

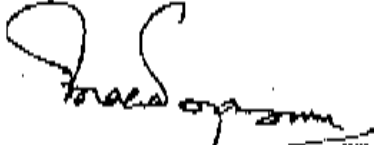
Government of Pakistan
National Highway Authority

No 1(1)/208/ExB/Secy/NHA/11-971

December 12, 2011

Sub:- **Procedures & Instructions for Media Publicity by NHA**

1. The Executive Board, in its 208th meeting of Oct 19, 2011 approved Standard Operating Procedures (SOPs) titled "Procedures & Instructions for Media Publicity by NHA".
2. A copy of the SOPs is **enclosed** for information, necessary action& implementation.


(Ch Khalid Naseem)
Secretary NHA

All Members NHA
All GMs HQ/Regions/Projects

Copy to:-

PRO PS to Chairman

NATIONAL HIGHWAY AUTHORITY

PUBLIC RELATIONS DIRECTORATE

STANDARD OPERATING PROCEDURES (SOPs)

Sub: **Procedures & Instructions for Media Publicity By NHA**

1. Introduction.

1.1. In pursuance of Clause-6, Chapter-13 (Miscellaneous Matters) of NHA Code-2005, the Chairman NHA has been pleased to approve the Standard Operating Procedures (SOPs) titled “Procedures & Instructions for Media Publicity by NHA.”

1.2. The SOPs shall be applicable to all Wings, Directorates, Sections & Offices of NHA including Head, Regional & Project Offices.

1.3. All activities under these SOPs shall be carried out through DD/ Director, Public Relations (PR) Directorate, NHA HQ.

1.4. The SOPs shall be applicable with immediate effect.

2. General.

2.1 While preparing and submitting a proposal for advertisement, it should be kept in mind that NHA is not a commercial entity to depend upon advertisements to attract people towards its products. It is a corporate body functioning under the administrative control of the Government of Pakistan to construct, maintain national highways, motorways etc; which are the economic lifeline of Pakistan.

2.2. Classified advertisements like notices seeking, expressions of interest for pre-qualification as construction contractor or consultant or for construction of a project on BOT/PPP basis or notices inviting tenders, etc, relate directly to the functions of NHA and should be given top priority.

2.3. NHA would not indulge excessively in display/image building advertisements as these entail huge cost, whereas, budget earmarked for such activities is limited. Moreover, excessive exposure or expenditures can even result in image distortion or destruction.

2.4. All proposals for publication of matters must be sent to PR Directorate well in time. However, in case of emergency, concerned office will depute an appropriate official to get the proposal finalized through special efforts/by hand from PR Directorate to ensure prompt publication of the matter.

2.5. Bills of advertising agencies must be cleared promptly. In the past, delay in clearance of bills attracted ban on NHA by advertising agencies, thus adversely affecting classified advertisements too.

2.6. The PR Directorate shall maintain a media expenditure register recording the details of advertisements released against various items after issue of sanction memos for payment.

2.7. Approx expenditure on advertisements bills of which are not received shall also be calculated by PR Directorate in consultation with advertising agencies to keep expenditures within the allocated amount.

3. Nature of Advertisements.

3.1. Classified Advertisements.

- a. Tender notices and notices seeking expressions of interests for pre-qualification, job opportunities, etc, fall in this category.
- b. Need for publicity in this type of advertisements is limited to a few newspapers as per PPRA Rules/NHA Code.

3.2. Image Building Advertisements.

a. Display Advertisements.

Issued on occasions of national importance e-g Mar 23, Aug 14, etc. Newspapers publish supplements on such occasions and seek advertisements and write-ups on NHA. Need for publicity shall be determined on a case-to-case basis.

b. Milestone Advertisements.

Issued on occasions of ground-breaking/inauguration of NHA projects at the hands of the President, Prime Minister of Pakistan or other VVIPs.

c. Awareness Advertisements.

Issued when general public/ road users are to be informed about certain important matters/issues of public importance on national highways & motorways, etc, through wide publicity:-

- (1) Road & highway safety.
- (2) Closure of certain route and diversion plan.
- (3) Revision/rationalization of toll rates.
- (4) Installation of new toll collection systems.
- (5) Provision of civic and travelling services.
- (6) Implementation of axle overload control regime.
- (7) Any other similar issue.

d. **Electronic Media Campaigns.**

Designed for all types of advertisements through electronic media as per requirement of the organization such as:-

- (1) Condition, closure or opening of a road or bridge.
- (2) Traffic diversion plans.
- (3) Implementation of axle overload control regime.
- (4) Image building.
- (5) Implementation-National Highway Safety Ordinance, 2000.
- (6) Any other similar issue.

4. Release of Advertisements.

4.1. **Procedure.**

- a. Release order shall be issued only to prequalified advertising agencies. No relaxation will be allowed.
- b. Post publication release orders shall not be issued in any case.

4.2. **Classified Advertisements.**

- a. Number of newspapers for classified advertisements shall be one (1) national English & Urdu daily each published simultaneously from two capital cities including Islamabad / Rawalpindi and one local language newspaper having wide circulation.
- b. Draft advertisement shall be finalized by the respective office and forwarded to PR Directorate after approval of the Member concerned.

4.3. **Display Advertisements.**

- a. Such advertisements shall not be published in more than seven (07) newspapers, including both newspapers (major & regional) and journals, subject to availability of budget.
- b. Advertisements shall be released by PR Directorate after concurrence of Member (Finance) and approval by Chairman NHA.

4.4. **Groundbreaking/Inauguration Ceremonies.**

- a. The Chairman or Secretary NHA's Secretariats or the concerned GM will inform PR Directorate about such ceremonies.
- b. PR Directorate would immediately seek concurrence of Member (Finance) and approval of Chairman NHA for publication of advertisements on the occasion.

- c. The advertisement shall not be published in more than seven (07) newspapers, including both newspapers (major & regional) and journals subject to availability of budget.

4.5. **Awareness Campaigns.**

- a. Need for an awareness campaign shall be conveyed to PR Directorate by the concerned office after approval by Chairman NHA.
- b. The awareness advertisement shall be published with the concurrence of Member (Finance) and approval by Chairman NHA.
- c. Media shall not be more than seven (07), including both newspapers (major & regional) and journals, subject to availability of budget.
- d. Media shall be so selected that regional newspapers are also included to give wider circulation to the campaign.

4.6. **Electronic Media Campaigns.**

- a. Campaign shall be restricted to bare minimum and only in very essential cases when desired results cannot be achieved through print media.
- b. Release proposed shall be submitted by PR Directorate after obtaining recommendation of a Committee headed by Member (Admn) and comprising GM (Audit), GM (Finance), and Director/DD (PR).
- c. Release order shall be issued after concurrence of Member (Finance) and final approval by Chairman NHA.
- d. Selection of electronic media shall be purely on merit keeping in view the value and size of the subject matter.
- e. Preference shall be given to PTV/Radio Pakistan, the services of which cover whole of Pakistan for the purpose of such advertisement or broadcast or telecast.
- f. Presently, there is no laid down policy of Press Information Department (PID), Ministry of Information & Broadcasting (MoIB) on electronic media campaigns. In future, if MoIB or or PID devise any procedure for such campaigns, it shall be followed by NHA.

4.7. **Media Selection.**

- a. Advertisement shall be released to newspapers placed on Central Media List (CML) maintained by PID, having wide circulation and which cater to the needs of publicity identified by NHA.
- b. Image building advertisements may also be released to weeklies, fortnightlies, monthlies and annual publications borne on CML maintained by PID.
- c. Classified advertisement shall be limited only to dailies.

4.8. **Release Order.**

- a. All advertisements of NHA (Head Office) shall be issued through PR Directorate so that a homogenous advertisement policy is followed and record of all payments duly maintained.
- b. The Director/DD (PR) are authorized to issue release orders for the advertisement and in their absence the next senior officer.
- c. In the absence of senior officers, AD (PR)/ PRO will issue the release order.
- d. Regional GMs shall issue release orders of classified advertisements only for their respective regions under intimation to PR Directorate. They will also promptly communicate to PR Directorate all payments made in this respect.

4.9. **International Advertisements.**

- a. If any Wing, Directorate or Section of NHA needs to publish an advertisement in newspapers outside Pakistan, it should get prior approval of the Chairman NHA for such a publication and intimate PR Directorate at least one month in advance.
- b. The concerned Wing, Directorate or Section shall also convey the target region for such an advertisement.
- c. The PR Directorate shall move case for arrangement of advance payment to Member (Finance) and also get NOC from the External Publicity Wing, MoIB.

Note: *PID is authorized to make only addition of 25% over & above the media suggested by NHA, as per policy prescribed by the Government of Pakistan.*

5. **Financial Matters.**

5.1. **Budgetary Allocation.**

- a. Head of accounts shown in **Annex-A** shall be observed for payment of advertisement bills.
- b. In case of any confusion, PR Directorate shall seek clarification from the concerned Accounts Section; which will provide the budgetary position of the related account.
- c. Cash Branch shall instantly intimate to PR Directorate when it issues cheques to any advertising agency regarding payment of advertisement charges.

5.2. **Delegation of Financial Authority.**

- a. Member (Head PR) shall be the approving /competent authority for payment of all bills pertaining to classified advertisements.
- b. Bills of image building advertisements shall be submitted to Chairman NHA for approval.
- c. All advertisement bills shall be processed through PR Directorate for approval.

6. **Selection of Advertising Agencies.**

6.1. As per Advertisement Policy of PID, all advertisements are to be released through an appointed advertising agency. Therefore, no advertisement shall be sent directly to any newspaper/TV or radio channel.

6.2. The PR Directorate (HQ) shall issue release order to PID in favour of an advertising agency on the panel of NHA.

6.3. The PR Directorate shall maintain a panel of advertising agencies as per the policy of PID issued from time-to-time through an open & transparent competition. Applications will be invited from advertising agencies through PID, Islamabad.

6.4. Panel will be maintained on two year basis extendable as per government policy. The PR Directorate shall process cases for revision of the panel at least four months before the expiry of existing period.

6.5. **Short-listing of Agencies (Phase-I).**

- a. Short-listing of advertising agencies shall be carried out with the approval of Member (Head PR).
- b. The agency securing a minimum of 50% marks in short listing shall be called for final presentation.

- c. The Director/DD (PR) shall call all interested advertising agencies, through PID, for initial short listing with reference to their status, activities, financial standing and experience.
- d. The PR Directorate shall carryout short-listing of advertising agencies based on criteria given in **Annex-B**.

6.6. **Selection of Agencies (Phase-II).**

- a. All short-listed advertising agencies shall be called for final presentation before the Selection Committee regarding their actual artwork, finished products, audio and video/ supports concepts, scripts, achievements, etc.
- b. Following committee shall scrutinize the materials/ presentations and submit final recommendations to the Chairman NHA for approval:-

i.	Member (Head PR)	:	Chairman
ii.	GM (Operation)	:	Member
iii.	Director (Accounts/Finance)	:	Member
iv.	Director/DD (Audit)	:	Member
v.	Director/DD(PR), NHA	:	Member/Secretary
vi.	Rep PID	:	Member
vii.	Rep External Media (to be nominated by PID)	:	Observer/Member

6.7. **Procedure to be Followed.**

- a. The Selection Committee shall consider the past experience possessed by the advertising agency. If an advertising agency fails to meet the requirement of NHA twice, it will be removed from NHA panel.
- b. An agency removed from panel shall not be considered for next three years for placement on NHA panel.

7. **Inauguration / Groundbreaking Ceremonies**

7.1 **Scheduling of Event**

- a. The Chairman or Secretary NHA's Secretariat or GM Concerned shall inform the PR Directorate about the inauguration / groundbreaking ceremony.
- b. Venue & time of the ceremony shall also be communicated as soon as confirmed. Time, venue and nature of the event should be very clear to avoid any ambiguity.
- c. Secrecy shall be maintained if so instructed by the GoP.

7.2 **Information Folders.**

The PR Directorate shall prepare requisite folders in assistance of and consultation with the GM concerned. The folder will comprise:-

- a. Inaugural / ground breaking program.
- b. List of reception committee
- c. List of invitees.
- d. Design of invitation card, backdrop & plaque.
- e. Speeches by the VVIP, Minister/MoS/Secretary (C).
- f. Bullet points for the VVIP.
- g. Brief of the project.
- h. Location map of the project (color).
- i. Any other info considered relevant.

7.3 **Reception Committee**

- a. Minister for Communications.
- b. Minister of State for Communications.
- c. Secretary Communications.
- d. Chairman, NHA
- e. Member (PR) or Member (Concerned)

7.4 **List of Invitees**

- a. List of participants from:-
 - i. MoC Officers
 - ii. NHA Officers
 - iii. Members National Highway Council.
 - iv. Members NHA Executive Board.
 - v. Members Standing Committees on Communications.
 - vi. Local notables & Public Reps.
- b. The Director/DD PR shall prepare:-
 - i. Speeches/bullet points for address by the President/ Prime Minister.
 - ii. Speech for Minister for Communications & Minister of State for Communications, as the case may be.
 - iii. Speech by the Secretary Communications.
 - iv. Speech for the Chairman NHA, if required.
- c. The PR Directorate shall seek clearance of all speeches from Chairman NHA.

7.8. **Information Folders.**

The PR Directorate shall prepare folders containing all relevant material and information and submit the same well before the ceremony to:-

- a. President's/PM's Secretariats through MoC.
- b. Minister/Minister of State for Communications.
- c. Secretary Communications.
- d. Chairman NHA.

7.9. **Issuance of Advertisement / Brochure.**

- a. The Director / DD (PR) shall ask the advertising agency to prepare advertisement and submit draft design to Member (Head PR) for approval.
- b. Advertisement will be published on the ceremony day.
- c. The Director / DD (PR) shall prepare press brief of the project. Responsibility for printing of brochures regarding the project, after approval by Member (Head PR), shall also rest with them.

7.10. **Arrangement of Media Coverage.**

- a. The PR Directorate shall ensure coordination for media arrangements in liaison with concerned PID Office.
- b. The Admin Wing and or GM concerned will provide logistic support (including vehicles) for journalists as & when required by the PR Directorate.

7.11. **Security Passes/Letters.**

- a. The PR Directorate shall maintain a record of the photographs and NIC of officials of MoC, Chairman, Members, GMs and other concerned officials.
- b. Photographs and NICs shall be sent to GM concerned well in time for timely issuance of security passes.

7.12. **Arrangements by the GM Concerned.**

The overall responsibility for organizing the ceremony at site shall rest with the Project GM concerned. The Regional GM shall extend necessary assistance for the purpose. Some important arrangements are listed below:-

- a. Preparation of stage, pindal, etc.
- b. Preparation, printing and placement of plaque, backdrop, banners, etc.
- c. Availability of *Qari Sahib* for recitation of verses from the Holy Quran and *Dua*.
- d. Selection of verses to be recited with Urdu translation (and also English translation if required).
- e. *Dua* at the time of unveiling of plaque to be short & to the point.
- f. Playing of national anthem.
- g. Serving of refreshments.
- h. Provision of necessary stationary items, drinking water, etc, on the stage.
- i. Fire-fighting measures.
- j. Positioning of ambulance with doctor equipped with all necessary instruments.
- k. Standby generators.
- l. Security coordination.
- m. Electronic walk through gates.
- n. Construction of helipad on need basis.

NATIONAL HIGHWAY AUTHORITY

FINANCIAL MATTERS

BUDGETARY ALLOCATION

	Description	Account Head	Remarks
1.	<u>CLASSIFIED ADVERTISEMENTS</u>		
a.	Related to Projects	Respective Project	If funds are not available in respective project, the amount may be paid from main receipt account, with the approval of Chairman.
b.	Functions of NHA	1%	If it relates to the project, expenditure be charged to the relevant project.
c.	Operation Wing	RMA	-----
d.	Regional Offices	Concerned Region	-----
	<u>OTHER ADVERTISEMENTS/CAMPAIGNS</u>		
2.	Awareness Campaign	RMA	-----
3.	Groundbreaking/Inauguration	Respective Project	If funds are not available in respective project, the amount may be paid from feasibility studies head with the approval of Chairman.
4.	Display Advertisement	RMA/1%	Subject to availability of budget & prior concurrence by Member (Finance).
5.	Electronic Campaign	RMA/1%	Subject to availability of budget & prior concurrence by Member (Finance).

NATIONAL HIGHWAY AUTHORITY**SHORT-LISTING OF ADVERTISEMENT AGENCIES**

Total Marks : 120

Pass Marks : 60

	<u>Item-wise Short listing</u>	<u>Marks</u>
A.	CEO's Qualification (20 Marks)	--
	i. Masters and above in Journalism/Advertising	20
	ii. Other Qualifications	10
B.	Experience in Advertising (20 Marks) (Over six months will be counted as one year and less than six months ignored)	--
	i. 5 years	10
	ii. Over 5 years	15
	iii. Over 10 years	20
C.	Infrastructure (20 Marks)	--
	i. Only Islamabad	5
	ii. Islamabad + one provincial capital	10
	iii. Islamabad + two provincial capitals	15
	iv. Islamabad + more than two provincial capitals	20
D.	Clients (20 Marks)	--
	i. Only private sector	5
	ii. Private sector + upto two major public sector clients	10
	iii. Private sector + upto five major public sector clients	15
	iv. Private sector + more than five major public sector clients	20
E.	Financial Status (20 Marks)	--
	i. Rs 50 to 100 million	10
	ii. Upto Rs 300 million	15
	iii. More than Rs 300 million	20
F.	Membership (20 Marks)	
	i. All Pakistan Newspapers Society	10
	ii. Pakistan Broadcasting Association	10