



No. 2108/Estt-I
Dated: 24/09/2024

NOTIFICATION

Subject: ADOPTION OF THE PUNJAB GOVERNMENT ADVERTISEMENT POLICY, 2024

It is notified for information of all concerned that on the recommendations of the Director, Media & Public Relations and the Committee comprising of the Vice-Chancellor, Registrar and the Concerned Head (Director, Media and Public Relations) which was authorized by the Syndicate in its 74th meeting held on 4th July 2020 vide No. 973/Estt-II dated 25th August 2020, has adopted "**The Punjab Government Advertisement Policy-2024**" in the IUB (**Annex-A**), with immediate effect in letter and spirit.

2. In this regard, Dr. Shahzad Ahmad Khalid, Director, Media & Public Relations shall be the Focal Person of the IUB and he may be contacted on his official Mobile No. 0345-9440601 and email: pro@iub.edu.pk, on the subject matter.

By
24/9/24
Assistant Registrar (Estt-I)
for Registrar
24/9/24

Copy for Information (Outside IUB):

PSO to Secretary, Information & Culture Department

Copy for Information to IUB Offices:

1. Deans / In-charge of All Faculties
2. Director of all Sub-campuses
3. Heads of All Teaching and Non-Teaching Departments
4. Director, I.T → (with the request to upload on the IUB website)
5. Treasurer
6. Additional Registrar (Admin)
7. Executive Secretary to the Vice-Chancellor
8. Resident Auditor
9. P.A. to the Registrar