

অসম চৰকাৰ



GOVERNMENT OF ASSAM

## **GOVERNMENT OF ASSAM INFORMATION AND PUBLIC RELATIONS DEPARTMENT**

The Government of Assam, in supersession of the Advertisement policy published earlier and all earlier orders, hereby lays down the new Print and Electronic Media Advertisement Policy with immediate effect.

### **Our Vision**

To communicate important decisions and announcements of the Government of Assam and social advertising messages in an effective manner and to act as the nodal agency for advertising needs of all Departments of Government of Assam, State Public Sector Undertakings, Boards, Authorities and Bodies, through the media – print, audio-visual, electronic or outdoor.

### **Our Role**

At DIPR, we provide solutions for the paid publicity requirements of Government of Assam, State PSUs or Government Societies etc. Depending on the target audience of the State Government or its departments and other organizations as mentioned above, and its budget, a range of media are used, ranging from the conventional, like newspapers, periodicals, satellite TV channels and radio channels to outdoor publicity options such as hoardings, messages on buses/railways, other public places etc.

## **ADVERTISEMENT POLICY FOR PRINT MEDIA**

### **Definition**

#### **Clause 1:**

- i. 'Government' means the Government of Assam.
- ii. 'Directorate'/'DIPR' means the Directorate of Information and Public Relations, (DIPR), Government of Assam.

- iii. 'Advertisement' means all advertisements issued by the Directorate of Information and Public Relations for advertising on behalf of the Government of Assam and its various departments, and State PSUs, Autonomous Bodies, Commissions, Registered Government Societies, Boards, etc. which are funded by the Government of Assam.
- iv. 'Daily' means all newspapers that are published on a daily basis.
- v. 'Weekly' means all publications that are published once a week. Bi-weeklies – those published twice a week – shall also be included under 'Weekly' category.
- vi. 'Periodicals' means all publications that are published fortnightly, monthly and/or with a regular interval.
- vii. 'Classified advertisement' means an advertisement to be published in a compact section of a newspaper under a usual specified head.
- viii. 'Display advertisement' means an advertisement to be published as a conspicuous display of contents outside specified heads.
- ix. 'List of approved papers' means the list showing the newspapers, periodicals etc. approved by the Government. 'Competent Authority' is an authority notified by Government under this policy.
- x. 'RNI' means the Registrar of Newspapers for India.
- xi. 'ABC' means the Audit Bureau of Circulation.
- xii. 'Satellite TV Channels' means Doordarshan under Prasar Bharati, private television news channels and entertainment channels.
- xiii. 'Radio' means Akashvani (All India Radio) under Prasar Bharati, community radio and other radio networks like FM Stations of private sector.

### **Nodal Agency**

#### **Clause 2:**

The Directorate of Information and Public Relations is the Nodal Agency of the Government of Assam for advertising on behalf of the Government of Assam and its various departments, State PSUs, Autonomous Bodies, Commissions, Boards, Registered Government Societies and Bodies etc. which are funded by the Government of Assam.

## **Objective**

### **Clause 3:**

The primary objective of the Government in advertising is to secure the widest possible coverage of the intended content or message through newspapers and periodicals. In releasing advertisements to newspapers /periodicals, the DIPR does not take into account the political affiliation or editorial policies of newspapers /periodicals. However, DIPR would avoid releasing advertisements to those newspapers and periodical which incite/promote or tend to incite/promote communal tension, preach hatred and violence, offend the sovereignty and integrity of India or socially accepted norms of public decency and behaviour.

### **Clause 4:**

Government advertisements are not intended to be financial support to newspapers/periodicals. DIPR shall empanel only such newspapers/periodicals which are suitable for issuing advertisements of the Government of Assam. While empanelling newspapers/periodicals, DIPR shall ensure to empanel newspapers/periodicals with readership from different strata of the society in different parts of the state of Assam.

## **Panel Advisory Committee (PAC), Print Media**

### **Clause-5:**

A Panel Advisory Committee (PAC), Print Media will consider the applications of newspapers and periodicals for their empanelment to receive Government advertisements. This Committee shall be headed by the seniormost Secretary of the Information and Public Relations Department. The PAC will include Additional Secretary/Joint Secretary/ Deputy Secretary of the department, the Director of IPR (as Member Secretary), concerned Financial Adviser and Finance and Accounts Officer. The Committee will also have two representatives from the Print Media to be nominated by the Government.

The recommendations of the PAC as accepted by the seniormost Secretary regarding empanelment of a newspaper shall be final. The tenure of the PAC shall be three years from the date of its constitution. However, if a new PAC is not constituted, the old PAC will remain valid. The meeting of the PAC can be called by DIPR/Member Secretary as and when required for.

### **Clause-6:**

Preference/ weightage shall be given to the regional language newspapers published in the State in accordance with State Language Policy of the Government.

## **Categories (Small/Medium/Big)**

### **Clause-7:**

Newspapers/periodicals are classified into three categories, namely-

- i. Small, with a circulation from 5000 to 15,000 copies per publishing day.
- ii. Medium, with circulation between 15,001 and 50,000 copies per publishing day.
- iii. Big, with circulation above 50,001 copies per publishing day.

## **Criteria for Empanelment**

### **Clause-8:**

All newspapers/ periodicals seeking empanelment should fulfil the following criteria:

- i. It must have been regularly and uninterruptedly under publication for a period of not less than 24 months.
- ii. A newspaper with a circulation of one lakh copies and above per day may be considered eligible for empanelment after a period of 12 months of regular and uninterrupted publication. The circulation claim of such newspapers will be considered only after certification of RNI or ABC.
- iii. It should comply with the provisions of the Press and Registration of Books Act, 1867.
- iv. The applicant should furnish a copy of Certificate of Registration issued by the RNI in the name of the publisher.
- v. The details of the newspaper/periodical – like size, language, periodicity, print area, and details of the printing press, as asked for in the empanelment form, must be provided.
- vi. Further, it must be substantiated that the newspaper is being published at a reasonable standard. Reasonable standard, inter alia, means that:
  - (a) The print matter and photographs should be clear, neat and clean. The print matter and photographs should be without smudges, overlapping and tampering.
  - (b) There should be no repetition of news items, editorials and articles from other issues of the same publication.
  - (c) There should be no reproduction of news items, editorials and articles from other newspapers/periodical/publications and if reproduced, the source of news/articles should be mentioned properly.
  - (d) Masthead on its front page should carry the title of the newspaper, place, date and day of publication. The Masthead should also carry RNI

Registration Number, volume & issue number, number of pages and price of the newspaper/periodical.

- (e) The newspaper should carry imprint line as required under the Press and Registration of Books Act, 1867.
  - (f) Inner pages must carry page number, title of the newspaper and date of publication. For multi-editions of a newspaper/ periodical it is mandatory to mention the place of publication in inner pages also.
  - (g) All the publications must carry editorial.
- vii. Notwithstanding any of the provisions mentioned above for empanelment of newspapers/periodicals and advertisement rates and other terms and conditions, in any case of disagreement, the decision of Government of Assam will be final.

### **Periodicity and Print Area**

#### **Clause-9:**

The newspaper/periodical should have the following minimum print area to qualify for Government advertisements:

The newspapers/periodicals should have the following minimum print area respectively to qualify for Government advertisement.

| <u>Periodicity</u>            | <u>Print area not less than</u>                           |
|-------------------------------|---|
| i. Standard column            | : Standard column means a column of the minimum size 4 cm |
| ii. Dailies                   | :7600sq.cm  |
| iii. Weeklies / Fortnightlies | :3500 sq.cm   |
| iv. Monthlies /Periodicals    | :4800 sq.cm   |

### **Circulation Figures**

#### **Clause-10:**

- i. The applicant newspaper/periodical should furnish circulation figures authenticated by RNI/ABC/Chartered Accountant/Statutory Auditor/Cost Accountant.
- ii. The applicant newspaper/periodical should furnish details of circulation district-wise and/or agent-wise, which will help the DIPR to issue of advertisements whenever the need arises for drawing attention of readers of specific/particular region/district.

- iii. The Government of Assam reserves the right to occasionally/periodically cross-verify, through its own mechanism, circulation figures of newspapers/periodical in order to ensure that advertisements reach the target audience properly.
- iv. Sub-Clause iii will be particularly applicable whenever there is a complaint or a dispute over the circulation figures claimed by a particular newspaper/periodical.

### **Regularity**

#### **Clause-11:**

- i. The applicant should have published the daily newspaper on at least 25 (twenty five) days in each month (except in February) and totalling at least 325 days during preceding 12 months.
- ii. Weeklies should have published a minimum of 46 issues during the preceding year; Biweeklies should have published a minimum of 90 issues during the preceding year.
- iii. Fortnightlies should have published a minimum of 22 issues during the preceding year.
- iv. Monthlies should have a minimum of 10 issues during the preceding year to be considered being brought out regularly.
- v. All newspapers/periodicals empanelled with DIPR shall submit copies of the whole month to DIPR before the 15<sup>th</sup> of the subsequent month, failing which advertisements shall be stopped to that newspaper/periodical.

#### **Clause-12:**

Every newspaper/periodical applying for empanelment or already empanelled with DIPR shall devote at least 60 (Sixty) per cent of its space in every issue to news items and other editorial content.

### **Provisional Empanelment**

#### **Clause-13:**

The seniormost Secretary concerned, and DIPR, will have the discretion to grant provisional empanelment to a newspaper/periodical. However this needs to be endorsed by the PAC during its next meeting, if the newspaper has completed all the formalities required for empanelment and otherwise found suitable for issue of Government advertisements. All such cases of provisional empanelment will be placed before the PAC in its next meeting by the DIPR/Member-Secretary.

#### **Clause-14:**

The DIPR will, after carrying out scrutiny of the applications, forward the applications along with all documents to the Government for approval.

## **Empanelment Matrix**

### **Clause-15:**

After scrutiny, the DIPR will forward the genuine applications along with all documents to the Government for approval.

In order to incentivize newspapers, which get their circulation verified by RNI/ABC and those who have better professional standing, and to bring about better transparency and accountability in the release of advertisements, DIPR shall follow a marking system based on objective criteria and release advertisements to the medium and big category newspapers on the basis of marks obtained by each newspaper.

| <b>Sl. No</b> | <b>Criteria</b>  | <b>Marks</b> |
|---------------|--|--------------|
| 1             | Circulation Certified by ABC / RNI                             | 20           |
| 2             | Subscription to EPF of its employees                           | 20           |
| 3             | Labour certification   | 5            |
| 4             | Payment of Annual Subscription to Press Council of India (PCI) | 10           |
| 5             | Coverage State Government Release                              | 15           |
| 6             | Printing in own Press  | 15           |
| 7             | Number of Pages :  |              |
|               | 16 pages or above  | 15           |
|               | 14 pages   | 12           |
|               | 12 pages   | 10           |
|               | 10 pages   | 8            |
|               | 8 pages  | 6            |
|               | Below 8 page   | 0            |

## **Annual Return and Preparation of Approval List**

### **Clause-16:**

- i. The Directorate will prepare a list of newspapers/periodical etc. approved by the Government for receiving Government advertisement within 30<sup>th</sup> April of each financial year.
- ii. The publisher of any newspaper or periodicals which figure in the list of the preceding year from 1<sup>st</sup> March will have to submit to the Director of Information & Public Relations a copy of the Annual Return by February 28/29 of the next year that is one month ahead of the financial year.

- iii. A certificate from the RNI/ABC (in original) in prescribed form will have to be submitted along with Annual Return claiming paid circulation relating to the preceding calendar year from January to December.
- iv. Annual certificate of printing in the prescribed form (in original) indicating average number of copies printed per issue month-wise in the preceding calendar year from the owner of the printing press in which the newspaper is printed will also have to be submitted by the owner of the newspaper/periodical to the Director of Information & Public Relations along with the application. In case the Editor, Publisher and Printer happen to be the same person, a scrutiny of the certificate shall be made by a competent authority of the Government if deemed necessary.
- v. The newspapers/periodicals which are approved by the Government will be considered for release of advertisement for current year only on receipt of Annual Return along with all necessary documents for the preceding year.

### **Advertisement on Special Occasions**

#### **Clause-17:**

To secure the widest possible coverage keeping in view the special needs of creating awareness in public interest, DIPR may consider, subject to availability of budget, releasing advertisements to souvenir volumes brought out by different organisations/institutions on various important occasions. Certain annual publications like the almanac (Panjika), Bihu and Puja special volumes brought out by empanelled newspapers/periodicals, keeping in view the reach and readership of such souvenir volumes/special issues may also be considered in this regard.

Rates of such advertisements will be fixed/decided under the sole discretion of the Director of Information and Public Relations, and on the availability of budget.

### **Release of Advertisement and Payment**

#### **Clause-18:**

- i. All classified and display advertisements shall be issued by Director of Information & Public Relations. All Departments, Autonomous Bodies, Commissions, Registered Government Societies, Boards etc. shall route their advertisements, including display advertisements, through DIPR only.
- ii. All the Departments will earmark fund against the anticipated bills of advertisement which will be transferred to the budget of DIPR at the beginning of each financial year so that advertisement bills of such departments may directly be paid by DIPR to the newspapers.



- iii. Payment of advertisement bills will be made by the Director of Information & Public Relations. Necessary funds for the purpose are to be placed in the annual budget of the Directorate of Information & Public Relations.
- iv. In respect of Heads of Departments/ Public Undertakings who implement special programmes with separate budget provision, they will also issue advertisements through Director of Information & Public Relations.
- v. The DIPR will receive the bills for advertisement of various State PSUs, Autonomous Bodies, Commissions, Boards, Registered Government Societies and Bodies etc. The DIPR will prepare a statement of the bills and send it to the respective organizations after scrutiny and certification. They will arrange for payment of the bill within 60 days from the date of receiving the certified bills and statement.
- vi. The advertising departments should not issue more than two corrigenda relating to any particular advertisement.
- vii. In case of wrong publication or printing mistakes, the newspaper will republish the advertisement in the very next issue free of cost.
- viii. In order to avoid any difficulty for publication of advertisement, each department should send their advertisement matters to the Director of Information and Public Relations latest by 4 p.m. so that advertisement matters could be sent to the newspapers well ahead and as per choices of the department.
- ix. Any matter which will be sent out to public domain has to be in correct language, with proper use of words without mistakes and errors. The advertisement matters sent to DIPR should be approved by the seniormost Secretary of the department. DIPR, Assam will not take any responsibility for such mistakes and errors.

### **Rates of Advertisement**

#### **Clause-19:**

- i. Advertisement rates fixed by Government with the proposal of DIPR and concurrence of the Finance Department will be followed in all cases.
- ii. In fixing rates, newspapers/periodicals with ABC/INS certificate on circulation and implementing the Rate Fixation Committee's award may be given preference.
- iii. Rates will be fixed taking into consideration the circulation, the pulling power, size and area covered etc. by the Rate Fixation Committee and such rates may be revised as per direction of the Government as and when necessity arises for such revision.
- iv. Appeal against the rates fixed may be preferred before the seniormost Secretary of the IPR Department within a period of one month from the date of communication of such rates. The decision of the seniormost Secretary will be final in this regard.

- v. The newspapers and periodicals may have their own rates of advertisement, but the Government may make use of only such newspapers and periodicals whose rates are acceptable keeping in view the publicity requirements of the Government.
- vi. In case of newspapers/periodicals published from outside the State, or having Metropolitan editions, DAVP rates will be applicable. However, if conditions arise for payment at higher rates, the same will be decided in consultation with the Government.
- vii. It will be the responsibility of DIPR to issue Sanction/Administrative Approval before any advertisement is issued to any newspaper/periodical and to the extent possible both for display and classified advertisement.
- viii. No order for any advertisement shall be issued before such order has been duly sanctioned by Competent Authority specifying the amount sanctioned.
- ix. The rates are to be revised as and when necessities arise for such revision.

### **Payment and Adjustment of Bills**

#### **Clause-20:**

- i. Every newspaper/periodical must send three copies of the newspaper at their own cost carrying DIPR advertisements, to the client at the address mentioned in the Release Order, failing which payment for the advertisement may not be considered. In addition, DIPR may ask for regular supply of specimen copies of any empanelled publication for the period considered necessary. Newspapers shall inform DIPR within 48 hours of issue of Release Order, if they have not been able to publish the advertisement on the due date and the reason thereof.
- ii. Every newspaper/periodical must submit advertisement bills, complete in all respects, supported with relevant documents and found in order within 30 days of the publication of the advertisements.

### **Removal from the Approval List**

#### **Clause-21:**

A newspaper/periodical may be removed from the approved list at any time if:

- i. It is irregular in publication.
- ii. It does not maintain the production standard.
- iii. It does not observe journalistic ethics or indulges in any activity referred to in Clause 3.

- iv. It is found to have fraudulently drawn or tried to draw advertisement bill(s) by publishing advertisement(s) without sanction of the DIPR.
- v. Annual Return is not received as required consecutively for two years.
- vi. Publisher fails to submit copies of the published newspaper/periodical to DIPR on monthly basis for two consecutive months.

**Clause 22:**

The powers to review this Policy or any of its Clauses and the Provisions thereof shall vest with the Department of Information & Public Relations, Government of Assam.

**Settlement of Dispute**

**Clause 23**

Any dispute pertaining to or touching upon any or all provisions of this Policy shall be settled within the jurisdiction of the Hon'ble Gauhati High Court.

## **ADVERTISEMENT POLICY FOR ELECTRONIC MEDIA**

### **Clause-1:**

- i. DIPR is the nodal agency for release of Advertisements in the form of message/ audio spots/jingles/programmes/scrolls etc. through private satellite TV News Channels and Radio for Departments and organizations of the Government of Assam and State PSUs, Commissions, Boards, Autonomous Bodies, Registered Government Societies and Bodies etc. which are funded by the Government of Assam.
- ii. The display advertisements will also be telecast/broadcast through electronic media if the concerned forwarding department so desires, and submits the matter prepared in accordance with the technical specification.

### **Clause-2:**

The primary objective of the Government in advertising is to secure the widest possible coverage of the intended content or message through radio and Satellite TV Channels. In releasing advertisements to radio and Satellite TV Channels the DIPR does not take into account the political affiliation or editorial policies of radio and Satellite TV Channels. However, DIPR would avoid releasing advertisements to those radio and Satellite TV Channels which incite/promote or tend to incite/promote communal tension, preach hatred and violence, offend the sovereignty and integrity of India or socially accepted norms of public decency and behaviour.

### **Clause-3:**

Government advertisements are not intended to be financial assistance to radio and Satellite TV Channels. DIPR shall empanel only such radio and Satellite TV Channels which are found suitable for issuing advertisements of the Government of Assam. While empanelling radio and Satellite TV Channels, DIPR shall ensure to empanel radio and Satellite TV Channels having listener and viewership from different sections of the society in different parts of the state of Assam.

## **Panel Advisory Committee (PAC), Electronic Media**

### **Clause-4:**

- i. A Panel Advisory Committee (PAC), Electronic Media will consider the applications of private radio and Satellite TV Channels for their empanelment to receive Government advertisements. This Committee shall be headed by seniormost Secretary of the Information and Public Relations Department. The PAC will include Additional Secretary/Joint Secretary/ Deputy Secretary of the department, the Director of IPR (as Member Secretary), concerned Financial Adviser and Finance and Accounts Officer. The Committee will also have one representative from the Radio channels and one representative from the private Satellite TV Channels to be nominated by the Government.
- ii. The recommendations of the PAC as accepted by the seniormost Secretary regarding empanelment of a radio, TV Channel shall be final. The tenure of the PAC shall be three years from the date of its constitution. However, if a new PAC is not constituted, the old PAC will remain valid. The meeting of the PAC can be called by DIPR/Member Secretary as and when required for.
- iii. Doordarshan, All India Radio and other Government Radio, Satellite TV Channels shall be automatically considered as empanelled with DIPR.

## **Objective**

### **Clause-5:**

- i. The objective of empanelment of Satellite TV Channels and Radio is to obtain the widest possible coverage of the publicity materials of the Government. The use of audio-visual media broadens the purview of Governments campaign and publicity. While releasing advertisements through spots/jingles/scrolls etc., DIPR does not account the editorial policy or political affiliation of the Radio, Satellite TV Channels, but considers the reach of the particular Radio, TV Channel.
- ii. Since media planning for a campaign would be done on the basis of the publicity requirement and target audience for that particular campaign, as such, empanelment of a Radio/TV channel would not guarantee assured business.
- iii. Government advertisements are not intended to be financial assistance to any Radio/Satellite TV Channel.

### **Clause-6:**

All advertisements of Government of Assam for Radio/Satellite TV Channels will be routed through the DIPR. Accordingly, the Government of Assam will direct all Government departments, State PSUs, Boards, etc to route their electronic media advertisements through the DIPR and also transfer funds accordingly to the DIPR for payments against such advertisement.

**Clause-7:**

Any private Radio / Satellite TV channel and any foreign Radio/Satellite TV channel not registered with the Ministry of Information and Broadcasting, Government of India, will not be empanelled by the DIPR.

**Criteria for Empanelment**

**Clause-8:**

A Radio/Satellite TV Channel shall fulfil the following minimum criteria to be considered eligible for empanelment:

- i. Minimum telecast/broadcast period: The Radio/ Satellite TV Channel should have completed at least six months of continuous telecast/broadcast period when applying for empanelment.
- ii. Minimum channel share: Any private Radio/Satellite TV channel applying for empanelment for Government of Assam should have a fairly wide viewership/ audience that is proved by currently accepted industry norms and procedures.

**Advertisement Rates**

**Clause-9:**

Advertisement rates fixed by the Government with the proposal of DIPR and concurrence of the Finance Department will be followed in all cases of empanelled Radio/Satellite TV Channels. The rates are to be revised as and when necessities arise for such revision.

**Clause-10:**

Radio/Satellite TV Channels, while applying for empanelment will submit a certificate that the information submitted by them is correct and they will abide by the decision of the DIPR, Government of Assam, regarding empanelment. In case any information thus provided is

found to be untrue or incorrect in any manner, the particular Radio/ Satellite TV channel's empanelment will be suspended and/or debarred from empanelment.

**Clause-11:**

A Radio/Satellite TV channel may be debarred from getting Government advertisements, if at any time, it refuses to accept or refuses to carry Government advertisements on more than two occasions.

**Clause-12:**

Notwithstanding any of the provisions mentioned above for empanelment of Radio/Satellite TV Channels and advertisement rates and other terms and conditions, in any case of disagreement, the decision of Government of Assam shall be final.

**Clause-13:**

Radio/Satellite TV Channels will submit their bills to DIPR complete in all respects within 30 days of completion of a particular media campaign or on the last date of monthly telecast as the case may be, in prescribed format. The broadcast/telecast certificates submitted by the Radio/TV channel will be the basic proof for broadcast/telecast, but DIPR shall also make provisions for monitoring the broadcast/telecast on its own.

**Clause-14:**

The Electronic Media Policy will come into immediate effect from the date of notification by the Government of Assam.

===