعظم کے امدادی پیکیج کے تحت پی بی سی میں صرف پانچ افراد کا تقرر کیا گیا، جن میں 2 × سیزاسٹنٹ، 1 × ایل ڈی سی، اور 2 × نائب قاصد شامل ہیں۔

اے پی پی سی: موجودہ حکومت کے دور اقتدار میں ایسوسی ایٹڈ پریس آف پاکستان کارپوریشن (اے پی پی سی) میں ضابطہ کار کے بغیر کوئی مستقل تقرری نہیں کی گئی۔ تاہم، منظور شدہ آسامیوں کے خلاف اور منظور شدہ بجٹ کی حدود کے اندر 15 کنٹریکٹ بنیادوں پر تقرریاں کی گئیں۔ تفصیلات درج ذیل ہیں:

کنٹریکٹ بنیادوں پر تقرریوں کی کل تعداد: 15

60 × سب ایڈیٹرز / رپورٹرز / اینکر پرسنز برائے سوشل میڈیا (گریڈ-III)  
تعلیمی قابلیت:

1 × ایم فل، تاریخ

1 × بی ایس، ماس کمیونیکیشن

1 × ماسٹر، ایجوکیشن، پیپلز، ماس کمیونیکیشن

1 × ماسٹرز ان انگلش

1 × پیپلز آف سائنس ان میڈیا کمیونیکیشن اینڈ اسٹڈیز (میجر جنرلزم)

1 × ماسٹر، پولیٹیکل سائنس

**4.0 × اسپیشل اسٹنٹ (گریڈ-III)**

تعلیمی قابلیت:

1 × بی بی اے، فنانس

1 × ایم بی اے، فنانس

1 × بی ایس سی، کامرس

1 ایم بی اے، فنانس

**2.0 × ایڈیٹوریل اسٹنٹ (گریڈ-IV)**

تعلیمی قابلیت:

1 × بیچلر آف آرٹس

1 × ایسوسی ایٹ ڈگری ان آرٹس (2x سال)

**1.0 × اسٹنٹ کیمرہ مین (گریڈ-IV)**

تعلیمی قابلیت:

1 × بی ایس، انٹرنیشنل ریلیشنز

\* ایک کمپیوٹر اپرنٹس (گریڈ-VI) تعلیمی قابلیت:

میٹرک ٹیک۔

\* ایک جوئیئر کلرک (گریڈ-VI) تعلیمی قابلیت:

اے لیول (A Level) اور او لیول (O Level) (جنرل سائنس) انٹربورڈ کمیٹی آف چیئرمین، حکومت پاکستان کی جانب سے مساوی سرٹیفکیٹ۔  
\* مستقبل میں تقرریوں میں شفافیت، انصاف اور جوابدہی کو یقینی بنانے کے لیے، اے پی پی سی نے بھرتی کے مقررہ قوانین، میرٹ پر مبنی انتخاب کے معیار، اور تمام مستقبل کی تقرریوں کے لیے قانونی طریقہ کار کی سختی سے تعمیل پر زور دیا ہے۔ مستقل تقرریاں، جہاں ضروری ہوں، صرف اعلانیہ اشتہار، مسابقتی عمل، اور متعلقہ قوانین و ضوابط کے مطابق مجاز فورمز کی باضابطہ منظوری کے ذریعے ہی کی جائیں گی۔ معاہداتی تقرریاں غیر معمولی آپریشنل ضروریات تک محدود رہیں گی، جو کہ منظور شدہ بجٹ تخصیصات کے اندر اور تفویض کردہ اختیار کے تحت صرف منظور شدہ اسامیوں پر کی جائیں گی۔ ان اقدامات کا مقصد سرکاری شعبے کے معیارات کے مطابق بہتر طرز حکمرانی، آپریشنل تسلسل، اور منصفانہ روزگار کے طریقوں کو فروغ دینا ہے۔  
پی سی پی:

موجودہ دور حکومت میں صرف چار افراد یعنی ایک اے پی ایس، ایک ڈرائیور اور دو نائب قاصدوں کا تقرر کیا گیا ہے۔ تمام تقرریاں پریس کو نسل آف پاکستان آرڈیننس، 2002 کے مطابق کی گئی ہیں۔

سی بی ایف سی:

چار اسامیاں یعنی یو ڈی سی، ایل ڈی سی، ڈسپینچر اینڈ اور نائب قاصد موجودہ دور حکومت میں قواعد کے مطابق اشتہار دینے کے بعد پُر کی گئیں۔

(منسلکہ جات قومی اسمبلی کی لائبریری میں رکھ دیئے گئے ہیں)

39- \* ڈاکٹر شازیہ ثوبیہ اسلم سومرو: کیا وزیر برائے اطلاعات و نشریات بیان فرمائیں گے:

(چوبیسویں اجلاس سے مؤخر شدہ)

(الف) گزشتہ تین مالی سالوں کے دوران وزارت کو مختص کردہ کل بجٹ مع سالوار اخراجات کی تفصیلات کیا ہیں؛

(ب) مذکورہ عرصے کے دوران پرنٹ، الیکٹرانک اور ڈیجیٹل میڈیا کے ذریعے جاری کیے گئے سرکاری اشتہارات کی تفصیلات کیا ہیں؛ نیز

(ج) سرکاری اشتہارات کی تقسیم میں شفافیت اور میرٹ کو یقینی بنانے اور سیاسی اور غیر سرکاری اغراض کے لیے غلط استعمال کو روکنے کے

لیے وزارت کی جانب سے کون سے اقدامات اٹھائے گئے ہیں؟

وزیر برائے اطلاعات و نشریات (جناب عطا اللہ تارڑ)

(1) تمام سرکاری اشتہارات وفاقی کابینہ کی منظور شدہ "فیڈرل گورنمنٹ ایڈورٹائزمنٹ پالیسی 2021" (بشمول ترمیم شدہ 2022) اور اس کے تحت جاری کردہ "گائیڈ لائنز اینڈ پروسیجرز 2024" (منسلک - الف) کے مطابق جاری کیے جاتے ہیں۔ یہ پالیسی ہمہ گیر ہے جو تمام ذرائع ابلاغ (میڈیا) کا احاطہ کرتی ہے، اور اسے سرکاری ابلاغ اور میڈیا مہمات کے لیے عوامی وسائل کے شفاف، منصفانہ اور میرٹ پر مبنی استعمال کو یقینی بنانے کے لیے وضع کیا گیا ہے۔

2- حکومتی اشتہارات کا اجراء ایک متعین مفاد عامہ کے مقصد کے تحت کیا جاتا ہے۔ یہ اشتہارات شہریوں کو حکومتی پالیسیوں، پروگراموں اور اقدامات سے آگاہ کرنے، صحت عامہ اور تحفظ جیسے شعبوں میں رویوں میں تبدیلی لانے، شہریوں کو دستیاب سرکاری خدمات سے باخبر کرنے تاکہ حکومت کی آپریشنل افادیت کو یقینی بنایا جاسکے، اور پاکستان کے قومی بیانیے اور مفادات کو اجاگر کرنے کے لیے جاری کیے جاتے ہیں۔ مہمات اور آڈٹ ریچ سرگرمیوں کی منصوبہ بندی اور ان پر عمل درآمد کسی میڈیا آڈٹ لیٹ کے ادارتی موقف، سیاسی وابستگی یا وفاداری کی بنیاد پر نہیں، بلکہ رسائی، سامعین/ناظرین، اور عوامی فائدے/ثمرات کی بنیاد پر کیا جاتا ہے۔ پالیسی واضح طور پر اس بات کا تقاضا کرتی ہے کہ اشتہارات سے متعلق فیصلے عوامی پیسے کی موزوں ترین قدر اور عوامی پیغام کی موثر ترسیل سے مشروط ہوں

3- مطلوبہ مدت کے دوران، مفاد عامہ کے درج ذیل شعبوں کے لیے پرنٹ، الیکٹرانک اور ڈیجیٹل میڈیا پر اشتہارات جاری کیے گئے: معاشی اصلاحات؛ خارجہ امور؛ گورننس (نظم و نسق) کی اصلاحات؛ وفاقی حکومت کی کارکردگی اور اقدامات۔

مذکورہ مدت کے دوران وفاقی حکومت کے وزارتوں/ڈویژنوں/تھمکوں/خود مختار اور نیم خود مختار اداروں/اکیڈمیوں وغیرہ کی جانب سے ڈیجیٹل میڈیا پر اشتہارات؛ سماجی و اقتصادی مسائل؛ نوجوانوں کا بااختیار بنانا؛ کشمیر؛ نیشنل ایکشن پلان؛ عوامی تحفظ اور آگاہی؛ ماحول اور موسمیاتی تبدیلی؛ آلودگی، عوامی تحفظ، اور سماجی اہمیت کے دیگر موضوعات۔ یہ تشہیری مہمات نہیں ہیں، بلکہ یہ پبلک سروس کمیونیکیشنز (عوامی معلوماتی ابلاغ) ہیں جو شہریوں کی صحت، تحفظ اور بہبود میں براہ راست معاون ثابت ہوتی ہیں۔

4- حکومتی اشتہارات کا ایک بڑا حصہ کارپوریٹ سوشل ریسپانسبلٹی کے مطابق ایک شہری اور سماجی ذمہ داری پر مشتمل ہوتا ہے، تاکہ براہ راست عوامی بہبود کے معاملات پر معلومات کی تشہیر کی جاسکے، بشمول پولیو کا خاتمہ، خاندانی منصوبہ بندی (آبادی پر قابو پانا)، آلودگی، عوامی تحفظ اور سماجی اہمیت کے دیگر موضوعات۔ یہ تجارتی یا تشہیری مہمات نہیں ہیں، بلکہ یہ پبلک سروس ابلاغ ہیں جو شہریوں کی صحت، سلامتی اور فلاح و بہبود میں براہ راست اپنا حصہ ڈالتے ہیں۔

5- اشتہارات کے نرخوں کا تعین ریٹ فلکسیشن کمیٹی (RFC) کرتی ہے جس کی منظوری وفاقی کابینہ نے 2022 میں دی تھی، جو کہ تصدیق شدہ ناظرین اور اخبارات کی اشاعت کے اعداد و شمار پر مبنی ہوتے ہیں۔ ٹی وی اسپاٹس اور پرنٹ اشتہارات کی تفویض ناظرین کی درجہ بندی اور اخبار کی اشاعت کے اعداد و شمار کے مطابق کی جاتی ہے، تاکہ اس بات کو یقینی بنایا جاسکے کہ عوامی فنڈز ان ذرائع کی طرف جائیں جن کی رسائی اور اثر سب سے زیادہ ہے۔ ان معاملات پر باقاعدگی سے پاکستان براڈکاسٹ ریگولیشن اتھن (PBA) اور آل پاکستان نیوز پیپر سوسائٹی (APNS) کے ساتھ بالترتیب مشاورت کی جاتی ہے تاکہ انصاف اور شفافیت کو یقینی بنایا جاسکے۔

6- مزید برآں، پرنٹ، الیکٹرانک اور ڈیجیٹل میڈیا کے واجب الادا بقایا جات باقاعدگی سے ادا کیے جاتے ہیں تاکہ متعلقہ میڈیا ہاؤسز کی جانب سے ملازمین کی تنخواہیں اور بقایا تشہیری واجبات بروقت ادا کیے جاسکیں۔

7- میڈیا انڈسٹری کو اس وقت بحران کا سامنا ہے، خاص طور پر پرنٹ میڈیا انڈسٹری شدید متاثر ہے۔ میڈیا ہاؤسز کو میڈیا رکرڈز کو تنخواہیں ادا کرنے کے لیے مزید مالی معاونت کی ضرورت ہے۔ لہذا، مختلف ذرائع اور پلیٹ فارمز پر ٹارگنڈ پروچ (مخصوص حکمت عملی) کے ساتھ تشہیری مہمات کے ذریعے علاقائی میڈیا کی معاونت کی جارہی ہے تاکہ نجلی سطح پر لوگوں تک رسائی حاصل کی جاسکے۔

8- گزشتہ تین مالی سالوں کے دوران پی آئی ڈی ہیڈ کوارٹرز (PID H/Qs)، اسلام آباد کو مختص کردہ کل بجٹ بشمول اخراجات کی مطلوبہ تفصیلات درج ذیل ہیں:-

پی آئی ڈی کے گزشتہ تین سالوں کے کل بجٹ مع اخراجات کو ظاہر کرنے والا گوشوارہ

نمبر شمار	مالی سال	مختص کردہ بجٹ	پلیٹنری گرانٹ	ری ایپر دی ایشن (-)	ری ایپر دی ایشن (+)	حتی بجٹ گرانٹ	اخراجات
1-	23-22	-/728,455,000	-/2,950,000,000	-/128,107,619	146,373,422	-/3,696,720,803	-/3,790,113,170
2-	24-23	-/1,077,000,000	-/1,691,060,000	-/102,410,679	/184,393,704	-/2,850,044,525	-/2,921,813,091
3-	25-24	-/1,077,000,000	-/3,920,822,000	-/94,081,459	/319,669,732	-/5,223,410,273	-/5,247,216,268

مطلوبہ تفصیلات درج ذیل جدول کے مطابق ہیں:-

شمار	مالی سال	سپانسر (سرپرست)	طریقہ کار/ذریعہ	رقم بحساب پاکستانی روپے (PKR)
1-	2022-2023	وزارت اطلاعات و نشریات (B&M/o D)	پرنٹ میڈیا (اشاعتی ذرائع ابلاغ)	-/840,380,340
2-	ایضاً-	وفاقی سرکاری وزارتیں / ڈویژنز / محکمہ جات / خود مختار ادارے / کارپوریشنز / اتھارٹیز اور آئینی ادارے وغیرہ	ایضاً-	-/1,846,668,145
3-	2023-2024	وزارت اطلاعات و نشریات (B&M/o D)	ایضاً-	-/289,961,738
4-	ایضاً-	وفاقی سرکاری وزارتیں / ڈویژنز / محکمہ جات / خود مختار ادارے / کارپوریشنز	ایضاً-	-/1,813,004,376
5.	2024-2025	وزارت اطلاعات و نشریات	ایضاً	1,310,053,107/-
6.	ایضاً	وفاقی حکومتی وزارتیں / ڈویژنز / محکمہ جات / خود مختار اور نیم خود مختار ادارے / کارپوریشنز / اتھارٹیز اور قانونی ادارے وغیرہ۔	ایضاً	2,099,397,673/-
7.	2022-2023	وزارت اطلاعات و نشریات	الیکٹرانک میڈیا	2,012,906,533/-
8.	ایضاً	وفاقی حکومتی وزارتیں / ڈویژنز / محکمہ جات / خود مختار اور نیم خود مختار ادارے / کارپوریشنز / اتھارٹیز اور قانونی ادارے وغیرہ۔	ایضاً	512,043,308/-
9.	2023-2024	وزارت اطلاعات و نشریات	ایضاً	2,422,922,514/-

525,845,585/-	ایضاً	وفاقی حکومتی وزارتیں / ڈویژنز / محکمہ جات / خود مختار اور نیم خود مختار ادارے / کارپوریشنز / اتھارٹیز اور قانونی ادارے وغیرہ۔	10.	ایضاً
5,250,443,241/-	ایضاً	وزارت اطلاعات و نشریات	11.	-2024 2025
870,670,026/-	ایضاً	وفاقی حکومتی وزارتیں / ڈویژنز / محکمہ جات / خود مختار اور نیم خود مختار ادارے / کارپوریشنز / اتھارٹیز اور قانونی ادارے وغیرہ۔	12.	ایضاً
840,021,833/-	ڈیجیٹل میڈیا	وزارت اطلاعات و نشریات	13.	-2022 2023
24,743,753/-	"ایضاً"	وفاقی حکومتی وزارتیں / ڈویژنز / محکمہ جات / خود مختار اور نیم خود مختار ادارے / کارپوریشنز / اتھارٹیز اور آئینی و قانونی ادارے وغیرہ۔	14.	"ایضاً (ایضاً)"
451,934,160/-	"ایضاً"	وزارت اطلاعات و نشریات	15.	-2023 2024
64,854,066/-	"ایضاً"	وفاقی حکومتی وزارتیں / ڈویژنز / محکمہ جات / خود مختار اور نیم خود مختار ادارے / کارپوریشنز / اتھارٹیز اور آئینی و قانونی ادارے وغیرہ۔	16.	"ایضاً"
1,000,901,033/-	"ایضاً"	وزارت اطلاعات و نشریات	17.	-2024 2025
264,404,835/-	"ایضاً"	وفاقی حکومتی وزارتیں / ڈویژنز / محکمہ جات / خود مختار اور نیم خود مختار ادارے / کارپوریشنز / اتھارٹیز اور آئینی و قانونی ادارے وغیرہ۔	18.	"ایضاً"

(منسلکہ جات قومی اسمبلی کی لائبریری میں رکھ دیئے گئے ہیں)

55- \*سیدہ شہلا رضا: کیا وزیر برائے اطلاعات و نشریات بیان فرمائیں گے:

(چوبیسویں اجلاس سے مؤخر شدہ)

(الف) مالی سال، 2024-25 کے دوران پرنٹ، الیکٹرانک اور ڈیجیٹل میڈیا میں سرکاری اشتہارات پر کل کتنے اخراجات آئے؛

(ب) جن میڈیا ہاؤسز کو ادا نیکیاں کی گئیں تھیں ان کی نام وار فہرست کیا ہے؛ نیز

(ج) اشتہارات کی تقسیم کے لیے اختیار کیے گئے معیارات کیا ہیں؟

وزیر برائے اطلاعات و نشریات (جناب عطا اللہ تارڑ)

(الف اور ج) تمام سرکاری شعبوں کے اشتہارات و وفاقی حکومت کی اشتہارات پالیسی، 2021ء (2022ء میں ترمیم شدہ)، جسکی منظوری وفاقی کابینہ نے دی تھی، نیز اس کے تحت جاری کردہ رہنما اصولوں اور طریق ہائے کار، 2024ء (منسلکہ - IV) کے مطابق جاری کیے جاتے ہیں۔ مذکورہ پالیسی جامع نوعیت کی حامل ہے، جو تمام ذرائع ابلاغ کا احاطہ کرتی ہے، اور حکومتی ابلاغ اور میڈیا مہمات کے لیے سرکاری وسائل کے شفاف، دانشمندانہ اور میرٹ پر مبنی استعمال کو یقینی بنانے کے لیے وضع کی گئی ہے۔

2- حکومتی اشتہارات ایک متعین عوامی مفاد کے مقصد کے تحت جاری کیے جاتے ہیں۔ اشتہارات کا اجراء شہریوں کو حکومتی پالیسیوں، پروگراموں اور اقدامات سے آگاہ کرنے؛ صحت عامہ اور عوامی تحفظ کے شعبوں میں طرز عمل میں تبدیلی پیدا کرنے؛ دستیاب عوامی خدمات کے بارے میں شہریوں کی آگاہی کے ذریعے حکومتی کارکردگی کو مؤثر بنانے؛ اور پاکستان کے قومی بیانیے اور مفادات کے فروغ کے لیے کیا جاتا ہے۔ مہمات اور عوامی رسائی کی سرگرمیوں کی منصوبہ بندی اور ان پر عملدرآمد رسائی، سامعین اور قابل پیکاش عوامی افادیت / مفاد کی بنیاد پر کیا جاتا ہے، نہ کہ کسی میڈیا ادارے کی اداریاتی موقوف، سیاسی

دائستگی یا وفاداری کی بنیاد پر۔ پالیسی میں واضح طور پر یہ تقاضا کیا گیا ہے کہ اشتہارات سے متعلق فیصلے عوامی وسائل کے مؤثر استعمال اور عوامی پیغام کی مؤثر ترسیل کی بنیاد پر کیے جائیں۔

3- مقررہ مدت کے دوران درج ذیل عوامی اہمیت کے حامل شعبوں میں پرنٹ، الیکٹرانک اور ڈیجیٹل میڈیا کے ذریعے اشتہارات جاری کیے گئے: اقتصادی اصلاحات؛ خارجہ امور؛ طرز حکمرانی سے متعلق اصلاحات؛ وفاقی حکومت کی وزارتوں/ڈویژنوں/تحکموں، خود مختار اور نیم خود مختار اداروں کی کارکردگی اور اقدامات؛ سماجی و اقتصادی امور؛ نوجوانوں کو بااختیار بنانا؛ کشمیر؛ قومی ایکشن پلان؛ عوامی تحفظ و آگاہی؛ ماحولیات اور موسمیاتی تبدیلی؛ سیاحت، دفاع اور سکیورٹی؛ ڈیجیٹل تحفظ اور سائبر سکیورٹی، معرکہ حق، یوم تشکر اور پاکستان۔ بھارت تصادم۔

4- حکومتی اشتہارات کا ایک بڑا حصہ کارپوریٹ سماجی ذمہ داری کے تحت عوامی و سماجی ذمہ داری سے متعلق امور کے لیے ہوتا ہے، تاکہ انسداد پولیو، خاندانی منصوبہ بندی، آلودگی میں کمی، عوامی تحفظ اور دیگر سماجی اہمیت کے موضوعات پر مشتمل براہ راست عوامی فلاح کے امور سے متعلق معلومات فراہم کی جا سکیں۔ یہ تشہیری مہمات نہیں بلکہ عوامی خدمت کے پیغامات ہوتے ہیں، جو صحت، تحفظ اور شہریوں کی فلاح و بہبود میں براہ راست کردار ادا کرتے ہیں۔

5- اشتہاراتی نرخوں کا تعین وفاقی کابینہ کی جانب سے 2022ء میں منظور کردہ کمیٹی برائے تعین (آر ایف سی) نرخ کرتی ہے، جو مصدقہ قارئین اور اشاعتی اعداد و شمار پر مبنی ہوتے ہیں۔ ٹیلی ویژن نشریات اور مطبوعاتی اشتہارات کی تقسیم سامعین اور اخبارات کی اشاعت کے اعداد و شمار کے مطابق کی جاتی ہے تاکہ عوامی وسائل ان ذرائع ابلاغ کے لیے مختص کیے جائیں جو زیادہ سے زیادہ رسائی اور مؤثریت کے حامل ہوں۔ ان امور پر پاکستان براڈکاسٹرز ایسوسی ایشن (پی بی اے) اور آل پاکستان نیوز پیپر سوسائٹی (اے پی این ایس) کے ساتھ باقاعدگی سے مشاورت کی جاتی ہے تاکہ شفافیت اور مساوات کو یقینی بنایا جاسکے۔

6- مزید برآں، پرنٹ، الیکٹرانک اور ڈیجیٹل میڈیا کے واجب الادا بقایا جات باقاعدگی سے ادا کیے جاتے ہیں تاکہ متعلقہ میڈیا ادارے اپنے ملازمین کی تنخواہوں اور بقایا اشتہاری واجبات کی بروقت ادائیگی کو یقینی بنا سکیں۔

7- میڈیا انڈسٹری بالخصوص پرنٹ میڈیا انڈسٹری اس وقت بقا اور استحکام کے حوالے سے بحران کا سامنا کر رہی ہے۔ میڈیا اداروں کو اپنے کارکنان کی تنخواہوں کی ادائیگی کے لیے مزید مالی معاونت درکار ہے۔ چنانچہ علاقائی میڈیا کی مختلف ذرائع اور پلیٹ فارمز کے ذریعے معاونت کی جارہی ہے اور عوام تک نجی سطح پر رسائی کے لیے ہدفی حکمت عملی کے تحت تشہیری مہمات چلائی جارہی ہیں۔

8- مالی سال 2024-25ء کے دوران پرنٹ، الیکٹرانک اور ڈیجیٹل میڈیا میں حکومتی اشتہارات پر ہونے والے کل اخراجات کی تفصیل درج ذیل ہے:

نمبر شمار	اسپانسر	ذریعہ ابلاغ	رقم (روپے)
1-	وزارت اطلاعات و نشریات	پرنٹ میڈیا	1,310,053,107/-
2-	-ایضاً-	الیکٹرانک میڈیا	5,250,443,241/-
3-	-ایضاً-	ڈیجیٹل/سوشل میڈیا	1,000,901,033/-
1-	وفاقی حکومت کی وزارتیں، ڈویژنیں، محکمے، خود مختار و نیم خود مختار ادارے/کارپوریشنز/اتھارٹیز اور قانونی ادارے وغیرہ	پرنٹ میڈیا	2,099,397,673/-
2-	-ایضاً-	الیکٹرانک میڈیا	870,670,026/-
3-	-ایضاً-	ڈیجیٹل/سوشل میڈیا	264,404,835/-

تفصیلات منسلکہ I، II اور III میں دی گئی ہیں۔

(منسلکہ جات قومی اسمبلی کی لائبریری میں رکھ دیئے گئے ہیں)

## 115- \*جناب سہیل سلطان: کیا وزیر برائے دفاع بیان فرمائیں گے:

(ستائیسواں اجلاس سے مؤخر شدہ)

- (الف) آیا سید و شریف ایئرپورٹ پر فلائٹ آپریشن طویل عرصے سے بند ہے؛
- (ب) حکومت سید و شریف ایئرپورٹ پر فلائٹ آپریشن کب شروع کرنے جا رہی ہے؛
- (ج) آیا سیاحتی مقام ہونے کی وجہ سے بہت سے سیاح موسم گرما میں فلائٹ سروس استعمال کر کے سوات آنا چاہیں گے؛
- (د) حکومت فلائٹ آپریشن کے ذریعے اپنے لیے ریونیو حاصل کرنے میں کیوں دلچسپی نہیں رکھتی ہے؛ نیز
- (ه) آیا سید و شریف ایئرپورٹ میں ترقیاتی کام جاری ہیں، اگر ہاں، تو مذکورہ ایئرپورٹ پر لاگت کی تفصیلات کیا ہیں؟

وزیر برائے دفاع (خواجہ محمد آصف)

(الف) سال 2021ء سے سید و شریف ہوائی اڈے پر کوئی شیڈولڈ پرواز آپریشن نہیں ہوا۔ یہ واضح کیا جاتا ہے کہ مناسب انفراسٹرکچر کی دستیابی سے مشروط، کسی مخصوص روٹ یا ہوائی اڈے پر پروازوں کا آغاز یا معطلی ایک ایئر لائن کا تجارتی فیصلہ ہوتا ہے، جو مختلف عوامل پر مبنی ہوتا ہے جن میں مسافروں کی طلب، اس کے فضائی بیڑے کی بنیاد پر لوڈ فیگزر، دستیاب ہوائی اڈہ انفراسٹرکچر کے ساتھ اس کے طیاروں کی مطابقت، جغرافیائی محل وقوع، آپریشنل اخراجات اور ریگولیٹری تقاضوں کی تعمیل شامل ہیں۔ لہذا، قومی ہوابازی پالیسی (این اے پی) میں بیان کردہ پالیسی فریم ورک کے اندر رہتے ہوئے، ایئر لائنز کا اختیار ہے کہ وہ موزوں روٹس پر مسابقت کریں۔

(ب) جیسا کہ اوپر بیان کیا گیا ہے، کسی مخصوص روٹ پر پروازوں کا آپریشن، دیگر عوامل کے ساتھ، مسافروں کی طلب اور لوڈ فیگزر کی بنیاد پر ایئر لائنز کا تجارتی فیصلہ ہوتا ہے۔ حال ہی میں، سید و شریف ہوائی اڈے پر تجارتی پروازوں کی بحالی کا معاملہ ملکی ایئر لائنز کے ساتھ ان کی آراء اور تبصروں کے لیے اٹھایا گیا۔ نجی ایئر لائنز نے تجارتی عدم عملداری، دستیاب فضائی بیڑے کی ہوائی اڈے کے انفراسٹرکچر کے ساتھ عدم مطابقت، اور اسلام آباد ہوائی اڈے کی قربت جو بہتر سڑک انفراسٹرکچر سے منسلک ہے، کی وجوہات کی بنا پر آپریشن شروع کرنے سے معذوری ظاہر کی ہے۔ پی آئی اے نے آگاہ کیا ہے کہ سید و شریف ہوائی اڈے کے لیے پرواز کا آپریشن مسلسل نقصانات کے باعث معطل کیا گیا تھا۔ پی آئی اے نے یہ بھی نشانہ دیا ہے کہ سید و شریف ہوائی اڈہ اسلام آباد اور پشاور ہوائی اڈوں کے قریب واقع ہے، جہاں تقریباً 3 گھنٹوں میں پہنچا جاسکتا ہے، اور سید و شریف ہوائی اڈے پر ملکی اور بین الاقوامی آپریشن کے لیے مارکیٹ کی استعداد تجارتی پرواز کے آپریشن کی اجازت نہیں دیتی۔ جب بھی آر پی ٹی / ایئر لائنز سید و شریف ہوائی اڈے سے یا اس کے لیے پروازیں چلانے کا فیصلہ کریں گی، حکومت کو بھی ٹیکس اور دیگر وصولیوں کی مد میں آمدنی حاصل ہوگی۔

(ج اور د) پی سی اے اے، وفاقی حکومت اور وزارت دفاع کی رہنمائی میں، ملک میں ہوابازی کی سرگرمیوں کے فروغ اور ملک گیر فضائی ریلوں میں بہتری کے لیے سازگار ماحول فراہم کرنے کی ہمیشہ کوشش کرتی ہے۔ فی الوقت، سید و شریف ہوائی اڈے سے یا اس کے لیے آپریشنز پر پی سی اے اے کی جانب سے کوئی پابندی نہیں ہے۔ مذکورہ ہوائی اڈے سے آپریشن کے لیے موصول ہونے والی کسی بھی درخواست کی حوصلہ افزائی کی جائے گی اور ہوائی اڈے کے انفراسٹرکچر کی دستیابی سے مشروط اجازت دی جائے گی۔

(ه) ہوائی اڈہ پی اے اے کی جانب سے پی اے ایف کے حوالے کر دیا گیا ہے۔ سید و شریف ہوائی اڈے پر پی اے اے کی جانب سے کوئی ترقیاتی کام جاری نہیں ہے۔

## 123- \*سید رفیع اللہ: کیا وزیر برائے اطلاعات و نشریات یہ بیان فرمائیں گے:

(ستائیسواں اجلاس سے مؤخر شدہ)

- (الف) آیا رمضان پیکج 2026 کے سلسلے میں الیکٹرانک اور پرنٹ میڈیا پر کوئی اشتہارات جاری کیے گئے تھے؛
- (ب) اگر ایسا ہے، تو اس کی تفصیلات کیا ہیں، بشمول میڈیا آؤٹ لیٹس کے نام، اشتہارات کا دورانیہ اور ان اشتہارات پر ہونے والا کل اخراجات کیا ہیں؛
- (ج) مختلف میڈیا تنظیموں کے درمیان اشتہاری فنڈز کی تخصیص اور تقسیم کا معیار اور پالیسی کیا ہے؛

- (د) آیا ایسے اشتہارات جاری کرتے وقت حکومت کے کفایت شعاری کے اقدامات کو مد نظر رکھا گیا تھا؛
- (ه) اگر نہیں، تو اس کی وجوہات کیا ہیں؛
- (و) آیا حکومت اپنی مستقبل کی اشتہاری پالیسی میں کفایت شعاری پر سختی سے عمل درآمد کو یقینی بنانے کا ارادہ رکھتی ہے؛ نیز
- (ز) اگر ایسا ہے، تو اس سلسلے میں حکومت کی جانب سے کیا اقدامات کیے جا رہے ہیں؟

### وزیر برائے اطلاعات و نشریات (جناب عطا اللہ تارڑ)

حکومت پاکستان کی اشتہاری پالیسی 2021ء (جس میں 2022ء میں ترمیم کی گئی) اور اس کے تحت جاری کردہ رہنما اصول و طریقہ کار 2024ء (منسلکہ الف پر ہیں) وفاقی کابینہ سے منظور شدہ ہیں۔ یہ پالیسی تمام ذرائع ابلاغ کا احاطہ کرتی ہے اور حکومتی تشہیر و آگاہی مہمات کے لیے سرکاری وسائل کے شفاف، منصفانہ، مؤثر اور میرٹ پر مبنی استعمال کو یقینی بنانے کے لیے وضع کی گئی ہے۔

2۔ حکومتی اشتہارات ایک واضح عوامی مفاد کے مقصد کے تحت جاری کیے جاتے ہیں۔ ان اشتہارات کا مقصد شہریوں کو حکومتی پالیسیوں، پروگراموں اور اقدامات سے آگاہ کرنا، صحت عامہ اور تحفظ عامہ کے شعبوں میں مثبت طرز عمل کو فروغ دینا، عوام کو دستیاب سرکاری خدمات سے باخبر رکھ کر حکومتی امور کی مؤثر انجام دہی کو یقینی بنانا، اور پاکستان کے قومی بیانیے اور مفادات کو اجاگر کرنا ہے۔ تشہیری مہمات اور آگاہی سرگرمیوں کی منصوبہ بندی اور عمل درآمد رسائی، ہدفی سامعین اور قابل پیمائش عوامی فوائد کی بنیاد پر کیا جاتا ہے، نہ کہ کسی ذرائع ابلاغ کے ادارے کے اداریاتی موقف، سیاسی وابستگی یا حمایت کی بنیاد پر۔ پالیسی میں واضح طور پر درج ہے کہ اشتہارات کے اجراء کے فیصلے عوامی وسائل کے مؤثر استعمال اور پیغام کی مؤثر ترسیل کو مد نظر رکھتے ہوئے کیے جائیں گے۔

3۔ متعلقہ مدت کے دوران اشتہارات پرنٹ، الیکٹرانک اور ڈیجیٹل میڈیا میں درج ذیل قومی اہمیت کے شعبوں کے حوالے سے جاری کیے گئے: اقتصادی اصلاحات، خارجہ امور، طرز حکمرانی میں اصلاحات، وفاقی وزارتوں، ڈویژنوں، محکموں، خود مختار اور نیم خود مختار اداروں کی کارکردگی اور اقدامات، سماجی و اقتصادی مسائل، نوجوانوں کو بااختیار بنانا، کشمیر، قومی ایکشن پلان، عوامی تحفظ و آگاہی، ماحولیات اور موسمیاتی تبدیلی، سیاحت، دفاع و سلامتی، ڈیجیٹل تحفظ اور سائبر سکیورٹی، معرکہ سخت، یوم تشکر اور پاکستان۔ بھارت کشیدگی کے تناظر میں قومی آگاہی مہمات۔

4۔ حکومتی اشتہارات کا ایک اہم حصہ سماجی اور شہری ذمہ داری کے تقاضوں کے تحت عوامی فلاح و بہبود سے متعلق معلومات کی فراہمی پر مشتمل ہوتا ہے، جن میں پولیو کے خاتمے، آبادی کی منصوبہ بندی، آلودگی کے تدارک، عوامی تحفظ اور دیگر سماجی اہمیت کے موضوعات شامل ہیں۔ یہ تشہیری مہمات نہیں بلکہ عوامی خدمت کے پیغامات ہیں جو براہ راست شہریوں کی صحت، تحفظ اور فلاح و بہبود میں معاون ثابت ہوتے ہیں۔

5۔ اشتہارات کے نرخ وفاقی کابینہ کی جانب سے 2022ء میں منظور کردہ ریٹ فکسیشن کمیٹی (آر ایف سی) کے ذریعے ناظرین اور اشاعت کے مصدقہ اعداد و شمار کی بنیاد پر مقرر کیے جاتے ہیں۔ ٹی وی اشتہارات اور اخباری اشاعتوں کی تقسیم ناظرین کی درجہ بندی (ریٹنگز) اور اخبارات کی اشاعتی تعداد کے مطابق کی جاتی ہے تاکہ سرکاری وسائل زیادہ سے زیادہ رسائی اور اثر رکھنے والے ذرائع ابلاغ تک پہنچ سکیں۔ ان معاملات پر بالترتیب پاکستان براڈکاسٹرز ایسوسی ایشن اور آل پاکستان نیوز پیپر سوسائٹی کے ساتھ مشاورت کے ذریعے باقاعدگی سے غور کیا جاتا ہے تاکہ شفافیت اور انصاف کو یقینی بنایا جاسکے۔

6۔ مزید برآں، پرنٹ، الیکٹرانک اور ڈیجیٹل میڈیا کے واجبات باقاعدگی سے ادا کیے جاتے ہیں تاکہ میڈیا ادارے اپنے ملازمین کی تنخواہوں اور اشتہارات کے بقایا جات کی بروقت ادائیگی کر سکیں۔

7۔ ذرائع ابلاغ کی صنعت اس وقت بالخصوص پرنٹ میڈیا کے شعبے میں مالی مشکلات کا سامنا کر رہی ہے۔ میڈیا اداروں کو اپنے کارکنوں کی تنخواہوں کی ادائیگی کے لیے مزید مالی معاونت درکار ہے۔ چنانچہ علاقائی ذرائع ابلاغ کی مختلف پلیٹ فارمز پر اشتہاری مہمات کے ذریعے معاونت کی جارہی ہے تاکہ چلی سطح تک مؤثر رسائی حاصل کی جاسکے۔

8۔ وزیراعظم پاکستان کی زیر صدارت منعقدہ اجلاس کی کاروائی نمبر 12/DS(EA-ID)/2026-P-002 (1) مورخہ 06 فروری 2026ء کی ہدایات کی تعمیل میں پریس انفارمیشن ڈیپارٹمنٹ نے وزیراعظم رضوان ریلیف پیکیج 2026ء کے حوالے سے جامع آگاہی مہم چلائی (منسلکہ الف پر ہے)۔ اس مہم کو علاقائی بنیادوں پر ہدفی حکمت عملی کے تحت نافذ کیا گیا تاکہ منتخب ترجیحی علاقوں میں مؤثر رسائی کو یقینی بنایا جاسکے۔ اس طریقہ کار سے پیغام کی مؤثر ترسیل اور مہم کی مجموعی کارکردگی میں نمایاں بہتری آئی۔

نمبر شمار	ذریعہ ابلاغ	رقم (روپے میں)
1	پرنٹ میڈیا	113,885,380/-
2	الیکٹرانک میڈیا	322,315,570/-

(تفصیلات منسلکہ I- اور منسلکہ II- پر ہیں)

10- وزیراعظم رمضان ریلیف پیکیج 2026ء کے تحت ڈیجیٹل والٹس سے رقوم نکوانے کی شرح 89 فیصد رہی، جو تمام ذرائع ابلاغ میں مؤثر اشتہاری مہمات، مسلسل آگاہی، عوامی روابط اور ہدنی تشہیری سرگرمیوں کے نتیجے میں حاصل ہوئی۔  
(منسلکہ جات قومی اسمبلی کی لائبریری میں رکھ دیئے گئے ہیں)

128- \*سید رفیع اللہ: کیا وزیر برائے داخلہ و انسداد منشیات بیان فرمائیں گے:

(ستائیسواں اجلاس سے مؤخر شدہ)

- (الف) آیا متعلقہ حکام نے اسلام آباد کی سڑکوں پر، بالخصوص رش کے اوقات میں اور غیر معروف یا کم نگرانی والے علاقوں میں، بار بار ہونے والے ٹریفک جام کانٹس لیا ہے؛
- (ب) آیا ٹریفک کے دباؤ کو منظم کرنے اور بروقت اقدامات کو یقینی بنانے کے لیے بروقت نگرانی کے نظام موجود ہیں، اور اگر ایسا ہے تو ان کی تفصیلات کیا ہیں؛
- (ج) ٹریفک انسپران کور کاوٹس دور کرنے کے لیے جاری کردہ پیشگی ہدایات اور ان پر عمل درآمد کی صورت حال کیا ہے؛
- (د) آیا ٹریفک کے دباؤ کے دوران اہم مقامات پر سینئر انتظامیہ کی عدم موجودگی یا عدم دستیابی ناقص انتظام کا باعث بنتی ہے؛
- (ه) بعض راستوں یا مقامات کی بندش کے اثرات کیا ہیں، جس کے نتیجے میں محدود داخلی / خارجی مقامات پر اضافی بوجھ پڑتا ہے؛
- (و) ٹریفک کے تسلسل کو بہتر بنانے کے لیے کون سے اصلاحی اور بروقت اقدامات کیے جا رہے ہیں؛ نیز
- (ز) آیا سڑکوں کے استعمال کو بہتر بنانے اور گاڑیوں کی بلا تعطل اور محفوظ آمدورفت کو یقینی بنانے کے لیے کسی قسم کے بین الاقوامی ٹریفک مینجمنٹ معیارات یا بہترین طریقوں کو اختیار کیا جا رہا ہے؟

وزیر برائے داخلہ و انسداد منشیات (سینیٹر سید محسن رضا نقوی)

(الف) اسلام آباد ٹریفک پولیس (ITP) نے وفاقی دارالحکومت میں ٹریفک کی آمدورفت کے رجحانات کا تفصیلی جائزہ لیا ہے اور منظم نفری کی تعیناتی، حقیقی وقت میں نگرانی اور موافق ٹریفک مینجمنٹ حکمت عملیوں کے ذریعے ٹریفک کے بہاؤ کو مؤثر انداز میں منظم کر رہی ہے۔ ٹریفک کے دباؤ کو قابو میں رکھنے اور اہم شاہراہوں پر ٹریفک کی روانی برقرار رکھنے کے لیے مصروف اوقات (صبح 0700 تا 0900 بجے، دوپہر 1230 تا 1430 بجے اور شام 1600 تا 1900 بجے) کے دوران خصوصی انتظامات نافذ کیے گئے ہیں۔

یہ امر قابل ذکر ہے کہ اسلام آباد کی سڑکوں پر مستقل نوعیت کی ٹریفک جام کی صورت حال مشاہدے میں نہیں آئی۔ تاہم، بعض مخصوص حالات میں عارضی اور وقتی طور پر ٹریفک کا دباؤ بڑھ سکتا ہے، جن میں وی وی آئی پی / سیوریٹی نقل و حرکت (جس کے نتیجے میں تقریباً 15 تا 20 منٹ کے لیے مختصر وقفے کی بندش)، اہم شاہراہوں پر جاری شہری بنیادی ڈھانچے کے ترقیاتی منصوبے، اور راولپنڈی و ملحقہ اضلاع سے آنے والی بین الاضلاع ٹریفک کے باعث گاڑیوں کی تعداد میں اضافہ شامل ہیں۔ یہ عوامل عارضی نوعیت کے حامل ہیں اور ٹریفک انتظامی نظام میں کسی ساختی کمزوری کی عکاسی نہیں کرتے۔

ہر قسم کی ٹریفک ازدحام سے مؤثر انداز میں نمٹنے کے لیے اسلام آباد ٹریفک پولیس (ITP) نے اپنی عملی استعداد کو مزید مضبوط بنایا ہے۔ اس مقصد کے لیے نفری میں اضافہ کرنے کے ساتھ ساتھ "اسمارٹ ٹریفک رسپانس یونٹ" (STRU) قائم کی گئی ہے، جس کا مقصد ٹریفک کی بلا تعطل روانی کو یقینی بنانا

ہے۔ یہ یونٹ پانچ (05) گاڑیوں اور چار (04) موٹر سائیکلوں پر مشتمل ہے اور سیف سٹی سرویلنس سسٹم کے ذریعے حقیقی وقت میں نگرانی کی سہولت سے آراستہ ہے، جس کے نتیجے میں ٹریفک کے دباؤ والے مقامات کی فوری نشاندہی اور بروقت کلیئرنس ممکن ہوتی ہے۔

مزید برآں، پندرہ (15) الیکٹرک گاڑیاں اسلام آباد ٹریفک پولیس کے بیڑے میں شامل کی گئی ہیں اور انہیں دارالحکومت کے اہم چوراہوں اور حساس مقامات پر حکمت عملی کے تحت تعینات کیا گیا ہے۔ یہ گاڑیاں ٹریفک حادثات، ازدحام اور ہنگامی حالات میں فوری رسپانس کو ممکن بناتی ہیں، جس سے زمینی سطح پر نقل و حرکت کے انتظام اور آپریشنل کارکردگی میں نمایاں بہتری آئی ہے۔

علاوہ ازیں، ٹریفک کی نقل و حرکت کی سیف سٹی کیمروں کے ذریعے ڈیجیٹل نگرانی کی جاتی ہے اور نگرانی کے نظام کے ذریعے جہاں کہیں بھی ٹریفک کے دباؤ کی نشاندہی ہوتی ہے، وہاں متعلقہ فیلڈ یونٹس کو فوری ہدایات جاری کی جاتی ہیں۔ مزید برآں، مصروف اوقات کے دوران اسلام آباد ایکسپریس وے اور سری نگرہائی وے سمیت اہم شاہراہوں پر حقیقی وقت میں نگرانی کے لیے خصوصی ڈرون ٹیمیں بھی تعینات کی جاتی ہیں۔

اس نوعیت کی صورت حال سے نمٹنے کے لیے ٹریفک اہلکاروں کی موافق تعیناتی، حقیقی وقت میں متبادل راستوں کی منصوبہ بندی اور فوری رد عمل کے موثر طریقہ کار اختیار کیے جاتے ہیں، تاکہ ٹریفک کی معمول کی روانی کو جلد از جلد بحال کیا جاسکے۔

یہ طریقہ کار شہری ٹریفک مینجمنٹ میں بین الاقوامی بہترین طریقوں کے مطابق ہے، جہاں سیکورٹی کی ضروریات، انفراسٹرکچر کے کاموں، اور زیادہ مانگ کے اوقات کے اتار چڑھاؤ سے پیدا ہونے والے عارضی تنازعات کو ڈائنامک ٹریفک کنٹرول، کوریڈور مینجمنٹ، اور ڈیمانڈ کے مطابق متحرک ہونے والے سسٹمز کے ذریعے حل کیا جاتا ہے۔

(ب) ایک جامع ریئل ٹائم ٹرانزپورٹ سسٹم کام کر رہا ہے جس میں سیف سٹی کے نگرانی والے کیمرے، لائیو ڈیجیٹل ٹریفک فلومانیٹرنگ ٹولز (جیسے گوگل میپ) اور سینسر لائزڈ کنٹرول روم کا باہمی تال میل شامل ہے۔ ٹریفک کی صورت حال کا ایک مربوط پلیٹ فارم اور اہم شاہراہوں پر رش کے اوقات کے دوران خصوصی ڈرون ٹیموں کے ذریعے مسلسل مشاہدہ کیا جاتا ہے، جس سے ٹریفک کے دباؤ کے مقامات کی فوری شناخت اور فیلڈ افسران کو تیزی سے راستہ صاف کرنے کے لیے ہدایات کا فوری اجرا ممکن ہوتا ہے۔

یہ سسٹم حادثات، گاڑیوں کی خرابی، یا ٹریفک کے دباؤ کی جلد شناخت کی اجازت دے کر کسی بھی واقعے کا تیزی سے پتہ لگانے میں سہولت فراہم کرتا ہے، ریئل ٹائم تعیناتی اور ڈیٹا ایوریجنگ مینجمنٹ کے ذریعے متحرک طور پر ٹریفک کو صاف کرنے میں مدد دیتا ہے اور ٹریفک کے دباؤ کے اہم مقامات کی مسلسل نگرانی کو یقینی بناتا ہے، جس سے رد عمل ظاہر کرنے کے بجائے پہلے سے ہی فعال مداخلت ممکن ہوتی ہے۔ نگرانی کے کیمروں اور ڈیجیٹل ٹریفک کے تجزیے کا مربوط استعمال دارالحکومت بھر میں صورت حال سے آگاہی اور آپریشنل کارکردگی کو بڑھاتا ہے۔

مزید برآں، یہ نظام شہری ٹریفک مینجمنٹ میں بین الاقوامی بہترین طریقوں کے مطابق ہے، جو عالمی سطح پر نافذ کردہ اور بن ٹریفک کنٹرول سسٹم (UTCS) کے مشابہ ہے۔ اس میں انٹیلی جنس ٹرانسپورٹ سسٹمز (ITS) کے عناصر شامل ہیں، خاص طور پر ریئل ٹائم ڈیجیٹل ڈیٹا کے تجزیے کے ساتھ کیمرہ پر مبنی نگرانی کا انضمام، جیسا کہ جدید یورپی ٹریفک مینجمنٹ ماڈلز میں رائج ہے۔ یہ عالمی معیارات کے مطابق باخبر فیصلے کرنے، وسائل کی بہترین تعیناتی، اور ٹریفک کے بہاؤ کے بہتر انتظام کو ممکن بناتا ہے۔

(ج) ٹریفک کی رکاوٹوں کو فوری طور پر دور کرنے کے لیے مستقل ہدایات موجود ہیں اور دارالحکومت بھر میں ایک منظم "ٹریفک کنجیشن ریسپانس میکانزم" (ٹریفک کے دباؤ کا جوابی طریقہ کار) کام کر رہا ہے۔ اس میں ایک مخصوص "ارش اور مینجمنٹ یونٹ" کا قیام، شناختی کردہ ٹریفک کے دباؤ والے زونز میں اضافی افرادی قوت کی پہلے سے تعیناتی، اور اہم مقامات پر نگران افسران کی جانب سے مسلسل جسمانی نگرانی شامل ہے۔ یہ اقدامات اس بات کو یقینی بناتے ہیں کہ ٹریفک کی صورت حال کو فعال اور ذمہ دارانہ طور پر سنبھالا جائے، خاص طور پر رش کے اوقات کے دوران۔

اس سسٹم کو ٹریفک کی رکاوٹوں کی فوری صفائی، ٹریفک کے دباؤ والے مقامات پر ٹریفک عملے کی حفاظتی پوزیشننگ، اور رش کے اوقات میں بلا تعطل بہاؤ برقرار رکھنے کے لیے مسلسل نگرانی کو یقینی بنانے کے لیے ڈیزائن کیا گیا ہے۔ فیلڈ افسران کنٹرول روم کے ساتھ مسلسل رابطے میں رہتے ہیں، جس سے فوری رد عمل اور جہاں ضرورت ہو وہاں تعیناتی اور ٹریفک کے رخ کی تبدیلی (diversion) میں فوری تبدیلیاں ممکن ہوتی ہیں۔

یہ آپریشنل فریم ورک بین الاقوامی انسیدنٹ مینجمنٹ (واقعات کے انتظام) کے طریقوں کے مطابق ہے، جو "انسیدنٹ مینجمنٹ سسٹمز" (IMS) کی طرح ہے جہاں ٹریفک کے خلل کو تیزی سے دور کرنے کے لیے مخصوص جوابی یونٹ تعینات کیے جاتے ہیں۔ منظم جوابی ٹیموں کا استعمال اور ٹارگٹ تعیناتی کی حکمت عملی ٹریفک کے بہاؤ کی موثر بحالی کو یقینی بناتی ہے اور عالمی سطح پر تسلیم شدہ مینجمنٹ معیارات کی پاسداری کی عکاسی کرتی ہے۔

(د) اعلیٰ انتظامیہ ایک مربوط مانیٹرنگ فریم ورک کے ذریعے ٹریفک کی صورت حال سے مسلسل آگاہ رہتی ہے، جس میں سیف سٹی کی لائیو فیڈز، ڈیجیٹل ٹریفک فلوائیبلٹس، براہ راست فیلڈ رپورٹنگ کے طریقہ کار، اور خصوصی ڈرون ٹیمیں شامل ہیں۔ یہ ٹولز درالحکومت بھر میں ٹریفک کی صورت حال کی ریسٹل ٹائم واضح تصویر فراہم کرتے ہیں، جس سے نگران افسران کو ابھرتی ہوئی صورت حال میں فعال طور پر مصروف اور جوابی کارروائی کے لیے تیار رہنے کا موقع ملتا ہے۔ مزید برآں، سینٹر افسران خود ریش کے اوقات میں فیلڈ میں موجود ہوتے ہیں اور ٹریفک آپریشنز کی باریک بینی سے نگرانی کرتے ہیں۔

مسلسل نگرانی اس امر کو یقینی بناتی ہے کہ اہم مقامات پر ٹریفک کے دباؤ کے دوران حقیقی وقت میں مداخلت کی جاسکے اور ٹریفک کی طلب اور عملیاتی ضروریات کی بنیاد پر وسائل کی از سر نو تقسیم ممکن ہو۔ نگران افسران نہ صرف دور سے نگرانی کرتے ہیں بلکہ جہاں ضرورت ہو وہاں مؤثر ٹریفک نظم و ضبط اور رکاوٹوں کے فوری خاتمے کو یقینی بنانے کے لیے فیلڈ نگرانی بھی انجام دیتے ہیں۔

مجموعی طریقہ کار ایک کمانڈ اینڈ کنٹرول ماڈل کی عکاسی کرتا ہے، جو بین الاقوامی طور پر اختیار کردہ ٹریفک پولیسنگ اور انتظامی فریم ورکس کے مطابق ہے۔

(ه) راولپنڈی میں ترقیاتی منصوبوں بشمول کچھری چوک کی از سر نو تشکیل نے ایکسپریس وے، مری روڈ اور th9 یونیورسٹی اہم شاہراہوں پر ٹریفک کے بہاؤ کو متاثر کیا۔ تاہم، اضافی وسائل کی تعیناتی اور ڈیجیٹل نگرانی کے ذریعے اس اثر کو مؤثر طور پر سنبھالا گیا۔

عارضی ٹریفک ازدحام سکیورٹی انتظامات کے باعث پیدا ہوتا ہے، بالخصوص چیک پوسٹس (ناکوں) کے قیام کی وجہ سے، جو عوامی تحفظ کو یقینی بنانے اور کسی بھی ناخوشگوار واقعے کی روک تھام کے لیے ناگزیر ہیں۔ ایسے اقدامات وقتی طور پر اہم داخلی اور خارجی مقامات پر ٹریفک کے دباؤ میں اضافہ کر سکتے ہیں۔ تاہم، ایسی صورت حال کو اسلام آباد ٹریفک پولیس کی جانب سے فعال اور مؤثر انداز میں منظم کیا جاتا ہے۔

کسی بھی اثرات کو کم کرنے کے لیے، ٹریفک اہلکاروں کو حساس مقامات، بالخصوص اہم داخلی و خارجی راستوں پر پیشگی طور پر تعینات کیا جاتا ہے تاکہ حقیقی وقت میں ٹریفک کے بہاؤ کو منظم کیا جاسکے۔ گاڑیوں کی نقل و حرکت کو زمینی سطح پر دستی کنٹرول اور سیف سٹی مانیٹرنگ سسٹمز کے ذریعے ڈیجیٹل رابطہ کاری کے امتزاج سے منظم کیا جاتا ہے، تاکہ جہاں ممکن ہو ٹریفک کی روانی برقرار رکھی جاسکے۔ مسلسل نگرانی اور زمینی سطح پر سپرویزن فعال ٹریفک مینجمنٹ کو ممکن بناتی ہے، جس کے نتیجے میں تاخیر کم ہوتی ہے اور طویل المدتی ازدحام سے بچاؤ ممکن ہوتا ہے۔ اسلام آباد ٹریفک پولیس اس امر کو یقینی بناتی ہے کہ سکیورٹی تقاضے پورے کیے جائیں بغیر اس کے کہ ٹریفک کی نقل و حرکت پر نمایاں منفی اثر پڑے۔

(و) اسلام آباد ٹریفک پولیس کی جانب سے ٹریفک کے بہاؤ میں بہتری کے لیے اصلاحی اور وقت کے پابند اقدامات کا ایک جامع اور کثیر جہتی مجموعہ نافذ کیا گیا ہے، جس میں ٹریفک انجینئرنگ، نفاذ اور انتظامی مداخلتیں شامل ہیں، جو جدید شہری ٹریفک کنٹرول طریقہ کار کے مطابق ہیں۔

انٹیکریٹڈ ٹریفک سلوشن (ITS) ٹریفک سگنلز کو اس قابل بنائے گا کہ وہ حقیقی وقت میں ازدحام کی سطح کو ذہانت کے ساتھ شناخت کریں اور ٹریفک کے بہاؤ کو بہتر بنانے، تاخیر کو کم کرنے اور مجموعی سڑک کارکردگی کو بہتر بنانے کے لیے اپنی کارروائی کو خود کار طور پر ایڈجسٹ کریں۔

ای۔ چالان پائلٹ منصوبہ ایکسپریس ہائی وے پر نافذ کیا گیا ہے، جہاں یہ نظام ٹریفک قوانین کی خلاف ورزی کی 17 اقسام کا پتہ لگانے کی صلاحیت رکھتا ہے۔ سیف سٹی توسیعی منصوبے کے تحت 127 مقامات پر 594 کیمرے نصب کیے جائیں گے، جو چوری شدہ اور کلون شدہ گاڑیوں کی شناخت میں معاون ثابت ہوں گے۔ مزید برآں، اس نظام کو اسلام آباد، پنجاب اور سندھ کے ایکسٹرنل محکموں کے ساتھ مربوط کیا جائے گا تاکہ بلا رکاوٹ رابطہ کاری اور مؤثر نفاذ کو یقینی بنایا جاسکے۔

تزیوراتی سطح پر یہ اجاگر کرنا ضروری ہے کہ بین الصوبائی ٹریفک کی ایک بڑی مقدار، بالخصوص بھاری گاڑیاں، IJP روڈ، سری نگر ہائی وے اور اسلام آباد ایکسپریس وے جیسی اہم شاہراہوں سے گزرتی ہیں، جو متبادل ہائی پاس نظام کی عدم موجودگی کے باعث ٹریفک ازدحام میں اضافے کا سبب بنتی ہیں۔ اس تناظر میں، مارگلہ ہلز سے رات تک اسلام آباد رنگ روڈ کی تعمیر ایک نہایت اہم ضرورت ہے تاکہ گزرگاہی ٹریفک کو شہر سے باہر منتقل کیا جاسکے۔ اسی

طرح، اسلام آباد ایکسپریس وے کے ساتھ سروس روڈز کی تعمیر بھی ضروری ہے تاکہ کم رفتار ٹریفک کو سہولت فراہم کی جاسکے اور مرکزی شاہراہوں پر دباؤ کم کیا جاسکے۔

سی ڈی اے کی جانب سے سروس روڈز کی مناسب دیکھ بھال نہ کیے جانے کے باعث ٹریفک ازدحام میں اضافہ ہو رہا ہے، جسے ان سڑکوں کی مناسب دیکھ بھال کے ذریعے نمایاں طور پر کم کیا جاسکتا ہے۔

(ز) اسلام آباد ٹریفک پولیس نے ایک منظم اور ٹیکنالوجی پر مبنی طریقہ کار کے ذریعے بین الاقوامی ٹریفک مینجمنٹ کے طریقوں کے بنیادی عناصر کو اپنایا ہے۔ اس میں "انٹیلیجنٹ ٹرانسپورٹ سسٹمز" (ITS) کے اجزاء کا نفاذ شامل ہے، جیسے کہ سیف سٹی نگرانی کے کیمروں کے ذریعے فوری نگرانی اور ڈیجیٹل ٹریفک اینالیٹکس ٹولز کا انضمام، جس سے ٹریفک کی صورت حال کا مستقل جائزہ اور باخبر فیصلہ سازی ممکن ہو پاتی ہے۔

طلب کے انتظام کے حوالے سے، ITP مصروف ترین اوقات میں نفری کی تعیناتی کی منظم حکمت عملیوں اور راہداری پر مبنی ٹریفک کنٹرول کا طریقہ کار استعمال کرتی ہے، تاکہ زیادہ طلب کے اوقات کے دوران دستیاب سڑکوں کی گنجائش کے بہترین استعمال کو یقینی بنایا جاسکے۔ حادثات کے انتظام کے لیے، ٹریفک کے بہاؤ میں رکاوٹ اور ہجوم کو فوری طور پر دور کرنے کے لیے فوری رد عمل کے یونٹس فعال ہیں، جنہیں مرکزی نگرانی کے ذریعے ریسک ٹائم ڈسپچ سسٹم کی معاونت حاصل ہے۔

مزید برآں، قانون کے نفاذ اور پاسداری پر سخت زور دیا جاتا ہے، جس میں لین کی پابندی کا نفاذ اور اہم مقامات پر اہلکاروں کی منصوبہ بند اور منظم تعیناتی کے ذریعے ٹریفک کی باقاعدہ تنظیم شامل ہے۔

مستقبل کے حوالے سے، ITP جدید بین الاقوامی طریقوں کے ساتھ مزید ہم آہنگی پر بھی غور کر رہی ہے، جس میں صورت حال کے مطابق بدلنے والا اشاروں کا نظام، مصنوعی ذہانت (AD) پر مبنی ٹریفک کے ہجوم کی پیش گوئی کے ماڈلز، اور مربوط اربن موٹیلٹی پلیٹ فارمز کا تعارف شامل ہے۔ ان کا مقصد کارکردگی کو بڑھانا، سڑک کے استعمال کو بہتر بنانا، اور وفاقی دارالحکومت میں ٹریفک کی محفوظ اور بلا تعطل روانی کو یقینی بنانا ہے۔

سعید احمد میٹلا  
قائم مقام سیکرٹری

اسلام آباد،  
۱۰ جون، ۲۰۲۶ء

قومی اسمبلی سیکرٹریٹ

”غیر نشاندار سوالات اور ان کے جوابات“

برائے جمعرات ۱۱ جون، ۲۰۲۶ء

8۔ جناب شیر افضل خان:

(چوبیسویں اجلاس سے موخر شدہ)

کیا وزیر برائے دفاع بیان فرمائیں گے کہ راولپنڈی کینٹ کے مال روڈ کی جانب واقع خالی/غیر تعمیر شدہ پلاٹوں کی تفصیلات سمیت ان پلاٹوں کا سائز، مالکان کے نام، تعمیر کے لیے مقررہ زیادہ سے زیادہ مدت اور عدم تعمیر پر کی گئی کارروائی کی تفصیلات کیا ہیں؟

وزیر برائے دفاع (خواجہ محمد آصف)

پلاٹ نمبر	سروے نمبر	رقبہ	مالک/لیز ہولڈر کا نام	تعمیر کی مدت اور عدم تعمیر کی صورت میں کی گئی کارروائی	موجودہ حیثیت
92	394	5301.115	میسرز راول سینٹر (پرائیویٹ) لمیٹڈ بذریعہ: (1) نواز احمد منہاس (10 فیصد حصہ)، (2) محمد سکندر منہاس (20 فیصد حصہ)، (3) محمد نادر منہاس (70 فیصد حصہ)	کینٹو نمٹ ایکٹ 1924ء (ترمیمی 2023ء) کی دفعہ 183 کے مطابق عمارت کی تعمیر/از سر نو تعمیر کے لیے ایک سال کی مدت دستیاب ہے جبکہ مذکورہ ایکٹ کی دفعہ 183-الف کے تحت اس مدت میں دو مرتبہ توسیع دی جاسکتی ہے۔	فی الوقت مذکورہ جائیداد کے لیز ہولڈ حقوق میں میسرز راول سینٹر (پرائیویٹ) لمیٹڈ کے موجودہ ڈائریکٹرز کے حصص کی منتقلی کا کیس زیر کارروائی ہے، جو فارم-9 اور فارم-3 (جاری کردہ از ایس ای سی پی) کی بنیاد پر (1) محمد سلیمان خان (0.000017 فیصد حصہ)، (2) محبت خان (29.999983 فیصد حصہ) اور (3) ظاہر خان (70 فیصد حصہ) کے حق میں منتقل کیا جا رہا ہے۔
سوال نمبر ۸ کی بابت خالی پلاٹ۔ منسلکہ - ب					

مطلع کیا جاتا ہے کہ ٹی ایم چوک سے ایم ایچ چوک تک مال روڈ کے دونوں اطراف راولپنڈی کینٹ بورڈ کے انتظامی کنٹرول میں کوئی خالی پلاٹ موجود نہیں ہے۔

(منسلکہ قومی اسمبلی کی لائبریری میں رکھ دیا گیا ہے)

20۔ جناب شیر افضل خان:

(چوبیسویں اجلاس سے موخر شدہ)

کیا وزیر برائے دفاع بیان فرمائیں گے کہ پشاور اور ایبٹ آباد میں کینٹو نمٹ بورڈز کی جانب سے ایک کنال یا اس سے زائد رقبہ پر لیز/کرایہ پر تعمیر کی گئی جائیدادوں کی تفصیلات کیا ہیں، بمعہ پلاٹ کے سائز، لیز/کرایہ کی رقم، الاٹمنٹ کی تاریخ، الاٹی کا نام اور گزشتہ پانچ برسوں کے دوران ان میں کئے جانے والے کسی اضافے کی تفصیلات کیا ہیں؟

وزیر برائے دفاع (خواجہ محمد آصف)

نمبر شمار	نام الاٹی	تاریخ الاٹمنٹ	رقبہ پلاٹ	سروے نمبر/مقام	کرایہ پٹہ (لیز رینٹ)	گزشتہ 5 سال کے دوران کیا گیا اضافہ
1	زیب النساء و دیگران	1999-12-16	1.8 کنال	سروے نمبر 1/3/177	-2543 روپے	کچھ نہیں (ن)
			9927.89 مربع فٹ	حصہ کریم پورہ، ایبٹ آباد		
2	نصرت صلاح الدین و دیگران	1998-10-17	3.69 کنال	سروے نمبر 13/221، مین بازار ایبٹ آباد	-8953 روپے	کچھ نہیں (ن)
			20145.50 مربع فٹ			
3	میسرز پاکستان نیشنل آئل لمیٹڈ	1967-05-17	2.20 کنال	سروے نمبر 2023 (جزوی)، دی مال مانسہرہ روڈ، ایبٹ آباد	-2000 روپے	کچھ نہیں (ن)
			12000 مربع فٹ			
4	میسرز سعید اختر و دیگران	1979-06-12	1.45 کنال	سروے نمبر 1/203، دی مال (مانسہرہ روڈ، ایبٹ آباد)	-871 روپے	کچھ نہیں (ن)
			7920 مربع فٹ			

(منسلکہ قومی اسمبلی کی لائبریری میں رکھ دیا گیا ہے)

23- محترمہ شاہدہ رحمانی: کیا وزیر برائے داخلہ و انسداد منشیات بیان فرمائیں گے:

(پچیسویں اجلاس سے مؤخر شدہ)

- (الف) گزشتہ پانچ سالوں کے دوران کراچی کے نئے یا مضافاتی علاقوں میں کتنے پاسپورٹ دفاتر قائم کیے گئے ہیں؛
- (ب) ان میں سے کتنے دفاتر آبادی کے دباؤ اور جغرافیائی ضرورت کو مد نظر رکھتے ہوئے قائم کیے گئے ہیں؛ نیز
- (ج) آیا گلشن معمار میں پاسپورٹ دفتر کے قیام کے لیے کوئی فزیکل اسٹیڈی کی گئی ہے؛ اگر نہیں تو اس کی وجوہات کیا ہیں؟
- وزیر برائے داخلہ و انسداد منشیات (سینیٹر سید محسن رضا نقوی)

(الف) ڈائریکٹوریٹ جنرل امیگریشن اینڈ پاسپورٹ نے گزشتہ پانچ سالوں کے دوران کراچی کے مضافاتی علاقوں میں کوئی نیا پاسپورٹ آفس قائم نہیں کیا ہے۔

گزشتہ پانچ سالوں کے دوران پاسپورٹ کے حصول کے خواہشمند افراد کو مناسب سہولیات فراہم کرنے کے لیے درج ذیل ریجنل پاسپورٹ دفاتر اور ناظم آباد اور یسٹ چورنگی پروجیکٹ نادر امیگاسیٹرز میں دو پاسپورٹ کاؤنٹرز چوبیس گھنٹے (7/24) کی بنیاد پر کام کر رہے ہیں:

- vii. ریجنل پاسپورٹ آفس، عوامی مرکز، صدر کراچی (چوبیس گھنٹے 7/24 کی بنیاد پر)۔
- viii. ریجنل پاسپورٹ آفس، کراچی-II، صدر کراچی۔
- ix. ریجنل پاسپورٹ آفس، کراچی-III، صدر کراچی۔
- x. ریجنل پاسپورٹ آفس، کراچی-IV، صدر کراچی۔
- xi. ریجنل پاسپورٹ آفس، ملیر، کراچی۔
- xii. ایگزیکٹو پاسپورٹ آفس، کلفٹن، کراچی۔

(ب) آبادی کے دباؤ اور جغرافیائی ضرورت کے پیش نظر یہ مشاہدہ کیا گیا ہے کہ صدر کراچی میں اس وقت کام کرنے والے چار دفاتر کو ان کے متعلقہ اضلاع میں منتقل (تجزیم نو/تفویض) کرنے کی تجویز ہے۔ اس سلسلے میں تمام اضلاع کے ڈپٹی کمشنرز کو خطوط ارسال کر دیے گئے ہیں جن میں درخواست کی گئی ہے کہ وہ اپنے متعلقہ ریجنز/اضلاع کے حدود میں ان دفاتر کی منتقلی کے لیے موزوں جگہوں کی نشاندہی کریں اور انہیں فراہم کریں۔ اس اقدام کا مقصد ان علاقوں کے رہائشیوں کو سہولت فراہم کرنا اور ان تک محکمہ خدمات کی رسائی کو بہتر بنانا ہے۔ مزید برآں، محکمہ پہلے ہی سپرہائی وے اور ڈی ایچ اے (DHA) کراچی میں دو اضافی دفاتر قائم کرنے کا فیصلہ کر چکا ہے۔ ان دفاتر کے قیام کا عمل اس وقت جاری ہے۔

(ج) گلشن معمار، ضلع کراچی شرقی کی سب تحصیل گلشن اقبال میں واقع ہے۔ مذکورہ علاقے کی آبادی دس لاکھ (ایک ملین) سے کم ہے، جبکہ پاسپورٹ رولز 2021 کے رول 4(3) کے مطابق نئے ریجنل پاسپورٹ آفس کے قیام کا معیار مقرر ہے۔ چنانچہ، گلشن معمار کراچی میں پاسپورٹ آفس کے قیام کے لیے ایسی کوئی تجویز زیر غور نہیں ہے۔

(د) اس سلسلے میں، یہ گزارش ہے کہ پاسپورٹ رولز 2021 کے رول 4(3) کے مطابق نئے ریجنل پاسپورٹ آفس کے قیام کا معیار درج ذیل بیان کرتا ہے:

"(3) زیلی قاعدہ (1) اور (2) کے تابع، پاسپورٹ دفاتر پاکستان کے تمام اضلاع اور ان تمام سب ڈویژنز میں قائم کیے جائیں گے جن کی آبادی دس لاکھ (ایک ملین) یا اس سے زیادہ ہو۔"

تاہم، دائرہ اختیار کی پالیسی کو ختم کر دیا گیا ہے جس سے پاسپورٹ کے خواہشمند افراد پاکستان بھر میں کسی بھی پاسپورٹ آفس سے اپنی پاسپورٹ درخواست پر کارروائی کرانے کے اہل ہو گئے ہیں۔ مزید برآں، محکمہ نے جولائی 2023 سے پاسپورٹ کی تجدید کی سہولت کے لیے ایک ان لائن ویب پورٹل بھی شروع کیا ہے جو پورے ملک میں 7/24 کی بنیاد پر دستیاب ہے۔

مذکورہ بالا کے علاوہ، محکمہ ایک ڈیجیٹل موبائل ایپلیکیشن بھی لانچ کرنے جا رہا ہے جو عام عوام کو ان کی سہولت کے مطابق اپنے گھروں اور دفاتر سے پاسپورٹ کے لیے درخواست دینے میں مزید سہولت فراہم کرے گی۔

34- \*جناب محمد معین عامر پیرزادہ: کیا وزیر برائے داخلہ و انسداد منشیات بیان فرمائیں گے:

(ستائیسواں اجلاس سے مؤخر شدہ)

(الف) آیا ایلیو ایریا، جی-6 اور آئی اینڈ ٹی سنٹر میں نجی سکولوں کے لیے کیٹ آئیز اسپید بریکرز نصب کیے گئے ہیں؛ نیز

(ب) آیا سکھ چین کے سامنے کیٹ آئیز نصب ہیں نیز بلیو ایریا اور جی-6 آئی اینڈ ٹی سنٹر میں مذکورہ بریکرز نصب نہ کرنے کی وجوہات کیا ہیں؟

وزیر برائے داخلہ و انسداد منشیات (سینیٹر سید محسن رضا نقوی)

(الف) گزارش ہے کہ بلیو ایریا، جی-6 اور آئی اینڈ ٹی سینٹر میں واقع نجی اسکولوں کے سامنے کوئی اسپید بریکر یا کیٹ آئیز نصب نہیں کی گئی ہیں۔

(ب) سکھ چین کے سامنے نصب کردہ اسپید بریکرز اور کیٹ آئیز کی متعلقہ مجازاتھارٹی سے تصدیق کی گئی، جس نے توثیق کی ہے کہ ان تنصیبات

کے لیے کوئی باقاعدہ منظوری نہیں دی گئی تھی۔ چنانچہ متعلقہ ٹیم کو تعینات کر دیا گیا ہے اور بغیر منظوری کے کی جانے والی ان تنصیبات کو

ہٹا دیا جائے گا۔

38۔ محترمہ نعیمہ کشور خان: کیا وزیر برائے دفاع بیان فرمائیں گے:

(ستائیسوں اجلاس سے مؤخر شدہ)

(الف) آیا یہ امر واقعہ ہے کہ فرینڈز کالونی، آفیسر کالونی لین نمبر 1 تا 7، امیر حمزہ کالونی، بھٹہ چوک روڈ، مصریال روڈ، راولپنڈی میں کوئی کھیل کا

میدان یا پارک موجود نہیں ہے اور کنٹونمنٹ بورڈ راولپنڈی کے زیر انتظام ایک وسیع ملحقہ رقبہ بھی موجود ہے جو کھیل کے

میدان / پارک کی تعمیر کے لئے دستیاب ہونے کے باوجود استعمال میں نہیں لایا جا رہا، جس کے باعث رہائشیوں کو مشکلات کا سامنا کرنا پڑتا

ہے:

(ب) آیا یہ امر بھی واقعہ ہے کہ مذکورہ علاقوں میں نشہ آور اشیاء کے عادی افراد شام کے اوقات میں موجود ہوتے ہیں؛

(ج) اگر جزی (الف) کا جواب اثبات میں ہے تو وہاں کھیل کا میدان اور عوامی پارک کب تک قائم کئے جائیں گے؛

(د) اگر جزی (ب) کا جواب اثبات میں ہے تو اب تک کیا اقدامات کیے گئے ہیں، اگر نہیں تو اس کی وجوہات کیا ہیں؛ نیز

(ه) مذکورہ علاقوں میں منشیات کے عادی افراد کے خلاف سخت کارروائی کب تک عمل میں لائی جائے گی؟

وزیر برائے دفاع (خواجہ محمد آصف)

(الف) معزز رکن کی جانب سے نشاندہی کردہ علاقے میں پارک یا کھیل کے میدان کی سہولیات موجود نہیں ہیں۔ یہ آبادیاں دراصل سابقہ گاؤں ڈھوک

گجراں کا حصہ تھیں اور نجی ملکیتی اراضی پر واقع ہیں، جسے مقامی باشندوں نے وقتاً فوقتاً چھوٹے چھوٹے حصوں میں فروخت کیا۔ غیر منصوبہ بند آبادی میں

اضافے اور منظور شدہ ٹاؤن پلاننگ کے فقدان کے باعث یہ علاقے گنجان رہائشی آبادیوں میں تبدیل ہو گئے، جہاں عوامی مقاصد کے لیے کوئی جگہ مختص

نہیں کی گئی۔ اس وقت راولپنڈی کنٹونمنٹ بورڈ (آر سی بی) کے پاس پارک یا کھیل کے میدان کی تعمیر کے لیے کوئی غیر استعمال شدہ کنٹونمنٹ بورڈ اراضی

دستیاب نہیں ہے۔ تاہم، آر سی بی آٹھ (8) پارکوں کی دیکھ بھال کر رہا ہے، جو راولپنڈی کنٹونمنٹ کے تمام رہائشیوں کے لیے دستیاب ہیں۔

(ب) یہ معاملہ راولپنڈی کنٹونمنٹ بورڈ سے متعلق نہیں ہے۔ منشیات کے عادی افراد اور منشیات سے متعلق امور سے نمٹنا محکمہ انسداد منشیات کی ذمہ داری

ہے۔

(ج) سوال نمبر 1 کے جواب میں پہلے ہی وضاحت کی جا چکی ہے کہ پارک کی تعمیر کے لیے فی الوقت کوئی اراضی دستیاب نہیں ہے۔ تاہم، مستقبل میں مناسب

ارضی اور فنڈز کی دستیابی سے کھیل کا میدان یا عوامی پارک تعمیر کیا جاسکتا ہے۔

(د) یہ معاملہ راولپنڈی کنٹونمنٹ بورڈ سے متعلق نہیں ہے۔

سعید احمد پٹلا  
قائم مقام سیکرٹری

اسلام آباد،  
10 جون 2026ء

**GOVERNMENT OF PAKISTAN**  
**MINISTRY OF INFORMATION AND BROADCASTING**

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**STARRED NATIONAL ASSEMBLY QUESTION NO. 11, 27<sup>TH</sup> SESSION OF NATIONAL ASSEMBLY**

**ASKED BY MR. AWAIS HAIDER JAKHAR, MNA**

<b><u>QUESTION BY</u></b> <b><u>MR. AWAIS HAIDER JAKHAR, MNA</u></b>	<b><u>REPLY BY</u></b> <b><u>MINISTRY OF INFORMATION AND BROADCASTING</u></b>
<p><b><i>Will the Minister for Information and Broadcasting be pleased to state:</i></b></p> <p><b><i>“The details of expenditure incurred by the present Government on advertisements on various TV Channels and the reasons for such advertisements?”</i></b></p>	<p>All public sector advertisements are released in accordance with the Federal Government Advertisement Policy 2021 (as amended in 2022), approved by the Federal Cabinet, and the Guidelines and Procedures 2024 issued there under (<b>Annex-IV</b>). The policy is all-encompassing, covering all media, and is designed to ensure transparent, judicious, and merit-based utilization of public resources for government communication and media campaigns.</p> <p>2. Government advertising is released to serve a defined public interest purpose. Advertisements are released to inform citizens about government policies, programmes, and initiatives; to change behavior in areas of public health and safety; to ensure operational effectiveness of government by making citizens aware of available public services; and to project Pakistan’s national narrative and interests. Campaigns and outreach activities are planned and executed on the basis of reach, audience, and measurable public benefit/dividend, not based on any media outlet’s editorial stance, political affiliation, or loyalty. The policy expressly requires that advertising decisions be driven by value for public money and effective delivery of the public message.</p> <p>3. During the requisite period, advertisements were released across print, electronic, and digital media for the following sectors of public importance: economic reforms; foreign affairs; governance reforms; performance and initiatives of Federal Government Ministries/ Divisions/ Departments/ Autonomous and Semi-autonomous Bodies/ Entities etc.; socio-economic issues; youth empowerment;</p>

Kashmir; National Action Plan; public safety and awareness; environment and climate change; tourism; defence and security; digital safety and cyber security; Marka-e-Haq, Youn-e-Tashakur, and the Pakistan-India Standoff.

4. A significant portion of government advertising constitutes a civic and social obligation, in line with Corporate Social Responsibility, to disseminate information on matters of direct public welfare, including polio eradication, population planning, pollution control, public safety, and other subjects of societal importance. These are not promotional campaigns; they are public service communications that directly contribute to the health, safety, and well-being of citizens.

5. Advertisement rates are determined by the Rate Fixation Committee (RFFC) as approved by the Federal Cabinet in 2022, based on verified viewership and circulation data. Allocation of TV spots and print insertions is made in accordance with audience ratings and newspaper circulation figures, ensuring that public funds are directed towards outlets with the greatest reach and impact. These matters are regularly deliberated in consultation with the Pakistan Broadcasters Association (PBA) and the All-Pakistan Newspapers Society (APNS), respectively, to ensure fairness and transparency.

6. Furthermore, the pending liabilities for Print, Electronic and Digital Media are cleared on a regular basis so that salaries of employees and outstanding advertisement dues are cleared by respective media houses.

7. Federal Public Sector Advertisements are released / aired through TV Channels for public awareness and outreach interventions in key sectors including, economy, Foreign affairs, Kashmir Affairs, National Action Plan, commemoration of Days of National / International significance, Public Safety and Youth Affairs / empowerment.

8. Moreover, the Government released advertisement as part of Corporate Social Responsibility to disseminate social, environmental and ethical information related

to Polio, Population control, Pollution and other such social subjects as well as to highlight economic reforms and initiatives undertaken by the Federal Government Ministries / Divisions / Departments / Organizations / Autonomous and Semi-autonomous bodies / Corporations / Nationalized Banks etc. during the requisite period.

9. As per rating of TV Channels and circulation of Newspapers, the TV spots as well as Print insertions are allocated accordingly. The Advertisement rates are fixed as per viewership by the **Rate Fixation Committee (RFC)** as approved by the Federal Cabinet in 2022. Moreover, these matters are discussed in detail with PBA and APNS respectively.

- The details of the requisite expenditure are as under:-

S #	Period	Name of sponsoring Ministries / Dept. etc.	Amount in PKR.
1.	01.07.2024 to 31.03.2026	M/o I&B	8,027,405,417/-
2.	-do-	Other Ministries / Departments etc.	1,258,891,922/-

10. Furthermore, the pending liabilities for Print, Electronic and Digital Media are cleared on a regular basis so that salaries of employees and outstanding advertisement dues are cleared by respective media houses.

11. Media industry is currently facing crisis particularly sustaining print media industry. More financial support is required by media houses to pay salaries to media workers. Therefore, regional media is being supported across different mediums & platforms through advertisement campaigns with targeted approach to reach out to people at grassroots level.



GOVERNMENT OF PAKISTAN  
CABINET SECRETARIAT  
CABINET DIVISION  
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(ANNEX-II)

No.F.1/10/2021/COORD-RA-IV

Islamabad, the 28<sup>th</sup> November, 2022

From: AMNA FAROOQ,  
Section Officer (RA-IV)

- To:
- 1) The Managing Director,  
Public Procurement Regulatory Authority (PPRA),  
Islamabad.
  - 2) The Chairman,  
Oil & Gas Regulatory Authority (OGRA),  
Islamabad.
  - 3) The Chairman,  
Pakistan Telecommunication Authority (PTA),  
Islamabad.
  - 4) The Chairman,  
National Electric Power Regulatory Authority (NEPRA),  
Islamabad.
  - 5) The Chairman,  
Naya Pakistan Housing & Development Authority (NAPHDA),  
Islamabad.
  - 6) The Executive Director,  
Frequency Allocation Board, (FAB),  
Islamabad.
  - 7) The Chairman,  
Special Technology Zones Authority (STZA),  
Islamabad

Subject:- APPROVAL OF THE ADVERTISEMENT POLICY 2021 AS AMENDED IN YEAR 2022

Please find enclosed herewith a copy of this Division's U.O. No.4-1/2020-Misc (Coord) dated 25<sup>th</sup> November, 2022 along with a self-explanatory copy of Ministry of Information & Broadcasting O.M. No.15(31)/2018-P-I, dated 16<sup>th</sup> November, 2022 on the above subject for information and compliance in letter and spirit.

Encl: As above

*Amna Farooq*  
(AMNA FAROOQ)

c.c:

Copy alongwith enclosures forwarded to:

- i. Section Officer (RA-I)
- ii. Section Officer (RA-II)
- iii. Section Officer (RA-III)

Pakistan Telecommunication Authority	
Chairman	<i>[Signature]</i>
DG Coord	<i>[Signature]</i>
Action By	DIN (PR)
Information	Chairman M(LSE)OM/P)



Most Immediate  
By Special Messenger

GOVERNMENT OF PAKISTAN  
CABINET SECRETARIAT  
CABINET DIVISION

\*\*\*\*\*

Subject: APPROVAL OF THE ADVERTISEMENT POLICY 2021 AS AMENDED  
IN YEAR 2022

Please find enclosed herewith a self-explanatory O.M. issued by Ministry of Information & Broadcasting bearing No. 15(31)/2018-P-I dated 16<sup>th</sup> November 2022 for information and compliance in letter and spirit.

*m-92*

(Nida Rehman)  
Section Officer (Coord)  
PH: 051-9202666

1. Joint Secretary (Org) For PCP/S&F/PTDC/NAP/APO/SST  
2. Joint Secretary (RA) For PTA/FAB/OGRA/NEPRA/PPRA/NAPHDA/STZA  
3. Secretary (NTISB) For Department of Communications Security  
4. S O (Admn-II) For Islamabad Club  
5. Section Officer (G-I / G-II) For Cabinet Division (main)
- Cabinet Division's U.O. No. 4-1/2020-Misc (Coord), dated 25<sup>th</sup> November 2022

28-11-22

By No. 181  
Dated 28-11-22  
RA (S) CABINET DIVISION

*28/11*  
*we may share to all concerned for information & compliance*

*So (RA/IV)*  
*28/11/22*

1036  
Dated 28/11/2022  
RA (S) CABINET DIVISION

LY

GOVERNMENT OF PAKISTAN  
MINISTRY OF INFORMATION AND BROADCASTING  
ISLAMABAD

\*\*\*\*

No. 15(31)/2018-P-1

Islamabad, the 16<sup>th</sup> November, 2022

OFFICE MEMORANDUM

Subject: APPROVAL OF THE ADVERTISEMENT POLICY 2021 AS AMENDED IN YEAR 2022

The undersigned is directed to enclose herewith the "Advertisement Policy 2021 as amended in year 2022", duly approved by the Federal Cabinet, for information and compliance, please.

Encl: As above

  
(Zahidullah Khan)  
Deputy Director (P-1)  
Ph: 9103558

Distribution:

- All Secretaries of the Ministries/Divisions (with the request to circulate the Advertisement Policy to departments, organizations, autonomous/semi-autonomous bodies, under their administrative control).
- Accountant General of Pakistan Revenue (AGPR), Islamabad.
- Director General/Principal Information Officer (PIO), PID, Islamabad.
- Director General, Directorate of Electronic Media and Publication (DEMP), Islamabad.
- Director General, Cyber Wing, M/o I&B, Islamabad.

Copy for information to:

- Secretary to the President, President's Secretariat (Public), Islamabad.
- Secretary to the Prime Minister, Prime Minister's Office, Islamabad.
- Secretary, Cabinet Division, Islamabad.
- Director to Minister Office, M/o I&B, Islamabad.
- Director to Secretary Office, M/o I&B, Islamabad.

W- 9/3  
25/11/2022

GOVERNMENT OF PAKISTAN  
MINISTRY OF INFORMATION & BROADCASTING



ADVERTISEMENT POLICY 2021  
(AS AMENDED IN YEAR 2022)

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## 1. Introduction:

Advertisements, commercials or messages on Print, TV/ Radio/Cinema, Digital or other platforms, form an important tool for dissemination of information and creation of awareness among the citizens on government policies, programs and initiatives. The government, therefore, needs to utilize effectively the entire range of media to create informed opinions on various policies and programs being pursued for the welfare of the citizens.

With the ever evolving and advancing new media, there is a dire need to ensure that advertising or communications across the required mediums are streamlined so that its message reaches the maximum number of people and also elicits response. Therefore, communication strategies should achieve value for public money and efficiency in the delivery of message and encourage media pluralism.

According to Rule of Business, 1973, Schedule – II Entry 16, Ministry of Information and Broadcasting is a focal Ministry of the Government of Pakistan, mandated with its projection and dissemination of information. It is incumbent to streamline the release of public sector advertisements and formulate an advertisement policy to benefit from emerging media tools for an effective and targeted dissemination of public messages.

The policy further intends to enhance transparency and inclusivity besides curtailing the discretionary powers in disbursement of public sector advertisements to make it more effective and far-reaching, ensuring added value for public money.

## 2. Mandate:

As per Rules of Business, 1973, Schedule – II Entry 16 MoIB is mandated to:

6. (i) *Policy regarding government advertisement; control of advertisement and placement;*
31. *Promotion and projection of Government policies through digital media\*.*

### 3. Objectives

To provide a broader framework for public sector advertisements and communications, and to inform and inculcate awareness among the masses on issues of public importance and achievements of the government of the day.

The advertisement policy 2021 (As Amended 2022) aims to establish the requisite structures, procedures, systems and guidelines to make the policy dynamic and progressive, to cater to the rapidly changing national and global media ecosystem in order to project and promote the narrative of the state.

### 4. Scope:

The policy entitles release of Federal Government advertisements to only those publications, TV channels, radio channels, cinemas, cable operators, outdoor and digital media platforms which are registered/enlisted with the MoIB and adhere to Article 19 of the Constitution of Islamic Republic of Pakistan, 1973, as well as media code of ethics, in vogue.

The Policy entails all forms of publicity i.e. campaigning, advocacy, outreaching, awareness, countering misinformation and disinformation, narrative building, public service messaging, marketing, promotion, projection and event management on issues of public and national importance and security, etc., inland and abroad, if so required.

### 5. Guidelines of Advertisement Policy 2021 (As amended in 2022):

- a) The Advertisement Policy is all-encompassing; covering all forms of media including print, electronic, digital, cinema, outdoor, and any other medium for transparent, judicious and merit-based utilization of Government resources for public sector advertisement and media campaigns;

- b) Transparency is the hallmark of this policy—from issuance of advertisements to various media outlets to the payment of dues. The release of advertisements through a transparent mechanism would guarantee value for national exchequer;
- c) All the relevant stakeholders including various media associations were consulted during the formulation of this policy;
- d) The Planning Commission shall earmark 0.5% to 2.5% of total budget outlay of any PSDP project, depending upon the conditions mentioned in the *Schedule*, for running effective publicity and mass awareness campaigns;
- e) All public sector advertisements shall be released through PID;
- f) MoIB may conduct 3<sup>rd</sup> party need assessment before launching any media campaign, on need basis;
- g) PID shall apply 25% quota, in addition to all advertisement releases emanating from federal government ministries/ divisions/ attached departments/ autonomous and semi-autonomous/ corporations/ authorities and statutory bodies etc. towards supporting regional, language and evolving media.
- h) PID shall determine and apply 25% quota on the basis of cost (for display advertisements to publications, TV channels, FM stations) or number of stations (for classified advertisements to publications).
- i) PID shall appoint advertising agencies on the panel and with consultation of ministries/ divisions/ attached departments/ autonomous and semi-autonomous/ corporations/ authorities and statutory bodies etc.
- j) In order to seek diverse, innovative, broad-based and value added media solutions by providing effective, fair playing field and promote competitiveness for the federal

government/national campaigns, the advertising agencies enlisted with PID shall deem to be empaneled agencies of MoIB.

k) All the federal government ministries/ divisions/ attached departments/ autonomous and semi-autonomous/ corporations/ authorities and statutory bodies etc. shall be liable to clear all the outstanding dues/payments against the released and published/aired advertisement/s within 90 days, failing which PID may suspend the release/s of the non-compliant sponsoring public sector organizations/entities.

l) AGPR shall not process any advertisement claims without the authorization/verification by the PID.

m) Auditor General of Pakistan shall declare any payment/s against the advertisements claims/bills by the autonomous and semi-autonomous/ corporations/ authorities and statutory bodies etc. as unlawful and liable to recovery which are not authorized/verified by PID.

#### 6. Oversight & Implementation Committee (OIC):

The Oversight & Implementation Committee shall oversee all aspects of government advertisement and communication. The OIC shall have the authority to review any publicity campaign/advertisement which lacks objectivity or is inconsistent with the policies of the government.

Composition of the Committee shall be as follows:

- |   |             |
|---|-------------|
| i. Secretary, I&B Division              | Chairperson |
| ii. Principal Information Officer (PIO) | Member      |
| iii. Director General, IP Wing          | Member      |
| iv. Director General, DEMP              | Member      |

- v. Director General, Cyber Wing Member
- vi. Rep of Digital Communication Wing Member
- vii. Director --(Advt) PID (Secretary to the Committee)
- viii. Any co-opted Member with the permission of the Secretary, Information.

6.1 The OIC shall be authorized to approve the rules/procedures/SOPs not contrary to this policy for all Federal Government media advertisements, and amend them, as and when required.

## 7. Grievance Redressal Committee

In order to address the grievances emanating from the decision/s of the OIC, the following Committee shall be constituted:

- i. Minister for I&B
- ii. Additional Secretary MoIB
- iii. DG EP Wing
- iv. DG PBC
- v. DDG (HP) PID

## 8. Advertisement Rate Fixation Committee:

The Committee shall devise criteria to determine and review the advertisement rates for electronic, outdoor, digital, cinema or any other media platform and would meet on need basis or at least biannually, to review the criteria or rates, if required.

The Committee shall comprise the following members:

- i. Federal Minister for Information and Broadcasting (Chair)
- ii. Secretary, Information and Broadcasting
- iii. Principal Information Officer

- iv. Director General, DEMP
- v. Director General, IP Wing
- vi. Director General, Cyber Wing
- vii. Any other co-opted member

**9. Digital Media Advertisements**

The approved policy guidelines shall be applicable on all ministries/ divisions/ attached departments/ autonomous and semi-autonomous/ corporations/ authorities/ and statutory bodies etc. for release/placement of their digital advertisements through the respective empaneled advertising agency/ies after obtaining mandatory approval of PID.

Cyber Wing of MoIB shall register, maintain and update the list of news websites, web portals, social/digital media platforms and influencers, and shall also verify the claims according to the notified rules/procedures/SOPs.

**10. Content Committee**

An in-house Content Committee for the display, electronic, outdoor, cinematic and digital advertisement shall be notified by the MoIB for approving/selecting the creative solutions for the campaigns executed by the MoIB.

\*\*\*\*\*

GOVERNMENT OF PAKISTAN

MINISTRY OF PLANNING, DEVELOPMENT & SPECIAL INITIATIVES

Subject: GUIDELINES FOR ALLOCATING A PERCENTAGE OF TOTAL BUDGET  
OUTLAY IN PSDP FOR RUNNING AN EFFECTIVE MEDIA CAMPAIGN  
FOR PSDP PROJECTS

The following guidelines have been prepared by Ministry of Planning, Development & Special Initiatives in consultation with Ministry of Information and Broadcasting, in pursuance of the decision of the Federal Cabinet in its meeting held on 7<sup>th</sup> July 2021, with regard to the Advertisement Policy 2021. The guidelines shall apply to the funding for advertisements for development projects out of PSDP allocation only.

2. Provision for advertisement and publicity shall be allowed as a part of the cost of the project based on following conditions:

- i. A project shall be declared a qualified project for advertisement & publicity by the CDWP based upon nature of work, geographical coverage, cost of the project and other criteria as deemed appropriate by the CDWP.
- ii. The CDWP shall consider every project for declaration as a qualified project for advertisement and publicity when received for approval.
- iii. Once a project is declared as qualified project for advertisement and publicity 0.5% to 2.5% of the cost of the project shall be earmarked for Advertisement and Publicity in PC-I of the project depending upon the conditions mentioned above.

- iv. Provision for advertisement shall be made in the 1<sup>st</sup> year i.e. year of launching the project and in the last year i.e. year of completion
- v. Ministry of Information & Broadcasting may determine the mechanism for utilization of funds for advertisement & publicity.
- vi. Project authorities will utilize funds for project needs relating to advertisement as per instructions issued by the Ministry of Information & Broadcasting.

3. The Executive Committee of the National Economic Council (ECNEC) considered the subject guidelines submitted by Planning, Development and Special Initiative Division and approved the same with the following directions:

- b) The funds for advertisement should be utilized/restricted to the extent of the specific project for which those are approved in the PC-1;
- c) The funds for advertisement in the PC-1 should not exceed the limit of 2.5% of the cost of the project, depending upon the size of the project."

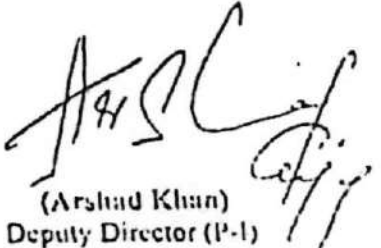
OFFICE MEMORANDUM

Subject: GUIDELINES AND PROCEDURES 2024 OF ADVERTISEMENT POLICY 2021 (AS AMENDED IN 2022)

The undersigned is directed to enclose herewith the Guidelines and Procedures 2024 of Advertisement Policy 2021 (as amended in 2022) as approved by the Oversight & Implementation Committee (OIC) in terms of para 6.1 of the policy.

2. For information and compliance, please.

Encl: As above

  
(Arshad Khan)  
Deputy Director (P-1)  
Ph: 9103558

Distribution

- a) All Secretaries of the Ministries/Divisions (with the request to circulate the Guidelines and Procedures 2024 of Advertisement Policy 2021 (as amended in 2022) to attached departments/Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies.
- b) Accountant General of Pakistan Revenue (AGPR), Islamabad.
- c) Director General /Principle Information Officer (PIO), PID, Islamabad.
- d) Director General, Directorate of Electronic Media and Publication (DEMP), Islamabad.
- e) Director General, CDC, M/o I&B Islamabad.

Copy for information to:

- Director to Minister Office, M/o I&B, Islamabad
- Director to Secretary Office, M/o I&B, Islamabad

# Guidelines and Procedures 2024

سب سے پہلے  
یہی سکول پائیڈ  
ڈیجیٹل تعلیم کا آغاز



FOR ADVERTISEMENT POLICY  
2021 (AMENDED IN 2022)



PRESS INFORMATION DEPARTMENT  
MINISTRY OF INFORMATION AND BROADCASTING  
GOVERNMENT OF PAKISTAN

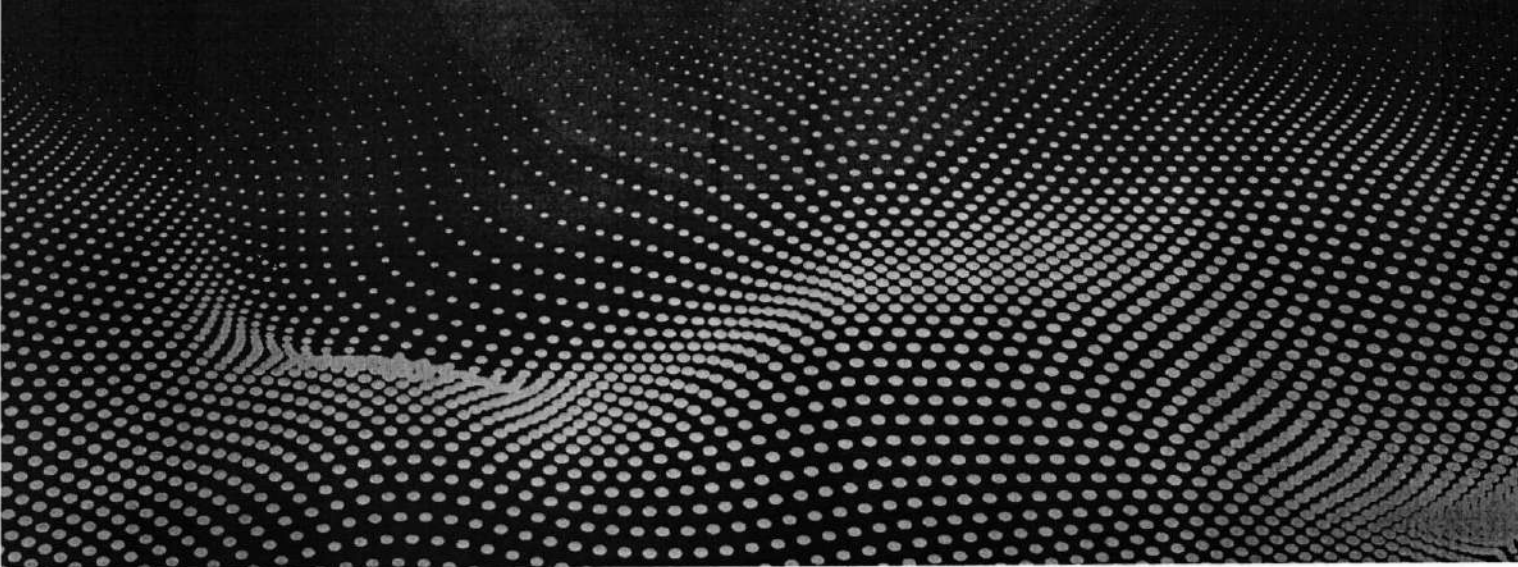
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1

**ADVERTISING  
AGENCIES**



# 1. ADVERTISING AGENCIES

## 1.1. Procedure for Empanelment:

- 1.1.1 The Press Information Department (PID) shall concur the placement of a panel of minimum three and maximum of six advertising agencies at the disposal of each Federal Government Ministry/ Division/ attached department/ Autonomous and Semi-autonomous, Corporation/ Authority and statutory body through a transparent competitive process from only amongst its enlisted advertising agencies, for a period of two years. However, on request of the concerned Federal Government Ministry/ Division/ attached department/ Autonomous and Semi-Autonomous Corporation/ Authority and statutory body etc. PID may allow increase/decrease in the number of advertising agencies on panel of Ministries/Department in view of the quantum of work / business.
- 1.1.2 All Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-Autonomous Corporations/ Authorities and statutory bodies etc. shall only utilize the services of such empaneled advertising agencies, concurred by PID at their disposal.
- 1.1.3 All the Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies etc. shall send a written request addressed to the Principal Information Officer, PID, Islamabad along with a brief of the nature and scope of the ministry/division/department etc. with name / designation of the focal person nominated for the empanelment process.
- 1.1.4 The concerned Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies etc. shall publish an Expression of Interest (EOI) for the empanelment amongst the enlisted advertising agencies with PID mentioning their requirements.
- 1.1.5 The secretarial support for the process of empanelment of advertising agencies shall be the responsibility of the concerned Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies etc.
- 1.1.6 The Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies etc. shall convene a meeting of the short-listing committee for scrutinizing and shortlisting of the interested advertising agencies on the basis of submitted profiles. The short-listing committee and criteria to short-list the advertising agencies is required to be developed in consultation with PID keeping in view the specialized requirements of the concerned ministry/division/department etc.
- 1.1.7 Subsequent upon shortlisting of the advertising agencies, a three member Selection Committee of the following composition shall be constituted and notified by the concerned Ministry/division/department etc:

<b>Convener</b>	Not below BS-19 or equivalent who shall also represent the concerned Federal Government Ministry/ Division/attached department/ Autonomous and Semi-autonomous Corporation/ Authority and statutory bodies in the selection committee.
<b>Member</b>	One representative of PID (Not below BS-17)
<b>Member</b>	One External Media Expert from amongst the existing pool shall be nominated by PID.



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- 1.1.8 The concerned Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-Autonomous Corporations/ Authorities and statutory bodies etc shall provide minutes of the Selection Committee's meeting along with original marking sheets duly signed by all the three members for obtaining final concurrence of PID.
- 1.1.9 In order to ensure timely completion of the selection process, the Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-Autonomous Corporations/ Authorities and statutory bodies etc shall initiate the process of empanelment of advertising agencies at least 03 months prior to expiry of the term of empaneled advertising agencies.
- 1.1.10 Extension to the already empaneled advertising agencies for a period of not exceeding 03 months shall be allowed by the PID on written request by the Head of the concerned ministry/ division/ department etc. with proper justification and surety to complete the regular empanelment process within the extended time period.
- 1.1.11 Federal Government Ministry/ Division/ attached department/ Autonomous and Semi-Autonomous Corporation/ Authority and statutory body shall ensure equitable distribution of business among the empaneled advertising agencies.
- 1.1.12 In case of an emergency where no advertising agency is empaneled, Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/Authorities and statutory bodies shall contact PID with a brief to invite enlisted agencies for creative submissions. Agencies will share designs within the specified time and format. A three-member Selection Committee, including a PID representative, will select the artwork. This process applies only to the specific campaign. Entities must assure PID that they will promptly appoint advertising agencies to their panel for future needs.
- 1.1.13 In case of classified advertisement where there is no empaneled advertising agencies, Client Release Order (CRO) may be sent directly to Press Information Department (PID) without naming any advertising agency until the empanelment process has been completed at the earliest while PID may release the same through any advertising agency enlisted with PID ensuring equitable distribution of government advertising business.

## 1.2 Enlisting & Delisting

- 1.2.1 The Press Information Department or its Regional Information Offices (RIOs) subject to final concurrence from PID H/Qrs, Islamabad shall enlist, suspend, blacklist or delist any advertising agency on its pool.
- 1.2.2 Written application addressed to the Principal Information Officer/DG PID, Islamabad or Director Generals/ Heads of PID Regional Offices shall be submitted as per requirements for enlistment.
- 1.2.3 Any advertising agency applying for enlistment with PID must have at least 03 years of active professional experience within Pakistan.
- 1.2.4 If any foreign Advertising Agency intends to get enlisted with PID, it must either get itself registered with the relevant authorities or must enter into a joint venture with a local advertising agency which fulfils the criteria elaborated in these SOPs along with completing all codal formalities required under law of the land.



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## Requirements for Enlistment

1.2.5 The applicant advertising agency must register accordingly with the Securities & Exchange Commission of Pakistan (SECP) for at least 3 years under the Companies Act 2017.

1.2.6 The advertising agency shall fulfill and submit the following for enlistment with PID

- i. Detailed Profile including scope (Print, Electronic, Digital, Outdoor, Cinematic or Foreign Media)
  - \* indicates mandatory submissions
  - a. List of past clients and testimonials\*
  - b. Comprehensive reports of past public-sector campaigns, if any;
  - c. Minimum 03 References/Recommendations from private/public sector clients\*;
  - d. NTN Number\*;
  - e. SECP Registration certificate\*;
- ii. Financial Documents including;
  - a. Balance sheets and duly audited accounts by authorized certified Accountant for past three years\*;
  - b. Liquidity Certificate demonstrating capability to run campaigns of any scale (especially for digital campaigns)\*
- iii. Disclosures
  - a. Non-collusion certificate/affidavit\*;
  - b. The agency must submit an affidavit on Stamp Paper affirming that it has never been blacklisted by any Federal or Provincial Ministry/Division/Department/ Organization etc.\*;
  - c. Any conflict of interests;
- iv. Value Added Services, if any
- v. Infrastructure
  - a. Copy of lease agreement/ proof of address of office in Islamabad and/or provincial capitals\*;
  - b. Detailed organizational structure including specialized/qualified and experienced professionals that can cater to any mediums handled by applicant agency (Electronic, Print, Digital, Outdoor, Cinema, Foreign)\*
- vi. For Digital enlistment the agency must submit documents outlined in the checklist at Annex-I. All other requirements and codal formalities for enlistment of advertising agencies shall also apply.



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- 1.2.7 The submission of application to the PID for enlistment by any advertising agency shall not confer any right for enlistment. The PID shall have the authority to accept or reject any application for enlistment without assigning any reasons.
- 1.2.81 The enlisted advertising agency must adhere to the policies, rules, regulations, SOPs, guidelines and the law in vogue, in letter and spirit. In case of non-adherence or any violation, PID shall have the authority to suspend, blacklist or delist any enlisted advertising agency at any point in time.
- 1.2.9 An advertising agency already enlisted or applying for enlistment must not resort to pressure and coercive tactics influencing government officers/officials. Any advertising agency found to engage in such practices shall be liable to punitive action which may include suspension, blacklisting or delisting.
- 1.2.10 Any advertising agency found to be engaged in fraudulent practices or exhibiting unprofessionalism either through its work or the conduct of its employees with Press Information Department (PID) or upon the complaint received from the federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall render the agency to punitive action which may include suspension, blacklisting, delisting from the PID pool or removal from the panel of the complainant Ministry/ Division/ Department etc. EDG/PIO shall approve the aforementioned punitive action against such agency. The agency penalized in such instance shall have the right to appeal against the action taken by PID to the Secretary MoIB who may decide such appeal either by himself/herself or any committee constituted by him/her for such matters.
- 1.2.11 The advertising agency must ensure that the approved campaigns/ advertisement released by the sponsoring Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-Autonomous Corporations/ Authorities and statutory bodies etc are executed in accordance with the specifications/ requirements given in the Client Release Order (CRO). In case of non-compliance, errors and omissions in the content/ matter/ design of the released advertisement to the desired medium/s, the onus rests with the advertising agency, and is liable to punitive action.
- 1.2.12 The advertising agencies must submit an Integrity Bond affirming that no illegal/ unfair means are used for securing the campaign(s)/business.
- 1.2.13 The quality and error-free translation in the target language is the responsibility of the concerned advertising agency.
- 1.2.14 No advance payment, irrespective of the budget of the campaign, shall be made by the Federal Government for the execution of digital or outdoor campaign by ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc.



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**RELEASE OF  
ADVERTISEMENT**

# 2. RELEASE OF ADVERTISEMENTS

## 2.1. PRINT MEDIA

- 2.1.1 All **display/classified** advertisements emanating from the public sector organizations shall be released only to the newspapers/publications borne on Central Media List (CML) by the Press Information Department (PID) upon the request of federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc.
- 2.1.2 No public sector advertisement shall be released without obtaining a specific PID Tracking Number. No claims or invoices shall be considered eligible for payment that do not bear PID Tracking Number.
- 2.1.3 The PID Tracking Number shall be allocated by the Press Information Department HQ and its Regional Office(s) depending on the location of the sponsoring department/organization where the advertisement is emanating from.
- 2.1.4 Classified Advertisements include public notifications of routine character, consisting of plain text and logo such as Situation Vacant, Tender Notices and Public Notices etc whereas, the Display Advertisement includes advertisements to publicize special initiatives and programs consisting of design elements aimed at maximizing the impact of the message such as launching/inauguration announcements, public outreach and awareness campaigns, sectoral achievements and admission notices etc. However, PID shall be the final authority in the categorization of an advertisement into classified or display.
- 2.1.5 The regional quota 25 % shall be decided by PID, in addition to all advertisements releases emanating from federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. towards supporting regional media, languages and evolving media.
- 2.1.6 In case of classified advertisements, PID shall exercise 25% regional quota over and above of the total number of stations of the newspapers requested by the sponsoring federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. and in case of display advertisements for publications, the 25% quota will be made over and above of the total cost of the advertisement released.
- 2.1.7 For release of advertisement, the advertisement-sponsoring federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall submit a written request addressed to the Director (Advertisements), Press Information Department along with final/approved advertisement, both, duly signed and stamped by an officer not below BS-17 or equivalent. The said written request by the sponsor shall be referred to as Client Release Order (CRO). (Annex-III)



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- 2.1.8 Any instructions other than already specified in CRO limiting PID in performance of its mandate shall not be considered.
- 2.1.9 All advertisements to be published in newspapers/publication etc. must preferably reach PID at least 03 days prior to its desired publication date.
- 2.1.10 All federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall ensure that the request of advertisement is submitted to PID keeping the substantial availability of time in cases where there are specific deadlines. In case of unavailability of sufficient time and subsequent failure of publication of such advertisements, the responsibility shall rest with the sponsoring federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc.
- 2.1.11 In case of display advertisements, when the sponsoring federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. intend to release a campaign or a special supplement, the sponsor may suggest its publications preferences. However, the final authority to decide the publications for the display campaigns shall rest with the PID within the allocated budget ceiling provided by the sponsor.
- 2.1.12 In case of classified advertisements, the sponsoring federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall indicate budget allocation, language, region, periodicity of the publication and number of insertions without naming any newspaper in their client Release Order.
- 2.1.13 The prime responsibility of the content/matter of the advertisement rests with the Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-Autonomous Corporations/ Authorities and statutory bodies etc which is issuing the Client Release Order.
- 2.1.14 It shall be binding on all national and regional publications to ensure that the advertisement released is printed in the respective language(s) of the publication unless otherwise required by the sponsoring organization.
- 2.1.15 PID may decline any request for release of advertisement on the basis of content, matter, deficiency or design contrary to the guidelines/ instructions issued from time to time.
- 2.1.16 All foreign print media advertisements of Federal Government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall be released after obtaining NOC from External Publicity Wing, Ministry of Information & Broadcasting. The sponsoring Ministry/ Division must ensure that the advertisement is released after obtaining the quotations from all the empanelled agencies and preference shall be given to value for money. In case, where there is no empaneled agency(s) or the empanelled agencies regret to release international advertisement due to any reason, the matter shall be referred to PID.
- 2.1.17 PID shall hold the competition for selecting advertising agencies to execute foreign print media advertisement among the enlisted advertising agencies.



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- 2.1.18 All Federal Government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc shall clear their advertisement dues within three months (90-days) of publishing/airing. In case of default, PID may suspend/stop the release of advertisements of the concerned client department until clearance of outstanding dues.
- 2.1.19 The advertisement must not be demanded by any publication as a matter of right. Any newspaper/publication canvassing for advertisement, pressurizing or coercing government officers officers/officials of PID or the sponsoring ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall be liable to punitive action including suspension by Principal Information Officer (PIO) for three months or removal from Central Media List (CML) etc. by the Ministry.
- 2.1.20 All publications shall communicate to Director (Advertisements), PID the name, address and picture of the marketing representative along with the appointment date and expiry date. PID will not consider any unauthorized individual or an individual representing more than one media house(s). Any fraudulent activity, misbehavior, or any other complaint against the marketing representative shall render the publication liable to punitive action (including suspension /removal from CML).
- 2.1.21 Classified Advertisement for Federal Government entities having advertising agencies on Panel: Client Release Order (CRO) shall be addressed to the Director (Advertisement), Press Information Department (PID), Benevolent Fund Building, Zero Point Islamabad, with a copy to one of the empaneled advertising agencies. The Agency shall design the classified/display (print, electronic, digital, cinematic & outdoor) advertisement and provide all necessary support services. PID shall amend/approve the media plan and upload the same on its official website. The concerned advertising agency shall strictly follow and execute the approved media plan as per the client department's requirements. The sponsoring departments must ensure judicious distribution of advertisements distribution among appointed/ empaneled advertising agencies.
- 2.1.22 Classified Advertisement for Federal Government entities having no advertising agencies on Panel: Client Release Order (CRO) shall be sent directly to Director (Advertisement), Press Information Department, Benevolent Fund Building, Islamabad, and the advertisement shall be released through an advertising agency enlisted with PID.

## 2.2 ELECTRONIC MEDIA

- 2.2.1 All public sector advertisements/campaigns to electronic media (TV/Radio) shall be released through advertising agencies only to channels borne on Electronic Media List (EML) after obtaining a specific PID tracking Number (EMN). Any claims or invoices without PID Electronic Media Number (EMN) shall not be entertained/ processed for payment.
- 2.2.2 In case of electronic media campaigns, PID shall make 25% additions of the regional/ evolving TV/ Radio Channels over and above the total cost of the campaign towards reaching out and enabling the masses through regional media/ languages and evolving media to maximize the number of beneficiaries of the announcements.



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- 2.2.3 For release of electronic advertisement through PID, the Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/Authorities and statutory bodies shall submit a written request addressed to the Director (Advertisements), Press Information Department alongwith final/approved campaign, both, duly signed and stamped by an officer not below the grade of BS-17. The said written request by the sponsor shall be called the Client Release Order (CRO) before the start of the campaign (Annex III). The approved TV/Radio commercial/advertisement may be emailed or provided on USB to PID along with the CRO.
- 2.2.4 The sponsoring ministries / divisions/ attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. may suggest / its TV/Radio channels preferences. However, the final authority to finalize the channels / radio spots and time slot for the electronic media campaigns shall rest with the PID.
- 2.2.5 All sponsoring ministries / divisions/ attached departments /autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall ensure timely submission of advertisement's request to PID. In cases where there are specific deadlines such as admission notices/ public notices and other important announcements, the advertisement must reach PID at least two days prior to the schedule of airing. In case of unavailability of substantial amount of time and failure of airing of such advertisements, the onus of responsibility shall rest with the sponsoring ministries / divisions/ attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc.
- 2.2.6 PID shall forward the approved/ final media plan upon release to the Directorate of Electronic Media and Publications (DEMP), MoIB for real-time tracking/ monitoring.
- 2.2.7 The advertising agency shall submit the claim bill to PID within 15 days after airing of the campaign.
- 2.2.8 PID may decline any request for release of advertisement on the basis of content, matter, deficiency or design contrary to the guidelines/ instructions issued from time to time.
- 2.2.9 All foreign electronic media advertisements of Federal Government ministries- /divisions/attached departments/ autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall be released after obtaining NOC from External Publicity Wing, Ministry of Information & Broadcasting. The sponsoring Ministry/ Division must ensure that the advertisement is released after obtaining the quotations from all the empanelled agencies and preference shall be given to value for money. In case, where there is no empaneled agency(s) or the empanelled agencies regret to release international advertisement due to any reason, the matter shall be referred to PID.
- 2.2.10 PID shall hold the competition for selecting advertising agencies to execute foreign electronic media advertisement among the enlisted advertising agencies.
- 2.2.11 The advertisement must not be demanded by any channel as a matter of right. Any channel pressurizing or coercing the officers/ officials of PID or the sponsoring ministries/ divisions/ attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall be liable to punitive action including suspension by Principal Information Officer (PIO) for three months or removal from Electronic Media List (EML) etc. by the Ministry.



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- 2.2.12 All channels shall communicate to Director (Advertisements), PID the name, address and picture of the marketing representative along with the appointment date and expiry date. PID will not consider any unauthorized individual or an individual representing more than one media house(s). Any fraudulent activity, misbehavior, or any other complaint against the marketing representative shall render the channel liable to punitive action.
- 2.2.13 The rates for electronic media advertisement shall be applicable as prescribed by the **Advertisement Rate Fixation Committee** from time to time.
- 2.2.14 It shall be binding on all national and regional channel(s) to ensure that the advertisement released is aired in the respective language(s) of the channel unless otherwise required.
- 2.2.15 Voiceover/dubbing in the respective languages/mediums shall be the responsibility of the concerned advertising agency.

## 2.3 DIGITAL/SOCIAL MEDIA

*Digital advertising is a dynamic and rapidly evolving field, necessitating continuous updates to policies and verification processes. This section outlines the standard operating procedures (SOPs) for digital advertising, ensuring alignment with technological advancements and market trends. While these SOPs cover many aspects of digital advertising, it is acknowledged that unforeseen and technical issues, such as disruptions in internet service or platform-specific challenges, may arise. In such instances, stakeholders are advised to direct their concerns to the Grievance Redressal Committee of M/o Information & Broadcasting for appropriate resolution.*

- 2.3.1 Press Information Department will circulate the digital campaign requirements for the Ministry of Information and Broadcasting to all eligible enlisted agencies while other Federal ministries/ divisions/ attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall circulate digital campaign requirements to their eligible empaneled advertising agencies. In case none of the empaneled agencies is capable of executing the campaign, the same will be circulated among eligible enlisted agencies by PID, after obtaining NOC from the empaneled agencies of the sponsoring department.
- 2.3.2 A Content Committee, as notified by Sponsoring ministries/ divisions/ attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc, shall conduct evaluation and selection of digital media strategy including content/artwork and digital media campaign plans.
- 2.3.3 Every Digital campaign will be initiated after issuance of unique ID (Campaign Number) by Press Information Department.
- 2.3.4 Subsequent to evaluation and selection by Content Committee, the approved and signed digital media plan shall be shared with PID and Centre for Digital Communication (erstwhile Cyber Wing) prior to execution of the campaign. The digital media campaign shall comprise of a robust digital strategy & execution plan which include:

- i. Name of Social media platforms targeted along with budgetary allocation and key metrics (booked/committed impressions, views, clicks, number of unique accounts to be used) along with specific geo-fencing specifications;
- ii. Duration of the campaign with component specific time-frame for achievement of impressions;
- iii. Google Campaigns (Display or Search) budget, placement strategy and targeting strategy;
- iv. In case of international publishers/platforms, selection of platforms and geo-targeting details must be mentioned;
- v. Digital Publishers and number of impressions promised;
- vi. Details of influencers used for PR, content creation, seeding and trending (channel/platforms, booked impressions/views, duration of trend) must be mentioned;
- vii. Value Added Services and FOC;
- viii. Name of sponsoring ministry / division/ attached department /autonomous and semi-autonomous corporation/authority and statutory body etc.;
- ix. Clear strategy must be provided for any other innovative digital placement.

2.3.5 Sponsoring Federal Government Divisions/ Departments/ Ministries/ Authorities/ Autonomous/ Semi-Autonomous / Corporations etc. will provide Client Release Order (CRO) to the Press Information Department, specifying the name of the agency, duly signed and stamped (by agency and sponsoring department) digital media plan & allocated budget to execute campaign.

2.3.6 PID may form a close social media communication group (preferably Whatsapp) for alignment, monitoring, execution, and subsequent verification. Stakeholders from CDC, sponsoring ministries / divisions/ attached departments /autonomous and semi-autonomous corporations/authorities and statutory bodies etc. must be added for co-ordination. Executing advertising agency must share periodic pulse reports to allow for real-time monitoring and verification, as frequently as desired by any stakeholder.

2.3.7 In case of any restriction/limitation by any digital platform or digital publisher during release or approval of the campaign content, the advertising agency representative must immediately inform the designated focal person for re-allocation of the budget for smooth execution. Any reallocation must be approved before execution and usage on an alternate platform. The same must be communicated to all stakeholders present on the communication group for effective monitoring and evaluation.

2.3.8 The advertisement must not be demanded by any agency or digital publisher or live-streaming platform owner(s) or social media handler(s) or influencer(s) as a matter of right. Any digital platform or agency pressurizing or coercing the officers/ officials of PID or the sponsoring ministries/ divisions/ attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall be liable to punitive action including suspension by Principal Information Officer (PIO) for three months or removal from Digital Media List (DML) etc. by the Ministry.



*Haris*

- 2.3.9 The rates for digital media advertisement shall be based upon real-time platform-specific market rates by social media platforms corresponding to local currency and as determined by the Advertisement Rate Fixation Committee of M/o Information & Broadcasting.
- 2.3.10 The bills/ invoices for digital advertisements shall be processed by PID after technical verification (i.e. committed impressions as mentioned in signed and approved media plan) by the Centre for Digital Communication (erstwhile Cyber Wing).
- 2.3.11 Submission of campaign execution report shall have a covering checklist which is duly verified and stamped by executing advertising agency, PID, and CDC (Attached at Annex-III).
- 2.3.12 All payments will be made in Pak Rupees as committed in digital media strategy and all financial responsibility will be borne by the advertising agency in case of fluctuation in foreign currencies.
- 2.3.13 As per Advertisement Policy 2021 (as amended 2022), CDC (erstwhile Cyber Wing) is tasked with registering, maintaining, and updating the list of news websites, web portals, social/digital media platforms, influencers. PID may give preference to CDC's registered digital publishers/ portals/ social/digital media platforms, and influencers for disbursement of advertisement, if need arises.

### Digital Publishers

- 2.3.14 Local Digital Publishers must meet the following eligibility criteria to be ensured by the advertising agency:
- i. Publisher must be accessible in Pakistan without necessitating usage of VPN or private networks
  - ii. Minimum monthly traffic of 200,000 originating from within Pakistan
  - iii. The website/portal/publisher must be integrated with Google Analytics for assessment of traffic/pageviews/users
  - iv. Active on at least three social media platforms
- 2.3.15 Local Digital Publishers shall be categorized on the following scale subject to approval by Advertisement Rate Fixation Committee:

Tier	Monthly Traffic	Rate
A	5M+	TBD by Advertisement Rate Fixation Committee
B	1,250,000-5,000,000	TBD by Advertisement Rate Fixation Committee
C	750,000-1,250,000	TBD by Advertisement Rate Fixation Committee
D	500,000-750,000	TBD by Advertisement Rate Fixation Committee
E	200,000-500,000	TBD by Advertisement Rate Fixation Committee

- 2.3.16 Any Local Digital Publisher found to have manipulated Google Analytics ranking, web traffic statistics, serving reports and/or used unfair means to inflate numbers like usage of bots etc. shall be blacklisted.
- 2.3.17 Digital Publishers may include other prominent websites, ecommerce platforms, forums, blogs, entertainment platforms etc.
- 2.3.18 In the case of digital publishers, Google-aligned third-party verification services may be utilized to verify achieved number of impressions against promised number of impressions by the advertising agency.
- 2.3.19 The distribution of advertisement shall be further based on audience and regional specification/reach of the News Websites, publishers, and/or portals.
- 2.3.20 Advertising agency may use local/international advertisement network for video and banner advertisement distribution.
- 2.3.21 Scanned/PDF (only e-paper) versions of newspapers and e-paper websites are not considered digital publishers.

### Influencers

- 2.3.22 Influencers shall be categorized on the following scale subject to approval by Advertisement Rate Fixation Committee:

Tier	Follower	Rate
Mega	1.0M and above	TBD by Advertisement Rate Fixation Committee
Macro	500K to 999K	TBD by Advertisement Rate Fixation Committee
General	100K to 499K	TBD by Advertisement Rate Fixation Committee
Micro	Above 50K	TBD by Advertisement Rate Fixation Committee

- 2.3.23 Any Influencer found to have manipulated ranking, web traffic statistics, and/or used unfair means to inflate numbers like usage of bots etc. shall be blacklisted.

## 2.4 OUTDOOR

- 2.4.1 All the advertising agencies enlisted with Press Information Department (PID) will be eligible for executing outdoor campaigns for the Federal Government.
- 2.4.2 All sponsoring ministries / divisions/ attached departments /autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall circulate their outdoor campaign requirements to all empaneled advertising agencies.
- 2.4.3 Every Outdoor campaign will be initiated after issuance of unique ID (Campaign Number) by Press Information Department. All the Federal Government Divisions/ Departments/ Ministries/ Authorities/ Autonomous/ Semi-Autonomous / Corporations etc require this unique ID to list their campaign for adequate verification from PID.

- 2.4.4 In case of when no advertising agency is empaneled, all Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies etc. shall send a written request addressed to the Principal Information Officer/EDG PID, Islamabad along with a brief of the nature and scope of the ministry/division/department etc. with name / designation of the focal person nominated for the empanelment process.
- 2.4.5 Rates for outdoor advertisement shall be decided by the Advertisement Rate Fixation Committee.
- 2.4.6 The agency(s) will share the outdoor placement plan with PID prior to execution of the campaign including :
- i. Number and locations of static Billboards;
  - ii. Number and locations Digital Bill boards;
  - iii. Number and locations of Streamers;
  - iv. Comprehensive details of Event/Venue Branding Plan;
  - v. Press Information Department will provide Release Order (RO) to the enlisted agency specifying the name of the cities & allocated budget to execute Outdoor campaign in any specific area/s or across the country;
  - vi. Undertaking affidavit stating that the outdoor advertisement campaign shall be executed as per approved plan and in case of identification of fraudulent activity, executing advertising agency shall be held responsible, face barrement from further campaigns, and liable to legal action.

## 2.5 CINEMA

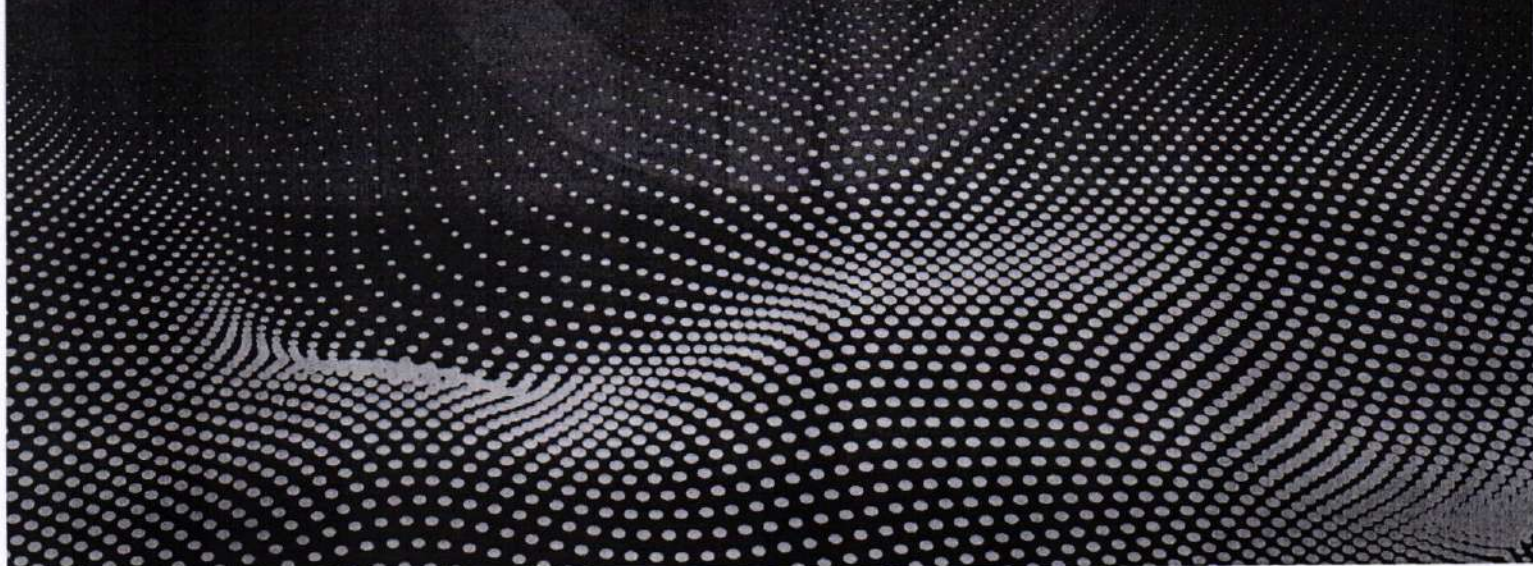
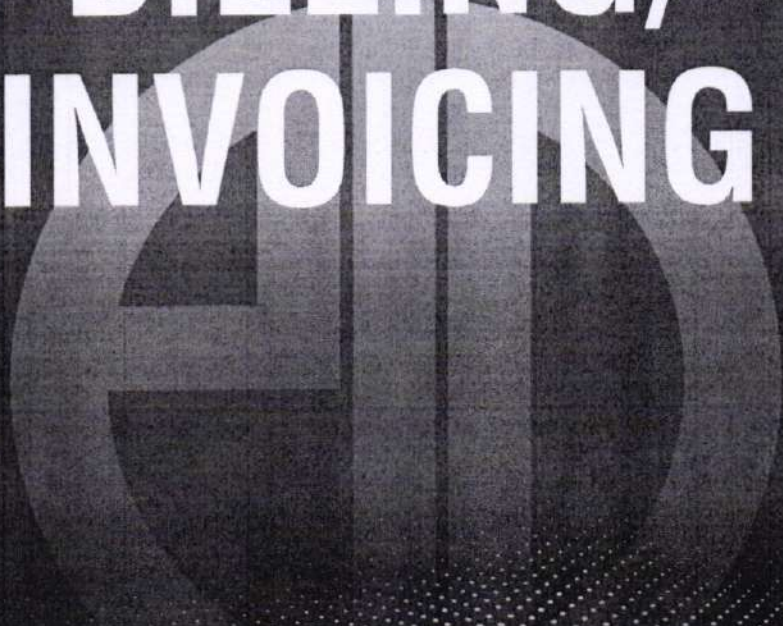
- 2.5.1 PID shall finalize the media plan keeping in view the budget provision, target audience and maximum impact.
- 2.5.2 PID shall approve the publicity campaigns including number of spots, time slot, and consideration for regional language films.
- 2.5.3 PID shall be authorized to include, remove or hold in abeyance any advertisement released to any cinema in the publicity plan.
- 2.5.4 All Federal Government Bodies/ Clients / Departments/ Organizations shall ensure availability of adequate funds prior to release of any cinema campaign on the prescribed pattern.
- 2.5.5 Advertisement Rate Fixation Committee shall approve the rates for Cinema commercials on recommendation of OIC.



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**BILLING/  
INVOICING**



# 3. BILLING/ INVOICING AND PAYMENT PROCEDURE:

## 3.1 GENERAL PRINCIPLES

- 3.1.1 The bills / invoices submitted on account of display or classified advertisements published shall be duly verified by the PID and after due verification will be forwarded to the sponsoring ministry/department etc, for payment/issuance of sanction.
- 3.1.2 All newspapers/ publications/ channels/ media houses/ broadcasters/ etc. must open their vendor numbers accounts with the respective AGPR Offices/ sub-offices and provide the same to the PID.
- 3.1.3 Invoices for the classified advertisement, display Advertisement and Electronic Media Campaign, the invoices will be submitted to PID by the advertising agencies. The sponsoring Ministries/departments/ organizations/autonomous bodies etc. will make 85% payment directly to the newspapers/channels etc and 15% will be paid to advertising agency in terms of its commission, separately under intimation to the Press Information Department, Islamabad. All letters and cheques issued must be sent to the PID for record and onward handing over to the newspapers/channels etc.
- 3.1.4 Payments for all mediums of advertisements shall be made within 90 days of the date of publishing/airing.
- 3.1.5 PID may suspend Ministries /departments /organizations/ autonomous bodies etc. who default in payment of advertisement bills on time.
- 3.1.6 Ministries/departments/ organizations /autonomous bodies etc, whose bills are not audited by AGPR, shall share copies of cheques issued in the name of newspapers / publications/ channels etc, and agency to PID, so that proper record can be maintained.
- 3.1.7 Ministries/departments/organizations/autonomous bodies etc, whose bills are audited by AGPR must issue sanction letters to PID within 07 days after receipt of PID verified bill of advertisement.
- 3.1.8 All ministries/divisions/departments/autonomous bodies/semi-autonomous bodies etc. in light of Advertisement Policy, 2021 (Amended in 2022), duly verified by the Federal Cabinet, are bound to route all advertisements and subsequent bills through the PID. Accordingly, the AGPR shall not accept any bill/invoice that has not been verified by the PID.

## 3.2 PRINT ADVERTISEMENT

- 3.2.1 In case of Print media advertisements three sets of the following documents are required to be submitted in original:
- Invoices as per the approved advertisement rates;
  - Client Release Order (CRO) along with Media Plan;
  - Departmental Release Order (DRO) issued by PID;
  - Complete newspapers/ publications wherein the advertisement is published;



*Harjia*

### 3.3 ELECTRONIC ADVERTISEMENT

- 3.3.1.1 In case of electronic media advertisements, invoice as per approved media plan and spot verification report from DEMP for subject campaign to be submitted.
- 3.3.1.2 Once the electronic campaign has been verified, the bill shall be processed by PID as per the due procedure.

### 3.4 DIGITAL ADVERTISEMENT

- 3.4.1 In case of Digital Media campaign, payments are made in advance to the digital platforms, publishers, influencers etc. by the advertising agency. Subsequently, bills are presented by the advertising agency after completion of the campaign for reimbursement. Hence in case of digital media, all the payments may be made 100% to advertising agencies (inclusive of service charges equivalent to 15% of media buying cost) after successfully fulfilling all codal formalities and any pre-requisite verifications by the Centre for Digital Communications (erstwhile Cyber Wing).
- 3.4.2 In case of Digital media advertisements, executing advertising agency must submit four sets of the following documents in original to PID: -
- i. Duly verified Invoice;
  - ii. Client Release Order along with Media Plan indicating targeted milestone, period/duration and name of campaigns;
  - iii. Comprehensive Digital Media Campaign Execution Report highlighting documentary proof (Screenshots/Reports/Printouts/ of social media platforms, and websites where the advertisement was run).
- 3.4.3 PID shall submit the Digital Media Campaign Execution Report to CDC for technical verification and subsequent provisioning of Digital Campaign Verification Report. In case of incomplete Digital Media Campaign Execution Report, the case may be returned to PID for re-submission along with the missing details. Lastly, in case advertising agencies are still unable to provide the requisite data/papers/documents etc, CDC may perform proportionate deductions during verification.
- 3.4.4 The digital media campaign execution report shall include a covering checklist (specimen attached at Annex-III) which shall be duly signed and stamped by Advertising Agency. Subsequently, it will be duly signed and stamped by PID and CDC (erstwhile Cyber Wing).
- 3.4.5 CDC shall furnish a response to the submission of Digital Media Campaign Execution Report within 05 working days. Subsequent to receiving Digital Campaign Verification Certificate from CDC, PID shall transmit the bills onward to the sponsoring ministry/department etc., for payment/issuance of sanction.

## 3.5 OUTDOOR ADVERTISEMENT

- 3.5.1 Upon successful execution, the advertising agency shall provide (three sets) detailed documentary proof along with invoices for the purpose of verification including:
- i. A Third-party (a company/agency registered with SECP) will provide Verification/Confirmation Report regarding the execution of outdoor placements in accordance with approval from Press Information Department.
  - ii. Authorization letter from the concerned district administration/municipality/cantonment board mentioning the locations and total number of static/digital billboards/streamers etc along with respective receipts of fees and taxes deposited.
  - iii. Outdoor media campaign execution report including individual photographs of billboards/digital billboards/ streamers with associated EXIF metadata specifying location, and time.
  - iv. In the case of digital billboards, real-time geo-tagged and time-stamped videos of digital billboards may be shared through close-communication group (preferably WhatsApp) showing individuals services for each component of the outdoor plan.
- 3.5.2 Once the outdoor campaign has been verified, the bill shall be processed by PID as per the due procedure.

## 3.6 CINEMA ADVERTISEMENT

- 3.6.1 The Federal and Provincial Central Board of Film Censors shall verify the screened cinema commercials.
- 3.6.2 Once the cinema campaign has been verified, the bill shall be processed by PID as per the due procedure.

### Enlistment Checklist for Digital Advertising Agencies

\*indicates mandatory submissions

Sr.	Requirement	Submission	Remarks
1.	List of Enterprise subscription for relevant online monitoring tools (e.g. Synthesio, Talkwalker Hootsuite, Meltwater, etc.)*		
2.	Comprehensive reports of past public-sector digital campaigns, if any		
3.	List of at least 10 clients, project scope with evidence of service provision (contracts, ROs, POs) and 03 references/recommendations along with their contact details		
4.	NTN Number, Copy of Active Taxpayer status on ATL (FBR), and Excise & Taxation (Professional Tax Certificate for current FY)*		
5.	SECP Registration certificate*		
6.	Social Media Presence Report including list of all social media links and official website*		
7.	Capability of the advertising agencies to produce detailed impact Assessment, sentiment analysis, and data-driven decision making (tools and pre-requisite HR)*		
8.	Any Internationally recognized certification or awards		
9.	Copy of lease agreement/ Proof of address of office in Islamabad and/or provincial capitals*		
10.	Detailed organizational structure including specialized/qualified and experienced professionals that can cater to digital media handled by applicant agency *		
11.	Affidavit on Stamp Paper affirming that it has never been blacklisted by any Federal or Provincial Ministry/Division/Department/ Organization etc.*		
12.	Non-collusion certificate/affidavit*		
13.	Any other conflict of interests*		
14.	Liquidity Certificate demonstrating capability to run campaigns of any scale (especially for digital campaigns)*		
15.	Balance sheets and duly audited accounts by authorized certified Accountant for past three years*		

**GOVERNMENT OF PAKISTAN**  
**MINISTRY OF INFORMATION AND BROADCASTING**

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**STARRED NATIONAL ASSEMBLY QUESTION NO. 14, 27<sup>TH</sup> SESSION OF NATIONAL ASSEMBLY**

**ASKED BY MR. ALI MUHAMMAD, MNA**

<p style="text-align: center;"><b><u>QUESTION ASKED BY</u></b> <b><u>MR. ALI MUHAMMAD, MNA</u></b></p>	<p style="text-align: center;"><b><u>REPLY BY</u></b> <b><u>MINISTRY OF INFORMATION AND BROADCASTING</u></b></p>
<p><i>Will the Minister for Information and Broadcasting be pleased to state:</i></p> <p>a. <i>The amount disbursed to various sections of the media separately for print, electronic and social media during the last three financial years and the current financial year;</i></p> <p>b. <i>The detailed breakup of amounts released to each media house, channels, publication, platform or influencer, including names and purposes of such disbursement</i></p>	<p>As per Rules of Business 1973 (Annex-I), and the Guidelines and Procedures 2024 approved by Oversight and Implementation Committee (OIC) of MOIB (Annex-II), Ministry of I&amp;B and Press Information Department has a constitutional and democratic obligation to keep citizens informed about the government's performance, policies, programs, services, initiatives, decisions, and operational activities. To fulfill this obligation, public sector communication and outreach interventions are disseminated through Print, Electronic, and Digital mediums, with due consideration of their reach, audience, relevance, and ability to effectively communicate the State's message to the targeted segments of the society.</p> <p>Allocations are not arbitrary; every disbursement is linked to a specific communication purpose, such as public awareness drive, policy communication, foreign affairs developments, economic and developments</p>

initiatives, crisis communication, and issues of national interest. Classified ads (procurement notices, tenders, recruitments) are mandated by law for promoting transparency in PSDP and institutional operational announcements. It is further submitted that for the purposes of such advertisements payments, funds are directly allocated by Finance Division, Government of Pakistan to each Ministries / Divisions / Departments / Organizations / Autonomous and Semi autonomous bodies / Corporations / Nationalized Banks etc. through Annual Budget grants or grants for the purpose of any specific advertisement campaign as the case may be.

The amount disbursed by the Federal Government / Ministries / Divisions / Autonomous / Semi-Autonomous Bodies / Statutory Bodies / Corporations / Authorities etc. during the last three and current financial year against classified, display and digital content of public is as under:-

S.No	F/Y ear	Sponsor	Mode / Medium	Amount in PKR
1.	2022-2023	M/o I&B	Print Media	492,761,125/-
2.	-do-	Federal Government Ministries / Divisions / Departments / Autonomous and Semi-Autonomous bodies / Corporations / Authorities and statutory bodies etc.	-do-	1,123,766,746/-
3.	2023-2024	M/o I&B	-do-	196,636,950/-
4.	-do-	Federal Government Ministries / Divisions / Departments / Autonomous and Semi-Autonomous bodies / Corporations / Authorities and statutory bodies etc.	-do-	939,634,894/-
5.	2024-2025	M/o I&B	-do-	428,283,084/-

6.	-do-	Federal Government Ministries / Divisions / Departments / Autonomous and Semi-Autonomous bodies / Corporations / Authorities and statutory bodies etc.	-do-	671,204,544/-				
7.	2025-26 (01-07-2025 to 31.12.2025)	M/o I&B	-do-	364,609,757/-				
	-do-	Federal Government Ministries / Divisions / Departments / Autonomous and Semi-Autonomous bodies / Corporations / Authorities and statutory bodies etc.	-do-	298,573,784/-				
8.	2022-2023	M/o I&B	Electronic Media	1,474,978,960/-				
9.	-do-	Federal Government Ministries / Divisions / Departments / Autonomous and Semi-Autonomous bodies / Corporations / Authorities and statutory bodies etc.	-do-	373,948,771/-				
10.	2023-2024	M/o I&B	-do-	1,467,697,250/-				
11.	-do-	Federal Government Ministries / Divisions / Departments / Autonomous and Semi-Autonomous bodies / Corporations / Authorities and statutory bodies etc.	-do-	459,605,741/-				
12.	2024-2025	M/o I&B	-do-	1,648,827,638/-				
13.	-do-	Federal Government Ministries / Divisions / Departments / Autonomous and Semi-Autonomous bodies /	-do-	241,622,583/-				

	to be conducted for FY 2024-25 by AGP.
<p><i>d. What rationale was adopted for the allocation &amp; distributions of media funds; and</i></p>	<p>The allocation of advertisement funds is governed by prudent fiscal governance, institutionalized and annual audit scrutiny, Parliamentary oversight, and citizens' Right to Information. Advertisements are released through Print, Electronic, and Digital media to communicate Government policies, programs, and initiatives to targeted audience / citizens to reap the benefits of interventions. Media rates differ across platforms, with print and electronic having fixed but often higher costs but important for credibility and mass coverage, while digital offers cost-effective, targeted, and measurable outreach. Classified print ads have increased due to expanding PSCP and economic activities such as procurement, tenders, and hiring, and due to the growing operations of Federal Public Universities and more than 400 Federal Government Organizations. Allocations are balanced across print media (classified and display) to promote credibility, electronic for mass out reach, and Digital for efficiency and maximum engagement ensuring transparent and effective use of public funds aligned with institutional needs and evolving media consumption.</p> <p>2. Moreover, the Government released advertisement as part of Corporate Social Responsibility to disseminate social, environmental and ethical information related to Polio, Population control, Pollution and other such social subjects as well as to highlight economic reforms and initiatives undertaken by the Federal Government Ministries / Divisions / Departments / Organizations / Autonomous and Semi- autonomous bodies / Corporations / Nationalized Banks etc. during the requisite period.</p> <p>3. As per rating of TV Channels and circulation of Newspapers, the TV spots as well as Print insertions are allocated accordingly. The Advertisement rates are fixed as per viewership by the <b>Rate Fixation Committee</b></p>

<p><i>e. What corrective or regulatory steps have been taken to ensure transparency, fairness and accountability in media funding?</i></p>	<p>All Federal Public Sector Advertisements are released through PID (Headquarters) and its Regional Information Offices (RIOs) in line with the Federal Government Advertisement Policy 2021 (as amended in 2022) approved by the Federal Cabinet and the Guidelines and Procedures 2024 approved by the Oversight and Implementation Committee of MOIB. To ensure transparency, fairness, and accountability in media funding, a three-stage system of pre-campaign planning, monitoring during execution, and post-campaign evaluation has been institutionalized, supported by independent third-party data from IPSOS and the Institute of Regional Studies(IRS) for evidence-based allocations, with A/B testing applied for data-driven content packaging and customized dissemination. This framework allows timely course corrections, ensures cost-effective outreach, and maintains strict adherence to budgetary ceilings, while enabling PID to function in an agile and responsive manner, adapting to evolving media trends without compromising fiscal prudence, regulatory oversight and fiscal discipline.</p> <p>In addition, the Ministry of Finance allocates funds for Federal Public Sector advertisements directly to sponsoring Ministries, Divisions, attached departments, authorities, autonomous and semi-autonomous bodies, and statutory organizations, either through annual budget allocations or special grants. Payments are then made directly by these sponsoring organizations to the respective publications, TV channels, and digital media platforms, and are subject to in-house pre-and post-audit as well as annual audit by the Auditor General of Pakistan.</p>
<p><i>f. The number of details of appointments made in each subsidiary or department under the Ministry during the current tenure of the government, including qualifications, designations and modes of appointment;</i></p>	<p><b><u>P.I.D</u></b></p> <p>It is submitted that no regular recruitment has been carried out during the tenure of this Government. However, thirty-two (32) individuals were appointed purely on temporary basis under the Counter Violent Extremism (CVE) Project. These appointment were purely on contractual basis and confer no right of regularization or continuation beyond the project period. The details of thirty-two (32) individuals appointed under this project are enclosed herewith at <b>Annex-IV</b></p>

- PBC:**
- Only five persons 2x Sales Assistant, 1x LDC, 2x Naib Qasid have been appointed in PBC during the tenure of incumbent government on Prime Minister's Assistance Package.

**APPC:**

- During the current tenure of the Government, no regular appointments have been made in the Associated Press of Pakistan Corporation (APPC) without due process. However, 15 contractual appointments were made against sanctioned posts within approved budgetary provisions. Following are the details:

- Total number of Contractual Appointments: 15

- **6xSub-Editors/Reporters/Anchorpersons of Social Media (Grade-III),**

Qualifications:

- 1 x M.Phil. in History
- 1 x BS in Mass Communication
- 1 x Master in Education, Bachelor in Mass Communication
- 1 x Masters in English
- 1 x Bachelor of Science in Media Communication & Studies (Major Journalism)
- 1 x Master in Political Science.

- **4xSpecial Assistant (Grade-III)**

Qualification:

- 1 x BBA in Finance
- 1 x MBA in Finance
- 1 x BSc in Commerce
- 1 x MBA in Finance

- **2x Editorial Assistant (Grade-IV) Qualification:**

- 1 x Bachelor of Arts
- 1 x Associate Degree in Arts (2x Years)

- **1x Assistant Cameraman (Grade-IV),**

Qualification:

- 1 x BS in International Relations

	<ul style="list-style-type: none"> <li>• <b>1x Computer Apprentice (Grade-VI) Qualification:</b> 1 x Matric Tech</li> <li>• <b>1x Junior Clerk (Grade-VI) Qualification:</b> 1 x A Level and O Level (General Science) Equivalence Certificate from Inter Board Committee of Chairman, Government of Pakistan.</li> <li>• To ensure transparency, fairness, and accountability in appointments going forward, APPC has reinforced strict compliance with prescribed recruitment rules, merit-based selection criteria, and statutory procedures for all future appointments. Regular appointments, where required, shall be made only through open advertisement, competitive process, and due approval of the competent forums in accordance with applicable laws and regulations. Contractual appointments shall remain limited to exceptional operational necessities, strictly against sanctioned posts, within approved budgetary allocations, and under delegated authority. These measures are aimed at promoting good governance, operational continuity, and equitable employment practices in line with public sector standards.</li> </ul> <p><b><u>PCP:</u></b></p> <ul style="list-style-type: none"> <li>• Only four persons 1x APS, 1x Driver &amp; 2x Naib Qasid have been appointed during the tenure of incumbent government. All the appointments have been made according to the Press Council of Pakistan Ordinance, 2002.</li> </ul> <p><b><u>CBFC:</u></b></p> <p>Four posts i.e. U.D.C, L.D.C, Dispatch Rider and Naib Qasid were filled during the tenure the incumbent Government after advertisement in line with the rules.</p>
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(ANNEX-I)

For official use only

# **RULES OF BUSINESS, 1973**

**(As Amended up to 11<sup>th</sup> May, 2026)**

**CABINET SECRETARIAT  
(Cabinet Division)  
Islamabad**

17. Any other industrial enterprises assigned to the Division.
18. Omitted vide SRO 964(I)/2025 dated 2<sup>nd</sup> June, 2025
- <sup>1</sup>19. Administrative functions in respect of the Pakistan General Cosmetics Act, 2023 (XLIII of 2023).
- <sup>2</sup>20. Small and Medium Enterprises Development Authority (SMEDA).

#### 16. Information and Broadcasting Division

1. Policy relating to internal publicity on national matters including the administration of the provisions of the Post Office, Act, 1898, and section 5 (1) (b) of the Telegraph Act, 1885, in so far as they relate to the Press.
2. Broadcasting including television.
3. Production of films on behalf of Government, its agencies, Government controlled Corporations, etc.
4. Press relations, including delegations of journalists and other information media.
5. Provision of facilities for the development of newspapers industry.
6. (i) Policy regarding government advertisement; control of advertisement and placement;  
(ii) Audit of circulation of newspapers.
7. Administration of the Newsprint Control Ordinance, 1971.
8. National Anthem
9. Liaison and coordination with agencies and media on matters concerning Government policies and activities.
10. Administration of the Information Group.
11. External Publicity.
12. Pakistan National Centres.
13. (i) Administration of-  
(a) Pakistan Broadcasting Corporation Act, 1973;  
(b) Associated Press of Pakistan (Taking Over) Ordinance, 1961; and  
(c) Pakistan Electronic Media Regulatory Authority.  
(ii) Matters relating to-  
(a) The Pakistan Television Corporation; and  
(b) Omitted vide SRO NO.48 (I)/2016 dated 26.1.2016.  
(c) Shalimar Recording and Broadcasting Company.
14. Training facilities for Radio and Television personnel.
15. Special Selection Board for selection of Press Officers for posting in Pakistan Missions abroad.
16. Omitted vide SRO1088 (I)/2011, dated 09.12.2011.
17. Establishment of tourists centers abroad.
18. Administration of the Newspapers Employees (Conditions of Service)

<sup>1</sup> Inserted vide SRO 1434 (I)/2024 dated 11-09-2024

<sup>2</sup> Inserted vide SRO 1986 (I)/2024 dated 05-12-2024



Act, 1973(LVIII of 1973).

19. (i) Omitted vide SRO 939(1)/2019 dated 19-08-2019.  
(ii) Omitted vide SRO 939(1)/2019 dated 19-08-2019.
20. Omitted vide SRO 939(1)/2019 dated 19-08-2019.
21. Omitted vide SRO No.48 (1)/2016 dated 26.1.2016.
22. Omitted vide SRO 40(1)/2019 dated 11-01-2019.
- 23 to 30 Omitted vide SRO No.48 (1)/2016 dated 26.1.2016.
31. Promotion and projection of Government policies through digital media.
32. Press Council of Pakistan.
33. National Press Trust.
- <sup>1</sup>34. Administrative functions in respect of the following laws, namely:–
  - (a) The Protection of Journalists and Media Professionals Act, 2021 (XXIII of 2021) ; and
  - (b) The Access to the Media (Deaf) Persons Act, 2022 (XL of 2022).
- <sup>2</sup>35. Pakistan Information Commission.

#### **17. Information Technology and Telecommunication Division**

1. Preparation of an overall integrated plan as well as formulation of policy for the development and improvement of Information Technology and Telecommunications, including related infrastructure, in Pakistan.
2. Co-ordination with the Provincial Governments, autonomous bodies, private sector, international organizations and foreign countries in respect of information technology and telecommunications.
3. Human resource development in the field of information technology and telecommunications.
4. Promotion of information technology applications.
5. Providing guidelines for the standardization of software for use within the Government.
6. Planning, policy making and legislation covering all aspects of telecommunications excluding radio and television and issuance of policy directives.
- <sup>3</sup>7. Matters relating to National Information Technology Board, Pakistan Software Export Board and the Electronic Government Directorate.
8. All matters relating to National Telecommunication Corporation (NTC), Telecommunications Foundation (TF), Special Communications Organization (SCO) [<sup>4</sup>] and Electronic Certification Accreditation Council.
9. Omitted vide SRO 83(I)/2025 dated 4<sup>th</sup> February, 2025

<sup>1</sup> Inserted vide SRO 1434 (I)/2024 dated 11-09-2024

<sup>2</sup> Added vide SRO 687(I)/2026 dated 24-04-2026

<sup>3</sup> Substituted vide SRO 1434 (I)/2024 dated 11-09-2024

<sup>4</sup> Omitted vide SRO 1986 (I)/2024 dated 05-12-2024

(ANNEX-II)

No. 15(31)/2018 P-1

Islamabad the, 1<sup>st</sup> November, 2024

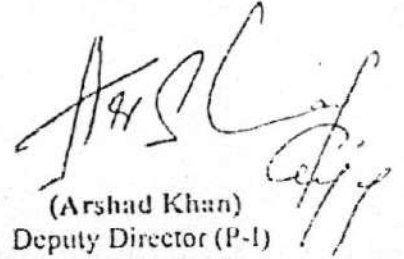
OFFICE MEMORANDUM

Subject: GUIDELINES AND PROCEDURES 2024 OF ADVERTISEMENT POLICY 2021 (AS AMENDED IN 2022)

The undersigned is directed to enclose herewith the Guidelines and Procedures 2024 of Advertisement Policy 2021 (as amended in 2022) as approved by the Oversight & Implementation Committee (OIC) in terms of para 6.1 of the policy.

For information and compliance, please.

Encl: As above

  
(Arshad Khan)  
Deputy Director (P-1)  
Ph: 9103558

Distribution

- a) All Secretaries of the Ministries/Divisions (with the request to circulate the Guidelines and Procedures 2024 of Advertisement Policy 2021 (as amended in 2022) to attached departments/Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies.
- b) Accountant General of Pakistan Revenue (AGPR), Islamabad.
- c) Director General /Principle Information Officer (PIO), PID, Islamabad.
- d) Director General, Directorate of Electronic Media and Publication (DEMP), Islamabad.
- e) Director General, CDC, M/o I&B Islamabad.

Copy for information to:

- Director to Minister Office, M/o I&B, Islamabad
- Director to Secretary Office, M/o I&B, Islamabad

# Guidelines and Procedures 2024

سب سے پہلے  
تیلی سکول پاور  
ڈیجیٹل تعلیم کا آغاز



FOR ADVERTISEMENT POLICY  
2021 (AMENDED IN 2022)



PRESS INFORMATION DEPARTMENT  
MINISTRY OF INFORMATION AND BROADCASTING  
GOVERNMENT OF PAKISTAN

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**ADVERTISING  
AGENCIES**

# 1. ADVERTISING AGENCIES

## 1.1. Procedure for Empanelment:

- 1.1.1 The Press Information Department (PID) shall concur the placement of a panel of minimum three and maximum of six advertising agencies at the disposal of each Federal Government Ministry/ Division/ attached department/ Autonomous and Semi-autonomous, Corporation/ Authority and statutory body through a transparent competitive process from only amongst its enlisted advertising agencies, for a period of two years. However, on request of the concerned Federal Government Ministry/ Division/ attached department/ Autonomous and Semi-Autonomous, Corporation/ Authority and statutory body etc. PID may allow increase/decrease in the number of advertising agencies on panel of Ministries/Department in view of the quantum of work / business.
- 1.1.2 All Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-Autonomous Corporations/ Authorities and statutory bodies etc. shall only utilize the services of such empaneled advertising agencies, concurred by PID at their disposal.
- 1.1.3 All the Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies etc. shall send a written request addressed to the Principal Information Officer, PID, Islamabad along with a brief of the nature and scope of the ministry/division/department etc. with name / designation of the focal person nominated for the empanelment process.
- 1.1.4 The concerned Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies etc. shall publish an Expression of Interest (EOI) for the empanelment amongst the enlisted advertising agencies with PID mentioning their requirements.
- 1.1.5 The secretarial support for the process of empanelment of advertising agencies shall be the responsibility of the concerned Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies etc.
- 1.1.6 The Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies etc. shall convene a meeting of the short-listing committee for scrutinizing and shortlisting of the interested advertising agencies on the basis of submitted profiles. The short-listing committee and criteria to short-list the advertising agencies is required to be developed in consultation with PID keeping in view the specialized requirements of the concerned ministry/division/department etc.
- 1.1.7 Subsequent upon shortlisting of the advertising agencies, a three member Selection Committee of the following composition shall be constituted and notified by the concerned Ministry/division/department etc:

<b>Convener</b>	Not below BS-19 or equivalent who shall also represent the concerned Federal Government Ministry/ Division/attached department/ Autonomous and Semi-autonomous Corporation/ Authority and statutory bodies in the selection committee.
<b>Member</b>	One representative of PID (Not below BS-17)
<b>Member</b>	One External Media Expert from amongst the existing pool shall be nominated by PID.



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- 1.1.8 The concerned Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-Autonomous Corporations/ Authorities and statutory bodies etc shall provide minutes of the Selection Committee's meeting along with original marking sheets duly signed by all the three members for obtaining final concurrence of PID.
- 1.1.9 In order to ensure timely completion of the selection process, the Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-Autonomous Corporations/ Authorities and statutory bodies etc shall initiate the process of empanelment of advertising agencies at least 03 months prior to expiry of the term of empaneled advertising agencies.
- 1.1.10 Extension to the already empaneled advertising agencies for a period of not exceeding 03 months shall be allowed by the PID on written request by the Head of the concerned ministry/ division/ department etc. with proper justification and surety to complete the regular empanelment process within the extended time period.
- 1.1.11 Federal Government Ministry/ Division/ attached department/ Autonomous and Semi-Autonomous Corporation/ Authority and statutory body shall ensure equitable distribution of business among the empaneled advertising agencies.
- 1.1.12 In case of an emergency where no advertising agency is empaneled, Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/Authorities and statutory bodies shall contact PID with a brief to invite enlisted agencies for creative submissions. Agencies will share designs within the specified time and format. A three-member Selection Committee, including a PID representative, will select the artwork. This process applies only to the specific campaign. Entities must assure PID that they will promptly appoint advertising agencies to their panel for future needs.
- 1.1.13 In case of classified advertisement where there is no empaneled advertising agencies, Client Release Order (CRO) may be sent directly to Press Information Department (PID) without naming any advertising agency until the empanelment process has been completed at the earliest while PID may release the same through any advertising agency enlisted with PID ensuring equitable distribution of government advertising business.

## 1.2 Enlisting & Delisting

- 1.2.1 The Press Information Department or its Regional Information Offices (RIOs) subject to final concurrence from PID H/Qrs, Islamabad shall enlist, suspend, blacklist or delist any advertising agency on its pool.
- 1.2.2 Written application addressed to the Principal Information Officer/DG PID, Islamabad or Director Generals/ Heads of PID Regional Offices shall be submitted as per requirements for enlistment.
- 1.2.3 Any advertising agency applying for enlistment with PID must have at least 03 years of active professional experience within Pakistan.
- 1.2.4 If any foreign Advertising Agency intends to get enlisted with PID, it must either get itself registered with the relevant authorities or must enter into a joint venture with a local advertising agency which fulfils the criteria elaborated in these SOPs along with completing all codal formalities required under law of the land.



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## Requirements for Enlistment

1.2.5 The applicant advertising agency must register accordingly with the Securities & Exchange Commission of Pakistan (SECP) for at least 3 years under the Companies Act 2017.

1.2.6 The advertising agency shall fulfill and submit the following for enlistment with PID

i. Detailed Profile including scope (Print, Electronic, Digital, Outdoor, Cinematic or Foreign Media)

\* indicates mandatory submissions

- a. List of past clients and testimonials\*
- b. Comprehensive reports of past public-sector campaigns, if any;
- c. Minimum 03 References/Recommendations from private/public sector clients\*;
- d. NTN Number\*;
- e. SECP Registration certificate\*;

ii. Financial Documents including;

- a. Balance sheets and duly audited accounts by authorized certified Accountant for past three years\*;
- b. Liquidity Certificate demonstrating capability to run campaigns of any scale (especially for digital campaigns)\*

iii. Disclosures

- a. Non-collusion certificate/affidavit\*;
- b. The agency must submit an affidavit on Stamp Paper affirming that it has never been blacklisted by any Federal or Provincial Ministry/Division/Department/ Organization etc.\*;
- c. Any conflict of interests;

iv. Value Added Services, if any

v. Infrastructure

- a. Copy of lease agreement/ proof of address of office in Islamabad and/or provincial capitals\*;
- b. Detailed organizational structure including specialized/qualified and experienced professionals that can cater to any mediums handled by applicant agency (Electronic, Print, Digital, Outdoor, Cinema, Foreign)\*

vi. For Digital enlistment the agency must submit documents outlined in the checklist at Annex-I. All other requirements and codal formalities for enlistment of advertising agencies shall also apply.

- 1.2.7 The submission of application to the PID for enlistment by any advertising agency shall not confer any right for enlistment. The PID shall have the authority to accept or reject any application for enlistment without assigning any reasons.
- 1.2.81 The enlisted advertising agency must adhere to the policies, rules, regulations, SOPs, guidelines and the law in vogue, in letter and spirit. In case of non-adherence or any violation, PID shall have the authority to suspend, blacklist or delist any enlisted advertising agency at any point in time.
- 1.2.9 An advertising agency already enlisted or applying for enlistment must not resort to pressure and coercive tactics influencing government officers/officials. Any advertising agency found to engage in such practices shall be liable to punitive action which may include suspension, blacklisting or delisting.
- 1.2.10 Any advertising agency found to be engaged in fraudulent practices or exhibiting unprofessionalism either through its work or the conduct of its employees with Press Information Department (PID) or upon the complaint received from the federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall render the agency to punitive action which may include suspension, blacklisting, delisting from the PID pool or removal from the panel of the complainant Ministry/ Division/ Department etc. EDG/PIO shall approve the aforementioned punitive action against such agency. The agency penalized in such instance shall have the right to appeal against the action taken by PID to the Secretary MoIB who may decide such appeal either by himself/herself or any committee constituted by him/her for such matters.
- 1.2.11 The advertising agency must ensure that the approved campaigns/ advertisement released by the sponsoring Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-Autonomous Corporations/ Authorities and statutory bodies etc are executed in accordance with the specifications/ requirements given in the Client Release Order (CRO). In case of non-compliance, errors and omissions in the content/ matter/ design of the released advertisement to the desired medium/s, the onus rests with the advertising agency, and is liable to punitive action.
- 1.2.12 The advertising agencies must submit an Integrity Bond affirming that no illegal/ unfair means are used for securing the campaign(s)/business.
- 1.2.13 The quality and error-free translation in the target language is the responsibility of the concerned advertising agency.
- 1.2.14 No advance payment, irrespective of the budget of the campaign, shall be made by the Federal Government for the execution of digital or outdoor campaign by ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc.



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**RELEASE OF  
ADVERTISEMENT**

## 2. RELEASE OF ADVERTISEMENTS

### 2.1. PRINT MEDIA

- 2.1.1 All **display/classified** advertisements emanating from the public sector organizations shall be released only to the newspapers/publications borne on Central Media List (CML) by the Press Information Department (PID) upon the request of federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc.
- 2.1.2 No public sector advertisement shall be released without obtaining a specific PID Tracking Number. No claims or invoices shall be considered eligible for payment that do not bear PID Tracking Number.
- 2.1.3 The PID Tracking Number shall be allocated by the Press Information Department HQ and its Regional Office(s) depending on the location of the sponsoring department/organization where the advertisement is emanating from.
- 2.1.4 Classified Advertisements include public notifications of routine character, consisting of plain text and logo such as Situation Vacant, Tender Notices and Public Notices etc whereas, the Display Advertisement includes advertisements to publicize special initiatives and programs consisting of design elements aimed at maximizing the impact of the message such as launching/inauguration announcements, public outreach and awareness campaigns, sectoral achievements and admission notices etc. However, PID shall be the final authority in the categorization of an advertisement into classified or display.
- 2.1.5 The regional quota 25 % shall be decided by PID, in addition to all advertisements releases emanating from federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. towards supporting regional media, languages and evolving media.
- 2.1.6 In case of classified advertisements, PID shall exercise 25% regional quota over and above of the total number of stations of the newspapers requested by the sponsoring federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. and in case of display advertisements for publications, the 25% quota will be made over and above of the total cost of the advertisement released.
- 2.1.7 For release of advertisement, the advertisement-sponsoring federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall submit a written request addressed to the Director (Advertisements), Press Information Department along with final/approved advertisement, both, duly signed and stamped by an officer not below BS-17 or equivalent. The said written request by the sponsor shall be referred to as Client Release Order (CRO). (Annex-III)



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- 2.1.8 Any instructions other than already specified in CRO limiting PID in performance of its mandate shall not be considered.
- 2.1.9 All advertisements to be published in newspapers/publication etc. must preferably reach PID at least 03 days prior to its desired publication date.
- 2.1.10 All federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall ensure that the request of advertisement is submitted to PID keeping the substantial availability of time in cases where there are specific deadlines. In case of unavailability of sufficient time and subsequent failure of publication of such advertisements, the responsibility shall rest with the sponsoring federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc.
- 2.1.11 In case of display advertisements, when the sponsoring federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. intend to release a campaign or a special supplement, the sponsor may suggest its publications preferences. However, the final authority to decide the publications for the display campaigns shall rest with the PID within the allocated budget ceiling provided by the sponsor.
- 2.1.12 In case of classified advertisements, the sponsoring federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall indicate budget allocation, language, region, periodicity of the publication and number of insertions without naming any newspaper in their client Release Order.
- 2.1.13 The prime responsibility of the content/matter of the advertisement rests with the Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-Autonomous Corporations/ Authorities and statutory bodies etc which is issuing the Client Release Order.
- 2.1.14 It shall be binding on all national and regional publications to ensure that the advertisement released is printed in the respective language(s) of the publication unless otherwise required by the sponsoring organization.
- 2.1.15 PID may decline any request for release of advertisement on the basis of content, matter, deficiency or design contrary to the guidelines/ instructions issued from time to time.
- 2.1.16 All foreign print media advertisements of Federal Government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall be released after obtaining NOC from External Publicity Wing, Ministry of Information & Broadcasting. The sponsoring Ministry/ Division must ensure that the advertisement is released after obtaining the quotations from all the empanelled agencies and preference shall be given to value for money. In case, where there is no empaneled agency(s) or the empanelled agencies regret to release international advertisement due to any reason, the matter shall be referred to PID.
- 2.1.17 PID shall hold the competition for selecting advertising agencies to execute foreign print media advertisement among the enlisted advertising agencies.



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- 2.1.18 All Federal Government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc shall clear their advertisement dues within three months (90-days) of publishing/airing. In case of default, PID may suspend/stop the release of advertisements of the concerned client department until clearance of outstanding dues.
- 2.1.19 The advertisement must not be demanded by any publication as a matter of right. Any newspaper/publication canvassing for advertisement, pressurizing or coercing government officers/officers/officials of PID or the sponsoring ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall be liable to punitive action including suspension by Principal Information Officer (PIO) for three months or removal from Central Media List (CML) etc. by the Ministry.
- 2.1.20 All publications shall communicate to Director (Advertisements), PID the name, address and picture of the marketing representative along with the appointment date and expiry date. PID will not consider any unauthorized individual or an individual representing more than one media house(s). Any fraudulent activity, misbehavior, or any other complaint against the marketing representative shall render the publication liable to punitive action (including suspension /removal from CML).
- 2.1.21 Classified Advertisement for Federal Government entities having advertising agencies on Panel: Client Release Order (CRO) shall be addressed to the Director (Advertisement), Press Information Department (PID), Benevolent Fund Building, Zero Point Islamabad, with a copy to one of the empaneled advertising agencies. The Agency shall design the classified/display (print, electronic, digital, cinematic & outdoor) advertisement and provide all necessary support services. PID shall amend/approve the media plan and upload the same on its official website. The concerned advertising agency shall strictly follow and execute the approved media plan as per the client department's requirements. The sponsoring departments must ensure judicious distribution of advertisements distribution among appointed/ empaneled advertising agencies.
- 2.1.22 Classified Advertisement for Federal Government entities having no advertising agencies on Panel: Client Release Order (CRO) shall be sent directly to Director (Advertisement), Press Information Department, Benevolent Fund Building, Islamabad, and the advertisement shall be released through an advertising agency enlisted with PID.

## 2.2 ELECTRONIC MEDIA

- 2.2.1 All public sector advertisements/campaigns to electronic media (TV/Radio) shall be released through advertising agencies only to channels borne on Electronic Media List (EML) after obtaining a specific PID tracking Number (EMN). Any claims or invoices without PID Electronic Media Number (EMN) shall not be entertained/ processed for payment.
- 2.2.2 In case of electronic media campaigns, PID shall make 25% additions of the regional/ evolving TV/ Radio Channels over and above the total cost of the campaign towards reaching out and enabling the masses through regional media/ languages and evolving media to maximize the number of beneficiaries of the announcements.

- 2.2.3 For release of electronic advertisement through PID, the Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/Authorities and statutory bodies shall submit a written request addressed to the Director (Advertisements), Press Information Department alongwith final/approved campaign, both, duly signed and stamped by an officer not below the grade of BS-17. The said written request by the sponsor shall be called the Client Release Order (CRO) before the start of the campaign (Annex III). The approved TV/Radio commercial/advertisement may be emailed or provided on USB to PID along with the CRO.
- 2.2.4 The sponsoring ministries / divisions/ attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. may suggest / its TV/Radio channels preferences. However, the final authority to finalize the channels / radio spots and time slot for the electronic media campaigns shall rest with the PID.
- 2.2.5 All sponsoring ministries / divisions/ attached departments /autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall ensure timely submission of advertisement's request to PID. In cases where there are specific deadlines such as admission notices/ public notices and other important announcements, the advertisement must reach PID at least two days prior to the schedule of airing. In case of unavailability of substantial amount of time and failure of airing of such advertisements, the onus of responsibility shall rest with the sponsoring ministries / divisions/ attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc.
- 2.2.6 PID shall forward the approved/ final media plan upon release to the Directorate of Electronic Media and Publications (DEMP), MoIB for real-time tracking/ monitoring.
- 2.2.7 The advertising agency shall submit the claim bill to PID within 15 days after airing of the campaign.
- 2.2.8 PID may decline any request for release of advertisement on the basis of content, matter, deficiency or design contrary to the guidelines/ instructions issued from time to time.
- 2.2.9 All foreign electronic media advertisements of Federal Government ministries- /divisions/attached departments/ autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall be released after obtaining NOC from External Publicity Wing, Ministry of Information & Broadcasting. The sponsoring Ministry/ Division must ensure that the advertisement is released after obtaining the quotations from all the empanelled agencies and preference shall be given to value for money. In case, where there is no empaneled agency(s) or the empanelled agencies regret to release international advertisement due to any reason, the matter shall be referred to PID.
- 2.2.10 PID shall hold the competition for selecting advertising agencies to execute foreign electronic media advertisement among the enlisted advertising agencies.
- 2.2.11 The advertisement must not be demanded by any channel as a matter of right. Any channel pressurizing or coercing the officers/ officials of PID or the sponsoring ministries/ divisions/ attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall be liable to punitive action including suspension by Principal Information Officer (PIO) for three months or removal from Electronic Media List (EML) etc. by the Ministry.



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- 2.2.12 All channels shall communicate to Director (Advertisements), PID the name, address and picture of the marketing representative along with the appointment date and expiry date. PID will not consider any unauthorized individual or an individual representing more than one media house(s). Any fraudulent activity, misbehavior, or any other complaint against the marketing representative shall render the channel liable to punitive action.
- 2.2.13 The rates for electronic media advertisement shall be applicable as prescribed by the **Advertisement Rate Fixation Committee** from time to time.
- 2.2.14 It shall be binding on all national and regional channel(s) to ensure that the advertisement released is aired in the respective language(s) of the channel unless otherwise required.
- 2.2.15 Voiceover/dubbing in the respective languages/mediums shall be the responsibility of the concerned advertising agency.

## 2.3 DIGITAL/SOCIAL MEDIA

*Digital advertising is a dynamic and rapidly evolving field, necessitating continuous updates to policies and verification processes. This section outlines the standard operating procedures (SOPs) for digital advertising, ensuring alignment with technological advancements and market trends. While these SOPs cover many aspects of digital advertising, it is acknowledged that unforeseen and technical issues, such as disruptions in internet service or platform-specific challenges, may arise. In such instances, stakeholders are advised to direct their concerns to the Grievance Redressal Committee of M/o Information & Broadcasting for appropriate resolution.*

- 2.3.1 Press Information Department will circulate the digital campaign requirements for the Ministry of Information and Broadcasting to all eligible enlisted agencies while other Federal ministries/ divisions/ attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall circulate digital campaign requirements to their eligible empaneled advertising agencies. In case none of the empaneled agencies is capable of executing the campaign, the same will be circulated among eligible enlisted agencies by PID, after obtaining NOC from the empaneled agencies of the sponsoring department.
- 2.3.2 A Content Committee, as notified by Sponsoring ministries/ divisions/ attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc, shall conduct evaluation and selection of digital media strategy including content/artwork and digital media campaign plans.
- 2.3.3 Every Digital campaign will be initiated after issuance of unique ID (Campaign Number) by Press Information Department.
- 2.3.4 Subsequent to evaluation and selection by Content Committee, the approved and signed digital media plan shall be shared with PID and Centre for Digital Communication (erstwhile Cyber Wing) prior to execution of the campaign. The digital media campaign shall comprise of a robust digital strategy & execution plan which include:

- i. Name of Social media platforms targeted along with budgetary allocation and key metrics (booked/committed impressions, views, clicks, number of unique accounts to be used) along with specific geo-fencing specifications;
- ii. Duration of the campaign with component specific time-frame for achievement of impressions;
- iii. Google Campaigns (Display or Search) budget, placement strategy and targeting strategy;
- iv. In case of international publishers/platforms, selection of platforms and geo-targeting details must be mentioned;
- v. Digital Publishers and number of impressions promised;
- vi. Details of influencers used for PR, content creation, seeding and trending (channel/platforms, booked impressions/views, duration of trend) must be mentioned;
- vii. Value Added Services and FOC;
- viii. Name of sponsoring ministry / division/ attached department /autonomous and semi-autonomous corporation/authority and statutory body etc.;
- ix. Clear strategy must be provided for any other innovative digital placement.

- 2.3.5 Sponsoring Federal Government Divisions/ Departments/ Ministries/ Authorities/ Autonomous/ Semi-Autonomous / Corporations etc. will provide Client Release Order (CRO) to the Press Information Department, specifying the name of the agency, duly signed and stamped (by agency and sponsoring department) digital media plan & allocated budget to execute campaign.
- 2.3.6 PID may form a close social media communication group (preferably Whatsapp) for alignment, monitoring, execution, and subsequent verification. Stakeholders from CDC, sponsoring ministries / divisions/ attached departments /autonomous and semi-autonomous corporations/authorities and statutory bodies etc. must be added for co-ordination. Executing advertising agency must share periodic pulse reports to allow for real-time monitoring and verification, as frequently as desired by any stakeholder.
- 2.3.7 In case of any restriction/limitation by any digital platform or digital publisher during release or approval of the campaign content, the advertising agency representative must immediately inform the designated focal person for re-allocation of the budget for smooth execution. Any reallocation must be approved before execution and usage on an alternate platform. The same must be communicated to all stakeholders present on the communication group for effective monitoring and evaluation.
- 2.3.8 The advertisement must not be demanded by any agency or digital publisher or live-streaming platform owner(s) or social media handler(s) or influencer(s) as a matter of right. Any digital platform or agency pressurizing or coercing the officers/ officials of PID or the sponsoring ministries/ divisions/ attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall be liable to punitive action including suspension by Principal Information Officer (PIO) for three months or removal from Digital Media List (DML) etc. by the Ministry.



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- 2.3.9 The rates for digital media advertisement shall be based upon real-time platform-specific market rates by social media platforms corresponding to local currency and as determined by the Advertisement Rate Fixation Committee of M/o Information & Broadcasting.
- 2.3.10 The bills/ invoices for digital advertisements shall be processed by PID after technical verification (i.e. committed impressions as mentioned in signed and approved media plan) by the Centre for Digital Communication (erstwhile Cyber Wing).
- 2.3.11 Submission of campaign execution report shall have a covering checklist which is duly verified and stamped by executing advertising agency, PID, and CDC (Attached at Annex-III).
- 2.3.12 All payments will be made in Pak Rupees as committed in digital media strategy and all financial responsibility will be borne by the advertising agency in case of fluctuation in foreign currencies.
- 2.3.13 As per Advertisement Policy 2021 (as amended 2022), CDC (erstwhile Cyber Wing) is tasked with registering, maintaining, and updating the list of news websites, web portals, social/digital media platforms, influencers. PID may give preference to CDC's registered digital publishers/portals/ social/digital media platforms, and influencers for disbursement of advertisement, if need arises.

### Digital Publishers

- 2.3.14 Local Digital Publishers must meet the following eligibility criteria to be ensured by the advertising agency:
- i. Publisher must be accessible in Pakistan without necessitating usage of VPN or private networks
  - ii. Minimum monthly traffic of 200,000 originating from within Pakistan
  - iii. The website/portal/publisher must be integrated with Google Analytics for assessment of traffic/pageviews/users
  - iv. Active on at least three social media platforms
- 2.3.15 Local Digital Publishers shall be categorized on the following scale subject to approval by Advertisement Rate Fixation Committee:

Tier	Monthly Traffic	Rate
A	5M+	TBD by Advertisement Rate Fixation Committee
B	1,250,000-5,000,000	TBD by Advertisement Rate Fixation Committee
C	750,000-1,250,000	TBD by Advertisement Rate Fixation Committee
D	500,000-750,000	TBD by Advertisement Rate Fixation Committee
E	200,000-500,000	TBD by Advertisement. Rate Fixation Committee

- 2.3.16 Any Local Digital Publisher found to have manipulated Google Analytics ranking, web traffic statistics, serving reports and/or used unfair means to inflate numbers like usage of bots etc. shall be blacklisted.
- 2.3.17 Digital Publishers may include other prominent websites, ecommerce platforms, forums, blogs, entertainment platforms etc.
- 2.3.18 In the case of digital publishers, Google-aligned third-party verification services may be utilized to verify achieved number of impressions against promised number of impressions by the advertising agency.
- 2.3.19 The distribution of advertisement shall be further based on audience and regional specification/reach of the News Websites, publishers, and/or portals.
- 2.3.20 Advertising agency may use local/international advertisement network for video and banner advertisement distribution.
- 2.3.21 Scanned/PDF (only e-paper) versions of newspapers and e-paper websites are not considered digital publishers.

### Influencers

- 2.3.22 Influencers shall be categorized on the following scale subject to approval by Advertisement Rate Fixation Committee:

Tier	Follower	Rate
Mega	1.0M and above	TBD by Advertisement Rate Fixation Committee
Macro	500K to 999K	TBD by Advertisement Rate Fixation Committee
General	100K to 499K	TBD by Advertisement Rate Fixation Committee
Micro	Above 50K	TBD by Advertisement Rate Fixation Committee

- 2.3.23 Any Influencer found to have manipulated ranking, web traffic statistics, and/or used unfair means to inflate numbers like usage of bots etc. shall be blacklisted.

## 2.4 OUTDOOR

- 2.4.1 All the advertising agencies enlisted with Press Information Department (PID) will be eligible for executing outdoor campaigns for the Federal Government.
- 2.4.2 All sponsoring ministries / divisions/ attached departments /autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall circulate their outdoor campaign requirements to all empaneled advertising agencies.
- 2.4.3 Every Outdoor campaign will be initiated after issuance of unique ID (Campaign Number) by Press Information Department. All the Federal Government Divisions/ Departments/ Ministries/ Authorities/ Autonomous/ Semi-Autonomous / Corporations etc. require this unique ID to list their campaign for adequate verification from PID.

- 2.4.4 In case of when no advertising agency is empaneled, all Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies etc. shall send a written request addressed to the Principal Information Officer/EDG PID, Islamabad along with a brief of the nature and scope of the ministry/division/department etc. with name / designation of the focal person nominated for the empanelment process.
- 2.4.5 Rates for outdoor advertisement shall be decided by the Advertisement Rate Fixation Committee.
- 2.4.6 The agency(s) will share the outdoor placement plan with PID prior to execution of the campaign including :
- i. Number and locations of static Billboards;
  - ii. Number and locations Digital Bill boards;
  - iii. Number and locations of Streamers;
  - iv. Comprehensive details of Event/Venue Branding Plan;
  - v. Press Information Department will provide Release Order (RO) to the enlisted agency specifying the name of the cities & allocated budget to execute Outdoor campaign in any specific area/s or across the country;
  - vi. Undertaking affidavit stating that the outdoor advertisement campaign shall be executed as per approved plan and in case of identification of fraudulent activity, executing advertising agency shall be held responsible, face barrement from further campaigns, and liable to legal action.

## 2.5 CINEMA

- 2.5.1 PID shall finalize the media plan keeping in view the budget provision, target audience and maximum impact.
- 2.5.2 PID shall approve the publicity campaigns including number of spots, time slot, and consideration for regional language films.
- 2.5.3 PID shall be authorized to include, remove or hold in abeyance any advertisement released to any cinema in the publicity plan.
- 2.5.4 All Federal Government Bodies/ Clients / Departments/ Organizations shall ensure availability of adequate funds prior to release of any cinema campaign on the prescribed pattern.
- 2.5.5 Advertisement Rate Fixation Committee shall approve the rates for Cinema commercials on recommendation of OIC.

**3**

**BILLING/  
INVOICING**

## 3. BILLING/ INVOICING AND PAYMENT PROCEDURE:

### 3.1 GENERAL PRINCIPLES

- 3.1.1 The bills / invoices submitted on account of display or classified advertisements published shall be duly verified by the PID and after due verification will be forwarded to the sponsoring ministry/department etc, for payment/issuance of sanction.
- 3.1.2 All newspapers/ publications/ channels/ media houses/ broadcasters/ etc. must open their vendor numbers accounts with the respective AGPR Offices/ sub-offices and provide the same to the PID.
- 3.1.3 Invoices for the classified advertisement, display Advertisement and Electronic Media Campaign, the invoices will be submitted to PID by the advertising agencies. The sponsoring Ministries/departments/ organizations/autonomous bodies etc. will make 85% payment directly to the newspapers/channels etc and 15% will be paid to advertising agency in terms of its commission, separately under intimation to the Press Information Department, Islamabad. All letters and cheques issued must be sent to the PID for record and onward handing over to the newspapers/channels etc.
- 3.1.4 Payments for all mediums of advertisements shall be made within 90 days of the date of publishing/airing.
- 3.1.5 PID may suspend Ministries /departments /organizations/ autonomous bodies etc. who default in payment of advertisement bills on time.
- 3.1.6 Ministries/departments/ organizations /autonomous bodies etc, whose bills are not audited by AGPR, shall share copies of cheques issued in the name of newspapers / publications/ channels etc, and agency to PID, so that proper record can be maintained.
- 3.1.7 Ministries/departments/organizations/autonomous bodies etc, whose bills are audited by AGPR must issue sanction letters to PID within 07 days after receipt of PID verified bill of advertisement.
- 3.1.8 All ministries/divisions/departments/autonomous bodies/semi-autonomous bodies etc. in light of Advertisement Policy, 2021 (Amended in 2022), duly verified by the Federal Cabinet, are bound to route all advertisements and subsequent bills through the PID. Accordingly, the AGPR shall not accept any bill/invoice that has not been verified by the PID.

### 3.2 PRINT ADVERTISEMENT

- 3.2.1 In case of Print media advertisements three sets of the following documents are required to be submitted in original:
  - i. Invoices as per the approved advertisement rates;
  - ii. Client Release Order (CRO) along with Media Plan;
  - iii. Departmental Release Order (DRO) issued by PID;
  - iv. Complete newspapers/ publications wherein the advertisement is published;

### 3.3 ELECTRONIC ADVERTISEMENT

- 3.3.1.1 In case of electronic media advertisements, invoice as per approved media plan and spot verification report from DEMP for subject campaign to be submitted.
- 3.3.1.2 Once the electronic campaign has been verified, the bill shall be processed by PID as per the due procedure.

### 3.4 DIGITAL ADVERTISEMENT

- 3.4.1 In case of Digital Media campaign, payments are made in advance to the digital platforms, publishers, influencers etc. by the advertising agency. Subsequently, bills are presented by the advertising agency after completion of the campaign for reimbursement. Hence in case of digital media, all the payments may be made 100% to advertising agencies (inclusive of service charges equivalent to 15% of media buying cost) after successfully fulfilling all codal formalities and any pre-requisite verifications by the Centre for Digital Communications (erstwhile Cyber Wing).
- 3.4.2 In case of Digital media advertisements, executing advertising agency must submit four sets of the following documents in original to PID: -
- i. Duly verified Invoice;
  - ii. Client Release Order along with Media Plan indicating targeted milestone, period/duration and name of campaigns;
  - iii. Comprehensive Digital Media Campaign Execution Report highlighting documentary proof (Screenshots/Reports/Printouts/ of social media platforms, and websites where the advertisement was run).
- 3.4.3 PID shall submit the Digital Media Campaign Execution Report to CDC for technical verification and subsequent provisioning of Digital Campaign Verification Report. In case of incomplete Digital Media Campaign Execution Report, the case may be returned to PID for re-submission along with the missing details. Lastly, in case advertising agencies are still unable to provide the requisite data/papers/documents etc, CDC may perform proportionate deductions during verification.
- 3.4.4 The digital media campaign execution report shall include a covering checklist (specimen attached at Annex-III) which shall be duly signed and stamped by Advertising Agency. Subsequently, it will be duly signed and stamped by PID and CDC (erstwhile Cyber Wing).
- 3.4.5 CDC shall furnish a response to the submission of Digital Media Campaign Execution Report within 05 working days. Subsequent to receiving Digital Campaign Verification Certificate from CDC, PID shall transmit the bills onward to the sponsoring ministry/department etc., for payment/issuance of sanction.



*Razvi*

## 3.5 OUTDOOR ADVERTISEMENT

- 3.5.1 Upon successful execution, the advertising agency shall provide (three sets) detailed documentary proof along with invoices for the purpose of verification including:
- i. A Third-party (a company/agency registered with SECP) will provide Verification/Confirmation Report regarding the execution of outdoor placements in accordance with approval from Press Information Department.
  - ii. Authorization letter from the concerned district administration/municipality/cantonment board mentioning the locations and total number of static/digital billboards/streamers etc along with respective receipts of fees and taxes deposited.
  - iii. Outdoor media campaign execution report including individual photographs of billboards/digital billboards/ streamers with associated EXiF metadata specifying location, and time.
  - iv. In the case of digital billboards, real-time geo-tagged and time-stamped videos of digital billboards may be shared through close-communication group (preferably WhatsApp) showing individuals services for each component of the outdoor plan.
- 3.5.2 Once the outdoor campaign has been verified, the bill shall be processed by PID as per the due procedure.

## 3.6 CINEMA ADVERTISEMENT

- 3.6.1 The Federal and Provincial Central Board of Film Censors shall verify the screened cinema commercials.
- 3.6.2 Once the cinema campaign has been verified, the bill shall be processed by PID as per the due procedure.

**Enlistment Checklist for Digital Advertising Agencies**  
\*indicates mandatory submissions

Sr.	Requirement	Submission	Remarks
1.	List of Enterprise subscription for relevant online monitoring tools (e.g. Synthesio, Talkwalker Hootsuite, Meltwater, etc.)*		
2.	Comprehensive reports of past public-sector digital campaigns, if any		
3.	List of at least 10 clients, project scope with evidence of service provision (contracts, ROs, POs) and 03 references/recommendations along with their contact details		
4.	NTN Number, Copy of Active Taxpayer status on ATL (FBR), and Excise & Taxation (Professional Tax Certificate for current FY)*		
5.	SECP Registration certificate*		
6.	Social Media Presence Report including list of all social media links and official website*		
7.	Capability of the advertising agencies to produce detailed impact Assessment, sentiment analysis, and data-driven decision making (tools and pre-requisite HR)*		
8.	Any Internationally recognized certification or awards		
9.	Copy of lease agreement/ Proof of address of office in Islamabad and/or provincial capitals*		
10.	Detailed organizational structure including specialized/qualified and experienced professionals that can cater to digital media handled by applicant agency *		
11.	Affidavit on Stamp Paper affirming that it has never been blacklisted by any Federal or Provincial Ministry/Division/Department/ Organization etc.*		
12.	Non-collusion certificate/affidavit*		
13.	Any other conflict of interests*		
14.	Liquidity Certificate demonstrating capability to run campaigns of any scale (especially for digital campaigns)*		
15.	Balance sheets and duly audited accounts by authorized certified Accountant for past three years*		

BY SPECIAL MESSENGER

DAC MATTERS


(ANNEX-III)

GOVERNMENT OF PAKISTAN  
MINISTRY OF INFORMATION & BROADCASTING  
(F&A SECTION)

\*\*\*\*\*

SUBJECT: MINUTES/ ACTIONABLE POINTS ARISING OUT FROM  
DISCUSSION OF SUB-COMMITTEE II OF PUBLIC ACCOUNTS  
COMMITTEE (PAC) MEETING HELD ON 29<sup>TH</sup> JULY, 2025

Please find enclosed herewith actionable points arising out from discussion  
of the meeting of the Public Account Committee held on 29<sup>th</sup> July, 2025 in Committee  
Room No. 02, Parliament House, Islamabad for further necessary action and compliance.  
Please.

  
(Abdul Rashid)  
Account Officer (F&A)  
Ph: 9208517

1. D.S.O, PID, Islamabad.

2. Chairman, PEMRA.

3. Ref. U.O.No. 4(8)/2025-F&A Section, dated 18.08.2025

Copy

1. D.S.O (I&B Division)
2. S.O (B&C), I&B Division
3. A.D (Dev), I&B Division
4. P.S to A.S (I&B Division)

AD (B)

33/28  
18/8/25



# NATIONAL ASSEMBLY SECRETARIAT

## MINUTES OF THE MEETING OF THE PUBLIC ACCOUNTS COMMITTEE (PAC)

31<sup>st</sup> meeting of the Public Accounts Committee (PAC) pertaining to the Ministry of Information and Broadcasting under the Chairmanship of Mr. Junaid Akbar, MNA was held on the 29<sup>th</sup> July, 2025 at 11:00 am in Committee Room No.2, 1<sup>st</sup> Floor, Parliament House, Islamabad. List of participants is placed at Annexure-A.

The proceedings commenced with recitation from the Holy Quran.

### MINISTRY OF INFORMATION AND BROADCASTING APPROPRIATION ACCOUNTS (CIVIL) VOL-I (2022-23)

- 3 i) GRANT NO.54- INFORMATION AND BROADCASTING DIVISION  
(EXCESS AMOUNT OF RS. 158,459,085)
- ii) GRANT NO.55- MISCELLANEOUS EXPENDITURE OF INFORMATION AND BROADCASTING DIVISION  
(LAPSED AMOUNT OF RS. 25,926,732)
- iii) GRANT NO.110- DEVELOPMENT EXPENDITURE OF INFORMATION AND BROADCASTING DIVISION  
(EXCESS AMOUNT OF RS. 368,943)

### RECOMMENDATION / DIRECTIVE

The Committee recommended to settle the above three Grants on the recommendation of DAC.

### MINISTRY OF INFORMATION AND BROADCASTING ANNUAL REPORT ON THE ACCOUNTS OF FEDERAL GOVERNMENT (CIVIL) FOR THE YEAR 2023-24

#### PID, ISLAMABAD

PARA NO. 18.5.1 (PAGE NO. 236-237)

#### USE OF SUPPLEMENTARY GRANT WITHIN THE PRESS INFORMATION DEPARTMENT (PID), ISLAMABAD - RS. 1,790.045 MILLION

PID  
The Economic Coordination Committee (ECC) of the Cabinet considered the Summary dated 21.11.2022, submitted by the Ministry of Information and Broadcasting regarding allocation of budget to launch a comprehensive media awareness campaign on Government's flood related initiatives, programs and projects, and approved Rs. 50.000 million under head of account A03919 Payment to others for services rendered and funds to the tune of Rs. 2.000 billion in favor of the Ministry of Information and Broadcasting through a Supplementary Grant for the Financial year 2022-23. The Press Information Department (PID) received a Supplementary Grant of Rs. 1,950,000,000 under Head of account A03907-Advertising and Publicity for campaign on Government's flood related initiatives. Audit observed that out of Rs. 1,950.000 million, only Rs. 159.955 million was utilized for the intended media campaign and the remaining amount of Rs. 1,790.045 million was spent on unspecified expenditures in violation of the ECC and Cabinet decision. Audit was of the view that use of the Supplementary Grant indicates significant irregularities as Rs. 1,790.045 million was diverted from the intended media campaign, constituting a breach of financial regulations.

Audit recommended that the responsibility may be fixed for the irregularity.

#### DAC Recommendations (21.07.2025):

The Audit apprised the DAC that the Press Information Department (PID) received a Supplementary Grant of Rs. 1,950,000,000 under the Head of Account A03907 - Advertising and Publicity for the campaign on Government's flood related initiatives. Audit

observed that out of Rs. 1,950.000 million, only Rs. 159.955 million was utilized for the intended media campaign on Government's flood related activities. Further, the remaining amount of Rs. 1,790.045 million was spent on unspecified expenditures in violation of the ECC and Cabinet decision.

The PID management stated that, as per Summary for the Economic Coordination Committee (ECC), they had demanded Rs. 5.000 billion as Supplementary/Technical Supplementary Grant to launch Publicity/Awareness campaign on different Government initiatives/achievements in the print, electronic and digital media. In response, the ECC approved an allocation of funds to the tune of Rs. 2.000 billion in favor of the Ministry of Information and Broadcasting through Supplementary Grant for the FY 2022-23, to launch comprehensive Media Awareness Campaign on Government's Flood related Initiatives, Programmes and Projects. The Audit Para was extensively discussed by the DAC. The Department took the stance that the amount in addition to the flood related initiatives, was also meant for others programs and projects. However, Audit stated that the amount was only meant for flood related initiatives, programs and projects. The Audit asked to provide the implementation report submitted by the Ministry to the Cabinet w.r.t. the allocation.

The PAO informed that the summary for Supplementary Grant was moved which was not limited to advertisement of flood related campaign but for the advertisement of other Government Programs / Projects and the said record can be verified from the Audit.

**PAC RECOMMENDATION / DIRECTIVE**

The PAC observed that these issues should have been discussed and decided at DAC level and referred the Para back to DAC for discussion and verification of record.

**PEMRA**

**5. PARA NO. 18.5.2 (PAGE NO. 237-238)**

**LOSS DUE TO DELAY IN THE GRANT OF VARIOUS LICENSES TO PROVISIONAL SUCCESSFUL BIDDERS - RS. 1,393.575 MILLION**

The management of the PEMRA awarded provisional Licenses to 17 successful bidders (15 licenses to the provisional successful bidders on 03.05.2019 and 02 licenses to the provisional successful bidders on 11.10.2018) amounting to Rs/1,639,500,000 and 15% earnest money of the total bid price amounting to Rs. 245,925,000 was retained by PEMRA from these 17 successful bidders. Audit observed that:

- i. Those 17 selected bidders were not granted licenses despite lapse of more than 44 months (three years and eight months) in violation of Section 22 of the PEMRA Ordinance, 2002, as amended by the PEMRA Amendment Act, 2007, Rule 09(5) of the PEMRA Rules, 2009 and Item No. 5 of the Minutes of the 155<sup>th</sup> Authority meeting held on 28.02.2020.
- ii. The public exchequer was deprived of the remaining 85% of Applicable License Fee (ALF) revenue amounting to Rs. 1,393,575,000 due to non-clearance of security from the Ministry of Interior.

Audit was of the view that the non-granting of licenses caused a loss to the public exchequer and was a serious lapse on the part of the Ministry of Interior, as grant of the license could not be pending for an indefinite period of time.

Audit recommends that the responsibility may be fixed for the non-granting of licenses, as per the PEMRA Ordinance, Rules and Minutes of the Authority meeting.

**DAC's recommendations (21.07.2025):**

The Audit apprised the DAC that the management had recovered an amount of Rs. 1,149.625 million from the 12 licensees on account of license fees. The same was deposited in the Askari Bank Account No. 1650506546, maintained by the PEMRA, whereas, it was required to be deposited in the Government treasury, as the Finance Division had clarified through Para No 4.4.2.1 of the Explanatory Memorandum of the Federal Receipts that the

GOVERNMENT OF PAKISTAN  
PRESS INFORMATION DEPARTMENT

\*\*\*\*

F. No 7 (9)/2019-A

Islamabad: February 09, 2026

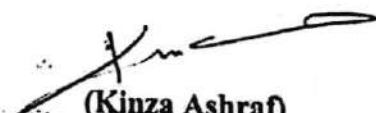
Subject: NATIONAL ASSEMBLY ROTA-DAY QUESTIONS.

It refers to National Assembly Rota Day Question No. 14, sub-question (c), asked by Mr. Muhammad Ali, regarding details of appointments made in each subordinate department of the Ministry of Information & Broadcasting during the current tenure of the Government.

2. In this regard, it is submitted that no regular recruitment has been carried out during the tenure of this Government.

3. However, thirty-two (32) individuals were appointed purely on a temporary basis under the Counter Violent Extremism (CVE) Project. These appointments were purely on contractual basis and confer no right of regularization or continuation beyond the project period. The details of thirty-two (32) individuals appointed under this project are enclosed herewith.

4. This is issued with the approval of the Competent Authority.

  
(Kinza Ashraf)  
Deputy Director (Admin)

**GOVERNMENT OF PAKISTAN  
MINISTRY OF INFORMATION AND BROADCASTING**

\*\*\*\*\*

**STARRED NATIONAL ASSEMBLY QUESTION NO. 39, 27<sup>TH</sup> SESSION OF NATIONAL ASSEMBLY**

**ASKED BY DR. SHAZIA SOBIA ASLAM SOOMRO, MNA**

<p style="text-align: center;"><b>QUESTION BY</b></p> <p style="text-align: center;"><b><u>DR. SHAZIA SOBIA</u></b> <b><u>ASLAM SOOMRO, MNA</u></b></p> <p><i>Will the Minister for Information and Broadcasting be pleased to state:</i></p> <p>a) <i>The total budget allocated to the Ministry during the last three Financial Years, along-with year wise details of expenditure;</i></p> <p>b) <i>The details of Government advertising released through print, electronic and</i></p>	<p style="text-align: center;"><b>REPLY BY</b></p> <p style="text-align: center;"><b><u>MINISTRY OF INFORMATION AND BROADCASTING</u></b></p> <p>All public sector advertisements are released in accordance with the Federal Government Advertisement Policy 2021 (as amended in 2022), approved by the Federal Cabinet, and the Guidelines and Procedures 2024 issued thereunder (Annex-A). The policy is all-encompassing, covering all media, and is designed to ensure transparent, judicious, and merit-based utilization of public resources for government communication and media campaigns.</p> <p>2. Government advertising is released to serve a defined public interest purpose. Advertisements are released to inform citizens about government policies, programmes, and initiatives; to change behavior in areas of public health and safety; to ensure operational effectiveness of government by making citizens aware of available public services; and to project Pakistan's national narrative and interests. Campaigns and outreach activities are planned and executed on the basis of reach, audience, and measurable public benefit/dividend, not based on any media outlet's editorial stance, political affiliation, or loyalty. The policy expressly requires that advertising decisions be driven by value for public money and effective delivery of the public message.</p> <p>3. During the requisite period, advertisements were released across print, electronic, and digital media for the following sectors of public importance: economic reforms; foreign affairs; governance reforms; performance and initiatives of Federal</p>
---	--

<p><i>digital media during the said period; and</i></p>	<p>Government Ministries/ Divisions/ Departments/ Autonomous and Semi-autonomous Bodies/ Entities etc.; socio-economic issues; youth empowerment; Kashmir; National Action Plan; public safety and awareness; environment and climate change; tourism; defence and security; digital safety and cyber security; Marka-e-Haq, Youm-e-Tashakur, and the Pakistan-India Standoff.</p>
<p><i>c) The steps taken by the Ministry to ensure transparency and merit in the distribution of Government advertisements and to prevent misuse for political or non-political purposes?</i></p>	<p>4. A significant portion of government advertising constitutes a civic and social obligation, in line with Corporate Social Responsibility, to disseminate information on matters of direct public welfare, including polio eradication, population control, pollution, public safety, and other subjects of social importance. These are not promotional campaigns; these are public service communications that directly contribute to the health, safety, and well-being of citizens.</p> <p>5. Advertisement rates are determined by the Rate Fixation Committee (RFC) as approved by the Federal Cabinet in 2022, based on verified viewership and circulation data. Allocation of TV spots and print insertions is made in accordance with audience ratings and newspaper circulation figures, ensuring that public funds are directed towards outlets with the greatest reach and impact. These matters are regularly deliberated in consultation with the Pakistan Broadcasters Association (PBA) and the All-Pakistan Newspapers Society (APNS), respectively, to ensure fairness and transparency.</p> <p>6. Furthermore, the pending liabilities for Print, Electronic and Digital Media are cleared on a regular basis so that salaries of employees and outstanding advertisement dues are cleared by respective media houses.</p> <p>7. Media industry is currently facing crisis particularly sustaining print media industry. More financial support is required by media houses to pay salaries to media workers. Therefore, regional media is being supported across different mediums &amp; platforms through advertisement campaigns with targeted approach to reach out to people at grassroots level.</p>

8. The requisite details of total budget allocated to PID H/Qs, Islamabad during the last three Financial Years along-with the details of expenditure are as under: -

**STATEMENT SHOWING DETAILS OF TOTAL BUDGET ALONGWITH EXPENDITURE FOR LAST THREE YEARS FOR PID**

S. No.	F. Y	Allocated Budget	Supplementary Grant	Re-appropriate (-)	Re-appropriate (+)	Final Budget grant	Expenditure
1.	22-23	728,455,000/-	2,950,000,000/-	128,107,619/-	146,373,422/-	3,696,720,803/-	3,790,113,170/-
2.	23-24	1,077,000,000/-	1,691,060,000/-	102,410,679/-	184,393,704/-	2,850,044,525/-	2,921,813,091/-
3.	24-25	1,077,000,000/-	3,920,822,000/-	94,081,459/-	319,669,732/-	5,223,410,273/-	5,247,216,268/-

The requisite details are tabulated as under:-

S.No	F/Year	Sponsor	Mode/Medium	Amount in PKR
1.	2022-2023	M/o I&B	Print Media	840,380,340/-
2.	-do-	Federal Government Ministries / Divisions / Departments / Autonomous and Semi-Autonomous bodies / Corporations / Authorities and statutory bodies etc.	-do-	1,846,668,145/-
3.	2023-2024	M/o I&B	-do-	289,961,738/-
4.	-do-	Federal Government Ministries / Divisions / Departments / Autonomous and Semi-Autonomous bodies / Corporations	-do-	1,813,004,376/-

			/ Authorities and statutory bodies etc.			
5.	2024-2025	M/o I&B		-do-		1,310,053,107/-
6.	-do-	Federal Government Ministries / Divisions / Departments / Autonomous and Semi- Autonomous bodies / Corporations / Authorities and statutory bodies etc.		-do-		2,099,397,673/-
7.	2022-2023	M/o I&B		Electronic Media		2,012,906,533/-
8.	-do-	Federal Government Ministries / Divisions / Departments / Autonomous and Semi- Autonomous bodies / Corporations / Authorities and statutory bodies etc.		-do-		512,043,308/-
9.	2023-2024	M/o I&B		-do-		2,422,922,514/-
10.	-do-	Federal Government Ministries / Divisions / Departments / Autonomous and Semi- Autonomous bodies / Corporations / Authorities and statutory bodies etc.		-do-		525,845,585/-
11.	2024-2025	M/o I&B		-do-		5,250,443,241/-
12.	-do-	Federal Government Ministries / Divisions / Departments / Autonomous and Semi- Autonomous bodies / Corporations / Authorities and statutory bodies etc.		-do-		870,670,026/-

13.	2022-2023	M/o I&B	Federal Government Ministries / Divisions / Departments / Autonomous and Semi-Autonomous bodies / Corporations / Authorities and statutory bodies etc.	Digital Media	840,021,833/-			
14.	-do-		Federal Government Ministries / Divisions / Departments / Autonomous and Semi-Autonomous bodies / Corporations / Authorities and statutory bodies etc.	-do-	24,743,753/-			
15.	2023-2024	M/o I&B	Federal Government Ministries / Divisions / Departments / Autonomous and Semi-Autonomous bodies / Corporations / Authorities and statutory bodies etc.	-do-	451,934,160/-			
16.	-do-		Federal Government Ministries / Divisions / Departments / Autonomous and Semi-Autonomous bodies / Corporations / Authorities and statutory bodies etc.	-do-	64,854,066/-			
17.	2024-2025	M/o I&B	Federal Government Ministries / Divisions / Departments / Autonomous and Semi-Autonomous bodies / Corporations / Authorities and statutory bodies etc.	-do-	1,000,901,033/-			
18.	-do-		Federal Government Ministries / Divisions / Departments / Autonomous and Semi-Autonomous bodies / Corporations / Authorities and statutory bodies etc.	-do-	264,404,835/-			



GOVERNMENT OF PAKISTAN  
CABINET SECRETARIAT  
CABINET DIVISION  
\*\*\*\*\*

No.F.1/10/2021/COORD-RA-IV

Islamabad, the 28<sup>th</sup> November, 2022

From: AMNA FAROOQ,  
Section Officer (RA-IV)

- To:
- 1) The Managing Director,  
Public Procurement Regulatory Authority (PPRA),  
Islamabad.
  - 2) The Chairman,  
Oil & Gas Regulatory Authority (OGRA),  
Islamabad.
  - 3) The Chairman,  
Pakistan Telecommunication Authority (PTA),  
Islamabad.
  - 4) The Chairman,  
National Electric Power Regulatory Authority (NEPRA),  
Islamabad.
  - 5) The Chairman,  
Naya Pakistan Housing & Development Authority (NAPHDA),  
Islamabad.
  - 6) The Executive Director,  
Frequency Allocation Board, (FAB),  
Islamabad.
  - 7) The Chairman,  
Special Technology Zones Authority (STZA),  
Islamabad.

Subject:- APPROVAL OF THE ADVERTISEMENT POLICY 2021 AS AMENDED IN YEAR 2022

Please find enclosed herewith a copy of this Division's U.O. No.4-1/2020-Misc (Coord) dated 25<sup>th</sup> November, 2022 along with a self-explanatory copy of Ministry of Information & Broadcasting O.M. No.15(31)/2018-P-I, dated 16<sup>th</sup> November, 2022 on the above subject for information and compliance in letter and spirit.

Encl: As above

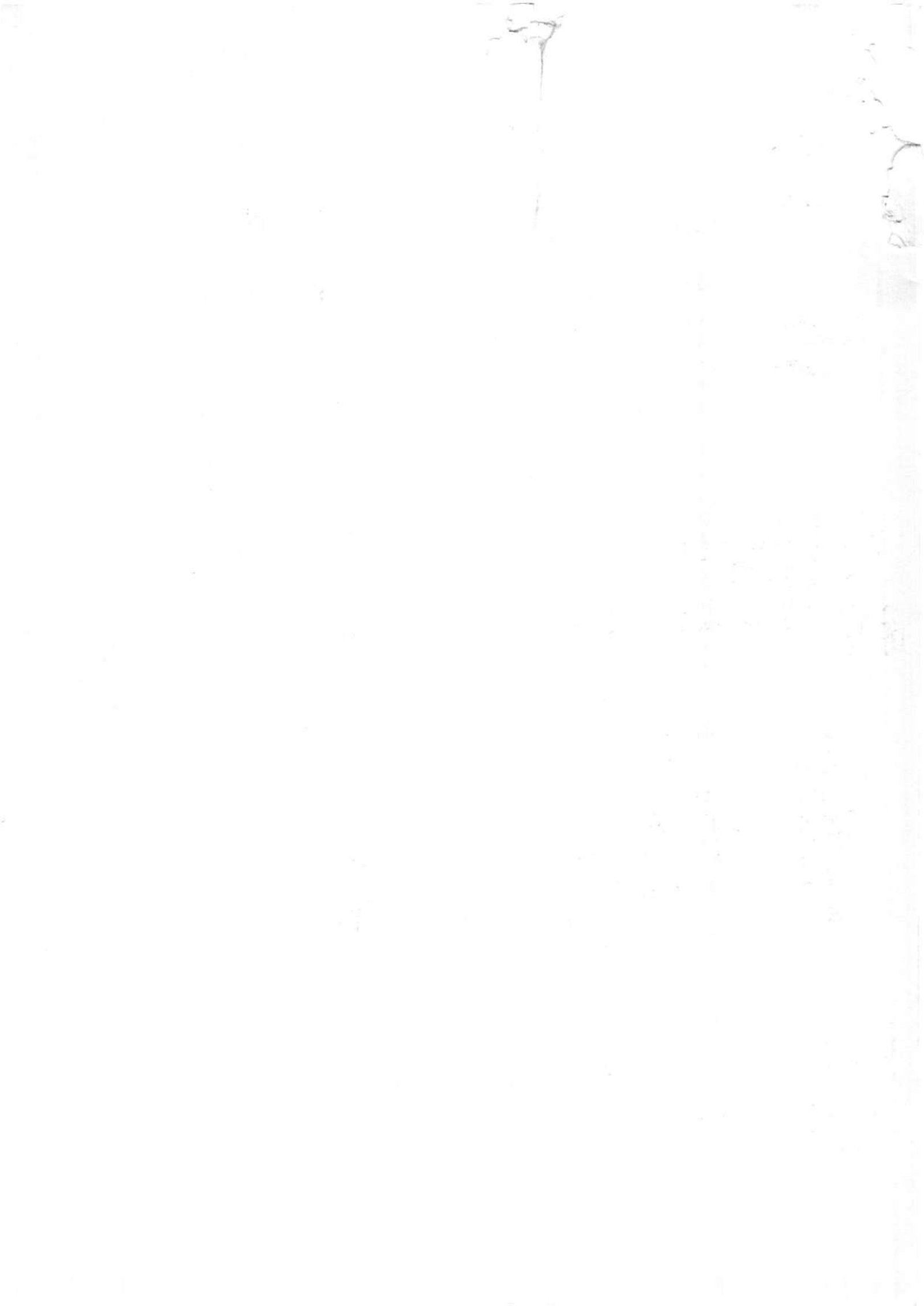
*V. Farooq 28/11/22*  
(AMNA FAROOQ)

c.c:

Copy alongwith enclosures forwarded to:

- i. Section Officer (RA-I)
- ii. Section Officer (RA-II)
- iii. Section Officer (RA-III)

Pakistan Telecommunication Authority	
Chairman	
DG Coord	
Action By	DIN (PR)
Information	Chairman M(L&E) M(P)
Diary No	3448 = 30.11.22
Follow up	



Most Immediate  
By Special Messenger

GOVERNMENT OF PAKISTAN  
CABINET SECRETARIAT  
CABINET DIVISION

\*\*\*\*\*

Subject: APPROVAL OF THE ADVERTISEMENT POLICY 2021 AS AMENDED  
IN YEAR 2022

Please find enclosed herewith a self-explanatory O.M. issued by Ministry of Information & Broadcasting bearing No. 15(31)/2018-P-I dated 16<sup>th</sup> November 2022 for information and compliance in letter and spirit.

*m-92*

(Nida Rehman)  
Section Officer (Coord)  
PH: 051-9202666

- 2743  
28-11-22
- |  |   |
|--|---|
| 1. Joint Secretary (Org)               | For PCP/S&F/PTDC/NAP/APO/SST              |
| 2. Joint Secretary (RA)                | For PTA/FAB/OGRA/NEPRA/PPRA/NAPHDA/STZA   |
| 3. Secretary (NTISB)                   | For Department of Communications Security |
| 4. S O (Admn-II)                       | For Islamabad Club                        |
| 5. <u>Section Officer (G-I / G-II)</u> | <u>For Cabinet Division (main)</u>        |
- Cabinet Division's U.O. No. 4-1/2020-Misc (Coord), dated 25<sup>th</sup> November 2022

By No. 181  
Dated 28-11-22

*Am*  
*28/11*  
*we may share to*  
*all concerned*  
*For information &*  
*compliance*

*So (RA/IV)*  
*28/11/22*

1036  
Dated 28/11/22  
RA-IV S. O. (Admn-II)  
CABINET DIVISION

GOVERNMENT OF PAKISTAN  
MINISTRY OF INFORMATION AND BROADCASTING  
ISLAMABAD

\*\*\*\*

No. 15(31)/2018-P-1


Islamabad, the 16<sup>th</sup> November, 2022

OFFICE MEMORANDUM

Subject: APPROVAL OF THE ADVERTISEMENT POLICY 2021 AS AMENDED IN YEAR 2022

The undersigned is directed to enclose herewith the "Advertisement Policy 2021 as amended in year 2022", duly approved by the Federal Cabinet, for information and compliance, please.

Encl: As above

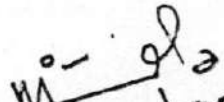
  
(Zahidullah Khan)  
Deputy Director (P-1)  
Ph: 9103558

Distribution:

- a) All Secretaries of the Ministries/Divisions (with the request to circulate the Advertisement Policy to departments, organizations, autonomous/semi-autonomous bodies, under their administrative control).
- b) Accountant General of Pakistan Revenue (AGPR), Islamabad.
- c) Director General/Principal Information Officer (PIO), PID, Islamabad.
- d) Director General, Directorate of Electronic Media and Publication (DEMP), Islamabad.
- e) Director General, Cyber Wing, M/o I&B, Islamabad.

Copy for information to:

- Secretary to the President, President's Secretariat (Public), Islamabad.
- Secretary to the Prime Minister, Prime Minister's Office, Islamabad.
- Secretary, Cabinet Division, Islamabad.
- Director to Minister Office, M/o I&B, Islamabad.
- Director to Secretary Office, M/o I&B, Islamabad.

  
25/11/2022

GOVERNMENT OF PAKISTAN  
MINISTRY OF INFORMATION & BROADCASTING



ADVERTISEMENT POLICY 2021  
(AS AMENDED IN YEAR 2022)

\*\*\*\*\*

## 1. Introduction:

Advertisements, commercials or messages on Print, TV/ Radio/Cinema, Digital or other platforms, form an important tool for dissemination of information and creation of awareness among the citizens on government policies, programs and initiatives. The government, therefore, needs to utilize effectively the entire range of media to create informed opinions on various policies and programs being pursued for the welfare of the citizens.

With the ever evolving and advancing new media, there is a dire need to ensure that advertising or communications across the required mediums are streamlined so that its message reaches the maximum number of people and also elicits response. Therefore, communication strategies should achieve value for public money and efficiency in the delivery of message and encourage media pluralism.

According to Rule of Business, 1973, Schedule – II Entry 16, Ministry of Information and Broadcasting is a focal Ministry of the Government of Pakistan, mandated with its projection and dissemination of information. It is incumbent to streamline the release of public sector advertisements and formulate an advertisement policy to benefit from emerging media tools for an effective and targeted dissemination of public messages.

The policy further intends to enhance transparency and inclusivity besides curtailing the discretionary powers in disbursement of public sector advertisements to make it more effective and far-reaching, ensuring added value for public money.

## 2. Mandate:

As per Rules of Business, 1973, Schedule – II Entry 16 MoIB is mandated to:

6. (i) Policy regarding government advertisement; control of advertisement and placement;
31. Promotion and projection of Government policies through digital media\*.

### 3. Objectives

To provide a broader framework for public sector advertisements and communications, and to inform and inculcate awareness among the masses on issues of public importance and achievements of the government of the day.

The advertisement policy 2021 (As Amended 2022) aims to establish the requisite structures, procedures, systems and guidelines to make the policy dynamic and progressive, to cater to the rapidly changing national and global media ecosystem in order to project and promote the narrative of the state.

### 4. Scope:

The policy entitles release of Federal Government advertisements to only those publications, TV channels, radio channels, cinemas, cable operators, outdoor and digital media platforms which are registered/enlisted with the MoIB and adhere to Article 19 of the Constitution of Islamic Republic of Pakistan, 1973, as well as media code of ethics, in vogue.

The Policy entails all forms of publicity i.e. campaigning, advocacy, outreaching, awareness, countering misinformation and disinformation, narrative building, public service messaging, marketing, promotion, projection and event management on issues of public and national importance and security, etc., inland and abroad, if so required.

### 5. Guidelines of Advertisement Policy 2021 (As amended in 2022):

- a) The Advertisement Policy is all-encompassing; covering all forms of media including print, electronic, digital, cinema, outdoor, and any other medium for transparent, judicious and merit-based utilization of Government resources for public sector advertisement and media campaigns;



- b) Transparency is the hallmark of this policy—from issuance of advertisements to various media outlets to the payment of dues. The release of advertisements through a transparent mechanism would guarantee value for national exchequer;
- c) All the relevant stakeholders including various media associations were consulted during the formulation of this policy;
- d) The Planning Commission shall earmark 0.5% to 2.5% of total budget outlay of any PSDP project, depending upon the conditions mentioned in the *Schedule*, for running effective publicity and mass awareness campaigns;
- e) All public sector advertisements shall be released through PID;
- f) MoIB may conduct 3<sup>rd</sup> party need assessment before launching any media campaign, on need basis;
- g) PID shall apply 25% quota, in addition to all advertisement releases emanating from federal government ministries/ divisions/ attached departments/ autonomous and semi-autonomous/ corporations/ authorities and statutory bodies etc. towards supporting regional, language and evolving media.
- h) PID shall determine and apply 25% quota on the basis of cost (for display advertisements to publications, TV channels, FM stations) or number of stations (for classified advertisements to publications).
- i) PID shall appoint advertising agencies on the panel and with consultation of ministries/ divisions/ attached departments/ autonomous and semi-autonomous/ corporations/ authorities and statutory bodies etc.
- j) In order to seek diverse, innovative, broad-based and value added media solutions by providing effective, fair playing field and promote competitiveness for the federal



government/national campaigns, the advertising agencies enlisted with PID shall deem to be empaneled agencies of MoIB.

k) All the federal government ministries/ divisions/ attached departments/ autonomous and semi-autonomous/ corporations/ authorities and statutory bodies etc. shall be liable to clear all the outstanding dues/payments against the released and published/aired advertisement/s within 90 days, failing which PID may suspend the release/s of the non-compliant sponsoring public sector organizations/entities.

l) AGPR shall not process any advertisement claims without the authorization/verification by the PID.

m) Auditor General of Pakistan shall declare any payments against the advertisements claims/bills by the autonomous and semi-autonomous/ corporations/ authorities and statutory bodies etc. as unlawful and liable to recovery which are not authorized/verified by PID.

#### 6. Oversight & Implementation Committee (OIC):

The Oversight & Implementation Committee shall oversee all aspects of government advertisement and communication. The OIC shall have the authority to review any publicity campaign/advertisement which lacks objectivity or is inconsistent with the policies of the government.

Composition of the Committee shall be as follows:

i. Secretary, I&B Division	Chairperson
ii. Principal Information Officer (PIO)	Member
iii. Director General, IP Wing	Member
iv. Director General, DEMP	Member



- v. Director General, Cyber Wing Member
- vi. Rep of Digital Communication Wing Member
- vii. Director --(Advt) PID (Secretary to the Committee)
- viii. Any co-opted Member with the permission of the Secretary, Information.

6.1 The OIC shall be authorized to approve the rules/procedures/SOPs not contrary to this policy for all Federal Government media advertisements, and amend them, as and when required.

## 7. Grievance Redressal Committee

In order to address the grievances emanating from the decision/s of the OIC, the following Committee shall be constituted:

- i. Minister for I&B
- ii. Additional Secretary MoIB
- iii. DG EP Wing
- iv. DG PBC
- v. DDG (HP) PID

## 8. Advertisement Rate Fixation Committee:

The Committee shall devise criteria to determine and review the advertisement rates for electronic, outdoor, digital, cinema or any other media platform and would meet on need basis or at least biannually, to review the criteria or rates, if required.

The Committee shall comprise the following members:

- i. Federal Minister for Information and Broadcasting (Chair)
- ii. Secretary, Information and Broadcasting
- iii. Principal Information Officer



- iv. Director General, DEMP
- v. Director General, IP Wing
- vi. Director General, Cyber Wing
- vii. Any other co-opted member

**9. Digital Media Advertisements**

The approved policy guidelines shall be applicable on all ministries/ divisions/ attached departments/ autonomous and semi-autonomous/ corporations/ authorities/ and statutory bodies etc. for release/ placement of their digital advertisements through the respective empaneled advertising agency/ies after obtaining mandatory approval of PID.

Cyber Wing of MoIB shall register, maintain and update the list of news websites, web portals, social/digital media platforms and influencers, and shall also verify the claims according to the notified rules/procedure./SOPs.

**10. Content Committee**

An in-house Content Committee for the display, electronic, outdoor, cinematic and digital advertisement shall be notified by the MoIB for approving/selecting the creative solutions for the campaigns executed by the MoIB.

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GOVERNMENT OF PAKISTAN

MINISTRY OF PLANNING, DEVELOPMENT & SPECIAL INITIATIVES

Subject: GUIDELINES FOR ALLOCATING A PERCENTAGE OF TOTAL BUDGET  
OUTLAY IN PSDP FOR RUNNING AN EFFECTIVE MEDIA CAMPAIGN  
FOR PSDP PROJECTS

The following guidelines have been prepared by Ministry of Planning, Development & Special Initiatives in consultation with Ministry of Information and Broadcasting, in pursuance of the decision of the Federal Cabinet in its meeting held on 7<sup>th</sup> July 2021, with regard to the Advertisement Policy 2021. The guidelines shall apply to the funding for advertisements for development projects out of PSDP allocation only.

2. Provision for advertisement and publicity shall be allowed as a part of the cost of the project based on following conditions:

- i. A project shall be declared a qualified project for advertisement & publicity by the CDWP based upon nature of work, geographical coverage, cost of the project and other criteria as deemed appropriate by the CDWP.
- ii. The CDWP shall consider every project for declaration as a qualified project for advertisement and publicity when received for approval.
- iii. Once a project is declared as qualified project for advertisement and publicity 0.5% to 2.5% of the cost of the project shall be earmarked for Advertisement and Publicity in PC-I of the project depending upon the conditions mentioned above.

- iv. Provision for advertisement shall be made in the 1<sup>st</sup> year i.e. year of launching the project and in the last year i.e. year of completion
- v. Ministry of Information & Broadcasting may determine the mechanism for utilization of funds for advertisement & publicity.
- vi. Project authorities will utilize funds for project needs relating to advertisement as per instructions issued by the Ministry of Information & Broadcasting.

3. The Executive Committee of the National Economic Council (ECNEC) considered the subject guidelines submitted by Planning, Development and Special Initiative Division and approved the same with the following directions:

- b) The funds for advertisement should be utilized/restricted to the extent of the specific project for which those are approved in the PC-1;
- c) The funds for advertisement in the PC-1 should not exceed the limit of 2.5% of the cost of the project, depending upon the size of the project."

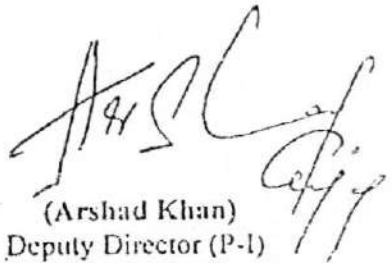
OFFICE MEMORANDUM

Subject: GUIDELINES AND PROCEDURES 2024 OF ADVERTISEMENT POLICY 2021 (AS AMENDED IN 2022)

The undersigned is directed to enclose herewith the Guidelines and Procedures 2024 of Advertisement Policy 2021 (as amended in 2022) as approved by the Oversight & Implementation Committee (OIC) in terms of para 6.1 of the policy.

2. For information and compliance, please.

Encl: As above

  
(Arshad Khan)  
Deputy Director (P-1)  
Ph: 9103558

Distribution

- a) All Secretaries of the Ministries/Divisions (with the request to circulate the Guidelines and Procedures 2024 of Advertisement Policy 2021 (as amended in 2022) to attached departments/Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies.
- b) Accountant General of Pakistan Revenue (AGPR), Islamabad.
- c) Director General /Principle Information Officer (PIO), PID, Islamabad.
- d) Director General, Directorate of Electronic Media and Publication (DEMP), Islamabad.
- e) Director General, CDC, M/o I&B Islamabad.

Copy for information to:

- Director to Minister Office, M/o I&B, Islamabad
- Director to Secretary Office, M/o I&B, Islamabad

# Guidelines and Procedures 2024

سب بچوں کا ایک  
شیلی سکول پاور  
ڈیجیٹل تعلیم کا آغاز



FOR ADVERTISEMENT POLICY  
2021 (AMENDED IN 2022)



PRESS INFORMATION DEPARTMENT  
MINISTRY OF INFORMATION AND BROADCASTING  
GOVERNMENT OF PAKISTAN

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**1**

**ADVERTISING  
AGENCIES**

# 1. ADVERTISING AGENCIES

## 1.1. Procedure for Empanelment:

- 1.1.1 The Press Information Department (PID) shall concur the placement of a panel of minimum three and maximum of six advertising agencies at the disposal of each Federal Government Ministry/ Division/ attached department/ Autonomous and Semi-autonomous, Corporation/ Authority and statutory body through a transparent competitive process from only amongst its enlisted advertising agencies, for a period of two years. However, on request of the concerned Federal Government Ministry/ Division/ attached department/ Autonomous and Semi-Autonomous Corporation/ Authority and statutory body etc. PID may allow increase/decrease in the number of advertising agencies on panel of Ministries/Department in view of the quantum of work / business.
- 1.1.2 All Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-Autonomous Corporations/ Authorities and statutory bodies etc. shall only utilize the services of such empaneled advertising agencies, concurred by PID at their disposal.
- 1.1.3 All the Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies etc. shall send a written request addressed to the Principal Information Officer, PID, Islamabad along with a brief of the nature and scope of the ministry/division/department etc. with name / designation of the focal person nominated for the empanelment process.
- 1.1.4 The concerned Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies etc. shall publish an Expression of Interest (EOI) for the empanelment amongst the enlisted advertising agencies with PID mentioning their requirements.
- 1.1.5 The secretarial support for the process of empanelment of advertising agencies shall be the responsibility of the concerned Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies etc.
- 1.1.6 The Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies etc. shall convene a meeting of the short-listing committee for scrutinizing and shortlisting of the interested advertising agencies on the basis of submitted profiles. The short-listing committee and criteria to short-list the advertising agencies is required to be developed in consultation with PID keeping in view the specialized requirements of the concerned ministry/division/department etc.
- 1.1.7 Subsequent upon shortlisting of the advertising agencies, a three member Selection Committee of the following composition shall be constituted and notified by the concerned Ministry/division/department etc:

<b>Convener</b>	Not below BS-19 or equivalent who shall also represent the concerned Federal Government Ministry/ Division/attached department/ Autonomous and Semi-autonomous Corporation/ Authority and statutory bodies in the selection committee.
<b>Member</b>	One representative of PID (Not below BS-17)
<b>Member</b>	One External Media Expert from amongst the existing pool shall be nominated by PID.



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- 1.1.8 The concerned Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-Autonomous Corporations/ Authorities and statutory bodies etc shall provide minutes of the Selection Committee's meeting along with original marking sheets duly signed by all the three members for obtaining final concurrence of PID.
- 1.1.9 In order to ensure timely completion of the selection process, the Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-Autonomous Corporations/ Authorities and statutory bodies etc shall initiate the process of empanelment of advertising agencies at least 03 months prior to expiry of the term of empaneled advertising agencies.
- 1.1.10 Extension to the already empaneled advertising agencies for a period of not exceeding 03 months shall be allowed by the PID on written request by the Head of the concerned ministry/ division/ department etc. with proper justification and surety to complete the regular empanelment process within the extended time period.
- 1.1.11 Federal Government Ministry/ Division/ attached department/ Autonomous and Semi-Autonomous Corporation/ Authority and statutory body shall ensure equitable distribution of business among the empaneled advertising agencies.
- 1.1.12 In case of an emergency where no advertising agency is empaneled, Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/Authorities and statutory bodies shall contact PID with a brief to invite enlisted agencies for creative submissions. Agencies will share designs within the specified time and format. A three-member Selection Committee, including a PID representative, will select the artwork. This process applies only to the specific campaign. Entities must assure PID that they will promptly appoint advertising agencies to their panel for future needs.
- 1.1.13 In case of classified advertisement where there is no empaneled advertising agencies, Client Release Order (CRO) may be sent directly to Press Information Department (PID) without naming any advertising agency until the empanelment process has been completed at the earliest while PID may release the same through any advertising agency enlisted with PID ensuring equitable distribution of government advertising business.

## 1.2 Enlisting & Delisting

- 1.2.1 The Press Information Department or its Regional Information Offices (RIOs) subject to final concurrence from PID H/Qrs, Islamabad shall enlist, suspend, blacklist or delist any advertising agency on its pool.
- 1.2.2 Written application addressed to the Principal Information Officer/DG PID, Islamabad or Director Generals/ Heads of PID Regional Offices shall be submitted as per requirements for enlistment.
- 1.2.3 Any advertising agency applying for enlistment with PID must have at least 03 years of active professional experience within Pakistan.
- 1.2.4 If any foreign Advertising Agency intends to get enlisted with PID, it must either get itself registered with the relevant authorities or must enter into a joint venture with a local advertising agency which fulfils the criteria elaborated in these SOPs along with completing all codal formalities required under law of the land.



*Rargus*

## Requirements for Enlistment

1.2.5 The applicant advertising agency must register accordingly with the Securities & Exchange Commission of Pakistan (SECP) for at least 3 years under the Companies Act 2017.

1.2.6 The advertising agency shall fulfill and submit the following for enlistment with PID

- i. Detailed Profile including scope (Print, Electronic, Digital, Outdoor, Cinematic or Foreign Media)  
\* indicates mandatory submissions
  - a. List of past clients and testimonials\*
  - b. Comprehensive reports of past public-sector campaigns, if any;
  - c. Minimum 03 References/Recommendations from private/public sector clients\*;
  - d. NTN Number\*;
  - e. SECP Registration certificate\*;
- ii. Financial Documents including;
  - a. Balance sheets and duly audited accounts by authorized certified Accountant for past three years\*;
  - b. Liquidity Certificate demonstrating capability to run campaigns of any scale (especially for digital campaigns)\*
- iii. Disclosures
  - a. Non-collusion certificate/affidavit\*;
  - b. The agency must submit an affidavit on Stamp Paper affirming that it has never been blacklisted by any Federal or Provincial Ministry/Division/Department/ Organization etc.\*;
  - c. Any conflict of interests;
- iv. Value Added Services, if any
- v. Infrastructure
  - a. Copy of lease agreement/ proof of address of office in Islamabad and/or provincial capitals\*;
  - b. Detailed organizational structure including specialized/qualified and experienced professionals that can cater to any mediums handled by applicant agency (Electronic, Print, Digital, Outdoor, Cinema, Foreign)\*
- vi. For Digital enlistment the agency must submit documents outlined in the checklist at Annex-I. All other requirements and codal formalities for enlistment of advertising agencies shall also apply.



*Tariq*

- 1.2.7 The submission of application to the PID for enlistment by any advertising agency shall not confer any right for enlistment. The PID shall have the authority to accept or reject any application for enlistment without assigning any reasons.
- 1.2.81 The enlisted advertising agency must adhere to the policies, rules, regulations, SOPs, guidelines and the law in vogue, in letter and spirit. In case of non-adherence or any violation, PID shall have the authority to suspend, blacklist or delist any enlisted advertising agency at any point in time.
- 1.2.9 An advertising agency already enlisted or applying for enlistment must not resort to pressure and coercive tactics influencing government officers/officials. Any advertising agency found to engage in such practices shall be liable to punitive action which may include suspension, blacklisting or delisting.
- 1.2.10 Any advertising agency found to be engaged in fraudulent practices or exhibiting unprofessionalism either through its work or the conduct of its employees with Press Information Department (PID) or upon the complaint received from the federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall render the agency to punitive action which may include suspension, blacklisting, delisting from the PID pool or removal from the panel of the complainant Ministry/ Division/ Department etc. EDG/PIO shall approve the aforementioned punitive action against such agency. The agency penalized in such instance shall have the right to appeal against the action taken by PID to the Secretary MoIB who may decide such appeal either by himself/herself or any committee constituted by him/her for such matters.
- 1.2.11 The advertising agency must ensure that the approved campaigns/ advertisement released by the sponsoring Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-Autonomous Corporations/ Authorities and statutory bodies etc are executed in accordance with the specifications/ requirements given in the Client Release Order (CRO). In case of non-compliance, errors and omissions in the content/ matter/ design of the released advertisement to the desired medium/s, the onus rests with the advertising agency, and is liable to punitive action.
- 1.2.12 The advertising agencies must submit an Integrity Bond affirming that no illegal/ unfair means are used for securing the campaign(s)/business.
- 1.2.13 The quality and error-free translation in the target language is the responsibility of the concerned advertising agency.
- 1.2.14 No advance payment, irrespective of the budget of the campaign, shall be made by the Federal Government for the execution of digital or outdoor campaign by ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc.



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**RELEASE OF  
ADVERTISEMENT**

## 2. RELEASE OF ADVERTISEMENTS

### 2.1. PRINT MEDIA

- 2.1.1 All **display/classified** advertisements emanating from the public sector organizations shall be released only to the newspapers/publications borne on Central Media List (CML) by the Press Information Department (PID) upon the request of federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc.
- 2.1.2 No public sector advertisement shall be released without obtaining a specific PID Tracking Number. No claims or invoices shall be considered eligible for payment that do not bear PID Tracking Number.
- 2.1.3 The PID Tracking Number shall be allocated by the Press Information Department HQ and its Regional Office(s) depending on the location of the sponsoring department/organization where the advertisement is emanating from.
- 2.1.4 Classified Advertisements include public notifications of routine character, consisting of plain text and logo such as Situation Vacant, Tender Notices and Public Notices etc whereas, the Display Advertisement includes advertisements to publicize special initiatives and programs consisting of design elements aimed at maximizing the impact of the message such as launching/inauguration announcements, public outreach and awareness campaigns, sectoral achievements and admission notices etc. However, PID shall be the final authority in the categorization of an advertisement into classified or display.
- 2.1.5 The regional quota 25 % shall be decided by PID, in addition to all advertisements releases emanating from federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. towards supporting regional media, languages and evolving media.
- 2.1.6 In case of classified advertisements, PID shall exercise 25% regional quota over and above of the total number of stations of the newspapers requested by the sponsoring federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. and in case of display advertisements for publications, the 25% quota will be made over and above of the total cost of the advertisement released.
- 2.1.7 For release of advertisement, the advertisement-sponsoring federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall submit a written request addressed to the Director (Advertisements), Press Information Department along with final/approved advertisement, both, duly signed and stamped by an officer not below BS-17 or equivalent. The said written request by the sponsor shall be referred to as Client Release Order (CRO). (Annex-III)



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- 2.1.8 Any instructions other than already specified in CRO limiting PID in performance of its mandate shall not be considered.
- 2.1.9 All advertisements to be published in newspapers/publication etc. must preferably reach PID at least 03 days prior to its desired publication date.
- 2.1.10 All federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall ensure that the request of advertisement is submitted to PID keeping the substantial availability of time in cases where there are specific deadlines. In case of unavailability of sufficient time and subsequent failure of publication of such advertisements, the responsibility shall rest with the sponsoring federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc.
- 2.1.11 In case of display advertisements, when the sponsoring federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. intend to release a campaign or a special supplement, the sponsor may suggest its publications preferences. However, the final authority to decide the publications for the display campaigns shall rest with the PID within the allocated budget ceiling provided by the sponsor.
- 2.1.12 In case of classified advertisements, the sponsoring federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall indicate budget allocation, language, region, periodicity of the publication and number of insertions without naming any newspaper in their client Release Order.
- 2.1.13 The prime responsibility of the content/matter of the advertisement rests with the Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-Autonomous Corporations/ Authorities and statutory bodies etc which is issuing the Client Release Order.
- 2.1.14 It shall be binding on all national and regional publications to ensure that the advertisement released is printed in the respective language(s) of the publication unless otherwise required by the sponsoring organization.
- 2.1.15 PID may decline any request for release of advertisement on the basis of content, matter, deficiency or design contrary to the guidelines/ instructions issued from time to time.
- 2.1.16 All foreign print media advertisements of Federal Government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall be released after obtaining NOC from External Publicity Wing, Ministry of Information & Broadcasting. The sponsoring Ministry/ Division must ensure that the advertisement is released after obtaining the quotations from all the empanelled agencies and preference shall be given to value for money. In case, where there is no empaneled agency(s) or the empanelled agencies regret to release international advertisement due to any reason, the matter shall be referred to PID.
- 2.1.17 PID shall hold the competition for selecting advertising agencies to execute foreign print media advertisement among the enlisted advertising agencies.



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- 2.1.18 All Federal Government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc shall clear their advertisement dues within three months (90-days) of publishing/airing. In case of default, PID may suspend/stop the release of advertisements of the concerned client department until clearance of outstanding dues.
- 2.1.19 The advertisement must not be demanded by any publication as a matter of right. Any newspaper/publication canvassing for advertisement, pressurizing or coercing government officers/officers/officials of PID or the sponsoring ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall be liable to punitive action including suspension by Principal Information Officer (PIO) for three months or removal from Central Media List (CML) etc. by the Ministry.
- 2.1.20 All publications shall communicate to Director (Advertisements), PID the name, address and picture of the marketing representative along with the appointment date and expiry date. PID will not consider any unauthorized individual or an individual representing more than one media house(s). Any fraudulent activity, misbehavior, or any other complaint against the marketing representative shall render the publication liable to punitive action (including suspension /removal from CML).
- 2.1.21 Classified Advertisement for Federal Government entities having advertising agencies on Panel: Client Release Order (CRO) shall be addressed to the Director (Advertisement), Press Information Department (PID), Benevolent Fund Building, Zero Point Islamabad, with a copy to one of the empaneled advertising agencies. The Agency shall design the classified/display (print, electronic, digital, cinematic & outdoor) advertisement and provide all necessary support services. PID shall amend/approve the media plan and upload the same on its official website. The concerned advertising agency shall strictly follow and execute the approved media plan as per the client department's requirements. The sponsoring departments must ensure judicious distribution of advertisements distribution among appointed/ empaneled advertising agencies.
- 2.1.22 Classified Advertisement for Federal Government entities having no advertising agencies on Panel: Client Release Order (CRO) shall be sent directly to Director (Advertisement), Press Information Department, Benevolent Fund Building, Islamabad, and the advertisement shall be released through an advertising agency enlisted with PID.

## 2.2 ELECTRONIC MEDIA

- 2.2.1 All public sector advertisements/campaigns to electronic media (TV/Radio) shall be released through advertising agencies only to channels borne on Electronic Media List (EML) after obtaining a specific PID tracking Number (EMN). Any claims or invoices without PID Electronic Media Number (EMN) shall not be entertained/ processed for payment.
- 2.2.2 In case of electronic media campaigns, PID shall make 25% additions of the regional/ evolving TV/ Radio Channels over and above the total cost of the campaign towards reaching out and enabling the masses through regional media/ languages and evolving media to maximize the number of beneficiaries of the announcements.



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- 2.2.3 For release of electronic advertisement through PID, the Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/Authorities and statutory bodies shall submit a written request addressed to the Director (Advertisements), Press Information Department alongwith final/approved campaign, both, duly signed and stamped by an officer not below the grade of BS-17. The said written request by the sponsor shall be called the Client Release Order (CRO) before the start of the campaign (Annex III). The approved TV/Radio commercial/advertisement may be emailed or provided on USB to PID along with the CRO.
- 2.2.4 The sponsoring ministries / divisions/ attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. may suggest / its TV/Radio channels preferences. However, the final authority to finalize the channels / radio spots and time slot for the electronic media campaigns shall rest with the PID.
- 2.2.5 All sponsoring ministries / divisions/ attached departments /autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall ensure timely submission of advertisement's request to PID. In cases where there are specific deadlines such as admission notices/ public notices and other important announcements, the advertisement must reach PID at least two days prior to the schedule of airing. In case of unavailability of substantial amount of time and failure of airing of such advertisements, the onus of responsibility shall rest with the sponsoring ministries / divisions/ attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc.
- 2.2.6 PID shall forward the approved/ final media plan upon release to the Directorate of Electronic Media and Publications (DEMP), MoIB for real-time tracking/ monitoring.
- 2.2.7 The advertising agency shall submit the claim bill to PID within 15 days after airing of the campaign.
- 2.2.8 PID may decline any request for release of advertisement on the basis of content, matter, deficiency or design contrary to the guidelines/ instructions issued from time to time.
- 2.2.9 All foreign electronic media advertisements of Federal Government ministries-/divisions/attached departments/ autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall be released after obtaining NOC from External Publicity Wing, Ministry of Information & Broadcasting. The sponsoring Ministry/ Division must ensure that the advertisement is released after obtaining the quotations from all the empanelled agencies and preference shall be given to value for money. In case, where there is no empaneled agency(s) or the empanelled agencies regret to release international advertisement due to any reason, the matter shall be referred to PID.
- 2.2.10 PID shall hold the competition for selecting advertising agencies to execute foreign electronic media advertisement among the enlisted advertising agencies.
- 2.2.11 The advertisement must not be demanded by any channel as a matter of right. Any channel pressurizing or coercing the officers/ officials of PID or the sponsoring ministries/ divisions/ attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall be liable to punitive action including suspension by Principal Information Officer (PIO) for three months or removal from Electronic Media List (EML) etc. by the Ministry.



*Farqis*

- 2.2.12 All channels shall communicate to Director (Advertisements), PID the name, address and picture of the marketing representative along with the appointment date and expiry date. PID will not consider any unauthorized individual or an individual representing more than one media house(s). Any fraudulent activity, misbehavior, or any other complaint against the marketing representative shall render the channel liable to punitive action.
- 2.2.13 The rates for electronic media advertisement shall be applicable as prescribed by the **Advertisement Rate Fixation Committee** from time to time.
- 2.2.14 It shall be binding on all national and regional channel(s) to ensure that the advertisement released is aired in the respective language(s) of the channel unless otherwise required.
- 2.2.15 Voiceover/dubbing in the respective languages/mediums shall be the responsibility of the concerned advertising agency.

## 2.3 DIGITAL/SOCIAL MEDIA

*Digital advertising is a dynamic and rapidly evolving field, necessitating continuous updates to policies and verification processes. This section outlines the standard operating procedures (SOPs) for digital advertising, ensuring alignment with technological advancements and market trends. While these SOPs cover many aspects of digital advertising, it is acknowledged that unforeseen and technical issues, such as disruptions in internet service or platform-specific challenges, may arise. In such instances, stakeholders are advised to direct their concerns to the Grievance Redressal Committee of M/o Information & Broadcasting for appropriate resolution.*

- 2.3.1 Press Information Department will circulate the digital campaign requirements for the Ministry of Information and Broadcasting to all eligible enlisted agencies while other Federal ministries/ divisions/ attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall circulate digital campaign requirements to their eligible empaneled advertising agencies. In case none of the empaneled agencies is capable of executing the campaign, the same will be circulated among eligible enlisted agencies by PID, after obtaining NOC from the empaneled agencies of the sponsoring department.
- 2.3.2 A Content Committee, as notified by Sponsoring ministries/ divisions/ attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc, shall conduct evaluation and selection of digital media strategy including content/artwork and digital media campaign plans.
- 2.3.3 Every Digital campaign will be initiated after issuance of unique ID (Campaign Number) by Press Information Department.
- 2.3.4 Subsequent to evaluation and selection by Content Committee, the approved and signed digital media plan shall be shared with PID and Centre for Digital Communication (erstwhile Cyber Wing) prior to execution of the campaign. The digital media campaign shall comprise of a robust digital strategy & execution plan which include:

- i. Name of Social media platforms targeted along with budgetary allocation and key metrics (booked/committed impressions, views, clicks, number of unique accounts to be used) along with specific geo-fencing specifications;
- ii. Duration of the campaign with component specific time-frame for achievement of impressions;
- iii. Google Campaigns (Display or Search) budget, placement strategy and targeting strategy;
- iv. In case of international publishers/platforms, selection of platforms and geo-targeting details must be mentioned;
- v. Digital Publishers and number of impressions promised;
- vi. Details of influencers used for PR, content creation, seeding and trending (channel/platforms, booked impressions/views, duration of trend) must be mentioned;
- vii. Value Added Services and FOC;
- viii. Name of sponsoring ministry / division/ attached department /autonomous and semi-autonomous corporation/authority and statutory body etc.;
- ix. Clear strategy must be provided for any other innovative digital placement.

2.3.5 Sponsoring Federal Government Divisions/ Departments/ Ministries/ Authorities/ Autonomous/ Semi-Autonomous / Corporations etc. will provide Client Release Order (CRO) to the Press Information Department, specifying the name of the agency, duly signed and stamped (by agency and sponsoring department) digital media plan & allocated budget to execute campaign.

2.3.6 PID may form a close social media communication group (preferably Whatsapp) for alignment, monitoring, execution, and subsequent verification. Stakeholders from CDC, sponsoring ministries / divisions/ attached departments /autonomous and semi-autonomous corporations/authorities and statutory bodies etc. must be added for co-ordination. Executing advertising agency must share periodic pulse reports to allow for real-time monitoring and verification, as frequently as desired by any stakeholder.

2.3.7 In case of any restriction/limitation by any digital platform or digital publisher during release or approval of the campaign content, the advertising agency representative must immediately inform the designated focal person for re-allocation of the budget for smooth execution. Any reallocation must be approved before execution and usage on an alternate platform. The same must be communicated to all stakeholders present on the communication group for effective monitoring and evaluation.

2.3.8 The advertisement must not be demanded by any agency or digital publisher or live-streaming platform owner(s) or social media handler(s) or influencer(s) as a matter of right. Any digital platform or agency pressurizing or coercing the officers/ officials of PID or the sponsoring ministries/ divisions/ attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall be liable to punitive action including suspension by Principal Information Officer (PIO) for three months or removal from Digital Media List (DML) etc. by the Ministry.

- 2.3.9 The rates for digital media advertisement shall be based upon real-time platform-specific market rates by social media platforms corresponding to local currency and as determined by the Advertisement Rate Fixation Committee of M/o Information & Broadcasting.
- 2.3.10 The bills/ invoices for digital advertisements shall be processed by PID after technical verification (i.e. committed impressions as mentioned in signed and approved media plan) by the Centre for Digital Communication (erstwhile Cyber Wing).
- 2.3.11 Submission of campaign execution report shall have a covering checklist which is duly verified and stamped by executing advertising agency, PID, and CDC (Attached at Annex-III).
- 2.3.12 All payments will be made in Pak Rupees as committed in digital media strategy and all financial responsibility will be borne by the advertising agency in case of fluctuation in foreign currencies.
- 2.3.13 As per Advertisement Policy 2021 (as amended 2022), CDC (erstwhile Cyber Wing) is tasked with registering, maintaining, and updating the list of news websites, web portals, social/digital media platforms, influencers. PID may give preference to CDC's registered digital publishers/ portals/ social/digital media platforms, and influencers for disbursement of advertisement, if need arises.

### Digital Publishers

- 2.3.14 Local Digital Publishers must meet the following eligibility criteria to be ensured by the advertising agency:
- i. Publisher must be accessible in Pakistan without necessitating usage of VPN or private networks
  - ii. Minimum monthly traffic of 200,000 originating from within Pakistan
  - iii. The website/portal/publisher must be integrated with Google Analytics for assessment of traffic/pageviews/users
  - iv. Active on at least three social media platforms
- 2.3.15 Local Digital Publishers shall be categorized on the following scale subject to approval by Advertisement Rate Fixation Committee:

Tier	Monthly Traffic	Rate
A	5M+	TBD by Advertisement Rate Fixation Committee
B	1,250,000-5,000,000	TBD by Advertisement Rate Fixation Committee
C	750,000-1,250,000	TBD by Advertisement Rate Fixation Committee
D	500,000-750,000	TBD by Advertisement Rate Fixation Committee
E	200,000-500,000	TBD by Advertisement Rate Fixation Committee

- 2.3.16 Any Local Digital Publisher found to have manipulated Google Analytics ranking, web traffic statistics, serving reports and/or used unfair means to inflate numbers like usage of bots etc. shall be blacklisted.
- 2.3.17 Digital Publishers may include other prominent websites, ecommerce platforms, forums, blogs, entertainment platforms etc.
- 2.3.18 In the case of digital publishers, Google-aligned third-party verification services may be utilized to verify achieved number of impressions against promised number of impressions by the advertising agency.
- 2.3.19 The distribution of advertisement shall be further based on audience and regional specification/reach of the News Websites, publishers, and/or portals.
- 2.3.20 Advertising agency may use local/international advertisement network for video and banner advertisement distribution.
- 2.3.21 Scanned/PDF (only e-paper) versions of newspapers and e-paper websites are not considered digital publishers.

### Influencers

- 2.3.22 Influencers shall be categorized on the following scale subject to approval by Advertisement Rate Fixation Committee:

Tier	Follower	Rate
Mega	1.0M and above	TBD by Advertisement Rate Fixation Committee
Macro	500K to 999K	TBD by Advertisement Rate Fixation Committee
General	100K to 499K	TBD by Advertisement Rate Fixation Committee
Micro	Above 50K	TBD by Advertisement Rate Fixation Committee

- 2.3.23 Any Influencer found to have manipulated ranking, web traffic statistics, and/or used unfair means to inflate numbers like usage of bots etc. shall be blacklisted.

## 2.4 OUTDOOR

- 2.4.1 All the advertising agencies enlisted with Press Information Department (PID) will be eligible for executing outdoor campaigns for the Federal Government.
- 2.4.2 All sponsoring ministries / divisions/ attached departments /autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall circulate their outdoor campaign requirements to all empaneled advertising agencies.
- 2.4.3 Every Outdoor campaign will be initiated after issuance of unique ID (Campaign Number) by Press Information Department. All the Federal Government Divisions/ Departments/ Ministries/ Authorities/ Autonomous/ Semi-Autonomous / Corporations etc require this unique ID to list their campaign for adequate verification from PID.

- 2.4.4 In case of when no advertising agency is empaneled, all Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies etc. shall send a written request addressed to the Principal Information Officer/EDG PID, Islamabad along with a brief of the nature and scope of the ministry/division/department etc. with name / designation of the focal person nominated for the empanelment process.
- 2.4.5 Rates for outdoor advertisement shall be decided by the Advertisement Rate Fixation Committee.
- 2.4.6 The agency(s) will share the outdoor placement plan with PID prior to execution of the campaign including :
- i. Number and locations of static Billboards;
  - ii. Number and locations Digital Bill boards;
  - iii. Number and locations of Streamers;
  - iv. Comprehensive details of Event/Venue Branding Plan;
  - v. Press Information Department will provide Release Order (RO) to the enlisted agency specifying the name of the cities & allocated budget to execute Outdoor campaign in any specific area/s or across the country;
  - vi. Undertaking affidavit stating that the outdoor advertisement campaign shall be executed as per approved plan and in case of identification of fraudulent activity, executing advertising agency shall be held responsible, face barremment from further campaigns, and liable to legal action.

## 2.5 CINEMA

- 2.5.1 PID shall finalize the media plan keeping in view the budget provision, target audience and maximum impact.
- 2.5.2 PID shall approve the publicity campaigns including number of spots, time slot, and consideration for regional language films.
- 2.5.3 PID shall be authorized to include, remove or hold in abeyance any advertisement released to any cinema in the publicity plan.
- 2.5.4 All Federal Government Bodies/ Clients / Departments/ Organizations shall ensure availability of adequate funds prior to release of any cinema campaign on the prescribed pattern.
- 2.5.5 Advertisement Rate Fixation Committee shall approve the rates for Cinema commercials on recommendation of OIC.



*Haris*

3

**BILLING/  
INVOICING**

## 3. BILLING/ INVOICING AND PAYMENT PROCEDURE:

### 3.1 GENERAL PRINCIPLES

- 3.1.1 The bills / invoices submitted on account of display or classified advertisements published shall be duly verified by the PID and after due verification will be forwarded to the sponsoring ministry/department etc, for payment/issuance of sanction.
- 3.1.2 All newspapers/ publications/ channels/ media houses/ broadcasters/ etc. must open their vendor numbers accounts with the respective AGPR Offices/ sub-offices and provide the same to the PID.
- 3.1.3 Invoices for the classified advertisement, display Advertisement and Electronic Media Campaign, the invoices will be submitted to PID by the advertising agencies. The sponsoring Ministries/departments/ organizations/autonomous bodies etc. will make 85% payment directly to the newspapers/channels etc and 15% will be paid to advertising agency in terms of its commission, separately under intimation to the Press Information Department, Islamabad. All letters and cheques issued must be sent to the PID for record and onward handing over to the newspapers/channels etc.
- 3.1.4 Payments for all mediums of advertisements shall be made within 90 days of the date of publishing/airing.
- 3.1.5 PID may suspend Ministries /departments /organizations/ autonomous bodies etc. who default in payment of advertisement bills on time.
- 3.1.6 Ministries/departments/ organizations /autonomous bodies etc, whose bills are not audited by AGPR, shall share copies of cheques issued in the name of newspapers / publications/ channels etc, and agency to PID, so that proper record can be maintained.
- 3.1.7 Ministries/departments/organizations/autonomous bodies etc, whose bills are audited by AGPR must issue sanction letters to PID within 07 days after receipt of PID verified bill of advertisement.
- 3.1.8 All ministries/divisions/departments/autonomous bodies/semi-autonomous bodies etc. in light of Advertisement Policy, 2021 (Amended in 2022), duly verified by the Federal Cabinet, are bound to route all advertisements and subsequent bills through the PID. Accordingly, the AGPR shall not accept any bill/invoice that has not been verified by the PID.

### 3.2 PRINT ADVERTISEMENT

- 3.2.1 In case of Print media advertisements three sets of the following documents are required to be submitted in original:
- Invoices as per the approved advertisement rates;
  - Client Release Order (CRO) along with Media Plan;
  - Departmental Release Order (DRO) issued by PID;
  - Complete newspapers/ publications wherein the advertisement is published;



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### 3.3 ELECTRONIC ADVERTISEMENT

- 3.3.1.1 In case of electronic media advertisements, invoice as per approved media plan and spot verification report from DEMP for subject campaign to be submitted.
- 3.3.1.2 Once the electronic campaign has been verified, the bill shall be processed by PID as per the due procedure.

### 3.4 DIGITAL ADVERTISEMENT

- 3.4.1 In case of Digital Media campaign, payments are made in advance to the digital platforms, publishers, influencers etc. by the advertising agency. Subsequently, bills are presented by the advertising agency after completion of the campaign for reimbursement. Hence in case of digital media, all the payments may be made 100% to advertising agencies (inclusive of service charges equivalent to 15% of media buying cost) after successfully fulfilling all codal formalities and any pre-requisite verifications by the Centre for Digital Communications (erstwhile Cyber Wing).
- 3.4.2 In case of Digital media advertisements, executing advertising agency must submit four sets of the following documents in original to PID: -
- i. Duly verified Invoice;
  - ii. Client Release Order along with Media Plan indicating targeted milestone, period/duration and name of campaigns;
  - iii. Comprehensive Digital Media Campaign Execution Report highlighting documentary proof (Screenshots/Reports/Printouts/ of social media platforms, and websites where the advertisement was run).
- 3.4.3 PID shall submit the Digital Media Campaign Execution Report to CDC for technical verification and subsequent provisioning of Digital Campaign Verification Report. In case of incomplete Digital Media Campaign Execution Report, the case may be returned to PID for re-submission along with the missing details. Lastly, in case advertising agencies are still unable to provide the requisite data/papers/documents etc, CDC may perform proportionate deductions during verification.
- 3.4.4 The digital media campaign execution report shall include a covering checklist (specimen attached at Annex-III) which shall be duly signed and stamped by Advertising Agency. Subsequently, it will be duly signed and stamped by PID and CDC (erstwhile Cyber Wing).
- 3.4.5 CDC shall furnish a response to the submission of Digital Media Campaign Execution Report within 05 working days. Subsequent to receiving Digital Campaign Verification Certificate from CDC, PID shall transmit the bills onward to the sponsoring ministry/department etc., for payment/issuance of sanction.



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## 3.5 OUTDOOR ADVERTISEMENT

3.5.1 Upon successful execution, the advertising agency shall provide (three sets) detailed documentary proof along with invoices for the purpose of verification including:

- i. A Third-party (a company/agency registered with SECP) will provide Verification/Confirmation Report regarding the execution of outdoor placements in accordance with approval from Press Information Department.
- ii. Authorization letter from the concerned district administration/municipality/cantonment board mentioning the locations and total number of static/digital billboards/streamers etc along with respective receipts of fees and taxes deposited.
- iii. Outdoor media campaign execution report including individual photographs of billboards/digital billboards/ streamers with associated EXIF metadata specifying location, and time.
- iv. In the case of digital billboards, real-time geo-tagged and time-stamped videos of digital billboards may be shared through close-communication group (preferably WhatsApp) showing individuals services for each component of the outdoor plan.

3.5.2 Once the outdoor campaign has been verified, the bill shall be processed by PID as per the due procedure.

## 3.6 CINEMA ADVERTISEMENT

3.6.1 The Federal and Provincial Central Board of Film Censors shall verify the screened cinema commercials.

3.6.2 Once the cinema campaign has been verified, the bill shall be processed by PID as per the due procedure.

**GOVERNMENT OF PAKISTAN**  
**MINISTRY OF INFORMATION AND BROADCASTING**

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**STARRED NATIONAL ASSEMBLY QUESTION NO. 55, 27<sup>TH</sup> SESSION OF NATIONAL ASSEMBLY**

**ASKED BY SYEDA SHEHLA RAZA, MNA**

<b>QUESTION</b>	<b>REPLY BY</b>
<p><b><u>ASKED BY SYEDA SHEHLA RAZA, MNA</u></b></p> <p><i>Will the Minister for Information and Broadcasting be pleased to state:</i></p> <p>a) <i>The total expenditure incurred on Government advertisements in Print, Electronic and Digital Media during the Financial year 2024-2025.</i></p> <p>b) <i>The name-wise list of media houses to which payments were made; and</i></p> <p>c) <i>The criteria adopted for the distributions of advertisements?</i></p>	<p style="text-align: center;"><b><u>MINISTRY OF INFORMATION AND BROADCASTING</u></b></p> <p>All public sector advertisements are released in accordance with the Federal Government Advertisement Policy 2021 (as amended in 2022), approved by the Federal Cabinet, and the Guidelines and Procedures 2024 issued there under (Annex-IV). The policy is all-encompassing, covering all media, and is designed to ensure transparent, judicious, and merit-based utilization of public resources for government communication and media campaigns.</p> <p>2. Government advertising is released to serve a defined public interest purpose. Advertisements are released to inform citizens about government policies, programmes, and initiatives; to change behavior in areas of public health and safety; to ensure operational effectiveness of government by making citizens aware of available public services; and to project Pakistan's national narrative and interests. Campaigns and outreach activities are planned and executed on the basis of reach, audience, and measurable public benefit/dividend, not based on any media outlet's editorial stance, political affiliation, or</p>

loyalty. The policy expressly requires that advertising decisions be driven by value for public money and effective delivery of the public message.

3. During the requisite period, advertisements were released across print, electronic, and digital media for the following sectors of public importance: economic reforms; foreign affairs; governance reforms; performance and initiatives of Federal Government Ministries/ Divisions/ Departments/ Autonomous and Semi-autonomous Bodies/ Entities etc.; socio-economic issues; youth empowerment; Kashmir; National Action Plan; public safety and awareness; environment and climate change; tourism; defence and security; digital safety and cyber security; Marka-e-Haq, Youm-e-Tashakur, and the Pakistan-India Standoff.
4. A significant portion of government advertising constitutes a civic and social obligation, in line with Corporate Social Responsibility, to disseminate information on matters of direct public welfare, including polio eradication, population planning, pollution control, public safety, and other subjects of societal importance. These are not promotional campaigns; they are public service communications that directly contribute to the health, safety, and well-being of citizens.
5. Advertisement rates are determined by the Rate Fixation Committee (RFC) as approved by the Federal Cabinet in 2022, based on verified viewership and circulation data. Allocation of TV spots and print insertions is made in accordance with audience ratings and newspaper circulation figures, ensuring that public funds are directed towards outlets with the greatest reach and impact. These matters are regularly deliberated in consultation with the Pakistan Broadcasters Association (PBA) and the All-Pakistan Newspapers Society (APNS), respectively, to ensure fairness and transparency.

6. Furthermore, the pending liabilities for Print, Electronic and Digital Media are cleared on a regular basis so that salaries of employees and outstanding advertisement dues are cleared by respective media houses.
7. Media industry is currently facing crisis particularly sustaining print media industry. More financial support is required by media houses to pay salaries to media workers. Therefore, regional media is being supported across different mediums & platforms through advertisement campaigns with targeted approach to reach out to people at grassroots level.
8. The total expenditure incurred on Government advertisements in Print, Electronic and Digital Media during the Financial year 2024-2025 is as under.

S.No	Sponsor	Mode / Medium	Amount in PKR.
1.	M/o I&B	Print Media	1,310,053,107/-
2.	-do-	Electronic	5,250,443,241/-
3.	-do-	Digital / Social Media	1,000,901,033/-
1.	Federal Government Ministries / Divisions / Departments / Autonomous and Semi-Autonomous bodies / Corporations / Authorities and statutory bodies etc.	Print Media	2,099,397,673/-
2.	-do-	Electronic	870,670,026/-
3.	-do-	Digital / Social Media	264,404,835/-

Details are attached (Annex-I,II&III)



GOVERNMENT OF PAKISTAN  
PRESS INFORMATION DEPARTMENT

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ANNEX

I

Statement showing names of publications through which the advertisements were published from 01-07-2024 to 30-06-2025.

S #	Name of Publications
1.	March
2.	6 A.M.
3.	92-News
4.	Aafan
5.	Aaina
6.	Aaj
7.	Aaj Subh
8.	Aajiyar
9.	Ab Tak
10.	Adalat
11.	adan
12.	Adl
13.	Aeen
14.	Aflaak
15.	Aftab
16.	Aftab (Q)
17.	Aghaz
18.	Agla qadam
19.	Agro World
20.	Ahang
21.	Ahem Khabar
22.	Ailan
23.	Aina Inqilab
24.	Aina-e-Jehan
25.	Aitadal
26.	Akhbar
27.	Akhbar-e-Awam
28.	Akhbar-e-Haq
29.	Akhbar-e-Khyber
30.	Akhbar-e-Millat
31.	Akhbar-e-Millat (S)
32.	Aks-e-Mehran
33.	Aks-e-sindh
34.	Aksriyat
35.	Al-Akhbar
36.	Alamdar
37.	Alaqa
38.	Al-Fajar

39.	Al-Haaq
40.	Al-Jalal
41.	Al-Jamiat-e-Sarhad
42.	Al-Jazeera
43.	Al-Manzoor
44.	Amn
45.	Anjam
46.	Anjam (K)
47.	Apna Arooj
48.	Apna Forum
49.	Apni Awaz
50.	Appeal
51.	Aqeedat
52.	Asas
53.	Asia Today
54.	Asian Sun
55.	Askar International
56.	Asr-e-Nau
57.	Atimad News
58.	Attemad
59.	Ausaf
60.	Autan
61.	Authority
62.	Awal Akhir
63.	Awam
64.	Awam Internatinal
65.	Awami Awaz
66.	Awami Dastak
67.	Awami Forum
68.	Awami Hakoomat
69.	Awami Jaiza
70.	Awami Lalkaar
71.	Awami Mahaz
72.	Awami Mission
73.	Awami Sindh
74.	Awam-un-Nas
75.	Awaz International
76.	Awaz Times
77.	Awaz-e-Islamabad
78.	Awaz-e-khybar
79.	Awaz-e-nasle-e-nau
80.	Awaz-e-Qalam
81.	Awaz-e-Riasat
82.	Awaz-e-Sadiqabad

83.	Awaz-e-Shehr
84.	Aye Din
85.	Azad (Q)
86.	Azad Awam
87.	Azadi
88.	Azadi (Q)
89.	Azan
90.	Azkar
91.	Azmat
92.	Baakhabar
93.	Badalta Jahan
94.	Bad-e-Shamal
95.	Baghi
96.	Baidar
97.	Baitab
98.	Bakhar News
99.	Balochistan Express
100.	Balochistan Lines
101.	Balochistan News
102.	Balochistan Observer
103.	Balochistan Times
104.	Bang-e-Sahar
105.	Barabar
106.	Barkha
107.	Barsat
108.	Barwaqt Khabar
109.	Basharat
110.	Bayan
111.	Baz Purs
112.	Bazyab
113.	BBC Headlines
114.	Beatab
115.	Belous
116.	Beopar
117.	Best Business
118.	Betab
119.	Bhakkar Times
120.	Bhasha News
121.	Bhittai Channel
122.	Bhulekha
123.	Bolan
124.	Bolta Pakistan
125.	Budget
126.	Business News

127.	Business Recorder
128.	Business Report
129.	Business Times
130.	Capital Mail
131.	Capital Post
132.	Capital Report
133.	Capital Times
134.	Capital Today
135.	Capital World (Weekly)
136.	Centerline
137.	Century Express
138.	Chan Been
139.	Chand
140.	Chenab News
141.	Chenab Times
142.	Chinar Times
143.	Chinnar times
144.	Chinning
145.	Cholistan Times
146.	City 42
147.	City News
148.	City Paper
149.	Command
150.	Commercial News
151.	Country News
152.	Crime
153.	Current Report
154.	Daily Times
155.	Dak
156.	Dar Haqeeqat
157.	Dar-ul-Khabar
158.	Dateline
159.	Dawar
160.	Dawn
161.	Dehat
162.	Deyanat
163.	Dharti
164.	Difa
165.	District News
166.	Domel
167.	Doraha
168.	Dunya
169.	Dunya Numa
170.	Eagle

214.	Gul Zameen Gawadar
215.	Guldasta Bahar
216.	Gulf News
217.	Guncha
218.	Gwadar Business
219.	Gwadar Times
220.	Haak
221.	Haal
222.	Hairrat (M)
223.	Halchal
224.	Haqooq-ul-Awam
225.	Har Lamha
226.	Harb-e-baka
227.	Harf-e-Akhir
228.	Harf-e-Laazam
229.	Hari
230.	Hasb-e-Zauq
231.	Hashtnagar Times
232.	Hayat
233.	Hewad
234.	Hilal-e-Pakistan
235.	Hill Times
236.	Himalaya
237.	Himalya Today
238.	Himmat
239.	Hope of Jammu Kashmir
240.	Hot Line
241.	Hum Awam
242.	Hum gawah
243.	Ibrat
244.	Ikhtiyar Int
245.	Imkaan
246.	Imroze
247.	Imroze (Q)
248.	Independent (Q)
249.	Independent Sunday Plus
250.	Indus Post
251.	Inkeshaf
252.	Intekhab
253.	Intibah
254.	Iqtida
255.	Islah
256.	Islamabad Post
257.	Istehkam

258.	Ittehad
259.	Ittehad (D)
260.	Ittifaq-e-Rai
261.	Izafa
262.	Jaago Awam
263.	Jag News
264.	Jago
265.	Jaloos
266.	Jammu & Kashmir
267.	Jammu and Kashmir Times
268.	Janbaz
269.	Janch
270.	Jang
271.	Janisar-e-Pakistan
272.	Jannat Nazeer
273.	Jasarat
274.	Jazba
275.	Jazbo
276.	Jeejal
277.	Jehad
278.	Jehan
279.	Jehan Numa
280.	Jehan Pakistan
281.	Jehan-e-Imroze
282.	Jhanda
283.	Jhoke
284.	Jiddat
285.	Jiddat (P)
286.	Jinnah
287.	Johar
288.	Jurat
289.	Jurat (K)
290.	Jurat International
291.	K-2
292.	kabous
293.	Kainat
294.	Kainat (B)
295.	Kaleem
296.	Karachi 21
297.	Karachi Times
298.	Karnama
299.	Kashmir Express
300.	Kashmir Link
301.	Kashmir Post

302.	Kashmir Times
303.	Kashmir Tribune
304.	kasoti
305.	Kawish
306.	Khabar Char
307.	Khabar Wala
308.	Khabardar
309.	Khabargheer
310.	Khabrain
311.	Khabroona
312.	Khaleej
313.	Khamosh
314.	Khat
315.	Khitab
316.	Khursheed-e-Jehan
317.	Koh-e-Suleman
318.	Koil
319.	Koshish
320.	Kotlian
321.	Kozak
322.	Kozak News
323.	Labour News
324.	Lashkar
325.	Lashkar (Q)
326.	Lead Pakistan
327.	Leader
328.	Lehr-e-Sahil
329.	Log
330.	Lokai
331.	Loke
332.	Mahasib
333.	Maidan
334.	Makran Times
335.	Maloom
336.	Manaqib
337.	Manind-e-Aaina
338.	Manshoor
339.	Markaz
340.	Masawat
341.	Mashriq
342.	Mashriq (Q)
343.	Mashriq(L)
344.	Media Bulletin
345.	Media Pakistan

346.	Meezan
347.	Meezan-e-Adel
348.	Mehran
349.	Mehrdar
350.	Metro Times
351.	Metro Watch
352.	Mianwali Express
353.	Millan
354.	Millat
355.	Millat (G)
356.	Minority Times
357.	Minute Mirror
358.	Mirror
359.	Mister
360.	Mithan
361.	Moasar
362.	Mohim
363.	Mojiza
364.	Moomal
365.	Mountain Pass
366.	Muashrat
367.	Muhim
368.	Multan Post
369.	Mumtaz
370.	Musalman
371.	Musawar Int
372.	Musawat
373.	Muslim World Int
374.	Naguzeer
375.	Nai Baat
376.	Nai Roshani
377.	Nai Subh
378.	Naqqara
379.	Nara-e-Haq
380.	National Courier
381.	National Herald Tribune
382.	Nau Missal
383.	Nau Sijj
384.	Nawa-e-Awam
385.	Nawa-e-Azad
386.	Nawa-e-Bhakkar
387.	Nawa-e-Des
388.	Nawa-e-Dir
389.	Nawa-e-Hazara



390.	Nawa-e-Islamabad
391.	Nawa-e-Pak
392.	Nawa-e-Pakistan
393.	Nawa-e-Shamal
394.	Nawa-e-Sharar
395.	Nawa-e-Sindh
396.	Nawa-e-Thal
397.	Nawa-e-Waqt
398.	Nawa-e-Watan
399.	Nawa-e-Watan (I)
400.	Naway Zawand
401.	Naya Daur
402.	Naya Kal
403.	Naya Ujala
404.	Nazim News
405.	Nazm-o-Nasq
406.	Neel Fairy
407.	News Affairs
408.	News Coverage
409.	News Larak
410.	News Mart
411.	News Valley
412.	Nida-e-Awam
413.	Nida-e-Islah
414.	Nida-e-Khalq
415.	Nida-e-Watan
416.	Nijat
417.	Nikhar
418.	Notable
419.	Note
420.	Nudrat
421.	Omega
422.	Our Star
423.	Outcome
424.	Pahanji Akhbar
425.	Paigham
426.	Paighamat
427.	Pak
428.	Pak Banker
429.	Pak Sindh
430.	Pak Soch
431.	Pakhtoon Post
432.	Pakhtunkhawa News
433.	Pakhtunkhwa Bulletin

434.	Pakistan (M)
435.	Pakistan (Niazi)
436.	Pakistan (Shami)
437.	Pakistan Bulletin
438.	Pakistan Express
439.	Pakistan File
440.	Pakistan Observer
441.	Pakistan Point
442.	Pakistan Today
443.	Pakistani
444.	Pal Pal News
445.	Panah
446.	Parcham
447.	Parlau
448.	Parliament Times
449.	Parwan
450.	Parwaz
451.	Parwaz (F)
452.	Pasban
453.	Pas-e-Parda
454.	Pashtoon Millat
455.	Payam-e-Khyber
456.	Payyam-e-Waqt
457.	Pearl
458.	Pearl view
459.	Police Times
460.	Poonch Time
461.	Post International (I)
462.	Press Conference
463.	Print Line
464.	Promotion
465.	Public
466.	Public (Q)
467.	Public Eye
468.	Public View
469.	Qadamat
470.	Qalam-e-Sindh
471.	Qaum
472.	Qaum International
473.	Qaumi Akhbar
474.	Qaumi Awaz
475.	Qaumi Awaz (Hyd)
476.	Qavi Akhbar
477.	Quaid

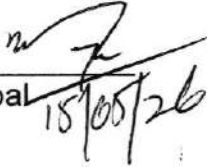
478.	Quaid-e-Hazara
479.	Qudrat
480.	Quetta
481.	Quetta Express
482.	Quetta Voice
483.	Quwat (L)
484.	Raat
485.	Rafaqat
486.	Razdar
487.	Reformer
488.	Regional Times
489.	Rehbar
490.	Rehber (B)
491.	Relation Times
492.	Report
493.	Riasat
494.	Roo Baroo (N)
495.	Roopamari
496.	Rozan
497.	Rule
498.	Saadat
499.	Saad-e-Baab
500.	Saanwal
501.	Sab Rang
502.	Saba
503.	Sabooh
504.	Saboot
505.	Sach (P)
506.	Sachal Times
507.	Sachan
508.	Sada-e-Baad
509.	Sada-e-Chanar
510.	Sada-e-Gilgit
511.	Sada-e-Himmalya
512.	Sada-e-Lawaghar
513.	Sada-e-Olas
514.	Sada-e-Pakistan
515.	Sada-e-Potohar
516.	Sada-e-Sach
517.	Sada-e-Sindh
518.	Sada-e-Waqt International
519.	Sada-e-Watan
520.	Sadaqat International
521.	Sadd (S)

522.	Sadd-e-Baab
523.	Sadiqabad News
524.	Sadiq-ul-Akhbar
525.	Safeer
526.	Safeer-e-Punjab
527.	Sahafat (Q)
528.	Sahil
529.	Saif-ul-Akhbar
530.	Salam
531.	Salam Gilgit Baltistan
532.	Salar
533.	Saltanat
534.	Sama
535.	Samaj
536.	Sang-e-Meel
537.	Sangram
538.	Sarang
539.	Sarasari
540.	Sargaram
541.	Sarhad
542.	Sarhad News
543.	Sarkar
544.	Sarmaya
545.	Sarwan
546.	Sarzameen
547.	Sath Salamat
548.	Sawal
549.	Sayadat
550.	Sehar (L)
551.	Shaheed
552.	Shal
553.	Shamal
554.	Shehar Nama
555.	Shehr-e-Quiad
556.	Shelter
557.	Shujat
558.	Shumal (K)
559.	Sindh
560.	Sindh Affairs
561.	Sindh Amar
562.	Sindh Dharti
563.	Sindh Express
564.	Sindh Line
565.	Sindh Namu

566.	Sindh Post
567.	Sindh Salamat
568.	Sindh Sujag
569.	Sindh Times
570.	Sindh yar
571.	Sindh yar
572.	Siyaq
573.	Siyasat (M)
574.	Siyasi Khabar
575.	Sobh
576.	Soon Times
577.	Soorat-e-Hal
578.	South Watch
579.	Speed News
580.	Spinzer
581.	Spokesman
582.	State View
583.	Statesman
584.	Sub News
585.	Sub Rang
586.	Subh
587.	Subh-e-Nau
588.	Subh-e-Nau (Mzd)
589.	Sukar
590.	Sun News
591.	Supreme
592.	Surkhab
593.	Sutlej
594.	Tabeer
595.	Talafi
596.	Talar
597.	Talatum News
598.	Talib
599.	Talwar
600.	Tameer-e-Balochistan
601.	Tameer-e-Sindh
602.	Tameer-e-Watan (I)
603.	Tameer-e-Watan (Q)
604.	Tanveer
605.	Taqabul
606.	Taqat
607.	Taqat Balochistan News
608.	Taraqqi
609.	Tarjuman (G)

610.	Tarjuman-e-Millat
611.	Taseer
612.	Taza Khabar
613.	Tehzeeb
614.	The Age
615.	The Business
616.	The Climax
617.	The Destination
618.	The Finance
619.	The Kotlians
620.	The Mail (S)
621.	The Mirror (Q)
622.	The Nation
623.	The News
624.	The Occasion
625.	The Patriot
626.	The Province
627.	The Regional Times of Sindh
628.	The Statesman
629.	Tibat Times
630.	Tijarat
631.	Tijarati Rehber
632.	Today Muslim (P)
633.	Today Pakistan
634.	Tulou
635.	Ulko
636.	Ummat
637.	Undalas Times
638.	Universal Recorder
639.	Ustaman
640.	Veer Times
641.	Voice of city
642.	Voice of Islamabad
643.	Waadi
644.	Waas
645.	Wafa
646.	Wafa-e-Sindh
647.	Wahdat
648.	Waka
649.	Wakalat Nama
650.	Waqqa-e-Nigar
651.	Waqif
652.	Waqf

653.	Waqt (P)
654.	Waqt (Q)
655.	Watan
656.	Wateen
657.	Wifaq
658.	Wisdom
659.	Work News
660.	World Matter
661.	World Tribune
662.	Yadgar
663.	Yarn
664.	Zamana
665.	Zamanat
666.	Zarb-e-Ahan
667.	Zaur Awar
668.	Zeba-e-Pakistan
669.	Ziarat Views
670.	Zurb-e-Qadir

Prepared by   
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15/05/26

Checked by \_\_\_\_\_  
Touseef Ahmed Janjua  
AD(Advt)

Government of Pakistan  
Press Information Department

(ANNE - II)

II


<<>>

The Name of TV channels to which the payment were made.	
S.No.	TV Channels
1	Geo News
2	PTV News
3	Express News
4	Dunyna News
5	Samma News
6	Hum News
7	ARY News
8	Channel-24
9	Dawn News
10	Bol News
11	Aaj News
12	ATV News
13	Aik News
14	Ab Tak TV
15	ABN
16	Public News
17	GNN
18	92 News
19	Neo News
20	Suno TV
21	News One
22	Capital TV
23	Khyber News
24	Sindh TV
25	GTV
26	Discover Pakistan
27	KTN News
28	Times News
29	Mashriq TV
30	Kohenoor TV
31	Hum Pashto 1
32	Such TV
33	Roze News
34	Channel 5
35	Lahore News

36	K-2
37	K-21
38	Venus TV
39	Star Asia
40	Metro One
41	7 News
42	Vsh TV
43	Dharti TV
44	Waseb TV
45	City 42
46	Aan TV
47	Green Pakistan
48	Geo Tez
49	Geo Super Sport
50	Bol Entertainment
51	Express Entertainment
52	Lahore Rang
53	See TV
54	Aur Life
55	PTV Home
56	8 XM
57	Awaz
58	Man TV
59	TV One
60	AVT Khyber
61	Geo Kahani
62	NTN
63	Sab TV
64	Hum Entertainment
65	Talon TV
Total	

Prepared by

Check by

  
 (Sad-ur-Rehman  
 AIO(Advt.)

Touseef Ahmed Janjua  
 AD(Advt.)

**Detail of Digital Media Information, Communication & Public Awareness Outreach**

**Initiatives for Financial Year (2024-25) from  
1<sup>st</sup> July, 2024 to 30<sup>th</sup> June 2025**

S. No.	Campaign Titles	Durations	Platforms	Impressions
1.	Budget Reforms Phase-I	05.07.2024 to 13.07.2024	YouTube Publishers Meta	26M 15M 44M
2.	PM Electricity Relief	11.07.2024 to 17.07.2024	Meta YouTube	13M 16M
3.	Budget Reforms Phase-II	23.07.2024 to 26.07.2024	YouTube Meta	7M 24M
4.	Youm E Istehsal (5th Aug)	05.08.2024 & 06.08.2024	Meta Snack video Tiktok YouTube	6M 6M 200Videos 9.8M
5.	14th August Azadi Fest 2024	11.08.2024 to 14.08.2024	YouTube Meta Tiktok	14M 24M 10M
6.	14th August, 2024	13.08.2024 to 18.08.2024	Meta Tiktok YouTube Publishers	6M 2.5M 6M 7M
7.	Defence Day,2024 (6th Sept)	06.09.2024 to 08.09.2024	Meta YouTube Tiktok Magazines Publishers	5M 3M 2M 5M 2M
8.	PM Visit to UNGA 79	24.09.2024 to 27.09.2024	Meta Tiktok Snack Video YouTube Publishers	16M 6M 4M 9M 4M
9.	Visit of Saudi Delegation	9.10.2024 to 12.10.2024	Meta Tiktok Snack video Digital Publishers	3M 2M 3M 4M
10.	SCO Summit 2024	14.10.2024 to 16.10.2024	YouTube Publishers Magazines Influencers Publishers GDN Road shows	25M 8 M 20M 30M 5M 1M

11.	PTV Revamping & Re-launch	30.10.2024 to 14.11.2024	Meta Tik tok Snack video YouTube	10M 8M 10M 20M
12.	Cyber Security	17.01.2025 to 30.01.2025	Meta Tik tok You tube Snack Video UGC	70M 50M 30M 5M 3M
13.	Common Wealth Asia Youth Summit (CAYA)	26.01.2025 to 02.02.2025	Meta Tik tok You Tube Snack video Insta posts (insta mags) Explainer videos	70M 70M 40M 5M 1M 1M
14.	Kashmir Solidarity Day (5th Feb,2025)	05.02.2025 to 08.02.2025	Meta Tik Tok You Tube Snack video UGC	15M 15M 15M 10M 1M
15.	National Action Plan	25.04.2025 to 18.05.2025	Myco, Tamasha, Begin.watch & Daraz	1800M
16.	Pakistan India Standoff Phase-I	01.05.2025 to 07.05.2025	Meta Youtube	15M 15M
17.	Pakistan India Standoff Phase-II	11.05.2025 to 16.05.2025	Youtube	50M

**Detail of Digital Media Information, Communication & Public Awareness Outreach Initiatives By The Federal Government Departments for Financial Year (2024-25) from 1<sup>st</sup> July, 2024 to 30<sup>th</sup> June 2025**

<b>Sr. No.</b>	<b>Titles</b>	<b>Client</b>	<b>Durations</b>	<b>Platforms</b>
1.	Independance Day 2024	PSEB	09.08.2024 to 15.08.2024	Facebook Linkedin
2.	CDA Plots Auction	CDA	28.09.2024 to 03.10.2024	Facebook Instagram Twitter
3.	Advance Tax For September Quarter	FBR	20.09.2024 to 25.09.2024	Facebook You tube TikTok
4.	Filling of Income Tax Return 2024	FBR	20.09.2024 to 30.09.2024	Instagram You tube TikTok Facebook Intagram (Micro Influencers)
5.	Auction of Commercial plots	FGEHA	05.11.2024 to 12.11.2024	Facebook/Instagram Twitter X
6.	Auction of Hotel plots	CDA	12.12.2024 to 16.12.2024	Facebook
7.	POS Prize Scheme	FBR	26.10.2024 to 04.11.2024	FacebookInatagram You tube TikTok
8.	Balloting of Plots of Sector C-14	CDA	21.12.2024 to 30.12.2024	Facebook Instagram
9.	Digital Nation Pakistan 2025	PSEB	17.02.2025 to 23.03.2025	Facebook Instagram TikTok Linkedin

				Snack Video Insta Mags UGC Articles
10.	Game Developers Conference, 2025	PSEB	13.03.2025 to 27.03.2025	Linkedin Facebook
11.	PMYP Digital Youth Hub	HEC	24.03.2025 to 23.04.2025	Facebook/Instagram TikTok You tube Insta Mags UGC Myco/Tamasha
12.	DFDI Information Technology (Event)	PSEB	28.04.2025 to 01.05.2025	Facebook You Tube TikTok Insta Mags UGC Myco/Tamasha Begin.watch&Daraz
13.	Social Media Campaign For DFDI Forum 2025	PSEB	21.04.2025 to 26.05.2025	Linkedin Meta TikTok
14.	Digital Media Campaign For DFDI Forum 2025	PSEB	26.04.2025 to 02.05.2025	You Tube Facebook TikTok Instagram Twitter Linkedin Online Publications
15.	Tech Crunch Disrupt-2024-USA	PSEB	28.10.2024 to 30.10.2024	Facebook Linkedin
16.	Fraud Awareness Campaign	BISP	25.04.2025 to 24.05.2025	Meta Digital Publishers
17.	Fraud Awareness Campaign	BISP	25.04.2025 to 24.05.2025	You Tube TikTok

18.	Leap Riyadh	PSEB	07.02.2025 to 13.02.2025	Facebook Linkedin
19.	London Tech Week	PESB	02.06.2025 to 16.06.2025	Facebook Linkedin
20.	Raast (P2M) Phase-4 (EidulFitr - Mar 2025).	SBP	12.03.2025 to 08.04.2025	Publishers TikTok Facebook/Instagram You Tube
21.	Raast (P2M) Phase-5 (EidulAzha - May 2025)	SBP	27.05.2025 to 05.06.2025	You Tube Facebook/Instagram TikTok
22.	Recertification 2025	BISP	01.06.2025 to 15.06.2025	Meta You Tube TikTok Digital Publishers
23.	PAK USA Tech Investment Conference 2025	PSEB	12.06.2025 to 25.06.2025	Facebook Linkedin



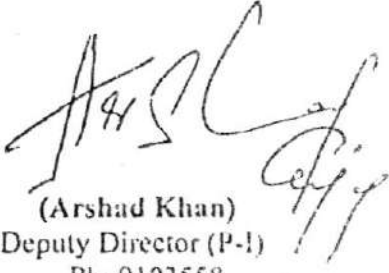
OFFICE MEMORANDUM

Subject: GUIDELINES AND PROCEDURES 2024 OF ADVERTISEMENT POLICY 2021  
(AS AMENDED IN 2022)

The undersigned is directed to enclose herewith the Guidelines and Procedures 2024 of Advertisement Policy 2021 (as amended in 2022) as approved by the Oversight & Implementation Committee (OIC) in terms of para 6.1 of the policy.

2. For information and compliance, please.

Encl: As above

  
(Arshad Khan)  
Deputy Director (P-1)  
Ph: 9103558

Distribution

- a) All Secretaries of the Ministries/Divisions (with the request to circulate the Guidelines and Procedures 2024 of Advertisement Policy 2021 (as amended in 2022) to attached departments/Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies.
- b) Accountant General of Pakistan Revenue (AGPR), Islamabad.
- c) Director General /Principle Information Officer (PIO), PID, Islamabad.
- d) Director General, Directorate of Electronic Media and Publication (DEMP), Islamabad.
- e) Director General, CDC, M/o I&B Islamabad.

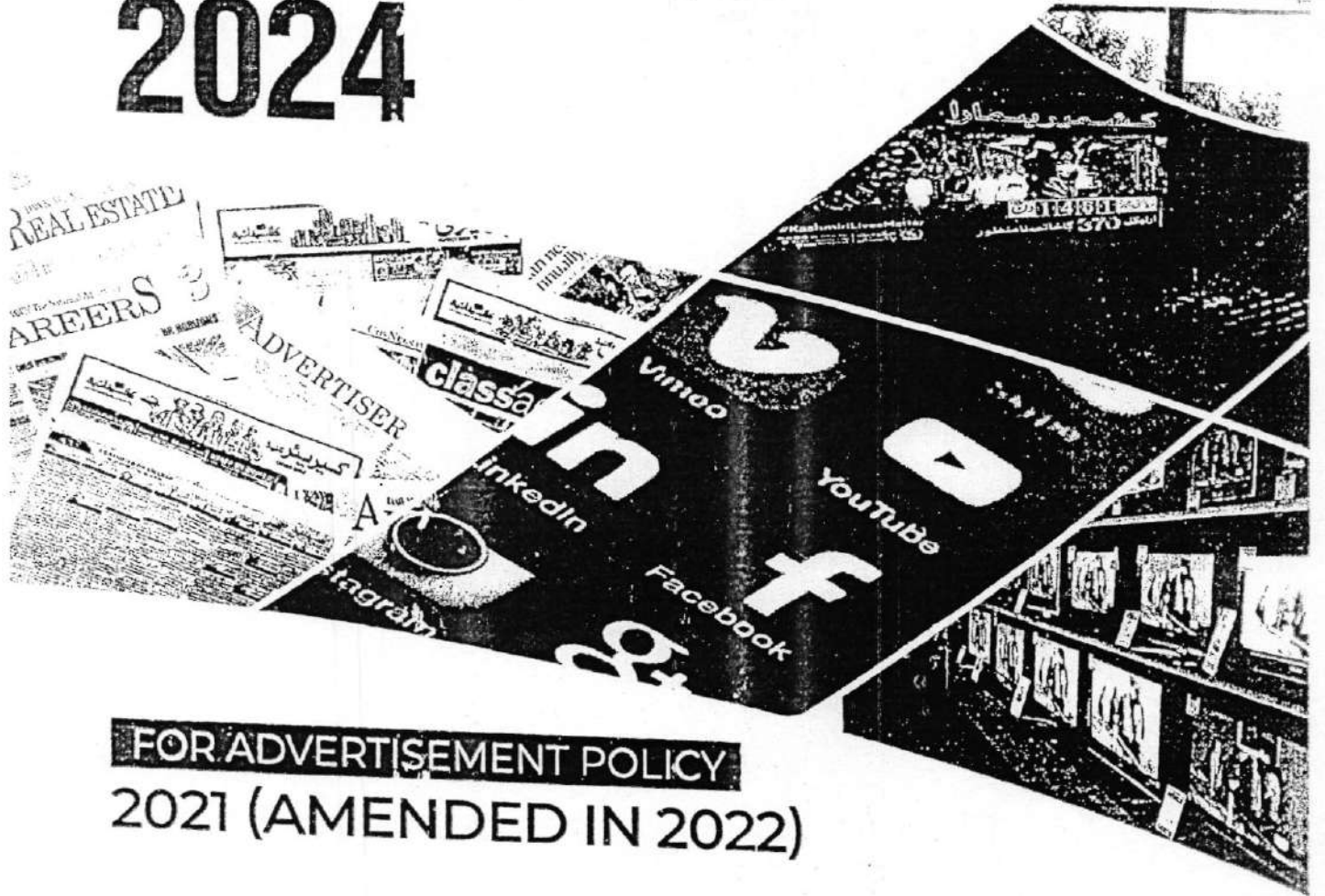
Copy for information to:

- Director to Minister Office, M/o I&B, Islamabad
- Director to Secretary Office, M/o I&B, Islamabad



# Guidelines and Procedures 2024

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پلی سکول پاپ  
ڈیجیٹل تعلیم کا آغاز  
www.psc.gov.pk



**FOR ADVERTISEMENT POLICY  
2021 (AMENDED IN 2022)**



PRESS INFORMATION DEPARTMENT  
MINISTRY OF INFORMATION AND BROADCASTING



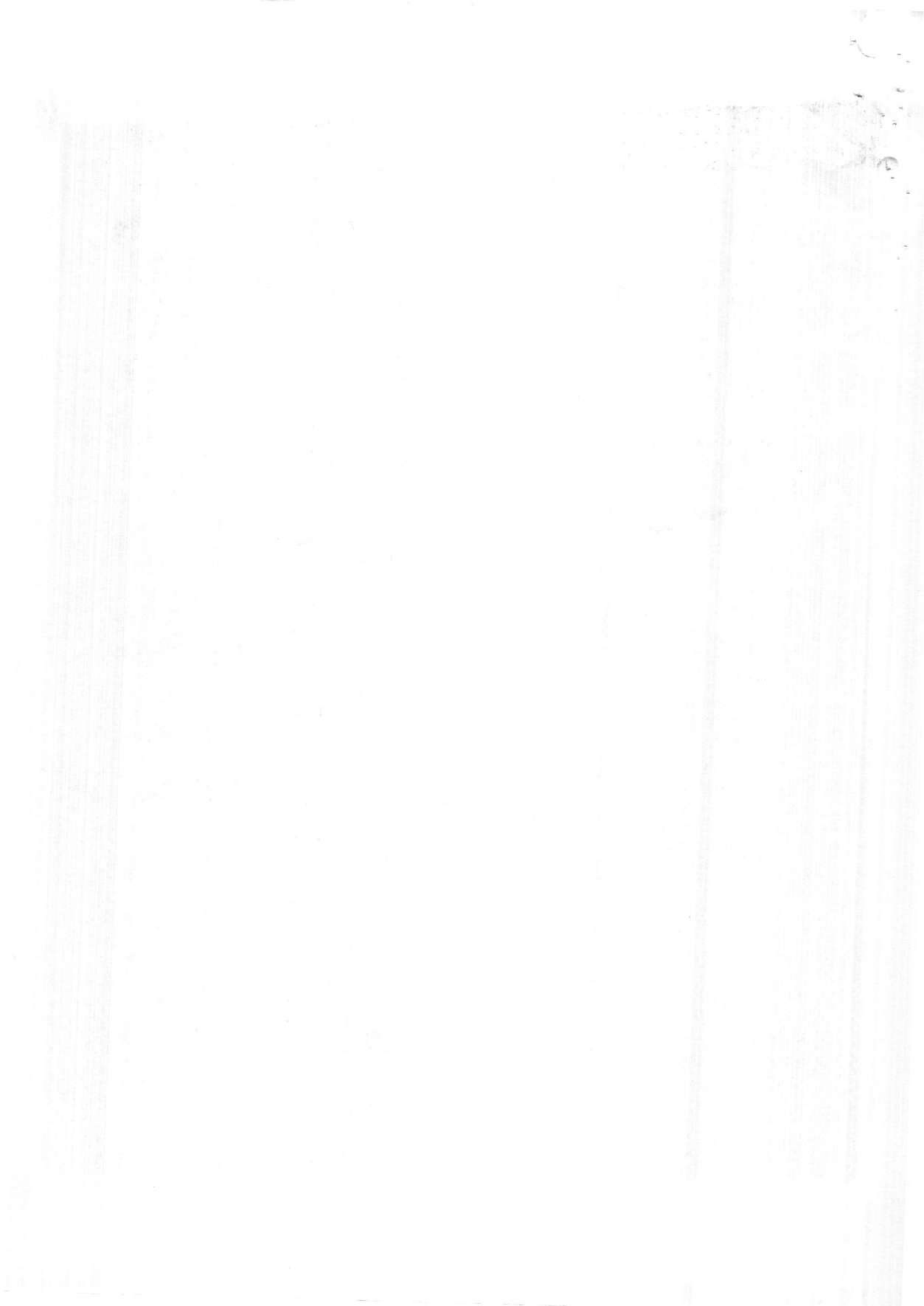
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1

**ADVERTISING  
AGENCIES**



# 1. ADVERTISING AGENCIES

## 1.1. Procedure for Empanelment:

- 1.1.1 The Press Information Department (PID) shall concur the placement of a panel of minimum three and maximum of six advertising agencies at the disposal of each Federal Government Ministry/ Division/ attached department/ Autonomous and Semi-autonomous, Corporation/ Authority and statutory body through a transparent competitive process from only amongst its enlisted advertising agencies, for a period of two years. However, on request of the concerned Federal Government: Ministry/ Division/ attached department/ Autonomous and Semi-Autonomous Corporation/ Authority and statutory body etc. PID may allow increase/decrease in the number of advertising agencies on panel of Ministries/Department in view of the quantum of work / business.
- 1.1.2 All Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-Autonomous Corporations/ Authorities and statutory bodies etc. shall only utilize the services of such empaneled advertising agencies, concurred by PID at their disposal.
- 1.1.3 All the Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies etc. shall send a written request addressed to the Principal Information Officer, PID, Islamabad along with a brief of the nature and scope of the ministry/division/department etc. with name / designation of the focal person nominated for the empanelment process.
- 1.1.4 The concerned Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies etc. shall publish an Expression of Interest (EOI) for the empanelment amongst the enlisted advertising agencies with PID mentioning their requirements.
- 1.1.5 The secretarial support for the process of empanelment of advertising agencies shall be the responsibility of the concerned Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies etc.
- 1.1.6 The Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies etc. shall convene a meeting of the short-listing committee for scrutinizing and shortlisting of the interested advertising agencies on the basis of submitted profiles. The short-listing committee and criteria to short-list the advertising agencies is required to be developed in consultation with PID keeping in view the specialized requirements of the concerned ministry/division/department etc.
- 1.1.7 Subsequent upon shortlisting of the advertising agencies, a three member Selection Committee of the following composition shall be constituted and notified by the concerned Ministry/division/department etc:

Convener	Not below BS-19 or equivalent who shall also represent the concerned Federal Government Ministry/ Division/attached department/ Autonomous and Semi-autonomous Corporation/ Authority and statutory bodies in the selection committee.
Member	One representative of PID (Not below BS-17)
Member	One External Media Expert from amongst the existing pool shall be nominated by PID.

- [REDACTED]
- 1.1.8 The concerned Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-Autonomous Corporations/ Authorities and statutory bodies etc shall provide minutes of the Selection Committee's meeting along with original marking sheets duly signed by all the three members for obtaining final concurrence of PID.
  - 1.1.9 In order to ensure timely completion of the selection process, the Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-Autonomous Corporations/ Authorities and statutory bodies etc shall initiate the process of empanelment of advertising agencies at least 03 months prior to expiry of the term of empaneled advertising agencies.
  - 1.1.10 Extension to the already empaneled advertising agencies for a period of not exceeding 03 months shall be allowed by the PID on written request by the Head of the concerned ministry/ division/ department etc. with proper justification and surety to complete the regular empanelment process within the extended time period.
  - 1.1.11 Federal Government Ministry/ Division/ attached department/ Autonomous and Semi-Autonomous Corporation/ Authority and statutory body shall ensure equitable distribution of business among the empaneled advertising agencies.
  - 1.1.12 In case of an emergency where no advertising agency is empaneled, Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/Authorities and statutory bodies shall contact PID with a brief to invite enlisted agencies for creative submissions. Agencies will share designs within the specified time and format. A three-member Selection Committee, including a PID representative, will select the artwork. This process applies only to the specific campaign. Entities must assure PID that they will promptly appoint advertising agencies to their panel for future needs.
  - 1.1.13 In case of classified advertisement where there is no empaneled advertising agencies, Client Release Order (CRO) may be sent directly to Press Information Department (PID) without naming any advertising agency until the empanelment process has been completed at the earliest while PID may release the same through any advertising agency enlisted with PID ensuring equitable distribution of government advertising business.

## 1.2 Enlisting & Delisting

- 1.2.1 The Press Information Department or its Regional Information Offices (RIOs) subject to final concurrence from PID H/Qrs, Islamabad shall enlist, suspend, blacklist or delist any advertising agency on its pool.
- 1.2.2 Written application addressed to the Principal Information Officer/DG PID, Islamabad or Director Generals/ Heads of PID Regional Offices shall be submitted as per requirements for enlistment.
- 1.2.3 Any advertising agency applying for enlistment with PID must have at least 03 years of active professional experience within Pakistan.
- 1.2.4 If any foreign Advertising Agency intends to get enlisted with PID, it must either get itself registered with the relevant authorities or must enter into a joint venture with a local advertising agency which fulfils the criteria elaborated in these SOPs along with completing all codal formalities required under law of the land.




## Requirements for Enlistment

1.2.5 The applicant advertising agency must register accordingly with the Securities & Exchange Commission of Pakistan (SECP) for at least 3 years under the Companies Act 2017.

1.2.6 The advertising agency shall fulfill and submit the following for enlistment with PID

- i. Detailed Profile including scope (Print, Electronic, Digital, Outdoor, Cinematic or Foreign Media)
  - \* indicates mandatory submissions
    - a. List of past clients and testimonials\*
    - b. Comprehensive reports of past public-sector campaigns, if any;
    - c. Minimum 03 References/Recommendations from private/public sector clients\*;
    - d. NTN Number\*;
    - e. SECP Registration certificate\*;
- ii. Financial Documents including;
  - a. Balance sheets and duly audited accounts by authorized certified Accountant for past three years\*;
  - b. Liquidity Certificate demonstrating capability to run campaigns of any scale (especially for digital campaigns)\*
- iii. Disclosures
  - a. Non-collusion certificate/affidavit\*;
  - b. The agency must submit an affidavit on Stamp Paper affirming that it has never been blacklisted by any Federal or Provincial Ministry/Division/Department/ Organization etc.\*;
  - c. Any conflict of interests;
- iv. Value Added Services, if any
- v. Infrastructure
  - a. Copy of lease agreement/ proof of address of office in Islamabad and/or provincial capitals\*;
  - b. Detailed organizational structure including specialized/qualified and experienced professionals that can cater to any mediums handled by applicant agency (Electronic, Print, Digital, Outdoor, Cinema, Foreign)\*
- vi. For Digital enlistment the agency must submit documents outlined in the checklist at Annex-I. All other requirements and codal formalities for enlistment of advertising agencies shall also apply.

- 
- 1.2.7 The submission of application to the PID for enlistment by any advertising agency shall not confer any right for enlistment. The PID shall have the authority to accept or reject any application for enlistment without assigning any reasons.
  - 1.2.81 The enlisted advertising agency must adhere to the policies, rules, regulations, SOPs, guidelines and the law in vogue, in letter and spirit. In case of non-adherence or any violation, PID shall have the authority to suspend, blacklist or delist any enlisted advertising agency at any point in time.
  - 1.2.9 An advertising agency already enlisted or applying for enlistment must not resort to pressure and coercive tactics influencing government officers/officials. Any advertising agency found to engage in such practices shall be liable to punitive action which may include suspension, blacklisting or delisting.
  - 1.2.10 Any advertising agency found to be engaged in fraudulent practices or exhibiting unprofessionalism either through its work or the conduct of its employees with Press Information Department (PID) or upon the complaint received from the federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall render the agency to punitive action which may include suspension, blacklisting, delisting from the PID pool or removal from the panel of the complainant Ministry/ Division/ Department etc. EDG/PIO shall approve the aforementioned punitive action against such agency. The agency penalized in such instance shall have the right to appeal against the action taken by PID to the Secretary MoIB who may decide such appeal either by himself/herself or any committee constituted by him/her for such matters.
  - 1.2.11 The advertising agency must ensure that the approved campaigns/ advertisement released by the sponsoring Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-Autonomous Corporations/ Authorities and statutory bodies etc are executed in accordance with the specifications/ requirements given in the Client Release Order (CRO). In case of non-compliance, errors and omissions in the content/ matter/ design of the released advertisement to the desired medium/s, the onus rests with the advertising agency, and is liable to punitive action.
  - 1.2.12 The advertising agencies must submit an Integrity Bond affirming that no illegal/ unfair means are used for securing the campaign(s)/business.
  - 1.2.13 The quality and error-free translation in the target language is the responsibility of the concerned advertising agency.
  - 1.2.14 No advance payment, irrespective of the budget of the campaign, shall be made by the Federal Government for the execution of digital or outdoor campaign by ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc.



2

RELEASE OF  
ADVERTISEMENT

## 2. RELEASE OF ADVERTISEMENTS

### 2.1. PRINT MEDIA

- 2.1.1 All display/classified advertisements emanating from the public sector organizations shall be released only to the newspapers/publications borne on Central Media List (CML) by the Press Information Department (PID) upon the request of federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc.
- 2.1.2 No public sector advertisement shall be released without obtaining a specific PID Tracking Number. No claims or invoices shall be considered eligible for payment that do not bear PID Tracking Number.
- 2.1.3 The PID Tracking Number shall be allocated by the Press Information Department HQ and its Regional Office(s) depending on the location of the sponsoring department/organization where the advertisement is emanating from.
- 2.1.4 Classified Advertisements include public notifications of routine character, consisting of plain text and logo such as Situation Vacant, Tender Notices and Public Notices etc whereas, the Display Advertisement includes advertisements to publicize special initiatives and programs consisting of design elements aimed at maximizing the impact of the message such as launching/inauguration announcements, public outreach and awareness campaigns, sectoral achievements and admission notices etc. However, PID shall be the final authority in the categorization of an advertisement into classified or display.
- 2.1.5 The regional quota 25 % shall be decided by PID, in addition to all advertisements releases emanating from federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. towards supporting regional media, languages and evolving media.
- 2.1.6 In case of classified advertisements, PID shall exercise 25% regional quota over and above of the total number of stations of the newspapers requested by the sponsoring federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. and in case of display advertisements for publications, the 25% quota will be made over and above of the total cost of the advertisement released.
- 2.1.7 For release of advertisement, the advertisement-sponsoring federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall submit a written request addressed to the Director (Advertisements), Press Information Department along with final/approved advertisement, both, duly signed and stamped by an officer not below BS-17 or equivalent. The said written request by the sponsor shall be referred to as Client Release Order (CRO). (Annex-III)



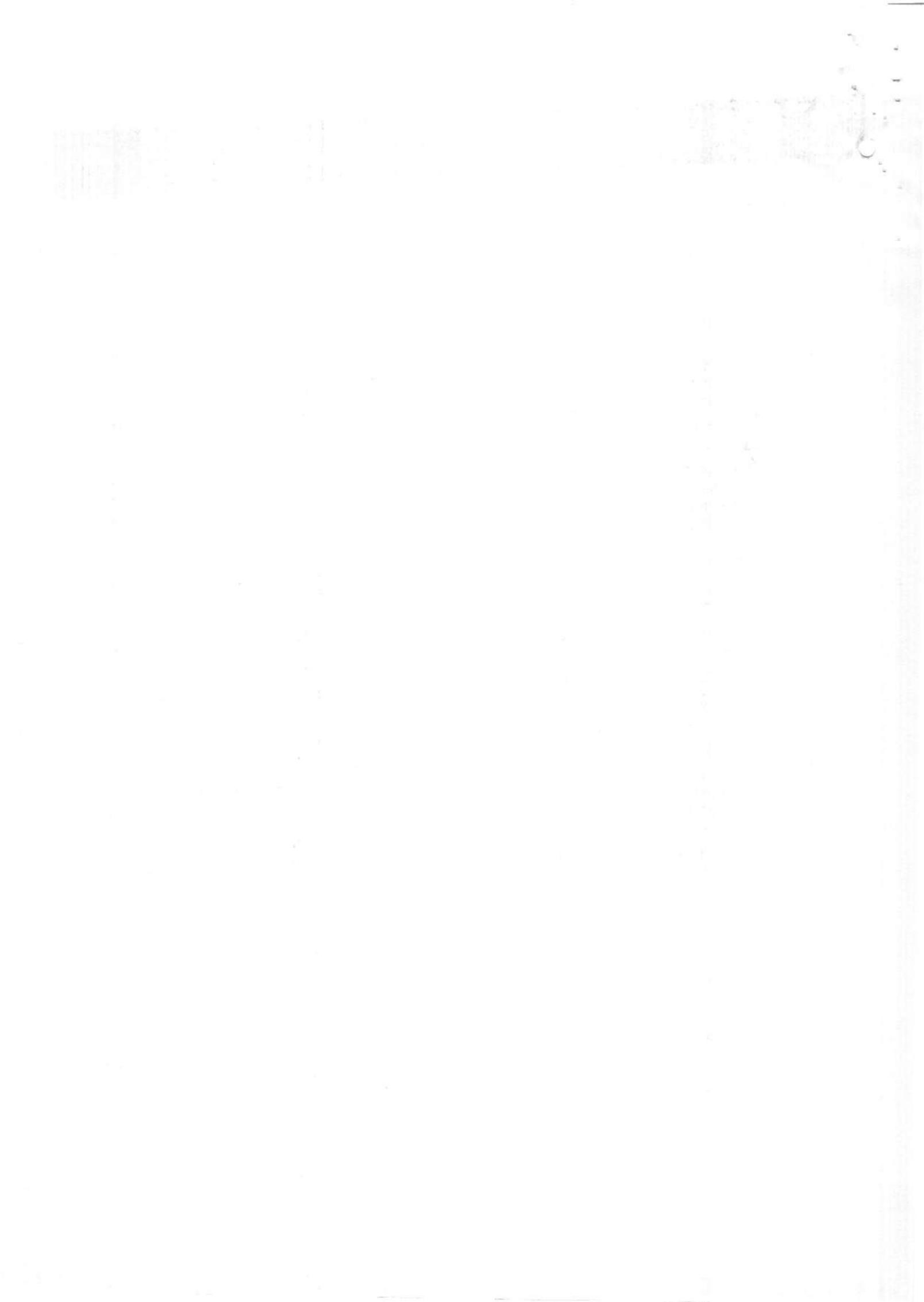
- 2.1.8 Any instructions other than already specified in CRO limiting PID in performance of its mandate shall not be considered.
- 2.1.9 All advertisements to be published in newspapers/publication etc. must preferably reach PID at least 03 days prior to its desired publication date.
- 2.1.10 All federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall ensure that the request of advertisement is submitted to PID keeping the substantial availability of time in cases where there are specific deadlines. In case of unavailability of sufficient time and subsequent failure of publication of such advertisements, the responsibility shall rest with the sponsoring federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc.
- 2.1.11 In case of display advertisements, when the sponsoring federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. intend to release a campaign or a special supplement, the sponsor may suggest its publications preferences. However, the final authority to decide the publications for the display campaigns shall rest with the PID within the allocated budget ceiling provided by the sponsor.
- 2.1.12 In case of classified advertisements, the sponsoring federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall indicate budget allocation, language, region, periodicity of the publication and number of insertions without naming any newspaper in their client Release Order.
- 2.1.13 The prime responsibility of the content/matter of the advertisement rests with the Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-Autonomous Corporations/ Authorities and statutory bodies etc which is issuing the Client Release Order.
- 2.1.14 It shall be binding on all national and regional publications to ensure that the advertisement released is printed in the respective language(s) of the publication unless otherwise required by the sponsoring organization.
- 2.1.15 PID may decline any request for release of advertisement on the basis of content, matter, deficiency or design contrary to the guidelines/ instructions issued from time to time.
- 2.1.16 All foreign print media advertisements of Federal Government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall be released after obtaining NOC from External Publicity Wing, Ministry of Information & Broadcasting. The sponsoring Ministry/ Division must ensure that the advertisement is released after obtaining the quotations from all the empanelled agencies and preference shall be given to value for money. In case, where there is no empaneled agency(s) or the empanelled agencies regret to release international advertisement due to any reason, the matter shall be referred to PID.
- 2.1.17 PID shall hold the competition for selecting advertising agencies to execute foreign print media advertisement among the enlisted advertising agencies.



- 2.1.18 All Federal Government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc shall clear their advertisement dues within three months (90-days) of publishing/airing. In case of default, PID may suspend/stop the release of advertisements of the concerned client department until clearance of outstanding dues.
- 2.1.19 The advertisement must not be demanded by any publication as a matter of right. Any newspaper/publication canvassing for advertisement, pressurizing or coercing government officers officers/officials of PID or the sponsoring ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall be liable to punitive action including suspension by Principal Information Officer (PIO) for three months or removal from Central Media List (CML) etc. by the Ministry.
- 2.1.20 All publications shall communicate to Director (Advertisements), PID the name, address and picture of the marketing representative along with the appointment date and expiry date. PID will not consider any unauthorized individual or an individual representing more than one media house(s). Any fraudulent activity, misbehavior, or any other complaint against the marketing representative shall render the publication liable to punitive action (including suspension /removal from CML).
- 2.1.21 Classified Advertisement for Federal Government entities having advertising agencies on Panel: Client Release Order (CRO) shall be addressed to the Director (Advertisement), Press Information Department (PID), Benevolent Fund Building, Zero Point Islamabad, with a copy to one of the empaneled advertising agencies. The Agency shall design the classified/display (print, electronic, digital, cinematic & outdoor) advertisement and provide all necessary support services. PID shall amend/approve the media plan and upload the same on its official website. The concerned advertising agency shall strictly follow and execute the approved media plan as per the client department's requirements. The sponsoring departments must ensure judicious distribution of advertisements distribution among appointed/ empaneled advertising agencies.
- 2.1.22 Classified Advertisement for Federal Government entities having no advertising agencies on Panel: Client Release Order (CRO) shall be sent directly to Director (Advertisement), Press Information Department, Benevolent Fund Building, Islamabad, and the advertisement shall be released through an advertising agency enlisted with PID.

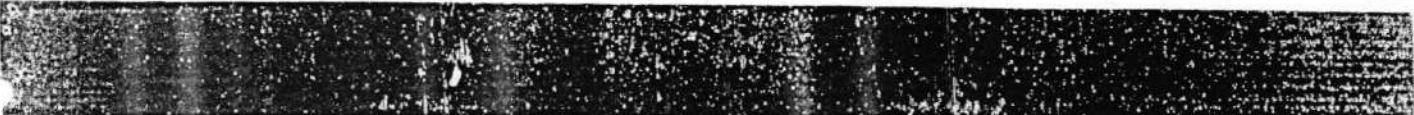
## 2.2 ELECTRONIC MEDIA

- 2.2.1 All public sector advertisements/campaigns to electronic media (TV/Radio) shall be released through advertising agencies only to channels borne on Electronic Media List (EML) after obtaining a specific PID tracking Number (EMN). Any claims or invoices without PID Electronic Media Number (EMN) shall not be entertained/ processed for payment.
- 2.2.2 In case of electronic media campaigns, PID shall make 25% additions of the regional/ evolving TV/ Radio Channels over and above the total cost of the campaign towards reaching out and enabling the masses through regional media/ languages and evolving media to maximize the number of beneficiaries of the announcements.



- 2.2.3 For release of electronic advertisement through PID, the Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/Authorities and statutory bodies shall submit a written request addressed to the Director (Advertisements), Press Information Department alongwith final/approved campaign, both, duly signed and stamped by an officer not below the grade of BS-17. The said written request by the sponsor shall be called the Client Release Order (CRO) before the start of the campaign (Annex II). The approved TV/Radio commercial/advertisement may be emailed or provided on USB to PID along with the CRO.
- 2.2.4 The sponsoring ministries / divisions/ attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. may suggest / its TV/Radio channels preferences. However, the final authority to finalize the channels / radio spots and time slot for the electronic media campaigns shall rest with the PID.
- 2.2.5 All sponsoring ministries / divisions/ attached departments /autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall ensure timely submission of advertisement's request to PID. In cases where there are specific deadlines such as admission notices/ public notices and other important announcements, the advertisement must reach PID at least two days prior to the schedule of airing. In case of unavailability of substantial amount of time and failure of airing of such advertisements, the onus of responsibility shall rest with the sponsoring ministries / divisions/ attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc.
- 2.2.6 PID shall forward the approved/ final media plan upon release to the Directorate of Electronic Media and Publications (DEMP), MoIB for real-time tracking/ monitoring.
- 2.2.7 The advertising agency shall submit the claim bill to PID within 15 days after airing of the campaign.
- 2.2.8 PID may decline any request for release of advertisement on the basis of content, matter, deficiency or design contrary to the guidelines/ instructions issued from time to time.
- 2.2.9 All foreign electronic media advertisements of Federal Government ministries- /divisions/attached departments/ autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall be released after obtaining NOC from External Publicity Wing, Ministry of Information & Broadcasting. The sponsoring Ministry/ Division must ensure that the advertisement is released after obtaining the quotations from all the empanelled agencies and preference shall be given to value for money. In case, where there is no empaneled agency(s) or the empanelled agencies regret to release international advertisement due to any reason, the matter shall be referred to PID.
- 2.2.10 PID shall hold the competition for selecting advertising agencies to execute foreign electronic media advertisement among the enlisted advertising agencies.
- 2.2.11 The advertisement must not be demanded by any channel as a matter of right. Any channel pressurizing or coercing the officers/ officials of PID or the sponsoring ministries/ divisions/ attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall be liable to punitive action including suspension by Principal Information Officer (PIO) for three months or removal from Electronic Media List (EML) etc. by the Ministry.



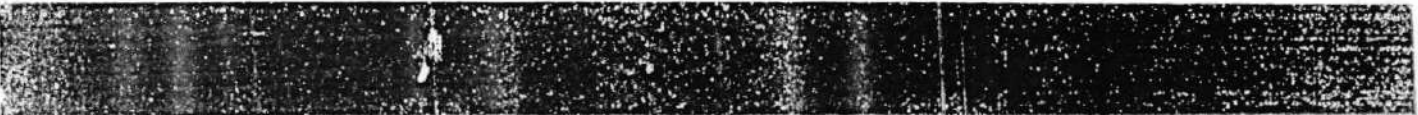
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- 2.2.12 All channels shall communicate to Director (Advertisements), PID the name, address and picture of the marketing representative along with the appointment date and expiry date. PID will not consider any unauthorized individual or an individual representing more than one media house(s). Any fraudulent activity, misbehavior, or any other complaint against the marketing representative shall render the channel liable to punitive action.
- 2.2.13 The rates for electronic media advertisement shall be applicable as prescribed by the **Advertisement Rate Fixation Committee** from time to time.
- 2.2.14 It shall be binding on all national and regional channel(s) to ensure that the advertisement released is aired in the respective language(s) of the channel unless otherwise required.
- 2.2.15 Voiceover/dubbing in the respective languages/mediums shall be the responsibility of the concerned advertising agency.

## 2.3 DIGITAL/SOCIAL MEDIA

*Digital advertising is a dynamic and rapidly evolving field, necessitating continuous updates to policies and verification processes. This section outlines the standard operating procedures (SOPs) for digital advertising, ensuring alignment with technological advancements and market trends. While these SOPs cover many aspects of digital advertising, it is acknowledged that unforeseen and technical issues, such as disruptions in internet service or platform-specific challenges, may arise. In such instances, stakeholders are advised to direct their concerns to the Grievance Redressal Committee of M/o Information & Broadcasting for appropriate resolution.*

- 2.3.1 Press Information Department will circulate the digital campaign requirements for the Ministry of Information and Broadcasting to all eligible enlisted agencies while other Federal ministries/ divisions/ attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall circulate digital campaign requirements to their eligible empaneled advertising agencies. In case none of the empaneled agencies is capable of executing the campaign, the same will be circulated among eligible enlisted agencies by PID, after obtaining NOC from the empaneled agencies of the sponsoring department.
- 2.3.2 A Content Committee, as notified by Sponsoring ministries/ divisions/ attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc, shall conduct evaluation and selection of digital media strategy including content/artwork and digital media campaign plans.
- 2.3.3 Every Digital campaign will be initiated after issuance of unique ID (Campaign Number) by Press Information Department.
- 2.3.4 Subsequent to evaluation and selection by Content Committee, the approved and signed digital media plan shall be shared with PID and Centre for Digital Communication (erstwhile Cyber Wing) prior to execution of the campaign. The digital media campaign shall comprise of a robust digital strategy & execution plan which include:



- 
- i. Name of Social media platforms targeted along with budgetary allocation and key metrics (booked/committed impressions, views, clicks, number of unique accounts to be used) along with specific geo-fencing specifications;
  - ii. Duration of the campaign with component specific time-frame for achievement of impressions;
  - iii. Google Campaigns (Display or Search) budget, placement strategy and targeting strategy;
  - iv. In case of international publishers/platforms, selection of platforms and geo-targeting details must be mentioned;
  - v. Digital Publishers and number of impressions promised;
  - vi. Details of influencers used for PR, content creation, seeding and trending (channel/platforms, booked impressions/views, duration of trend) must be mentioned;
  - vii. Value Added Services and FOC;
  - viii. Name of sponsoring ministry / division/ attached department /autonomous and semi-autonomous corporation/authority and statutory body etc.;
  - ix. Clear strategy must be provided for any other innovative digital placement.

- 2.3.5 Sponsoring Federal Government Divisions/ Departments/ Ministries/ Authorities/ Autonomous/ Semi-Autonomous / Corporations etc. will provide Client Release Order (CRO) to the Press Information Department, specifying the name of the agency, duly signed and stamped (by agency and sponsoring department) digital media plan & allocated budget to execute campaign.
- 2.3.6 PID may form a close social media communication group (preferably Whatsapp) for alignment, monitoring, execution, and subsequent verification. Stakeholders from CDC, sponsoring ministries / divisions/ attached departments /autonomous and semi-autonomous corporations/authorities and statutory bodies etc. must be added for co-ordination. Executing advertising agency must share periodic pulse reports to allow for real-time monitoring and verification, as frequently as desired by any stakeholder.
- 2.3.7 In case of any restriction/limitation by any digital platform or digital publisher during release or approval of the campaign content, the advertising agency representative must immediately inform the designated focal person for re-allocation of the budget for smooth execution. Any reallocation must be approved before execution and usage on an alternate platform. The same must be communicated to all stakeholders present on the communication group for effective monitoring and evaluation.
- 2.3.8 The advertisement must not be demanded by any agency or digital publisher or live-streaming platform owner(s) or social media handler(s) or influencer(s) as a matter of right. Any digital platform or agency pressurizing or coercing the officers/ officials of PID or the sponsoring ministries/ division./ attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall be liable to punitive action including suspension by Principal Information Officer (PIO) for three months or removal from Digital Media List (DML) etc. by the Ministry.



- 2.3.9 The rates for digital media advertisement shall be based upon real-time platform-specific market rates by social media platforms corresponding to local currency and as determined by the Advertisement Rate Fixation Committee of M/o Information & Broadcasting.
- 2.3.10 The bills/ invoices for digital advertisements shall be processed by PID after technical verification (i.e. committed impressions as mentioned in signed and approved media plan) by the Centre for Digital Communication (erstwhile Cyber Wing).
- 2.3.11 Submission of campaign execution report shall have a covering checklist which is duly verified and stamped by executing advertising agency, PID, and CDC (Attached at Annex-III).
- 2.3.12 All payments will be made in Pak Rupees as committed in digital media strategy and all financial responsibility will be borne by the advertising agency in case of fluctuation in foreign currencies.
- 2.3.13 As per Advertisement Policy 2021 (as amended 2022), CDC (erstwhile Cyber Wing) is tasked with registering, maintaining, and updating the list of news websites, web portals, social/digital media platforms, influencers. PID may give preference to CDC's registered digital publishers/ portals/ social/digital media platforms, and influencers for disbursement of advertisement, if need arises.

#### Digital Publishers

- 2.3.14 Local Digital Publishers must meet the following eligibility criteria to be ensured by the advertising agency:
- i. Publisher must be accessible in Pakistan without necessitating usage of VPN or private networks
  - ii. Minimum monthly traffic of 200,000 originating from within Pakistan
  - iii. The website/portal/publisher must be integrated with Google Analytics for assessment of traffic/pageviews/users
  - iv. Active on at least three social media platforms
- 2.3.15 Local Digital Publishers shall be categorized on the following scale subject to approval by Advertisement Rate Fixation Committee:

Tier	Monthly Traffic	Rate
A	5M+	TBD by Advertisement Rate Fixation Committee
B	1,250,000-5,000,000	TBD by Advertisement Rate Fixation Committee
C	750,000-1,250,000	TBD by Advertisement Rate Fixation Committee
D	500,000-750,000	TBD by Advertisement Rate Fixation Committee
E	200,000-500,000	TBD by Advertisement Rate Fixation Committee



- 2.3.16 Any Local Digital Publisher found to have manipulated Google Analytics ranking, web traffic statistics, serving reports and/or used unfair means to inflate numbers like usage of bots etc. shall be blacklisted.
- 2.3.17 Digital Publishers may include other prominent websites, ecommerce platforms, forums, blogs, entertainment platforms etc.
- 2.3.18 In the case of digital publishers, Google-aligned third-party verification services may be utilized to verify achieved number of impressions against promised number of impressions by the advertising agency.
- 2.3.19 The distribution of advertisement shall be further based on audience and regional specification/reach of the News Websites, publishers, and/or portals.
- 2.3.20 Advertising agency may use local/international advertisement network for video and banner advertisement distribution.
- 2.3.21 Scanned/PDF (only e-paper) versions of newspapers and e-paper websites are not considered digital publishers.

### Influencers

- 2.3.22 Influencers shall be categorized on the following scale subject to approval by Advertisement Rate Fixation Committee:

Tier	Follower	Rate
Mega	1.0M and above	TBD by Advertisement Rate Fixation Committee
Macro	500K to 999K	TBD by Advertisement Rate Fixation Committee
General	100K to 499K	TBD by Advertisement Rate Fixation Committee
Micro	Above 50K	TBD by Advertisement Rate Fixation Committee

- 2.3.23 Any Influencer found to have manipulated ranking, web traffic statistics, and/or used unfair means to inflate numbers like usage of bots etc. shall be blacklisted.

## 2.4 OUTDOOR

- 2.4.1 All the advertising agencies enlisted with Press Information Department (PID) will be eligible for executing outdoor campaigns for the Federal Government.
- 2.4.2 All sponsoring ministries / divisions/ attached departments /autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall circulate their outdoor campaign requirements to all empaneled advertising agencies.
- 2.4.3 Every Outdoor campaign will be initiated after issuance of unique ID (Campaign Number) by Press Information Department. All the Federal Government Divisions/ Departments/ Ministries/ Authorities/ Autonomous/ Semi-Autonomous / Corporations etc require this unique ID to list their campaign for adequate verification from PID.

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2.4.4 In case of when no advertising agency is empaneled, all Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies etc. shall send a written request addressed to the Principal Information Officer/EDG PID, Islamabad along with a brief of the nature and scope of the ministry/division/department etc. with name / designation of the focal person nominated for the empanelment process.

2.4.5 Rates for outdoor advertisement shall be decided by the Advertisement Rate Fixation Committee.

2.4.6 The agency(s) will share the outdoor placement plan with PID prior to execution of the campaign including :

- i. Number and locations of static Billboards;
- ii. Number and locations Digital Bill boards;
- iii. Number and locations of Streamers;
- iv. Comprehensive details of Event/Venue Branding Plan;
- v. Press Information Department will provide Release Order (RO) to the enlisted agency specifying the name of the cities & allocated budget to execute Outdoor campaign in any specific area/s or across the country;
- vi. Undertaking affidavit stating that the outdoor advertisement campaign shall be executed as per approved plan and in case of identification of fraudulent activity, executing advertising agency shall be held responsible, face barremment from further campaigns, and liable to legal action.

## 2.5 CINEMA

2.5.1 PID shall finalize the media plan keeping in view the budget provision, target audience and maximum impact.

2.5.2 PID shall approve the publicity campaigns including number of spots, time slot, and consideration for regional language films.

2.5.3 PID shall be authorized to include, remove or hold in abeyance any advertisement released to any cinema in the publicity plan.

2.5.4 All Federal Government Bodies/ Clients / Departments/ Organizations shall ensure availability of adequate funds prior to release of any cinema campaign on the prescribed pattern.

2.5.5 Advertisement Rate Fixation Committee shall approve the rates for Cinema commercials on recommendation of OIC.



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BILLING/  
INVOICING

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## 3.5 OUTDOOR ADVERTISEMENT

3.5.1 Upon successful execution, the advertising agency shall provide (three sets) detailed documentary proof along with invoices for the purpose of verification including:

- i. A Third-party (a company/agency registered with SECP) will provide Verification/Confirmation Report regarding the execution of outdoor placements in accordance with approval from Press Information Department.
- ii. Authorization letter from the concerned district administration/municipality/cantonment board mentioning the locations and total number of static/digital billboards/streamers etc along with respective receipts of fees and taxes deposited.
- iii. Outdoor media campaign execution report including individual photographs of billboards/digital billboards/ streamers with associated EXIF metadata specifying location, and time.
- iv. In the case of digital billboards, real-time geo-tagged and time-stamped videos of digital billboards may be shared through close-communication group (preferably WhatsApp) showing individuals services for each component of the outdoor plan.

3.5.2 Once the outdoor campaign has been verified, the bill shall be processed by PID as per the due procedure.

## 3.6 CINEMA ADVERTISEMENT

3.6.1 The Federal and Provincial Central Board of Film Censors shall verify the screened cinema commercials.

3.6.2 Once the cinema campaign has been verified, the bill shall be processed by PID as per the due procedure.

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**GOVERNMENT OF PAKISTAN**  
**MINISTRY OF INFORMATION & BROADCASTING**

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**STARRED NATIONAL ASSEMBLY QUESTION NO.123, 27<sup>TH</sup> SESSION OF NATIONAL ASSEMBLY**

**ASKED BY SYED RAFIULLAH, MNA**

<b><u>QUESTION</u></b>	<b><u>REPLY BY</u></b>
<p><b><u>ASKED BY SYED RAFIULLAH, MNA</u></b></p> <p>Will the Minister for Information and Broadcasting be pleased to state:</p> <p>a) Whether any advertisements were released in connection with the Ramadan package, 2026, through electronic and print media;</p> <p>b) If so, the details thereof, including the names of media outlets, duration of advertisements and total expenditure incurred on such advertisements;</p> <p>c) The criteria and policy followed for the allocation and disbursement of advertisement funds among various media organizations;</p>	<p style="text-align: center;"><b><u>MINISTRY OF INFORMATION AND BROADCASTING</u></b></p> <p>All public sector advertisements are released in accordance with the Federal Government Advertisement Policy 2021 (as amended in 2022), approved by the Federal Cabinet, and the Guidelines and Procedures 2024 issued thereunder (Annex-A). The policy is all-encompassing, covering all media, and is designed to ensure transparent, judicious, and merit-based utilisation of public resources for government communication and media campaigns.</p> <p>2. Government advertising is released to serve a defined public interest purpose. Advertisements are released to inform citizens about government policies, programmes, and initiatives; to change behaviour in areas of public health and safety; to ensure operational effectiveness of government by making citizens aware of available public services; and to project Pakistan's national narrative and interests. Campaigns and outreach activities are planned and executed on the basis of reach, audience, and measurable public benefit/dividend, not based on any media outlet's editorial stance, political affiliation, or loyalty. The policy expressly requires that advertising decisions be driven by value for public money and effective delivery of the public message.</p>

	<p>3. During the requisite period, advertisements were released across print, electronic, and digital media for the following sectors of public importance: economic reforms; foreign affairs; governance reforms; performance and initiatives of Federal Government Ministries/ Divisions/ Departments/ Autonomous and Semi-autonomous Bodies/ Entities etc.; socio-economic issues; youth empowerment; Kashmir; National Action Plan; public safety and awareness; environment and climate change; tourism; defence and security; digital safety and cyber security; Marka-e-Haq, Youm-e-Tashakur, and the Pakistan-India Standoff.</p> <p>4. A significant portion of government advertising constitutes a civic and social obligation, in line with Corporate Social Responsibility, to disseminate information on matters of direct public welfare, including polio eradication, population planning, pollution control, public safety, and other subjects of societal importance. These are not promotional campaigns; they are public service communications that directly contribute to the health, safety, and well-being of citizens.</p> <p>5. Advertisement rates are determined by the Rate Fixation Committee (RFC) as approved by the Federal Cabinet in 2022, based on verified viewership and circulation data. Allocation of TV spots and print insertions is made in accordance with audience ratings and newspaper circulation figures, ensuring that public funds are directed towards outlets with the greatest reach and impact. These matters are regularly deliberated in consultation with the Pakistan Broadcasters Association (PBA) and the All-Pakistan Newspapers Society (APNS), respectively, to ensure fairness and transparency.</p>
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d) whether the Government's austerity measures were taken into consideration while releasing such advertisement;	The austerity measures were not in place when PMRRP-2026 was rolled out.
e) if not, the reasons thereof;	Not Applicable
f) whether the Government intends to ensure strict adherence to its advertisement policy and austerity measures in future; and	Not Applicable
g) If so, the steps being taken by the Government in this regard?	Not Applicable



(ANNEX-A)



GOVERNMENT OF PAKISTAN  
PRIME MINISTER'S OFFICE

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4

**SUBJECT: RAMZAN RELIEF PACKAGE 2026**

The Prime Minister, while chairing the subject meeting held on 16<sup>th</sup> January, 2026, has been pleased to pass the following directions:

Sr.#	Directives	Responsibility	Timeline
1.	<p>Under PMRRP-2026, the amount of cash assistance shall be increased from Rs. 12,500 to Rs. 13,000 per family for 1.7 million families falling within PMT score 32-36.</p> <p>BISP in consultation with Finance Division shall finalize the budgetary requirements for the package.</p> <p>In this regard, the F.M directed that an immediate follow-up meeting of a small group comprising key ministries be convened to finalize the package and address any other pertinent measures for PMRRP-2026.</p>	<p>Secretary, MOPASS (Lead) Secretary, BISP Secretary, MOF Secretary, MOIT Chairman, NADRA Governor, SBP</p>	Immediate
2.	<p>SBP to coordinate with BISP for the finalization and issuance of the framework for PMRRP-2026. SBP shall ensure to maintain transaction charges at the same level as PMRRP-2025.</p>	<p>Governor SBP (lead) Secretary, BISP</p>	Immediate
3.	<p>Necessary measures to be taken for timely preparation and launch of PMRRP-2026 and for the swift mobilization of call centers for wide dissemination to enhance public awareness about this relief package.</p>	<p>Secretary, BISP (lead) Secretary, MoIT Secretary, MoIB</p>	Immediate
4.	<p>Preparations and launch of PMRRP-2026 shall be widely disseminated to enhance public awareness about this relief package.</p> <p>Findings of the third-party validation of PRMP-2025 subsequent to winding up of USC shall be highlighted as a success story.</p>	<p>Secretary, MoIB (lead)</p>	Immediate

20

100  
100  
100

	Secretary, MOPASS (lead) Secretary, BISP Governor, SBP Secretary, MOIT Secretary, MOIB Chairman, PTA	02 Week
6. Call Center to mobilize beneficiaries and inter-ministerial/ organizational control room to monitor disbursement will be established by NTC under the auspices of MoITT.	Secretary, MOIT (lead) MD, NTC	01 week

2. Necessary action may be taken for compliance of the above directions of the Prime Minister in the given timelines and progress be submitted to this office.

**Muhammad Yahya Akhunzada  
(O/B) Addl Secretary-III**

Secretary, PA&SS Division, Poverty Alleviation and Social Safety(PASS), Islamabad  
Secretary Finance, Ministry of Finance(MOF), Islamabad  
Secretary IT, Ministry Of Information Technology and Telecommunication(MoIT),

Islamabad

Secretary MoIBC, Ministry of Information and Broadcasting(MOIBC), Islamabad  
Secretary, Benazir Income Support Programme(BISP), Islamabad  
Managing Director, National Telecommunication Corporation, Islamabad(NTC), Islamabad  
Chairman PTA, Pakistan Telecommunication Authority(PTA), Islamabad  
Principal Staff Officer, State Bank of Pakistan(SBPkhi), Karachi  
PS to Chairman/DAD, National Database & Registration Authority(NADRA), Islamabad  
Prime Minister's Office No.F.NO.12(1)/DS(EA-II)/2026-P-002 Dated 06 February , 2026

**Copy for information to:-**

- 1- Secretary Establishment Division, ESTAB, Islamabad
- 2- Cabinet Secretary, CAB, Islamabad
- 3- JS to Advisor to Prime Minister, PMO, Islamabad
- 4- Addl Secretary-IV, PMO, Islamabad
- 5- Addl Secretary-I, PMO, Islamabad
- 6- PSO to PM, PMO, Islamabad
- 7- Deputy Secretary (Liaison-II), PMO, Islamabad

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GOVERNMENT OF PAKISTAN  
PRESS INFORMATION DEPARTMENT

(ANNEX-I)

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Statement showing names of publications through whom the campaign was published from 18-02-2026 to 15-03-2026.

S #	NAME OF NEWSPAPERS
1.	March
2.	51 News
3.	6 A.M.
4.	92 News
5.	92-News
6.	Aaina
7.	Aaina-e-Jehan
8.	Aaj
9.	Aaj Subh
10.	Aas
11.	Abtak
12.	Adan
13.	Adl
14.	Aeen
15.	Aflak
16.	Aftab
17.	Aghaz
18.	Aghaz-e-Safar
19.	Aglaa Qadaam
20.	Agtay Qadam
21.	Ahem Khabar
22.	Ailan
23.	Aina-e-Inqilab
24.	Aitadal
25.	Ajar
26.	Akhbar
27.	Akhbar-e-Haq
28.	Akhbar-e-Millat
29.	Aks-e-Mehran
30.	Aks-e-Sindh
31.	Aksriyat
32.	Al-Akhbar
33.	Alamdar
34.	Alaqa
35.	Al-Fajar
36.	Al-Jalal
37.	Al-Jamiat-e-Sarhad



38.	Al-Jazeera
39.	Al-Manzoor
40.	Amn
41.	Anjam
42.	Apna Arooj
43.	Apna Forum
44.	Apni Awaz
45.	Appeal
46.	Aqeedat
47.	Arman
48.	Asas
49.	Asia Today
50.	Asian Sun
51.	Askar International
52.	Asr-e-Nau
53.	Asyaaf
54.	Ausaf
55.	Autan
56.	Authority
57.	Awal Aakhir
58.	Awam
59.	Awami Awaz
60.	Awami Dastak
61.	Awami Jaiza
62.	Awami Lalkaar
63.	Awami Mahaz
64.	Awami Mission
65.	Awami Sindh
66.	Awam-un-Nas
67.	Awaz-e-Islamabad
68.	Awaz-e-Khyber
69.	Awaz-e-Nasle Nau
70.	Awaz-e-Pakhtunkhwa
71.	Awaz-e-Qalam
72.	Awaz-e-Riasat
73.	Awaz-e-Sadiqabad
74.	Awaz-e-Shehr
75.	Awaz-e-Subh
76.	Aye Din
77.	Azad Awam
78.	Azadi
79.	Azan
80.	Azkar
81.	Azmat

82.	Baad-e-Shimal
83.	Baad-e-Shumal
84.	Baakhabar
85.	Badalta Jahan
86.	Baidar
87.	Baithak
88.	Bakhar News
89.	Balochistan Express
90.	Balochistan Lines
91.	Balochistan News
92.	Balochistan Observer
93.	Balochistan Times
94.	Balochistan Today
95.	Bang-e-Sahar
96.	Barabar
97.	Barkha
98.	Barsat
99.	Barwaqt Khabar
100.	Basharat
101.	Bayan
102.	Baz Purs
103.	Bazyab
104.	BBC Headlines
105.	Beatab
106.	Belous
107.	Beopar
108.	Best Business
109.	Bhakkhar Times
110.	Bhasha News
111.	Bhitai Channel
112.	Bhulekha
113.	Bolan
114.	Bolta Pakistan
115.	Budget
116.	Business News
117.	Business Recorder
118.	Business Report
119.	Business Times
120.	Capital Mail
121.	Capital Report
122.	Capital World
123.	Centerline
124.	Century Express
125.	Chan Been

126.	Chand
127.	Chenab Times
128.	Chinar Times
129.	Cholistan Times
130.	City 42
131.	City News
132.	City-42
133.	Command
134.	Commercial News
135.	Country News
136.	Crime
137.	Current Report
138.	Daily Pakistan
139.	Daily Report
140.	Daily Times
141.	Dak
142.	Dars
143.	Dar-ul-Khabar
144.	Dateline
145.	Dawar
146.	Dehat
147.	Deyanat
148.	Diffa
149.	District News
150.	Domel
151.	Doraha
152.	Dunya
153.	Dunya Numa
154.	Eagle
155.	Eagle
156.	Ebadat
157.	Economic Affairs
158.	Economic Times
159.	Eeman
160.	Eesar Times
161.	English Akhbar
162.	Express
163.	Express Tribune
164.	F.I.R.
165.	Fairy Medow
166.	Faisalabad Report
167.	Farozaan
168.	Farzand-e-Balochistan
169.	Farzand-e-Kashmir

170.	Fast Times
171.	Fighter Times
172.	Final Round
173.	Fine Report
174.	Fory Action
175.	Fouzul Azeem
176.	Friday News
177.	Front
178.	Frontier Anti Corruption Report
179.	Frontier News
180.	Frontier Star
181.	Frontier Times
182.	Geo Hazara
183.	Gerowk Balochistan
184.	Ghareeb
185.	Ghazi
186.	Ghaznavi
187.	Gilgit Baltistan Express
188.	Graff
189.	Green Gwadar
190.	Gujranwala Times
191.	Gul Zameen Gwadar
192.	Guldasta-e-Bahar
193.	Gulf News
194.	Guncha
195.	Gwadar Business
196.	Gwadar Times
197.	Haal
198.	Hairat
199.	Halchal
200.	Hamara Samaj
201.	Haqooqul Awam
202.	Har Lamha
203.	Harb-e-Baqa
204.	Harf-e-Laazam
205.	Hari
206.	Hasb-e-Zauq
207.	Hashtnagar Times
208.	Hayat
209.	Hewad
210.	Hilal-e-Pakistan
211.	Hill Times
212.	Himalaya

213.	Himalaya Times
214.	Himalya Today
215.	Himmat
216.	Hope of Jammu Kashmir
217.	Hot Line
218.	Hum Gawah
219.	Ibrat
220.	Ikhtiar International
221.	Ilhaaq
222.	Imroz
223.	Imroze
224.	Independent
225.	Independent Sunday Plus
226.	Indus Post
227.	Inhasaar
228.	Inkeshaf
229.	Intekhab
230.	Intibah
231.	Iqtida
232.	Ishara
233.	Islah
234.	Islamabad Post
235.	Israr
236.	Istehkam
237.	Ittefaq-e-Rai
238.	Ittehad
239.	Izafa
240.	Jagbeeti
241.	Jammu & Kashmir
242.	Jammu & Kashmir
243.	Jammu & Kashmir Times
244.	Janch
245.	Jang
246.	Janisar-e-Pakistan
247.	Jannat Nazeer
248.	Jasarat
249.	Jazba
250.	Jeejal
251.	Jehad
252.	Jehan
253.	Jehan Numa
254.	Jehan Pakistan
255.	Jehan-e-Imroz
256.	Jhanda

257.	Jhoke
258.	Jiddat
259.	Jinnah
260.	Jinnah
261.	Johar
262.	Jurat
263.	K-2
264.	K-2
265.	Kainat
266.	Kaleem
267.	Kamran News
268.	Karachi 21
269.	Karnama
270.	Kashmir Express
271.	Kashmir Link
272.	Kashmir Times
273.	Kasoti
274.	Kawaish
275.	Kawish
276.	Khabardar
277.	Khabargeer
278.	KhabarWalay
279.	Khabrain
280.	Khabrakar
281.	Khabroona
282.	Khaleej
283.	Khamosh
284.	Khat
285.	Khittab
286.	Khursheed-e-Jehan
287.	Koh-e-Suleman
288.	Koshish
289.	Kozak News
290.	Labour News International
291.	Lashkar
292.	Lead Pakistan
293.	Leader
294.	Lehr-e-Sahil
295.	Log
296.	Lokai
297.	Loke
298.	Mahasib
299.	Maidan
300.	Maloom

301.	Manaqib
302.	Manind-e-Aaina
303.	Manshoor
304.	Markaz
305.	Mashriq
306.	Mashriq (Q)
307.	Mashriq Evening Special
308.	Mayar
309.	Media Bulletin
310.	Media Pakistan
311.	Meezan
312.	Meezan-e-Adel
313.	Meherdar
314.	Mehran
315.	Merit News
316.	Metro Times
317.	Metro Watch
318.	Mianwali Express
319.	Millat
320.	Millat (Gujrati)
321.	Minority Times
322.	Minute Mirror
323.	Mister
324.	Mithan
325.	Moasar
326.	Mojiza
327.	Moomal
328.	Mountain Pass
329.	Muashrat
330.	Muhim
331.	Multan Post
332.	Mumtaz
333.	Munazzam
334.	Musawat
335.	Muslim World International
336.	Mussalman
337.	Nada-e-Watan
338.	Nada-i-Khalq
339.	Naguzeer
340.	Nai Baat
341.	Nai Roshni
342.	Nai Subh
343.	Naqqara
344.	Nara-e-Haq

345.	National Courier
346.	National Herald Tribune
347.	Nau Misal
348.	Nau Sijj
349.	Nawa-e-Awam
350.	Nawa-e-Azad
351.	Nawa-e-Bhakar
352.	Nawa-e-Burooj
353.	Nawa-e-Des
354.	Nawa-e-Dir
355.	Nawa-e-Islamabad
356.	Nawa-e-Pak
357.	Nawa-e-Pakistan
358.	Nawa-e-Sharar
359.	Nawa-e-Waqt
360.	Nawa-e-Watan
361.	Nawa-i-Hazara
362.	Nawa-i-Thal
363.	Nawey Zawand
364.	Naya Daur
365.	Naya Kal
366.	Nazim News
367.	Neel Fairy
368.	News Affairs
369.	News Coverage
370.	News Mart
371.	News Valley
372.	Nida-e-Islah
373.	Nijaat
374.	Nijat
375.	Nikhar
376.	Notable
377.	Note
378.	Nudrat
379.	Omega News
380.	Our Star
381.	Outcome
382.	Paigham
383.	Paighamat
384.	Pak
385.	Pak Sindh
386.	Pak Souch
387.	Pakhtoon Post
388.	Pakhtunkhwa Bulliten

389.	Pakhtunkhwa News
390.	Pakistan
391.	Pakistan
392.	Pakistan (Niazi)
393.	Pakistan (Shami)
394.	Pakistan Express
395.	Pakistan File
396.	Pakistan Observer
397.	Pakistan Point
398.	Pakistan Today
399.	Pakistani
400.	Pal Pal News
401.	Panah
402.	Parcham
403.	Parlau
404.	Parwan
405.	Parwaz
406.	Pasban
407.	Pas-e-Parda
408.	Pashtoon Millat
409.	Payam-e-Khyber
410.	Pearl
411.	Pearl View
412.	Piyam-e-Waqt
413.	Poonch Times
414.	Press Conference
415.	Print Line int.
416.	Promotion
417.	Public
418.	PublicEye
419.	Pukheroo
420.	Qaboos
421.	Qadamat
422.	Qalam-e-Sindh
423.	Qaum
424.	Qaum International
425.	Qaumi Akhbar
426.	Qaumi Awaz
427.	Qavi Akhbar
428.	Qoum International
429.	Quaid
430.	Qudrat
431.	Quetta Express
432.	Quetta Voice

433.	Quwat.
434.	Quwat-e-Qaum
435.	Quwwat
436.	Raat
437.	Rafaqat
438.	Rahbar
439.	Razdar
440.	Reformer
441.	Rehbar
442.	Relation Times
443.	Report
444.	Riyasat
445.	Roo Baroo
446.	Rozan
447.	Rule
448.	Saadat
449.	Sindh Post
450.	Saad-e-Baad
451.	Saanwal
452.	Sab Rang International
453.	Saba
454.	Saboooh
455.	Saboot
456.	Sach
457.	Sachal Times
458.	Sachan
459.	Sada-e-Chanar
460.	Sada-e-Gilgit
461.	Sada-e-Himalaya
462.	Sada-e-Lawaghar
463.	Sada-e-Olas
464.	Sada-e-sach
465.	Sada-e-Pakistan
466.	Sada-e-Potohar
467.	Sada-e-Sindh
468.	Sada-e-Such
469.	Sada-e-Waqt Int.
470.	Sada-e-Watan
471.	Sadd
472.	Sadd-e-Baab
473.	Sadiqabad News
474.	Sadiq-ul-Akhbar
475.	Safeer
476.	Safeer-e-Punjab

521.	Spinzer
522.	State Views
523.	Sub News
524.	Subh
525.	Subh-e-Nau
526.	Sukaar
527.	Sun News
528.	Supreme
529.	Tabeer
530.	Talafi
531.	Talar
532.	Talatum News
533.	Talib
534.	Talwar
535.	Tameer-e-Balochistan
536.	Tameer-e-Sindh
537.	Tameer-e-Watan
538.	Tanveer
539.	Taqabul
540.	Taqat
541.	Taqat Balochistan News
542.	Taraqi
543.	Tarjuman-e-Millat
544.	Taseer
545.	Taza Khabar
546.	Tehalka
547.	Tehzeeb News
548.	The Age
549.	The Business
550.	The Capital Post
551.	The Destination
552.	The Financial Daily
553.	The Kotlians
554.	The Nation
555.	The News
556.	The News Lark
557.	The Pak Banker
558.	The Patriot
559.	The Province
560.	The Public Voice
561.	The Regional Times of Sindh
562.	The Statesman
563.	The Voice of Islamabad
564.	Tibat Times

10

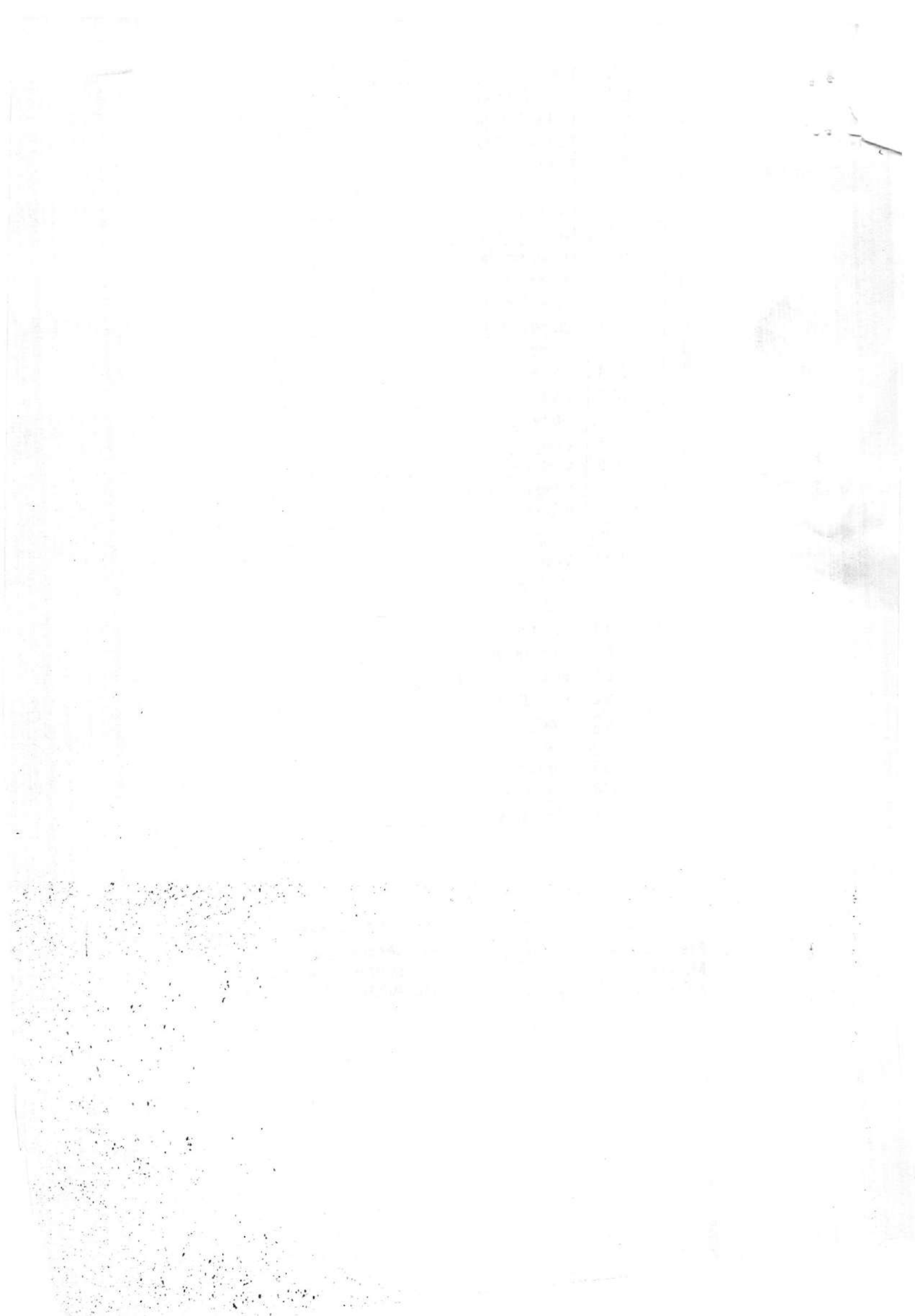
565.	Tijarat
566.	Tijarti Rehbar
567.	Today Pakistan
568.	Today's Muslim
569.	Tulou
570.	Ulko
571.	Ummat
572.	Undalas Times
573.	Universal Recorder
574.	Ustaman
575.	Veer Times
576.	Voice of City
577.	Waadi
578.	Waas
579.	Wafa
580.	Wahdat
581.	Waka
582.	Wakalat Nama
583.	Waq-e-Nigar
584.	Waqif
585.	waqt
586.	Watan
587.	Wateen
588.	Wifaq
589.	Wisdom
590.	Worknews
591.	World Tribune
592.	World's Matters
593.	Yadgar
594.	Yarn
595.	Zamana
596.	Zamanat
597.	Zoorawar

Prepared by  
Munawar Iqbal  
APS

*m*  
*15/05/26*

Checked by  
Touseef Ahmed Janjua  
AD(Advt)

*Touseef Janjua*  
*15.5.26*



GOVERNMENT OF PAKISTAN  
PRESS INFORMATION DEPARTMENT

ANNEX - II

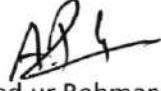
<<>>

Statement showing the Name of TV Channels  
through whom the campaign was aired

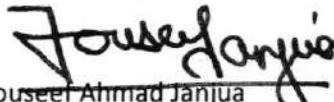
S.No.	TV Channels
1	Geo News
2	PTV News
3	ARY News
4	Dunya News
5	Express News
6	Hum News
7	Samaa News
8	Channel-24
9	Public News
10	365 News (Talon)
11	ABN
12	GTV
13	Geo Tez
14	Geo Super Sport
15	Discover Pakistan
16	Aik News
17	Aaj News
18	92-News
19	Abb Tak
20	Neo News
21	News One
22	Suno TV
23	Waqt TV
24	Khyber News
25	Lahore News

26	Roz News
27	Sindh News
28	Hum Pashto-1
29	KTN
30	Mashriq TV
31	Such TV
32	Vsh TV
33	Capital TV
34	Lahore Rang
35	Mehran TV
36	89 News
37	Chaupal TV
38	K-2
39	Time News
40	NTN
41	Star Asia
42	Koh-e-Noor
Grand total	

Prepared by

  
Asad ur Rehmar  
AIO

Check by

  
Touseef Ahmad Janjua  
AD(Advt.) 15.5.26

GOVERNMENT OF PAKISTAN  
CABINET SECRETARIAT  
CABINET DIVISION

\*\*\*\*\*

(ANNEX-III)

No.F.1/10/2021/COORD-RA-IV

Islamabad, the 28<sup>th</sup> November, 2022

From: AMNA FAROOQ,  
Section Officer (RA-IV)

- To:
- 1) The Managing Director,  
Public Procurement Regulatory Authority (PPRA),  
Islamabad.
  - 2) The Chairman,  
Oil & Gas Regulatory Authority (OGRA),  
Islamabad.
  - 3) The Chairman,  
Pakistan Telecommunication Authority (PTA),  
Islamabad.
  - 4) The Chairman,  
National Electric Power Regulatory Authority (NEPRA),  
Islamabad.
  - 5) The Chairman,  
Naya Pakistan Housing & Development Authority (NAPHDA),  
Islamabad.
  - 6) The Executive Director,  
Frequency Allocation Board, (FAB),  
Islamabad.
  - 7) The Chairman,  
Special Technology Zones Authority (STZA),  
Islamabad

Subject:- APPROVAL OF THE ADVERTISEMENT POLICY 2021 AS AMENDED IN YEAR 2022

Please find enclose herewith a copy of this Division's U.O. No.4-1/2020-Misc (Coord) dated 25<sup>th</sup> November, 2022 along with a self-explanatory copy of Ministry of Information & Broadcasting O.M. No.15(31)/2018-P-I, dated 16<sup>th</sup> November, 2022 on the above subject for information and compliance in letter and spirit.

Encl: As above

*Amna Farooq*  
(AMNA FAROOQ)

c.c:

Copy alongwith enclosures forwarded to:

- i. Section Officer (RA-I)
- ii. Section Officer (RA-II)
- iii. Section Officer (RA-III)

Pakistan Telecommunication Authority	
Chairman	
DG Coord	
Action By	DIN (PR)
Information	Chairman M(LSE) M(P)
Diary No	3448 = 30.11.22
Follow up	

**Most Immediate  
By Special Messenger**

**GOVERNMENT OF PAKISTAN  
CABINET SECRETARIAT  
CABINET DIVISION  
\*\*\*\*\***

**Subject: APPROVAL OF THE ADVERTISEMENT POLICY 2021 AS AMENDED  
IN YEAR 2022**

Please find enclosed herewith a self-explanatory O.M. issued by Ministry of Information & Broadcasting bearing No. 15(31)/2018-P-I dated 16<sup>th</sup> November 2022 for information and compliance in letter and spirit.

*m-92*  
**(Nida Rehman)  
Section Officer (Coord)  
PH: 051-9202666**

- |  |   |
|--|---|
| 1. Joint Secretary (Org)               | For PCP/S&F/PTDC/NAP/APO/SST              |
| 2. Joint Secretary (RA)                | For PTA/FAB/OGRA/NEPRA/PPRA/NAPHDA/STZA   |
| 3. Secretary (NTISB)                   | For Department of Communications Security |
| 4. S O (Admn-II)                       | For Islamabad Club                        |
| 5. <u>Section Officer (G-I / G-II)</u> | <u>For Cabinet Division (main)</u>        |
- Cabinet Division's U.O. No. 4-1/2020-Misc (Coord), dated 25<sup>th</sup> November 2022

2743  
28-11-22

By No. 181  
Dated 28-11-22  
ISIRI

*Amir*  
*28/11*  
*we may share to*  
*all concerned*  
*For information &*  
*compliance*

*(RA/IV)*  
*28/11/22*

1036  
Dated 28/11/2022  
RA-IV S. S. S. S.  
CABINET DIVISION

GOVERNMENT OF PAKISTAN  
MINISTRY OF INFORMATION AND BROADCASTING  
ISLAMABAD

\*\*\*\*

No. 15(31)/2018-P-1

Islamabad, the 16<sup>th</sup> November, 2022

OFFICE MEMORANDUM

Subject: APPROVAL OF THE ADVERTISEMENT POLICY 2021 AS AMENDED IN YEAR 2022

The undersigned is directed to enclose herewith the "Advertisement Policy 2021 as amended in year 2022", duly approved by the Federal Cabinet, for information and compliance, please.

Encl: As above

  
(Zahidullah Khan)  
Deputy Director (P-1)  
Ph: 9103558

Distribution:

- a) All Secretaries of the Ministries/Divisions (with the request to circulate the Advertisement Policy to departments, organizations, autonomous/semi-autonomous bodies, under their administrative control).
- b) Accountant General of Pakistan Revenue (AGPR), Islamabad.
- c) Director General/Principal Information Officer (PIO), PID, Islamabad.
- d) Director General, Directorate of Electronic Media and Publication (DEMP), Islamabad.
- e) Director General, Cyber Wing, M/o I&B, Islamabad.

Copy for information to:

- Secretary to the President, President's Secretariat (Public), Islamabad.
- Secretary to the Prime Minister, Prime Minister's Office, Islamabad.
- Secretary, Cabinet Division, Islamabad.
- Director to Minister Office, M/o I&B, Islamabad.
- Director to Secretary Office, M/o I&B, Islamabad.

M-10  
25/11/2022

**GOVERNMENT OF PAKISTAN**

**MINISTRY OF INFORMATION & BROADCASTING**



**ADVERTISEMENT POLICY 2021**

**(AS AMENDED IN YEAR 2022)**

\*\*\*\*\*

## 1. Introduction:

Advertisements, commercials or messages on Print, TV/ Radio/Cinema, Digital or other platforms, form an important tool for dissemination of information and creation of awareness among the citizens on government policies, programs and initiatives. The government, therefore, needs to utilize effectively the entire range of media to create informed opinions on various policies and programs being pursued for the welfare of the citizens.

With the ever evolving and advancing new media, there is a dire need to ensure that advertising or communications across the required mediums are streamlined so that its message reaches the maximum number of people and also elicits response. Therefore, communication strategies should achieve value for public money and efficiency in the delivery of message and encourage media pluralism.

According to Rule of Business, 1973, Schedule – II Entry 16, Ministry of Information and Broadcasting is a focal Ministry of the Government of Pakistan, mandated with its projection and dissemination of information. It is incumbent to streamline the release of public sector advertisements and formulate an advertisement policy to benefit from emerging media tools for an effective and targeted dissemination of public messages.

The policy further intends to enhance transparency and inclusivity besides curtailing the discretionary powers in disbursement of public sector advertisements to make it more effective and far-reaching, ensuring added value for public money.

## 2. Mandate:

As per Rules of Business, 1973, Schedule – II Entry 16 MoIB is mandated to:

6. (i) *Policy regarding government advertisement; control of advertisement and placement;*
31. *Promotion and projection of Government policies through digital media\*.*

### **3. Objectives**

To provide a broader framework for public sector advertisements and communications, and to inform and inculcate awareness among the masses on issues of public importance and achievements of the government of the day.

The advertisement policy 2021 (As Amended 2022) aims to establish the requisite structures, procedures, systems and guidelines to make the policy dynamic and progressive, to cater to the rapidly changing national and global media ecosystem in order to project and promote the narrative of the state.

### **4. Scope:**

The policy entitles release of Federal Government advertisements to only those publications, TV channels, radio channels, cinemas, cable operators, outdoor and digital media platforms which are registered/enlisted with the MoIB and adhere to Article 19 of the Constitution of Islamic Republic of Pakistan, 1973, as well as media code of ethics, in vogue.

The Policy entails all forms of publicity i.e. campaigning, advocacy, outreaching, awareness, countering misinformation and disinformation, narrative building, public service messaging, marketing, promotion, projection and event management on issues of public and national importance and security, etc., inland and abroad, if so required.

### **5. Guidelines of Advertisement Policy 2021 (As amended in 2022):**

a) The Advertisement Policy is all-encompassing; covering; all forms of media including print, electronic, digital, cinema, outdoor, and any other medium for transparent, judicious and merit-based utilization of Government resources for public sector advertisement and media campaigns;

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- b) Transparency is the hallmark of this policy—from issuance of advertisements to various media outlets to the payment of dues. The release of advertisements through a transparent mechanism would guarantee value for national exchequer;
- c) All the relevant stakeholders including various media associations were consulted during the formulation of this policy;
- d) The Planning Commission shall earmark 0.5% to 2.5% of total budget outlay of any PSDP project, depending upon the conditions mentioned in the *Schedule*, for running effective publicity and mass awareness campaigns;
- e) All public sector advertisements shall be released through PID;
- f) MoIB may conduct 3<sup>rd</sup> party need assessment before launching any media campaign, on need basis;
- g) PID shall apply 25% quota, in addition to all advertisement releases emanating from federal government ministries/ divisions/ attached departments/ autonomous and semi-autonomous/ corporations/ authorities and statutory bodies etc. towards supporting regional, language and evolving media.
- h) PID shall determine and apply 25% quota on the basis of cost (for display advertisements to publications, TV channels, FM stations) or number of stations (for classified advertisements to publications).
- i) PID shall appoint advertising agencies on the panel and with consultation of ministries/ divisions/ attached departments/ autonomous and semi-autonomous/ corporations/ authorities and statutory bodies etc.
- j) In order to seek diverse, innovative, broad-based and value added media solutions by providing effective, fair playing field and promote competitiveness for the federal

government/national campaigns, the advertising agencies enlisted with PID shall deem to be empaneled agencies of MoIB.

k) All the federal government ministries/ divisions/ attached departments/ autonomous and semi-autonomous/ corporations/ authorities and statutory bodies etc. shall be liable to clear all the outstanding dues/payments against the released and published/aired advertisement/s within 90 days, failing which PID may suspend the release/s of the non-compliant sponsoring public sector organizations/entities.

l) AGPR shall not process any advertisement claims without the authorization/verification by the PID.

m) Auditor General of Pakistan shall declare any payment/s against the advertisements claims/bills by the autonomous and semi-autonomous/ corporations/ authorities and statutory bodies etc. as unlawful and liable to recovery which are not authorized/verified by PID.

#### 6. Oversight & Implementation Committee (OIC):

The Oversight & Implementation Committee shall oversee all aspects of government advertisement and communication. The OIC shall have the authority to review any publicity campaign/advertisement which lacks objectivity or is inconsistent with the policies of the government.

Composition of the Committee shall be as follows:

- |   |             |
|---|-------------|
| i. Secretary, I&B Division              | Chairperson |
| ii. Principal Information Officer (PIO) | Member      |
| iii. Director General, IP Wing          | Member      |
| iv. Director General, DEMP              | Member      |

- v. Director General, Cyber Wing Member
- vi. Rep of Digital Communication Wing Member
- vii. Director --(Advt) PID (Secretary to the Committee)
- viii. Any co-opted Member with the permission of the Secretary, Information.

6.1 The OIC shall be authorized to approve the rules/procedures/SOPs not contrary to this policy for all Federal Government media advertisements, and amend them, as and when required.

## 7. Grievance Redressal Committee

In order to address the grievances emanating from the decision/s of the OIC, the following Committee shall be constituted:

- i. Minister for I&B
- ii. Additional Secretary MoIB
- iii. DG EP Wing
- iv. DG PBC
- v. DDG (HP) PID

## 8. Advertisement Rate Fixation Committee:

The Committee shall devise criteria to determine and review the advertisement rates for electronic, outdoor, digital, cinema or any other media platform and would meet on need basis or at least biannually, to review the criteria or rates, if required.

The Committee shall comprise the following members:

- i. Federal Minister for Information and Broadcasting (Chair)
- ii. Secretary, Information and Broadcasting
- iii. Principal Information Officer

- iv. Director General, DEMP
- v. Director General, IP Wing
- vi. Director General, Cyber Wing
- vii. Any other co-opted member

**9. Digital Media Advertisements**

The approved policy guidelines shall be applicable on all ministries/ divisions/ attached departments/ autonomous and semi-autonomous/ corporations/ authorities/ and statutory bodies etc. for release/placement of their digital advertisements through the respective empaneled advertising agency/ies after obtaining mandatory approval of PID.

Cyber Wing of MoIB shall register, maintain and update the list of news websites, web portals, social/digital media platforms and influencers, and shall also verify the claims according to the notified rules/procedures/SOPs.

**10. Content Committee**

An in-house Content Committee for the display, electronic, outdoor, cinematic and digital advertisement shall be notified by the MoIB for approving/selecting the creative solutions for the campaigns executed by the MoIB.

\*\*\*\*\*

GOVERNMENT OF PAKISTAN

MINISTRY OF PLANNING, DEVELOPMENT & SPECIAL INITIATIVES

Subject: GUIDELINES FOR ALLOCATING A PERCENTAGE OF TOTAL BUDGET  
OUTLAY IN PSDP FOR RUNNING AN EFFECTIVE MEDIA CAMPAIGN  
FOR PSDP PROJECTS

The following guidelines have been prepared by Ministry of Planning, Development & Special Initiatives in consultation with Ministry of Information and Broadcasting, in pursuance of the decision of the Federal Cabinet in its meeting held on 7<sup>th</sup> July 2021, with regard to the Advertisement Policy 2021. The guidelines shall apply to the funding for advertisements for development projects out of PSDP allocation only.

2. Provision for advertisement and publicity shall be allowed as a part of the cost of the project based on following conditions:

- i. A project shall be declared a qualified project for advertisement & publicity by the CDWP based upon nature of work, geographical coverage, cost of the project and other criteria as deemed appropriate by the CDWP.
- ii. The CDWP shall consider every project for declaration as a qualified project for advertisement and publicity when received for approval.
- iii. Once a project is declared as qualified project for advertisement and publicity 0.5% to 2.5% of the cost of the project shall be earmarked for Advertisement and Publicity in PC-I of the project depending upon the conditions mentioned above.

- iv. Provision for advertisement shall be made in the 1<sup>st</sup> year i.e. year of launching the project and in the last year i.e. year of completion
- v. Ministry of Information & Broadcasting may determine the mechanism for utilization of funds for advertisement & publicity.
- vi. Project authorities will utilize funds for project needs relating to advertisement as per instructions issued by the Ministry of Information & Broadcasting.

3. The Executive Committee of the National Economic Council (ECNEC) considered the subject guidelines submitted by Planning, Development and Special Initiative Division and approved the same with the following directions:

- b) The funds for advertisement should be utilized/restricted to the extent of the specific project for which those are approved in the PC-1;
- c) The funds for advertisement in the PC-1 should not exceed the limit of 2.5% of the cost of the project, depending upon the size of the project."

No. 15(31)/2018 P-I

Islamabad the, 1<sup>st</sup> November, 2024

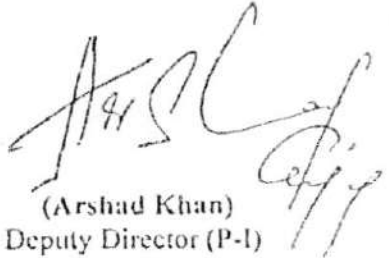
OFFICE MEMORANDUM

Subject: GUIDELINES AND PROCEDURES 2024 OF ADVERTISEMENT POLICY 2021  
(AS AMENDED IN 2022)

The undersigned is directed to enclose herewith the Guidelines and Procedures 2024 of Advertisement Policy 2021 (as amended in 2022) as approved by the Oversight & Implementation Committee (OIC) in terms of para 6.1 of the policy.

For information and compliance, please.

Enc: As above

  
(Arshad Khan)  
Deputy Director (P-I)  
Ph: 9103558

Distribution

- a) All Secretaries of the Ministries/Divisions (with the request to circulate the Guidelines and Procedures 2024 of Advertisement Policy 2021 (as amended in 2022) to attached departments/Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies.
- b) Accountant General of Pakistan Revenue (AGPR), Islamabad.
- c) Director General /Principle Information Officer (PIO), PID, Islamabad.
- d) Director General, Directorate of Electronic Media and Publication (DEMP), Islamabad.
- e) Director General, CDC, M/o I&B Islamabad.

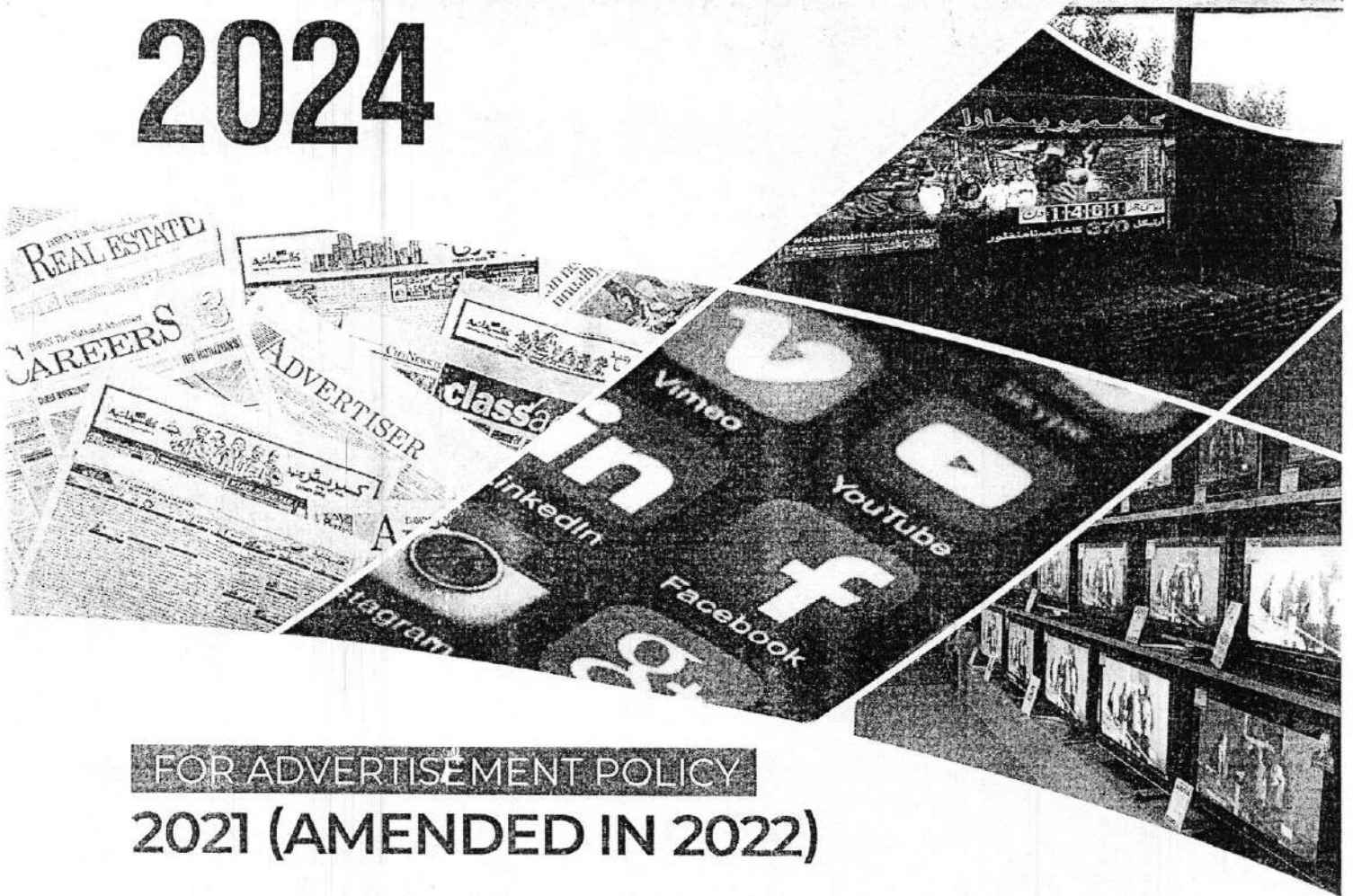
Copy for information to:

- Director to Minister Office, M/o I&B, Islamabad
- Director to Secretary Office, M/o I&B, Islamabad



# Guidelines and Procedures 2024

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شیلی اسکول پاپ  
ڈیجیٹل تعلیم کا آغاز



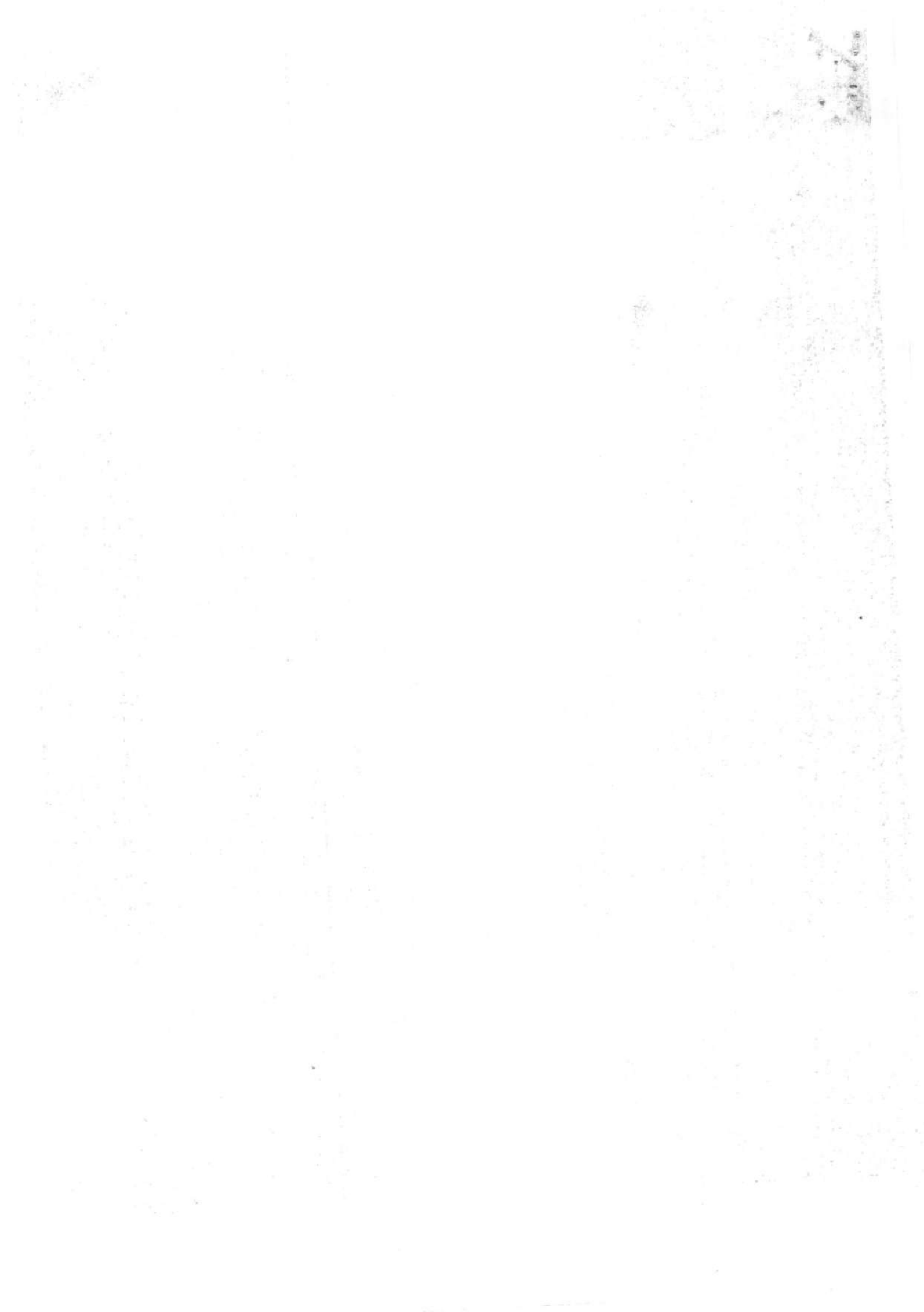
FOR ADVERTISEMENT POLICY  
2021 (AMENDED IN 2022)



PRESS INFORMATION DEPARTMENT  
MINISTRY OF INFORMATION AND BROADCASTING  
GOVERNMENT OF PAKISTAN

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# 1. ADVERTISING AGENCIES

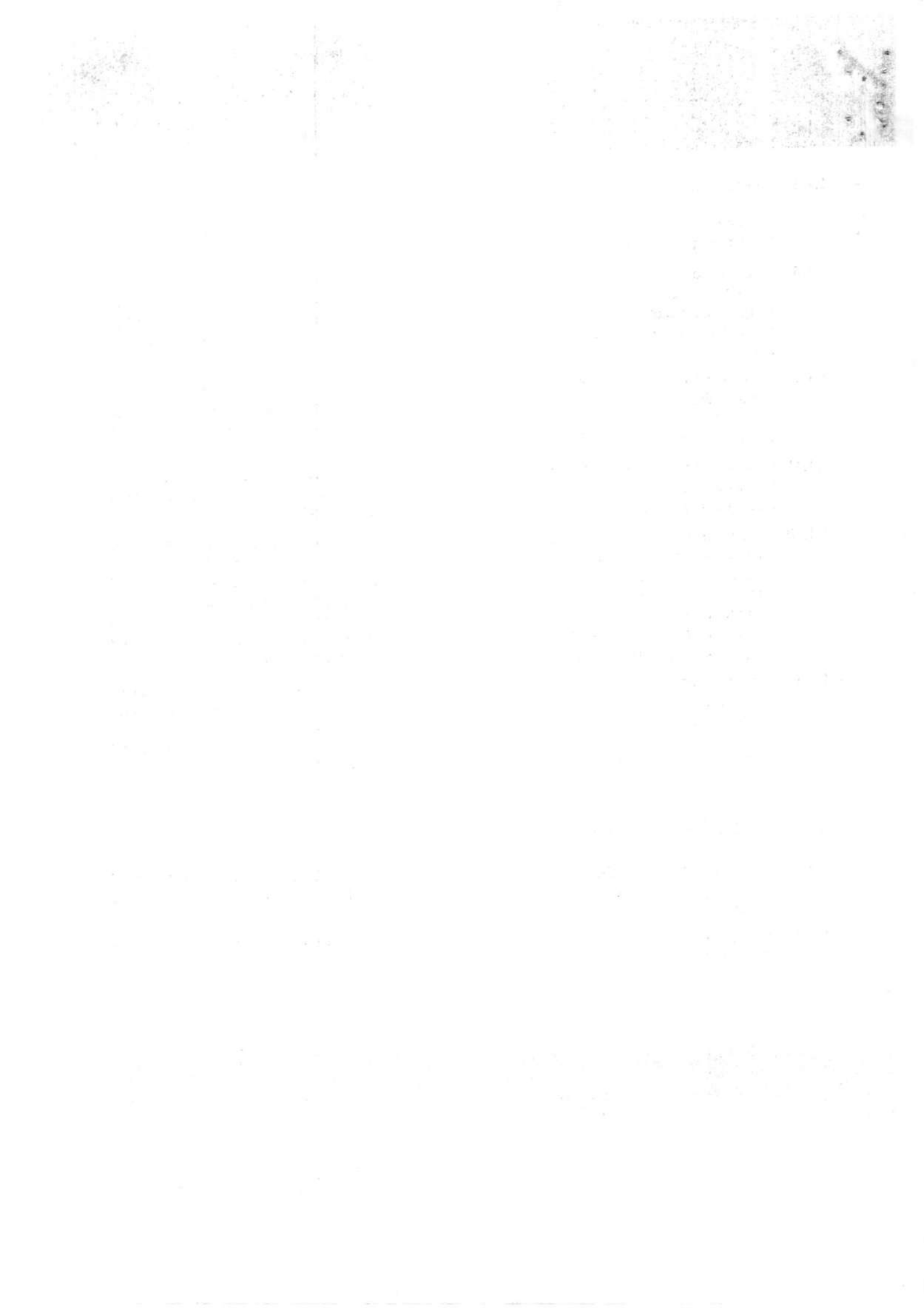
## 1.1. Procedure for Empanelment:

- 1.1.1 The Press Information Department (PID) shall concur the placement of a panel of minimum three and maximum of six advertising agencies at the disposal of each Federal Government Ministry/ Division/ attached department/ Autonomous and Semi-autonomous, Corporation/ Authority and statutory body through a transparent competitive process from only amongst its enlisted advertising agencies, for a period of two years. However, on request of the concerned Federal Government Ministry/ Division/ attached department/ Autonomous and Semi-Autonomous Corporation/ Authority and statutory body etc. PID may allow increase/decrease in the number of advertising agencies on panel of Ministries/Department in view of the quantum of work / business.
- 1.1.2 All Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-Autonomous Corporations/ Authorities and statutory bodies etc. shall only utilize the services of such empaneled advertising agencies, concurred by PID at their disposal.
- 1.1.3 All the Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies etc. shall send a written request addressed to the Principal Information Officer, PID, Islamabad along with a brief of the nature and scope of the ministry/division/department etc. with name / designation of the focal person nominated for the empanelment process.
- 1.1.4 The concerned Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies etc. shall publish an Expression of Interest (EOI) for the empanelment amongst the enlisted advertising agencies with PID mentioning their requirements.
- 1.1.5 The secretarial support for the process of empanelment of advertising agencies shall be the responsibility of the concerned Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies etc.
- 1.1.6 The Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies etc. shall convene a meeting of the short-listing committee for scrutinizing and shortlisting of the interested advertising agencies on the basis of submitted profiles. The short-listing committee and criteria to short-list the advertising agencies is required to be developed in consultation with PID keeping in view the specialized requirements of the concerned ministry/division/department etc.
- 1.1.7 Subsequent upon shortlisting of the advertising agencies, a three member Selection Committee of the following composition shall be constituted and notified by the concerned Ministry/division/department etc:

<b>Convener</b>	Not below BS-19 or equivalent who shall also represent the concerned Federal Government Ministry/ Division/attached department/ Autonomous and Semi-autonomous Corporation/ Authority and statutory bodies in the selection committee.
<b>Member</b>	One representative of PID (Not below BS-17)
<b>Member</b>	One External Media Expert from amongst the existing pool shall be nominated by PID.



*Torqin*



- 1.1.8 The concerned Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-Autonomous Corporations/ Authorities and statutory bodies etc shall provide minutes of the Selection Committee's meeting along with original marking sheets duly signed by all the three members for obtaining final concurrence of PID.
- 1.1.9 In order to ensure timely completion of the selection process, the Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-Autonomous Corporations/ Authorities and statutory bodies etc shall initiate the process of empanelment of advertising agencies at least 03 months prior to expiry of the term of empaneled advertising agencies.
- 1.1.10 Extension to the already empaneled advertising agencies for a period of not exceeding 03 months shall be allowed by the PID on written request by the Head of the concerned ministry/ division/ department etc. with proper justification and surety to complete the regular empanelment process within the extended time period.
- 1.1.11 Federal Government Ministry/ Division/ attached department/ Autonomous and Semi-Autonomous Corporation/ Authority and statutory body shall ensure equitable distribution of business among the empaneled advertising agencies.
- 1.1.12 In case of an emergency where no advertising agency is empaneled, Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/Authorities and statutory bodies shall contact PID with a brief to invite enlisted agencies for creative submissions. Agencies will share designs within the specified time and format. A three-member Selection Committee, including a PID representative, will select the artwork. This process applies only to the specific campaign. Entities must assure PID that they will promptly appoint advertising agencies to their panel for future needs.
- 1.1.13 In case of classified advertisement where there is no empaneled advertising agencies, Client Release Order (CRO) may be sent directly to Press Information Department (PID) without naming any advertising agency until the empanelment process has been completed at the earliest while PID may release the same through any advertising agency enlisted with PID ensuring equitable distribution of government advertising business.

## 1.2 Enlisting & Delisting

- 1.2.1 The Press Information Department or its Regional Information Offices (RIOs) subject to final concurrence from PID H/Qrs, Islamabad shall enlist, suspend, blacklist or delist any advertising agency on its pool.
- 1.2.2 Written application addressed to the Principal Information Officer/DG PID, Islamabad or Director Generals/ Heads of PID Regional Offices shall be submitted as per requirements for enlistment.
- 1.2.3 Any advertising agency applying for enlistment with PID must have at least 03 years of active professional experience within Pakistan.
- 1.2.4 If any foreign Advertising Agency intends to get enlisted with PID, it must either get itself registered with the relevant authorities or must enter into a joint venture with a local advertising agency which fulfils the criteria elaborated in these SOPs along with completing all codal formalities required under law of the land.



Razvi



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## Requirements for Enlistment

1.2.5 The applicant advertising agency must register accordingly with the Securities & Exchange Commission of Pakistan (SECP) for at least 3 years under the Companies Act 2017.

1.2.6 The advertising agency shall fulfill and submit the following for enlistment with PID

i. Detailed Profile including scope (Print, Electronic, Digital, Outdoor, Cinematic or Foreign Media)

\* indicates mandatory submissions

- a. List of past clients and testimonials\*
- b. Comprehensive reports of past public-sector campaigns, if any;
- c. Minimum 03 References/Recommendations from private/public sector clients\*;
- d. NTN Number\*;
- e. SECP Registration certificate\*;

ii. Financial Documents including;

- a. Balance sheets and duly audited accounts by authorized certified Accountant for past three years\*;
- b. Liquidity Certificate demonstrating capability to run campaigns of any scale (especially for digital campaigns)\*

iii. Disclosures

- a. Non-collusion certificate/affidavit\*;
- b. The agency must submit an affidavit on Stamp Paper affirming that it has never been blacklisted by any Federal or Provincial Ministry/Division/Department/ Organization etc.\*;
- c. Any conflict of interests;

iv. Value Added Services, if any

v. Infrastructure

- a. Copy of lease agreement/ proof of address of office in Islamabad and/or provincial capitals\*;
- b. Detailed organizational structure including specialized/qualified and experienced professionals that can cater to any mediums handled by applicant agency (Electronic, Print, Digital, Outdoor, Cinema, Foreign)\*

vi. For Digital enlistment the agency must submit documents outlined in the checklist at Annex-I. All other requirements and codal formalities for enlistment of advertising agencies shall also apply.



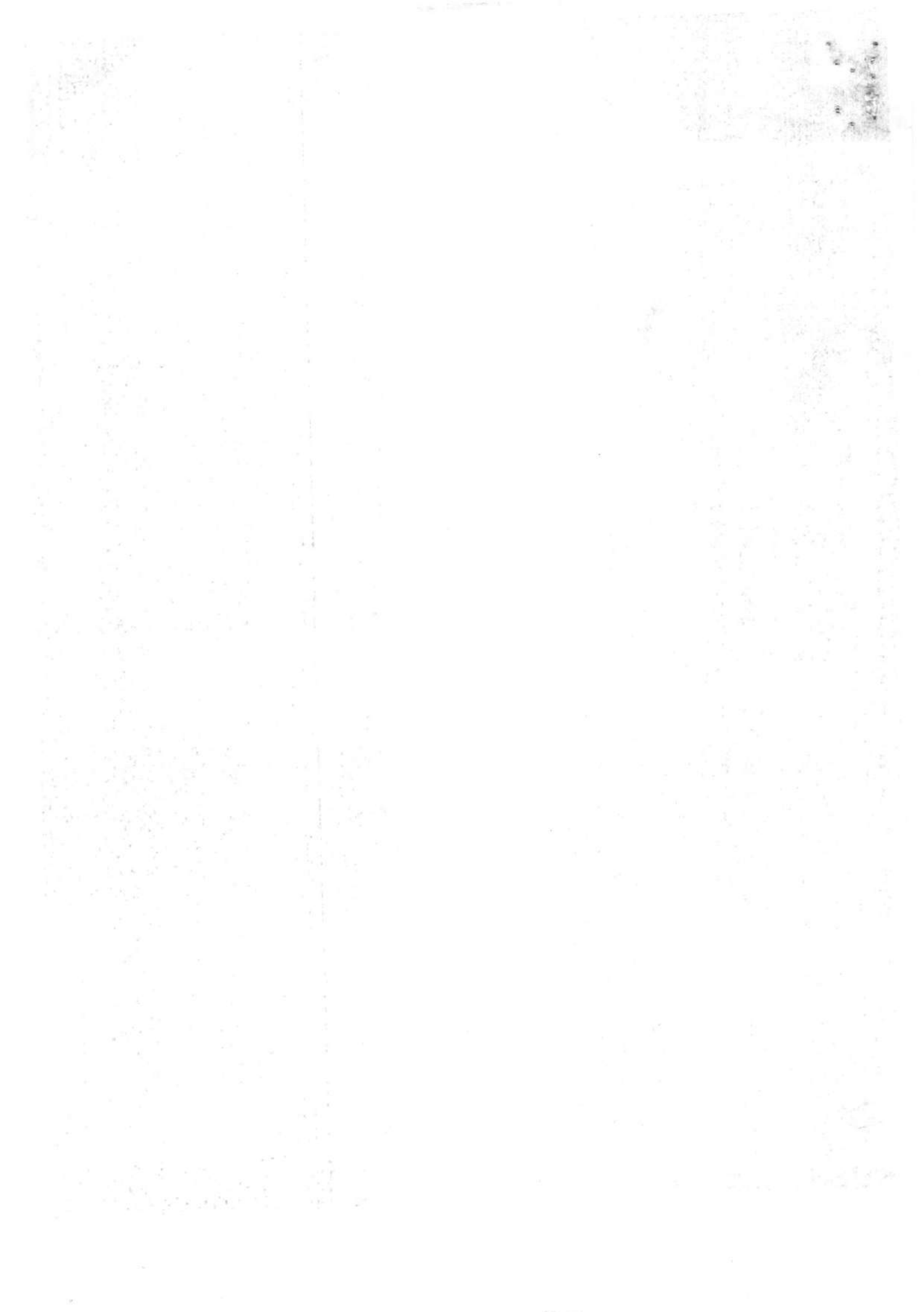
*Razvi*



- 1.2.7 The submission of application to the PID for enlistment by any advertising agency shall not confer any right for enlistment. The PID shall have the authority to accept or reject any application for enlistment without assigning any reasons.
- 1.2.81 The enlisted advertising agency must adhere to the policies, rules, regulations, SOPs, guidelines and the law in vogue, in letter and spirit. In case of non-adherence or any violation, PID shall have the authority to suspend, blacklist or delist any enlisted advertising agency at any point in time.
- 1.2.9 An advertising agency already enlisted or applying for enlistment must not resort to pressure and coercive tactics influencing government officers/officials. Any advertising agency found to engage in such practices shall be liable to punitive action which may include suspension, blacklisting or delisting.
- 1.2.10 Any advertising agency found to be engaged in fraudulent practices or exhibiting unprofessionalism either through its work or the conduct of its employees with Press Information Department (PID) or upon the complaint received from the federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall render the agency to punitive action which may include suspension, blacklisting, delisting from the PID pool or removal from the panel of the complainant Ministry/ Division/ Department etc. EDG/PIO shall approve the aforementioned punitive action against such agency. The agency penalized in such instance shall have the right to appeal against the action taken by PID to the Secretary MoIB who may decide such appeal either by himself/herself or any committee constituted by him/her for such matters.
- 1.2.11 The advertising agency must ensure that the approved campaigns/ advertisement released by the sponsoring Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-Autonomous Corporations/ Authorities and statutory bodies etc are executed in accordance with the specifications/ requirements given in the Client Release Order (CRO). In case of non-compliance, errors and omissions in the content/ matter/ design of the released advertisement to the desired medium/s, the onus rests with the advertising agency, and is liable to punitive action.
- 1.2.12 The advertising agencies must submit an Integrity Bond affirming that no illegal/ unfair means are used for securing the campaign(s)/business.
- 1.2.13 The quality and error-free translation in the target language is the responsibility of the concerned advertising agency.
- 1.2.14 No advance payment, irrespective of the budget of the campaign, shall be made by the Federal Government for the execution of digital or outdoor campaign by ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc.



*Harqia*



2

RELEASE OF  
ADVERTISEMENT



# 2. RELEASE OF ADVERTISEMENTS

## 2.1. PRINT MEDIA

- 2.1.1 All **display/classified** advertisements emanating from the public sector organizations shall be released only to the newspapers/publications borne on Central Media List (CML) by the Press Information Department (PID) upon the request of federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc.
- 2.1.2 No public sector advertisement shall be released without obtaining a specific PID Tracking Number. No claims or invoices shall be considered eligible for payment that do not bear PID Tracking Number.
- 2.1.3 The PID Tracking Number shall be allocated by the Press Information Department HQ and its Regional Office(s) depending on the location of the sponsoring department/organization where the advertisement is emanating from.
- 2.1.4 Classified Advertisements include public notifications of routine character, consisting of plain text and logo such as Situation Vacant, Tender Notices and Public Notices etc whereas, the Display Advertisement includes advertisements to publicize special initiatives and programs consisting of design elements aimed at maximizing the impact of the message such as launching/inauguration announcements, public outreach and awareness campaigns, sectoral achievements and admission notices etc. However, PID shall be the final authority in the categorization of an advertisement into classified or display.
- 2.1.5 The regional quota 25 % shall be decided by PID, in addition to all advertisements releases emanating from federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. towards supporting regional media, languages and evolving media.
- 2.1.6 In case of classified advertisements, PID shall exercise 25% regional quota over and above of the total number of stations of the newspapers requested by the sponsoring federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. and in case of display advertisements for publications, the 25% quota will be made over and above of the total cost of the advertisement released.
- 2.1.7 For release of advertisement, the advertisement-sponsoring federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall submit a written request addressed to the Director (Advertisements), Press Information Department along with final/approved advertisement, both, duly signed and stamped by an officer not below BS-17 or equivalent. The said written request by the sponsor shall be referred to as Client Release Order (CRO). (Annex-III)



*Haris*



- 2.1.8 Any instructions other than already specified in CRO limiting PID in performance of its mandate shall not be considered.
- 2.1.9 All advertisements to be published in newspapers/publication etc. must preferably reach PID at least 03 days prior to its desired publication date.
- 2.1.10 All federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall ensure that the request of advertisement is submitted to PID keeping the substantial availability of time in cases where there are specific deadlines. In case of unavailability of sufficient time and subsequent failure of publication of such advertisements, the responsibility shall rest with the sponsoring federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc.
- 2.1.11 In case of display advertisements, when the sponsoring federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. intend to release a campaign or a special supplement, the sponsor may suggest its publications preferences. However, the final authority to decide the publications for the display campaigns shall rest with the PID within the allocated budget ceiling provided by the sponsor.
- 2.1.12 In case of classified advertisements, the sponsoring federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall indicate budget allocation, language, region, periodicity of the publication and number of insertions without naming any newspaper in their client Release Order.
- 2.1.13 The prime responsibility of the content/matter of the advertisement rests with the Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-Autonomous Corporations/ Authorities and statutory bodies etc which is issuing the Client Release Order.
- 2.1.14 It shall be binding on all national and regional publications to ensure that the advertisement released is printed in the respective language(s) of the publication unless otherwise required by the sponsoring organization.
- 2.1.15 PID may decline any request for release of advertisement on the basis of content, matter, deficiency or design contrary to the guidelines/ instructions issued from time to time.
- 2.1.16 All foreign print media advertisements of Federal Government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall be released after obtaining NOC from External Publicity Wing, Ministry of Information & Broadcasting. The sponsoring Ministry/ Division must ensure that the advertisement is released after obtaining the quotations from all the empanelled agencies and preference shall be given to value for money. In case, where there is no empaneled agency(s) or the empanelled agencies regret to release international advertisement due to any reason, the matter shall be referred to PID.
- 2.1.17 PID shall hold the competition for selecting advertising agencies to execute foreign print media advertisement among the enlisted advertising agencies.



*Harqis*



- 2.1.18 All Federal Government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc shall clear their advertisement dues within three months (90-days) of publishing/airing. In case of default, PID may suspend/stop the release of advertisements of the concerned client department until clearance of outstanding dues.
- 2.1.19 The advertisement must not be demanded by any publication as a matter of right. Any newspaper/publication canvassing for advertisement, pressurizing or coercing government officers officers/officials of PID or the sponsoring ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall be liable to punitive action including suspension by Principal Information Officer (PIO) for three months or removal from Central Media List (CML) etc. by the Ministry.
- 2.1.20 All publications shall communicate to Director (Advertisements), PID the name, address and picture of the marketing representative along with the appointment date and expiry date. PID will not consider any unauthorized individual or an individual representing more than one media house(s). Any fraudulent activity, misbehavior, or any other complaint against the marketing representative shall render the publication liable to punitive action (including suspension /removal from CML).
- 2.1.21 Classified Advertisement for Federal Government entities having advertising agencies on Panel: Client Release Order (CRO) shall be addressed to the Director (Advertisement), Press Information Department (PID), Benevolent Fund Building, Zero Point Islamabad, with a copy to one of the empaneled advertising agencies. The Agency shall design the classified/display (print, electronic, digital, cinematic & outdoor) advertisement and provide all necessary support services. PID shall amend/approve the media plan and upload the same on its official website. The concerned advertising agency shall strictly follow and execute the approved media plan as per the client department's requirements. The sponsoring departments must ensure judicious distribution of advertisements distribution among appointed/ empaneled advertising agencies.
- 2.1.22 Classified Advertisement for Federal Government entities having no advertising agencies on Panel: Client Release Order (CRO) shall be sent directly to Director (Advertisement), Press Information Department, Benevolent Fund Building, Islamabad, and the advertisement shall be released through an advertising agency enlisted with PID.

## 2.2 ELECTRONIC MEDIA

- 2.2.1 All public sector advertisements/campaigns to electronic media (TV/Radio) shall be released through advertising agencies only to channels borne on Electronic Media List (EML) after obtaining a specific PID tracking Number (EMN). Any claims or invoices without PID Electronic Media Number (EMN) shall not be entertained/ processed for payment.
- 2.2.2 In case of electronic media campaigns, PID shall make 25% additions of the regional/ evolving TV/ Radio Channels over and above the total cost of the campaign towards reaching out and enabling the masses through regional media/ languages and evolving media to maximize the number of beneficiaries of the announcements.



*Rozia*



- 2.2.3 For release of electronic advertisement through PID, the Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/Authorities and statutory bodies shall submit a written request addressed to the Director (Advertisements), Press Information Department alongwith final/approved campaign, both, duly signed and stamped by an officer not below the grade of BS-17. The said written request by the sponsor shall be called the Client Release Order (CRO) before the start of the campaign (Annex III). The approved TV/Radio commercial/advertisement may be emailed or provided on USB to PID along with the CRO.
- 2.2.4 The sponsoring ministries / divisions/ attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. may suggest / its TV/Radio channels preferences. However, the final authority to finalize the channels / radio spots and time slot for the electronic media campaigns shall rest with the PID.
- 2.2.5 All sponsoring ministries / divisions/ attached departments /autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall ensure timely submission of advertisement's request to PID. In cases where there are specific deadlines such as admission notices/ public notices and other important announcements, the advertisement must reach PID at least two days prior to the schedule of airing. In case of unavailability of substantial amount of time and failure of airing of such advertisements, the onus of responsibility shall rest with the sponsoring ministries / divisions/ attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc.
- 2.2.6 PID shall forward the approved/ final media plan upon release to the Directorate of Electronic Media and Publications (DEMP), MoIB for real-time tracking/ monitoring.
- 2.2.7 The advertising agency shall submit the claim bill to PID within 15 days after airing of the campaign.
- 2.2.8 PID may decline any request for release of advertisement on the basis of content, matter, deficiency or design contrary to the guidelines/ instructions issued from time to time.
- 2.2.9 All foreign electronic media advertisements of Federal Government ministries- /divisions/attached departments/ autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall be released after obtaining NOC from External Publicity Wing, Ministry of Information & Broadcasting. The sponsoring Ministry/ Division must ensure that the advertisement is released after obtaining the quotations from all the empanelled agencies and preference shall be given to value for money. In case, where there is no empaneled agency(s) or the empanelled agencies regret to release international advertisement due to any reason, the matter shall be referred to PID.
- 2.2.10 PID shall hold the competition for selecting advertising agencies to execute foreign electronic media advertisement among the enlisted advertising agencies.
- 2.2.11 The advertisement must not be demanded by any channel as a matter of right. Any channel pressurizing or coercing the officers/ officials of PID or the sponsoring ministries/ divisions/ attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall be liable to punitive action including suspension by Principal Information Officer (PIO) for three months or removal from Electronic Media List (EML) etc. by the Ministry.



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- 2.2.12 All channels shall communicate to Director (Advertisements), PID the name, address and picture of the marketing representative along with the appointment date and expiry date. PID will not consider any unauthorized individual or an individual representing more than one media house(s). Any fraudulent activity, misbehavior, or any other complaint against the marketing representative shall render the channel liable to punitive action.
- 2.2.13 The rates for electronic media advertisement shall be applicable as prescribed by the **Advertisement Rate Fixation Committee** from time to time.
- 2.2.14 It shall be binding on all national and regional channel(s) to ensure that the advertisement released is aired in the respective language(s) of the channel unless otherwise required.
- 2.2.15 Voiceover/dubbing in the respective languages/mediums shall be the responsibility of the concerned advertising agency.

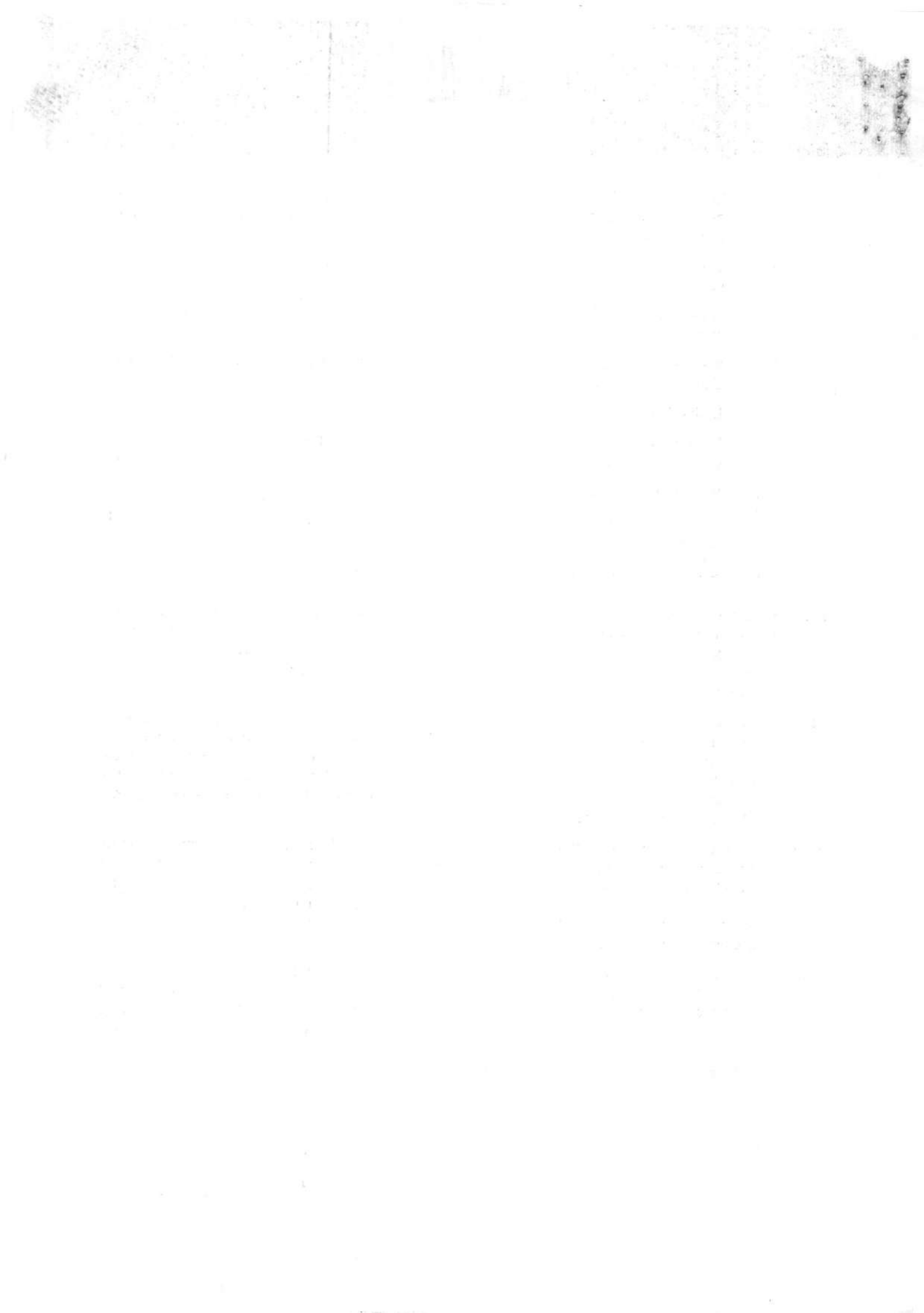
## 2.3 DIGITAL/SOCIAL MEDIA

*Digital advertising is a dynamic and rapidly evolving field, necessitating continuous updates to policies and verification processes. This section outlines the standard operating procedures (SOPs) for digital advertising, ensuring alignment with technological advancements and market trends. While these SOPs cover many aspects of digital advertising, it is acknowledged that unforeseen and technical issues, such as disruptions in internet service or platform-specific challenges, may arise. In such instances, stakeholders are advised to direct their concerns to the Grievance Redressal Committee of M/o Information & Broadcasting for appropriate resolution.*

- 2.3.1 Press Information Department will circulate the digital campaign requirements for the Ministry of Information and Broadcasting to all eligible enlisted agencies while other Federal ministries/ divisions/ attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall circulate digital campaign requirements to their eligible empaneled advertising agencies. In case none of the empaneled agencies is capable of executing the campaign, the same will be circulated among eligible enlisted agencies by PID, after obtaining NOC from the empaneled agencies of the sponsoring department.
- 2.3.2 A Content Committee, as notified by Sponsoring ministries/ divisions/ attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc, shall conduct evaluation and selection of digital media strategy including content/artwork and digital media campaign plans.
- 2.3.3 Every Digital campaign will be initiated after issuance of unique ID (Campaign Number) by Press Information Department.
- 2.3.4 Subsequent to evaluation and selection by Content Committee, the approved and signed digital media plan shall be shared with PID and Centre for Digital Communication (erstwhile Cyber Wing) prior to execution of the campaign. The digital media campaign shall comprise of a robust digital strategy & execution plan which include:



*Arqis*



- i. Name of Social media platforms targeted along with budgetary allocation and key metrics (booked/committed impressions, views, clicks, number of unique accounts to be used) along with specific geo-fencing specifications;
  - ii. Duration of the campaign with component specific time-frame for achievement of impressions;
  - iii. Google Campaigns (Display or Search) budget, placement strategy and targeting strategy;
  - iv. In case of international publishers/platforms, selection of platforms and geo-targeting details must be mentioned;
  - v. Digital Publishers and number of impressions promised;
  - vi. Details of influencers used for PR, content creation, seeding and trending (channel/platforms, booked impressions/views, duration of trend) must be mentioned;
  - vii. Value Added Services and FOC;
  - viii. Name of sponsoring ministry / division/ attached department /autonomous and semi-autonomous corporation/authority and statutory body etc.;
  - ix. Clear strategy must be provided for any other innovative digital placement.
- 2.3.5 Sponsoring Federal Government Divisions/ Departments/ Ministries/ Authorities/ Autonomous/ Semi-Autonomous / Corporations etc. will provide Client Release Order (CRO) to the Press Information Department, specifying the name of the agency, duly signed and stamped (by agency and sponsoring department) digital media plan & allocated budget to execute campaign.
- 2.3.6 PID may form a close social media communication group (preferably Whatsapp) for alignment, monitoring, execution, and subsequent verification. Stakeholders from CDC, sponsoring ministries / divisions/ attached departments /autonomous and semi-autonomous corporations/authorities and statutory bodies etc. must be added for co-ordination. Executing advertising agency must share periodic pulse reports to allow for real-time monitoring and verification, as frequently as desired by any stakeholder.
- 2.3.7 In case of any restriction/limitation by any digital platform or digital publisher during release or approval of the campaign content, the advertising agency representative must immediately inform the designated focal person for re-allocation of the budget for smooth execution. Any reallocation must be approved before execution and usage on an alternate platform. The same must be communicated to all stakeholders present on the communication group for effective monitoring and evaluation.
- 2.3.8 The advertisement must not be demanded by any agency or digital publisher or live-streaming platform owner(s) or social media handler(s) or influencer(s) as a matter of right. Any digital platform or agency pressurizing or coercing the officers/ officials of PID or the sponsoring ministries/ divisions/ attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall be liable to punitive action including suspension by Principal Information Officer (PIO) for three months or removal from Digital Media List (DML) etc. by the Ministry.



*Haris*



- 2.3.9 The rates for digital media advertisement shall be based upon real-time platform-specific market rates by social media platforms corresponding to local currency and as determined by the Advertisement Rate Fixation Committee of M/o Information & Broadcasting.
- 2.3.10 The bills/ invoices for digital advertisements shall be processed by PID after technical verification (i.e. committed impressions as mentioned in signed and approved media plan) by the Centre for Digital Communication (erstwhile Cyber Wing).
- 2.3.11 Submission of campaign execution report shall have a covering checklist which is duly verified and stamped by executing advertising agency, PID, and CDC (Attached at Annex-III).
- 2.3.12 All payments will be made in Pak Rupees as committed in digital media strategy and all financial responsibility will be borne by the advertising agency in case of fluctuation in foreign currencies.
- 2.3.13 As per Advertisement Policy 2021 (as amended 2022), CDC (erstwhile Cyber Wing) is tasked with registering, maintaining, and updating the list of news websites, web portals, social/digital media platforms, influencers. PID may give preference to CDC's registered digital publishers/ portals/ social/digital media platforms, and influencers for disbursement of advertisement, if need arises.

### Digital Publishers

- 2.3.14 Local Digital Publishers must meet the following eligibility criteria to be ensured by the advertising agency:
- i. Publisher must be accessible in Pakistan without necessitating usage of VPN or private networks
  - ii. Minimum monthly traffic of 200,000 originating from within Pakistan
  - iii. The website/portal/publisher must be integrated with Google Analytics for assessment of traffic/pageviews/users
  - iv. Active on at least three social media platforms
- 2.3.15 Local Digital Publishers shall be categorized on the following scale subject to approval by Advertisement Rate Fixation Committee:

Tier	Monthly Traffic	Rate
A	5M+	TBD by Advertisement Rate Fixation Committee
B	1,250,000-5,000,000	TBD by Advertisement Rate Fixation Committee
C	750,000-1,250,000	TBD by Advertisement Rate Fixation Committee
D	500,000-750,000	TBD by Advertisement Rate Fixation Committee
E	200,000-500,000	TBD by Advertisement Rate Fixation Committee



*Faris*



- 2.3.16 Any Local Digital Publisher found to have manipulated Google Analytics ranking, web traffic statistics, serving reports and/or used unfair means to inflate numbers like usage of bots etc. shall be blacklisted.
- 2.3.17 Digital Publishers may include other prominent websites, ecommerce platforms, forums, blogs, entertainment platforms etc.
- 2.3.18 In the case of digital publishers, Google-aligned third-party verification services may be utilized to verify achieved number of impressions against promised number of impressions by the advertising agency.
- 2.3.19 The distribution of advertisement shall be further based on audience and regional specification/reach of the News Websites, publishers, and/or portals.
- 2.3.20 Advertising agency may use local/international advertisement network for video and banner advertisement distribution.
- 2.3.21 Scanned/PDF (only e-paper) versions of newspapers and e-paper websites are not considered digital publishers.

### Influencers

- 2.3.22 Influencers shall be categorized on the following scale subject to approval by Advertisement Rate Fixation Committee:

Tier	Follower	Rate
Mega	1.0M and above	TBD by Advertisement Rate Fixation Committee
Macro	500K to 999K	TBD by Advertisement Rate Fixation Committee
General	100K to 499K	TBD by Advertisement Rate Fixation Committee
Micro	Above 50K	TBD by Advertisement Rate Fixation Committee

- 2.3.23 Any Influencer found to have manipulated ranking, web traffic statistics, and/or used unfair means to inflate numbers like usage of bots etc. shall be blacklisted.

## 2.4 OUTDOOR

- 2.4.1 All the advertising agencies enlisted with Press Information Department (PID) will be eligible for executing outdoor campaigns for the Federal Government.
- 2.4.2 All sponsoring ministries / divisions/ attached departments /autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall circulate their outdoor campaign requirements to all empaneled advertising agencies.
- 2.4.3 Every Outdoor campaign will be initiated after issuance of unique ID (Campaign Number) by Press Information Department. All the Federal Government Divisions/ Departments/ Ministries/ Authorities/ Autonomous/ Semi-Autonomous / Corporations etc require this unique ID to list their campaign for adequate verification from PID.



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- 2.4.4 In case of when no advertising agency is empaneled, all Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies etc. shall send a written request addressed to the Principal Information Officer/EDG PID, Islamabad along with a brief of the nature and scope of the ministry/division/department etc. with name / designation of the focal person nominated for the empanelment process.
- 2.4.5 Rates for outdoor advertisement shall be decided by the Advertisement Rate Fixation Committee.
- 2.4.6 The agency(s) will share the outdoor placement plan with PID prior to execution of the campaign including :
- i. Number and locations of static Billboards;
  - ii. Number and locations Digital Bill boards;
  - iii. Number and locations of Streamers;
  - iv. Comprehensive details of Event/Venue Branding Plan;
  - v. Press Information Department will provide Release Order (RO) to the enlisted agency specifying the name of the cities & allocated budget to execute Outdoor campaign in any specific area/s or across the country;
  - vi. Undertaking affidavit stating that the outdoor advertisement campaign shall be executed as per approved plan and in case of identification of fraudulent activity, executing advertising agency shall be held responsible, face barremnt from further campaigns, and liable to legal action.

## 2.5 CINEMA

- 2.5.1 PID shall finalize the media plan keeping in view the budget provision, target audience and maximum impact.
- 2.5.2 PID shall approve the publicity campaigns including number of spots, time slot, and consideration for regional language films.
- 2.5.3 PID shall be authorized to include, remove or hold in abeyance any advertisement released to any cinema in the publicity plan.
- 2.5.4 All Federal Government Bodies/ Clients / Departments/ Organizations shall ensure availability of adequate funds prior to release of any cinema campaign on the prescribed pattern.
- 2.5.5 Advertisement Rate Fixation Committee shall approve the rates for Cinema commercials on recommendation of OIC.



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**3**

**BILLING/  
INVOICING**



# 3. BILLING/ INVOICING AND PAYMENT PROCEDURE:

## 3.1 GENERAL PRINCIPLES

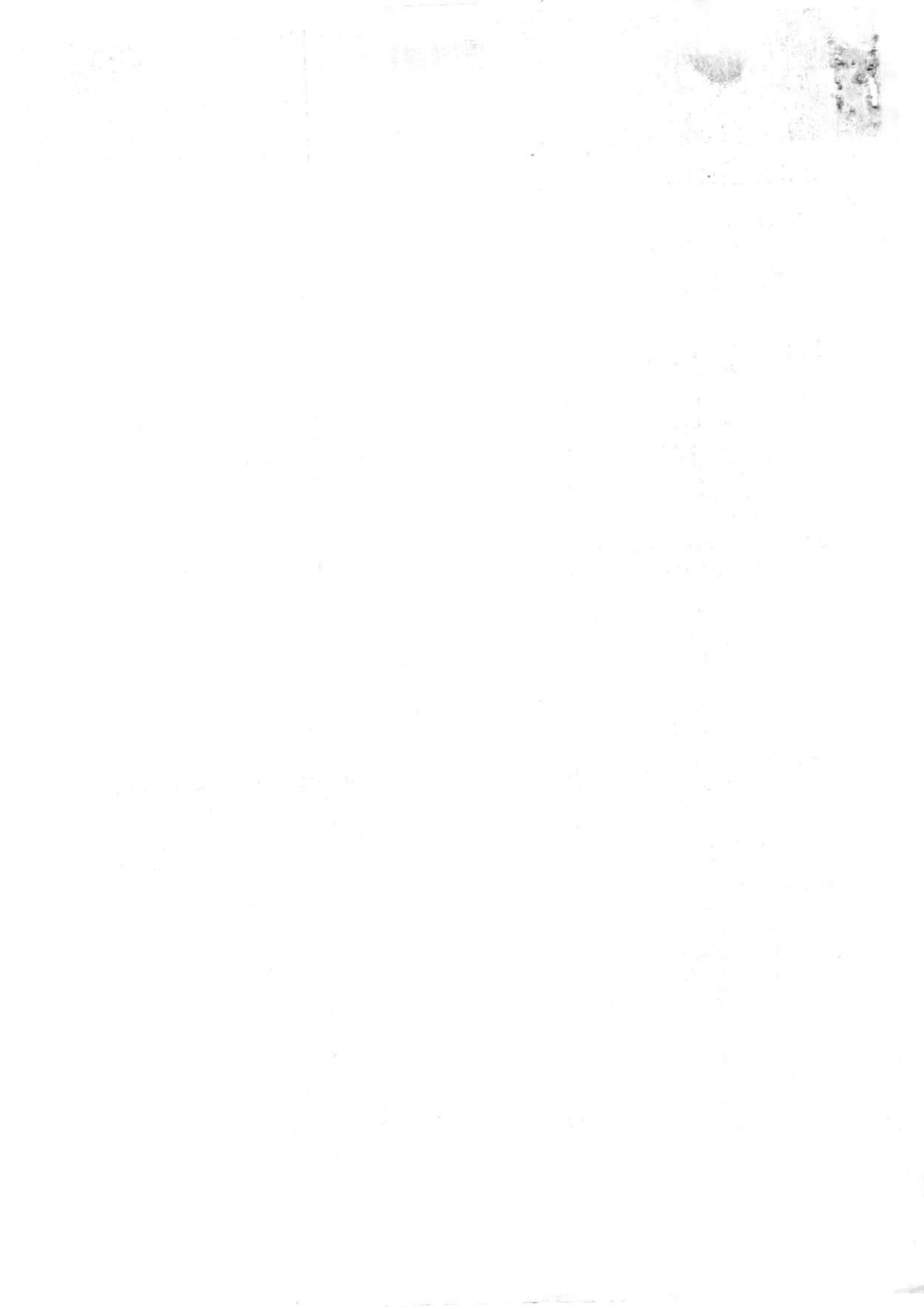
- 3.1.1 The bills / invoices submitted on account of display or classified advertisements published shall be duly verified by the PID and after due verification will be forwarded to the sponsoring ministry/department etc, for payment/issuance of sanction.
- 3.1.2 All newspapers/ publications/ channels/ media houses/ broadcasters/ etc. must open their vendor numbers accounts with the respective AGPR Offices/ sub-offices and provide the same to the PID.
- 3.1.3 Invoices for the classified advertisement, display Advertisement and Electronic Media Campaign, the invoices will be submitted to PID by the advertising agencies. The sponsoring Ministries/departments/ organizations/autonomous bodies etc. will make 85% payment directly to the newspapers/channels etc and 15% will be paid to advertising agency in terms of its commission, separately under intimation to the Press Information Department, Islamabad. All letters and cheques issued must be sent to the PID for record and onward handing over to the newspapers/channels etc.
- 3.1.4 Payments for all mediums of advertisements shall be made within 90 days of the date of publishing/airing.
- 3.1.5 PID may suspend Ministries /departments /organizations/ autonomous bodies etc. who default in payment of advertisement bills on time.
- 3.1.6 Ministries/departments/ organizations /autonomous bodies etc, whose bills are not audited by AGPR, shall share copies of cheques issued in the name of newspapers / publications/ channels etc, and agency to PID, so that proper record can be maintained.
- 3.1.7 Ministries/departments/organizations/autonomous bodies etc, whose bills are audited by AGPR must issue sanction letters to PID within 07 days after receipt of PID verified bill of advertisement.
- 3.1.8 All ministries/divisions/departments/autonomous bodies/semi-autonomous bodies etc. in light of Advertisement Policy, 2021 (Amended in 2022), duly verified by the Federal Cabinet, are bound to route all advertisements and subsequent bills through the PID. Accordingly, the AGPR shall not accept any bill/invoice that has not been verified by the PID.

## 3.2 PRINT ADVERTISEMENT

- 3.2.1 In case of Print media advertisements three sets of the following documents are required to be submitted in original:
- Invoices as per the approved advertisement rates;
  - Client Release Order (CRO) along with Media Plan;
  - Departmental Release Order (DRO) issued by PID;
  - Complete newspapers/ publications wherein the advertisement is published;



7/20/21



### 3.3 ELECTRONIC ADVERTISEMENT

3.3.1.1 In case of electronic media advertisements, invoice as per approved media plan and spot verification report from DEMP for subject campaign to be submitted.

3.3.1.2 Once the electronic campaign has been verified, the bill shall be processed by PID as per the due procedure.

### 3.4 DIGITAL ADVERTISEMENT

3.4.1 In case of Digital Media campaign, payments are made in advance to the digital platforms, publishers, influencers etc. by the advertising agency. Subsequently, bills are presented by the advertising agency after completion of the campaign for reimbursement. Hence in case of digital media, all the payments may be made 100% to advertising agencies (inclusive of service charges equivalent to 15% of media buying cost) after successfully fulfilling all codal formalities and any pre-requisite verifications by the Centre for Digital Communications (erstwhile Cyber Wing).

3.4.2 In case of Digital media advertisements, executing advertising agency must submit four sets of the following documents in original to PID: -

- i. Duly verified Invoice;
- ii. Client Release Order along with Media Plan indicating targeted milestone, period/duration and name of campaigns;
- iii. Comprehensive Digital Media Campaign Execution Report highlighting documentary proof (Screenshots/Reports/Printouts/ of social media platforms, and websites where the advertisement was run).

3.4.3 PID shall submit the Digital Media Campaign Execution Report to CDC for technical verification and subsequent provisioning of Digital Campaign Verification Report. In case of incomplete Digital Media Campaign Execution Report, the case may be returned to PID for re-submission along with the missing details. Lastly, in case advertising agencies are still unable to provide the requisite data/papers/documents etc, CDC may perform proportionate deductions during verification.

3.4.4 The digital media campaign execution report shall include a covering checklist (specimen attached at Annex-III) which shall be duly signed and stamped by Advertising Agency. Subsequently, it will be duly signed and stamped by PID and CDC (erstwhile Cyber Wing).

3.4.5 CDC shall furnish a response to the submission of Digital Media Campaign Execution Report within 05 working days. Subsequent to receiving Digital Campaign Verification Certificate from CDC, PID shall transmit the bills onward to the sponsoring ministry/department etc., for payment/issuance of sanction.



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UN-STARRED NATIONAL ASSEMBLY QUESTION MOVED BY MR. SHER AFZAL KHAN, MNA (Question No.8)

Question No.8

Will the Minister for Defence be pleased to state the details of the vacant / unconstructed plots on the side of the Mall Road of Rawalpindi Cantt. size and names of the owners, maximum time period for constructions and the action taken on non-construction?

Annex-A

Plot No.	Survey No.	Size / Area	Name of owner leases	Time period constructions and the action taken on non-construction.	Present States
92	394	5301.115	M/s Rawal Center (Pvt) Ltd through 1. Nawaz Ahmed Minhas (10% share), 2. Muhammad Sikandar Minhas (20% share ), 3. Muhammad Nadir Minhas (70% share)	As per section 183 of Cantt Act 1924 (Amended 2023), one year time is available for erection / re-erection of a building and as per section 183-A of the Act bid two extensions of the said period are allowed.	At present case for transfer of shares of present directors of M/s Rawal center (Pvt) Ltd in the lease hold rights of said property in favor of 1. Muhammad Suleman Khan (0.0000017% share), 2. Mohabbat Khan (29.9999983% share) & 3. Zahir Khan (70% share) on the basis of Form-9 and Form-3 issued by SECP is under process.

Vacant Plot regarding Question No.8


Annex-B

It is reported that there is no vacant plot on the both sides of Mal road from TM Chowk to MH Chowk under the management of Rawalpindi Cantt Board.

*(Annexures have been placed in the National Assembly Library)*

1 JAN 19

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	<b>MILITARY LANDS &amp; CANTONMENTS DEPT</b>
	<b>RAWALPINDI CANTONMENT BOARD</b>
The Mall, Rawalpindi Cantt	
Tel: 051-9274401-04	Fax No.: 051-9274407

No RCB Misc 1 5551

Dated: the

HQ Rwp Region Diary
Diary No. 415
February, 2026
Date 06/02/26
R.K. _____
OML&C. _____
Add. DM: R.C. _____
DAD: _____
Branch: 06/2/26

To  
The Headquarters,  
Military Lands & Cantonments Deptt,  
Ministry of Defence, Rawalpindi.

Subject: STARRED/ UN-STARRED ADMITTED LISTS OF QUESTIONS  
FOR ANSWERING IN THE NATIONAL ASSEMBLY.

Ref: HQ ML&C, Deptt Rawalpindi letter No: 55/556/Lands/ML&C.2026  
dated 04-02-2026.

2. It is submitted that the field staff of this office visited the site and reported that there is no vacant plot on the both sides of Mall Road from TM Chowk to MH Chowk under the management of Rawalpindi Cantonment Board.

*6/2/26*  
*vacant plot*

  
(Aamer Rashid)  
Cantonment Executive Officer  
Rawalpindi

Copy to: -

- 1) The RHQ, Rawalpindi.
- 2) Master File.

U. St. 20

UN-STARRED NATIONAL ASSEMBLY QUESTION MOVED BY MR. SHER AFZAL KHAN, MNA. Question No.20  
Question No.20

Will the Minister for Defence be pleased to state the details of the properties constructed on one kanal and more on lease / rent in Peshawar and Abbottabad by the Cantonment Boards, along-with size of the plot, lease/rent amount, date of allotments, name of the allottee and the detail of any increase made during the last five years?  
Annex-C

REPLY

Sr No	Name of allotment	Date of allotment	Area of plot	Svy No/ Location	Lease Rent	Increase made during last 5 year
1	Zaib-un-Nisa & othes	16-12-1999	1.8 Kanal (9927.89 sft)	Svy No. 177/3/1 Part Karim Pura Abbottabad	Rs.2543/-	Nil
2	Nusrat Salah-ud-din & others	17-10-1998	3.69 Kanal (20145.50 sf)	Svy No. 221/13 Main Bazar Abbottabad	Rs. 8953/-	Nil
3	M/S Paksitan National Oil Limited	17-05-1967	2.20 Kanal (12000 sft)	Svy No. 2023 (part) The Mall Mansehra Road Abbottabad	Rs 2000/-	Nil
4	M/s Saeed Akhtar & Others	12-06-1979	1.45 Kanal (7920 sft)	Svy No. 203/1 The Mall (Mansehra Road Abbottabad)	Rs. 871/-	Nil

Referenc



MILITARY LANDS & CANTONMENTS DEPARTMENT  
CANTONMENT BOARD ABBOTTABAD

Opposite C.M.I. Mansehra Road, Abbottabad Cantt  
Postal Code: 22010 Phone No: 0022-0110101 Fax No: 0022-111062 & 0992-112050

Anx C 67

No 30/01/20

Dated, the 5 / March, 2020

To  
The Director,  
Military Lands & Cantonment,  
Rawalpindi Region, Rawalpindi

Subject **STARRED / UN-STARRED ADMITTED LISTS OF QUESTIONS FOR ANSWERING IN THE NATIONAL ASSEMBLY**

Reference HQ ML&C Rawalpindi letter No.55/556/Lands/ML&C/2026 dated 31 01 2026 received through RHC Rawalpindi letter No.28/146/DRR/88 dated 31 03 2026

It is submitted that the requisite reply of un-starred question No.20 (Sr No 6) as asked in the letter under reference in respect of Cantt Board Abbottabad is as under,

Sr No	Name of Allottee	Date of allotment	Area of Plot	Svy No / Location	Lease Rent	Increase made during last 5 year
	Mrs. Nisa & Others	16-12-1999	1.8 Kanal (9927.89 sft)	Svy No.177/3/1 (part), Karim Pura Abbottabad	Rs.2543/-	Nil
	Mrs. Salah-Uddin & Others	17-10-1998	3.69 Kanal (20145.50 sft)	Svy No.221/13 Main Bazar Abbottabad	Rs.8953/-	Nil
	Pakistan National Oil Limited	17-05-1967	2.20 Kanal (12000 sft)	Svy No.203 (part), The Mall (Mansehra Road) Abbottabad	Rs.2000/-	Nil
	Mrs. Saeed Ahtar & Others	12-06-1979	1.45 Kanal (7920 sft)	Svy No.203/1 The Mall (Mansehra Road) Abbottabad	Rs 871/-	Nil

Question 20

(OMER MASOOM WAZIR)  
CANTONMENT EXECUTIVE OFFICER  
ABBOTTABAD CANTONMENT

Copy to:-

- 1 The HQ ML&C Deptt Rawalpindi
- 2 Master File