



042-99211518 (DD-M)
ddm.cmmf@gmail.com
www.schools.punjab.gov.pk

IMPORTANT

No. DD (M)/UPE/USE/2017
GOVERNMENT OF THE PUNJAB
CHIEF MINISTER'S MONITORING FORCE
SCHOOL EDUCATION DEPARTMENT

Dated Lahore the 2nd November, 2017

To

All the Chief Executive Officers
District Education Authority (DEA)
Punjab

SUBJECT: STANDING INSTRUCTIONS ON SPECIAL
CAMPAIGNS/SURVEYS/OPINION POLL ON VARIETY OF SUBJECTS
LAUNCHED BY VARIOUS DEPARTMENTS THROUGH
FIRMS/NGOS/INGOS ETC. IN PUNJAB

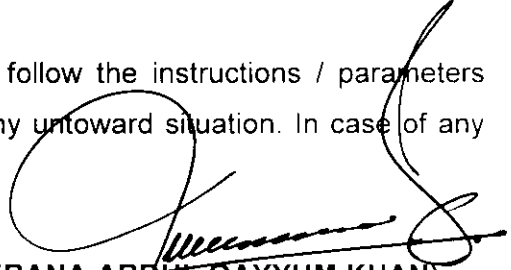
Apropos the subject

2. Refer to office letter No.SO(IS-II)3-2/2009(NGOs)(PI) dated 09th March, 2016 issued by Additional Secretary (Internal Security), Government of Punjab, Home Department, regarding subject cited above.

3. It has been come into the notice of competent authority that number of instances have been reported wherein different firms/INGOs have been allowed by the Attached Departments/District Authorities to carry out a particular activity / campaign/surveys/opinion polls without analyzing and examining the questionnaire, material and message developed by the concerned Firm/NGO/INGO as to whether it is in line with the culture religious, social and National Interest of the country or not.

4. Therefore, Home Department directed that no department will allow any Firm/NGO/INGO to undertake any sort of promotional activity/campaign/survey/opinion poll without the explicit approval of Home Department. Moreover, it is also directed that department where any Firm/NGO/INGO applies for permission to carry out a particular activity shall obtain complete details/plan of the activity/campaign/survey/opinion poll, the question/message/material to be used in that activity (both hard and soft form) and furnish a request to Home Department after defatted vetting keeping in view the above mentioned parameters.

5. You are therefore, requested to follow the instructions / parameters issued by Home Department to avoid any untoward situation. In case of any violation, no laxity will be tolerated.


(RANA ABUL QAYYUM KHAN)
DIRECTOR (MONITORING)

CC:

1. The Director Public Instructions (SE/EE), Punjab, Lahore
2. PSO to Secretary School Education.
3. PS to Special Secretary (Establishment), School Education Department
4. PA to Additional Secretary (General), School Education Department