

**GOVERNMENT OF ARUNACHAL PRADESH**  
**Department of Information & Public Relations**  
**Arunachal Pradesh, Naharlagun, Itanagar-791110**

No.IPR/ ADVT-37(Advt Policy)/2016

Dated Itanagar, the 30<sup>th</sup> January 2018

**NOTIFICATION**

Whereas the State Government had formulated the Information and Publicity Policy 1999 published vide Notification No.IPR-25/90 Dated 02.07.1999 to regulate and monitor the publications of Government Advertisements and Printing works of Government Departments, production of films etc.,

And whereas, of late, the importance of advertisement activities as a wing of publicity medium of the Government programmes and policies has increased manifold requiring separate and comprehensive policy on the subject,

Therefore, the Government of Arunachal Pradesh, in partial modification of the Information and Publicity Policy published vide notification No. IPR- 25/90 Dated 2<sup>nd</sup> July, 1999, has adopted the Advertisement Policy, 2018 to be effective from the date of its publication in the official Gazette as follows:

**1) Nature and Applicability of the Policy:**

- 1.1 It shall be mandatory on all Government/State Public Sector Undertaking/Statutory Bodies personnel to follow provisions of the Policy for all matters relating to advertisement and publications through Print, Electronic media within the state or outside the State.
- 1.2 The Policy shall serve as the main authoritative reference point for all questions of procedure, norm and interpretation.
- 1.3 The Policy shall have the force of an administrative regulation.
- 1.4 The Policy shall bind all participants, stakeholders and personnel to enforceable performance, which may be prescribed.

**2) Definition:**

- I. 'Government' means the Government of Arunachal Pradesh.
- II. 'Directorate' means the Directorate of Information & Public Relations (DIPR), Government of Arunachal Pradesh.
- III. 'Advertisement' means all advertisements issued by the Directorate to newspapers, journals and other publications including advertisements relating to the State Govt Undertakings, Autonomous Bodies, Registered Government Societies etc. and also the advertisements issued through Electronic Media.
- IV. 'Daily' means all newspapers published on a daily basis.

- V. Weekly means a newspaper. or magazine brought out on a weekly basis.
- VI. 'Periodical' means a publication brought out fortnightly, monthly and quarterly and published on a regular basis in a year.
- VII. 'Classified Advertisement' means an advertisement published in a compact section of a newspaper under a specific heading with small messages on different subjects without graphics/ pictures as required for public information.
- VIII. 'Display advertisement' means a print advertisement to be published as a conspicuous display of contents outside specified heads with graphics and pictures as required and with several columns in dailies or periodicals.
- IX. 'List of Approved Papers' means the list showing the newspapers, periodicals etc. empanelled by the State Government
- X. 'Competent authority' means authority notified by the State Government under this policy approved by the State Government.

### 3) **Objectives:**

Main objectives of the policy are:

- i) To ensure optimum publicity on all government policies and programmes, and providing a single window system for all departments as well as media houses for regulation and clearance of advertisement bills.
- ii) To empanel newspapers/magazines for issue of advertisement.
- iii) To fix advertisement rates for all local newspapers/weeklies/periodicals for both classified and display advertisements in order to streamline advertisement rates thereby saving government expenditure.

### 4) **General Guidelines for Release of Government Advertisement in Print & Electronic Media**

4.1 The general guidelines governing the release of advertisement shall be as follows:

The Print & Electronic media should have widest possible coverage in the intended target area.

- a. Preference for number of newspapers to be circulated shall be fixed as per the areas intended to be covered.
- b. Any classified or display advertisement requiring widest possible publicity shall not be issued to less than two local newspapers and more than three local newspapers. In cases of tender notices, provisions of GFR should be followed wherever required. In such cases, it will be mandatory to carry the advertisement at least in one national newspaper unless specific approval is

taken from the competent authority to do otherwise.

- c. All classified advertisements shall be released in the tender page only and for advertisements in other pages or sections, the approval of the competent authority will be required.

4.2 A newspaper/periodical that does not adhere to journalistic ethics will not be considered for Government advertisement. The following criteria/conditions shall be considered as non- adherence to journalistic ethics.

- a. Reports attributed to a person's statement that he or she actually did not make.
- b. Publishing and Printing of baseless, motivated, malicious, scurrilous, obscene or derogatory reports.
- c. Newspapers/Periodicals which incite, provoke, preach violence or communal disharmony in form of news items, articles, comments, views, photography, cartoons etc.
- d. Reports repugnant to socially accepted conventions of public decency and morals.
- e. Non-publication or publication in mutilated or tendentious manner of Government press notes, handouts, clarifications/contradictions and press communiqués; and
- f. Facing stricture/censure from the Press Council of India for publication of objectionable /defamatory reports etc.

4.3 In addition to issuance of advertisement in Print Media, the Director of Information & Public Relations may also issue advertisement to Electronic Media namely Radio, TV, Internet and other media etc. for wide publicity and to meet immediate necessity of government publicity. In order to carry out this, approval of the government will be mandatory and will be undertaken only when fund provision for the specific proposal is given to the Department of IPR.

4.4 Classified advertisements like tender notice, job advertisement notifications, circulars etc shall not be issued to any Weekly/Bi-weekly or monthly magazines.

4.5 Preference will be given to only one edition of newspaper (in case of daily) of a Newspaper House, provided such House has more than one daily news paper of any language.

4.6 Classified advertisement will not be normally issued in newspapers with periodicity of more than a week.

**5. Classification of Newspapers /Periodicals:**

5.1 The newspapers and periodicals for the purpose of issuing Government Advertisement will be categorized as follows:

- (i) Small Category : Minimum 2000 to 10000 circulation per issue.
- (ii) Medium Category : Between 10001 to 20,000 circulation per issue.
- (iii) Big Category : Above 20,000 circulation per issue

5.2 The newspapers/periodicals should have the following minimum print areas to qualify for Government advertisement:

- (i) Standard column : a Column of minimum 4 cm in size.
- (ii) Daily : Six pages with minimum print area of 47 cm x8 cm std. col OR equivalent printed space of 2160 col. cm.
- (iii) Weekly/Bi-weekly/Fortnightly : Min. 36x 4 std. col. of six pages or equivalent 864 col. Cm.
- (iv) Other periodicals : Minimum 32 pages of 26 cm x20 cm and with 3-4 columns.

**6. Criteria for approval/eligibility for receiving Government Advertisement**

6.1 Newspapers and periodicals will have to fulfill the following requirements to become eligible for receiving Government Advertisements.

- a) Daily: Minimum paid circulation of 3000 copies
- b) Weekly: Minimum paid circulation of 1500 copies.
- c) Other periodicals: Minimum paid circulation of 1000 copies.

6.2 The respective newspapers and journals will have to submit to the Director of Information & Public Relations, the minimum number of issues they have been able to print in the preceding year ending 28/29 February as specified below at the time of submission of Annual Return for receiving Government advertisements in a particular year.

- (a) Daily : 325 issues
- (b) Weekly : 45 issues
- (c) Bi-weekly : 90 issues
- (d) Fortnightly : 20 issues
- (e) Monthly : 10 issues
- (f) Quarterly : 4 issues

6.3 All Newspapers/Periodicals seeking approval for receiving Govt Advertisements will have to comply with the following conditions:

- a) They must have been uninterruptedly and regularly under publication for a period of not less than 6 months.
- b) They must submit minimum issues of publication in a year as indicated at sub-clause 6.2.
- c) The applicant shall furnish a copy of the certificate of Registration issued by the Registrar of News Papers for India, (RNI) in the name of Publisher/Owner as the case may be.
- d) Newspapers/Periodicals must devote at least 60 percent of the printed space in every issue to news items,
- e) A certificate from the Chartered Accountant (CA.) showing paid circulation relating to the preceding year closing.
- f) Application for fresh approval is to be submitted by the Publisher concerned in the Prescribed Performa to DIPR along with required documents as indicated above (b, c & e).
- g) After scrutiny, the DIPR will forward the genuine application along with all documents to the Govt for approval.

**7. Annual Return and Preparation of Approved List:**

- 7.1 The Directorate will prepare a list of newspapers/periodicals etc. approved by the Government for receiving Government advertisements by 30th April of each financial year.
- 7.2 The publisher of any newspaper or periodical which figures in the list of the preceding year from 1st March will have to submit to the Director of Information & Public Relations, its Annual Return by February 28/29 of the next year, that is, one month ahead of the financial Year closing.
- 7.3 A certificate from the Chartered Accountant (in original) in the prescribed form will have to be submitted along with the Annual Return claiming, paid circulation relating to the preceding calendar year from January to December.
- 7.4 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, obtained from the owner of the Press in which the newspaper/periodical is printed will also have to be submitted along with the application by the owner of the newspaper/periodical to the Director of Information & Public Relations. In case the Editor, Publisher and Printer happen to be the same person, a scrutiny of the certificate will be made by a competent authority of the Government if deemed necessary.

7.5 The Newspapers/Periodicals which are approved by the Government will be considered for release of Government advertisements for that particular year only on receipt of Annual Return along with all necessary documents for the preceding year.

#### **8. Removal of Newspapers from Approved List**

8.1 The newspaper/periodicals shall be removed from prior approved list, at any time, on the following grounds.

- i. If it has stopped its publication for at least 30 days in a row or 45 days of a year at different intervals.
- ii. If it does not maintain the production standard as outlined in clause 6.2
- iii. If it does not observe journalistic ethics or indulges in any activity referred to in clause 4.2
- iv. If it is found to have fraudulently drawn or tried to draw advertisement bill by publishing advertisement (s) without sanction of the competent authority.
- v. If it is found to have fraudulently published an advertisement of a Govt. Department or Public Sector undertaking without being channelized through the Director of Information and Public Relations.
- vi. If Annual Return is not furnished by it as required under clause 7.3 and 7.4.

#### **9. Budget Allocation**

9.1 The State Government shall allocate adequate fund provision to the Directorate of Information and Public Relations in the beginning of the financial year so as to clear the advertisement bills of the newspapers, periodicals and other media houses on a quarterly basis.

9.2 The Financial Liability created on account of advertisements in a Financial Year will be restricted strictly within the budget provision for that particular year unless government decides otherwise specifically.

#### **10. Procedure for Release of Advertisement**

10.1 All Classified and Display advertisements of the Government shall be routed through the Director of Information & Public Relations only.

10.2 All Government Departments and public undertakings shall send their classified as well as display advertisements to the Director of Information & Public Relations by e-mail or by special messenger before seven days or earlier from the intended date of publication along with administrative approval of the advertisement. However, advertisements related to law and order, natural

calamities and of urgent in nature can be sent to DIPR a day before the intended date of publication.

**10.3** Under no circumstances, Government Departments shall issue advertisements directly to newspapers/ periodicals etc. Payment of advertisement bills of state government departments shall be made by the Director of Information & Public Relations after being satisfied that the advertisement was carried out as per the provisions of the guideline.

**10.4** The advertising departments shall not issue more than two corrigenda relating to any particular advertisement.

**10.5** In case of wrong publication or printing mistake, the newspaper/journal/weekly publication houses will re-publish the advertisement in the very next issue free of cost.

**11. (Budget and Non-Budget Advertisements)**

**11.1 Non-Budget Advertisement:** Offices/Departments/Public sector undertakings that undertake special programmes or centrally sponsored schemes with separate budget provision for Publicity and Advertisement purposes shall also issue advertisements through the Directorate of Information & Public Relations at approved rates as per their requirements. Such advertisements shall be placed under "Non-Budget Advertisement" section as the state government cannot estimate and provision their budgetary requirements.

**11.2** The number of newspapers/periodicals for publication of advertisements related to such schemes shall not be restricted by the Director of Information & Public Relations. Bills of such advertisements will be paid by concerned departments/offices after scrutiny and issuance of a certificate by Director of Information & Public Relations on satisfactory publication of the advertisement.

**11.3 Budget Advertisement:** Advertisements for state government schemes, tenders, job recruitments and advertisements of similar nature specific to state government programmes will be placed under Budget Advertisement for which payment will be made by DIPR on behalf of the State Government.

**11.4** The Department of Information and Public relations will prepare budgetary estimate of such schemes and will place it to government for grant of required fund.

**12. Issue of Advertisements in Souvenir etc.**

Request for advertisement in souvenir of any organizations of good repute will be examined by the Director of Information & Public Relations on merit and may be

allowed subject to availability of budget provision. However, rate of such advertisement will be limited to Rs.5,000/- for general and Rs.10000/- for State level organizations. Issue of advertisements to national and International organizations requiring fund of above ten thousand shall be referred to the Secretary IPR for approval.

**13. Rates of Advertisement:**

- 13.1 Advertisement rates shall be fixed by the Government which shall be followed while processing for payment of the bills.
- 13.2 Advertisement rates will be fixed taking into consideration the various parameters such as circulation, size and area covered etc. by a committee of the Government and such rates may be revised as per direction of the Government as and when necessity arises for such revision
- 13.3 Any representation for enhancement of the rates fixed may be placed before the Secretary of IPR Department within a period of one month from the date of communication of such rates. The decision of the Secretary will be final in this regard.
- 13.4 In case of newspapers/periodicals of other states or having Metropolitan editions, Directorate of Advertising and Visual Publicity (DAVP), Government of India rates will be applicable or as may be decided by the State Government.
- 13.5 All Departments shall ensure that Administrative Approvals for all advertisement proposals are obtained from respective competent authorities before endorsing them to DIPR for release. This is applicable for both Display and Classified Advertisements and this record of Administrative Approval along with date of approval shall be endorsed to DIPR in the forwarding letter.

**14. Power of the State Government to Call for the records.**

Notwithstanding anything contained in this "Policy Guidelines", the State Government may at any time call for records in any matter relating to issue of Government advertisements and issue such orders as the Government may deem fit and proper. The Government's decision in this regard shall be final.

**Sd/-**  
**( SONAM CHOMBAY )**  
Secretary to the Govt of Arunachal Pradesh,  
Information & Public Relations Department.

No.IPR/ ADVT-37(Advt Policy)/2016  
Copy to:

Dated Itanagar, the 27<sup>th</sup> January 2018

1. The PPS to H.E. the Governor of Arunachal Pradesh, Itanagar for information please.
2. The Secretary to H.E. Governor of Arunachal Pradesh, Itanagar for information



- please.
3. The PPS to Hon'ble Chief Minister, Govt. of Arunachal Pradesh, Itanagar for information please.
  4. The Secretary to HCM, Govt. of Arunachal Pradesh, Itanagar for information please.
  5. The PS to Hon'ble Dy. Chief Minister, Govt. of Arunachal Pradesh, Itanagar for information please.
  6. The PS to Speaker, Arunachal Pradesh Legislative Assembly, Itanagar for information please.
  7. All the PS to Hon'ble Ministers, Govt. of Arunachal Pradesh, Itanagar for information please.
  8. All the PS to Hon'ble Parliamentary Secretary, Government of Arunachal Pradesh, Itanagar for Information please.
  9. All the PS to Hon'ble MLAs, Govt. of Arunachal Pradesh, Itanagar for information please.
  10. The PS to Chief Secretary, Govt. of Arunachal Pradesh, Itanagar, for information please.
  11. The Cabinet Secretary, Govt. of Arunachal Pradesh, Itanagar, for information please.
  12. All the Commissioners/Secretaries/Divisional Commissioners Govt. of Arunachal Pradesh for information please.
  13. All the Deputy Commissioners/Addl. Deputy Commissioners (Independent Charge) Govt. of Arunachal Pradesh for information please.
  14. All the Resident Commissioners/ Addl. Resident Commissioner, Govt. of Arunachal Pradesh.
  15. All the Directors/Chief Engineers/PCCF Govt. of Arunachal Pradesh for information please.
  16. The Chairman, Arunachal Pradesh Public Service Commission, for Information Please.
  17. The Chairman, State Information Commission, for information please.
  18. The State Election Commissioner, for information please.
  19. The Director, Printing and Stationeries, Govt. of Arunachal Pradesh, Papu Nallah, with a request to print the notification in Gazette of Arunachal Pradesh and submit 300 copies to DIPR.

SD/-(NANI TADI)

Under Secretary to Government of Arunachal Pradesh  
Information and Public Relations Department

**GOVERNMENT OF ARUNACHAL PRADESH  
DEPARTMENT OF INFORMATION & PUBLIC RELATIONS  
ITANAGAR**

No.IPR/ADVT(Advt) policy-37/2016

Dated Itangar, the 30<sup>th</sup> January 2018

**NOTIFICATION**

**GUIDELINES FOR ISSUE OF GOVERNMENT ADVERTISEMENTS**

The Governor of Arunachal Pradesh is pleased to approve the following guidelines to regulate the issue/ release of Government advertisements (classified and Display) to the print media:

1. As per the Arunachal Pradesh Advertisement policy 2018, all Government departments/offices, Semi-Government institutions/organizations, Public Sector undertakings/Non-Government Organisations (NGOs) funded by the state Government shall channelize all their advertisement (classified and display) invariably through the Directorate of Information and Public Relations.
2. All concerned offices/departments shall plan in advance for release of any advertisement and obtain necessary administrative approval from the competent authority and vetting from Law and Finance department as the case may be.
3. All advertisements, classified or display shall be sent to DIPR by email or by special messenger in hard copy as well as in word file (editable soft copy) before seven days from the intended date of publication in the newspapers, except of those related to law and order problems/ natural calamities and matters of urgent nature requiring immediate attention.
4. The issuing authority/department shall specifically mention in the covering /forwarding letter the number of newspapers to which the advertisement are to be released. In case of ambiguous forwarding without mentioning the number of newspapers it shall be taken as more than one newspaper and shall be released to at least two local dailies.
5. Any advertisements, display or classified shall not be issued to more than three local dailies. While issuing advertisements particularly tenders, all departments need to follow Provisions under General Financial rules (GFR) for maximum publicity. One national or regional daily as the case may be can be included on requisition from the concerned office/ department or as deemed fit by the DIPR. This restriction shall not apply to advertisement of general nature issued by DIPR on special occasions of importance for which prior administrative approval is obtained.

6. In cases where departments want their advertisements to be carried in certain newspapers on the ground of maximum possible publicity and reach in the intended target area, the advertisements will be released as per their requirement in one chosen newspaper in addition to issuing the same in another newspaper as per roster system.
7. Any empanelled local newspaper found to be publishing any government advertisement without being routed/ released through DIPR shall be barred for government advertisement for ten days for first instance and shall be liable for cancellation of empanelment on repeat violation.
8. No Government Department or DIPR shall make payment for the bills of advertisements which were issued in the newspapers/periodicals which are not channelized through the nodal agency, the DIPR, unless it is dully approved by the Secretary IPR, after assessing the genuineness and urgency of the advertisement.
9. Advertisements which are general in nature and are not time bound shall be released to local empanelled weeklies and other periodicals by DIPR in consultation with the client department.
10. The payment of advertisement bills of general nature and of schemes funded by the state Government for which no separate fund has been earmarked shall be made by the DIPR.
11. Advertisement bills of Central Government schemes for which separate fund for publicity is provided shall be forwarded to the concerned office/departments for payment.
12. All the Newspaper agencies shall submit a copy of the newspaper containing the advertisement released by the Govt. to the advertisement section of DIPR immediately as an acknowledgment and along with the bill on the next day after the advertisement is published.

**Sd/-**  
**(SONAM CHOMBAY)**  
*Secretary to the Govt. of Arunachal Pradesh,*  
*Information & Public Relations Department*

Copy to:

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11. The Cabinet Secretary, Govt. of Arunachal Pradesh, Itanagar for information please.
12. All the Commissioners/Secretaries/Divisional Commissioners Govt. of Arunachal Pradesh, Itanagar/Yachuli/Tezu for information please.
13. All the Deputy Commissioners/Addl. Deputy Commissioners(Independent Charge) Govt. of Arunachal Pradesh for information please.
14. All the Resident Commissioners/ Addl. Resident Commissioner, Govt. of Arunachal Pradesh, New Delhi/Kolkata/Mumbai/Tezpur/Shillong for information please..
15. All the Directors/Chief Engineers/PCCF Govt. of Arunachal Pradesh, Naharlagun/Itanagar for information please.
16. The Chairman, Arunachal Pradesh Public Service Commission, Itanagar for Information Please.
17. The Chairman, State Information Commission, Itanagar for information please.
18. The State Election Commissioner, Government of Arunachal Pradesh, Itanagar for information please.
19. The Director, Printing and Stationeries, Govt. of Arunachal Pradesh, Papu Nallah, with a request to print the notification in Gazette of Arunachal Pradesh and submit 300 copies to DIPR.

SD/-(NANI TADI)

Under Secretary to Government of Arunachal Pradesh  
Information and Public Relations Department