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GOVERNMENT OF ARUNACHAL PRADESH
DEPARTMENT OF INFORMATION & PUBLIC RELATIONS
NAHARLAGUN

NOTIFICATION

The 4th August, 2020

No. IPR/ADVT(E/Media)-286/2019.—Whereas, the State Government had formulated the Advertisement Policy 2018 published vide Notification No. IPR/Advt (Advt Policy)-37/2016 to regulate and monitor the release of Government advertisements to the newspapers, magazines and other periodicals and payment of advertisement bills of Government Departments.

And whereas, of late, the electronic media particularly, Radio, TV, Internet, cable TV network, have become as one of the important medium of publicity requiring separate and comprehensive policy on the subject to publicize the programme and policies of the Government.

Now, Therefore, the Government of Arunachal Pradesh, is pleased to adopted the Arunachal Pradesh Electronic Media Advertisement Policy, 2020 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 beaming through 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 by Government.

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 and other advertisements relating to the State Government Public sector undertakings, Autonomous Bodies, Commissions, Boards and Registered Non-Government Societies. etc. under state Government issued by the Directorate to the Electronic Media.
- IV. Electronic Media means all medium of publicity using electronic gadgets like TV, Computer, Mobile, internet and other wired or wireless gadgets through which programmes and policies of the government can be effectively beamed or transmitted to the general public.
- V. Satellite TV Channel means a TV channel that delivers television programming to viewers by relaying it from a communications satellite orbiting the Earth directly to the viewer's location.
- VI. Website means a collection of related network web resources, such as web pages, multimedia content, which are typically identified with a common domain name, and published on at least one web server.
- VII. News portal means "an access point to a news source through internet which includes a newspaper, magazine or any other access to news.

- VIII. Web portal means any access point to the Internet like email, news, entertainment, education etc.,
- IX. Cable TV network means a system of delivering television programming to consumers via radio frequency (RF) signals transmitted through coaxial cables, or in more recent systems, light pulses through fiber-optic cables.
- X. Bottom Scrolling means Scrolling of news or other content sideways in the bottom of the screen.
- XI. Video advertisement means a moving visual images advertisement made digitally or on videotape displayed or played covering the entire screen.
- XII. Picture or display advertisement means display of photographs, portraits, paintings, graphics, drawings, sketches etc, on the screen wholly or partly for a specific durations, ..
- XIII. Visual advertisement means a picture, diagram, or piece of film that is used to show or explain something.
- XIV. Audio advertisement means a sound advertisement transmitted in signal form relating to acoustic, mechanical, or electrical frequencies corresponding to normally audible sound waves which are of frequencies.
- XV. Jingle means a short slogan, verse, or tune designed to be used for advertising in Radio, TV and other electronic medium.
- XVI. 'List of Approved Electronic Media means the list showing the Electronic media houses empanelled by the State Government
- XVII. 'Competent authority means authority notified by the State Government under this policy and 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 electronic media houses for issue of advertisement.
- (iii) To fix advertisement rates for all the empanelled electronic media houses

4. General Guidelines for Release of Government Advertisement to Electronic Media

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

- (a) All departments/offices shall file their advertisements in the prescribed format as at annexure-I along with the advertisement material dully prepared and designed.
- (b) The electronic media house should have widest possible coverage in the intended target area.
- (c) Name and Number of electronic media houses to be released advertisements shall be decided/ fixed by the concerned client departments/office or the DIPR as the case may be as per the areas intended to be covered.
- (d) Prior approval of the competent authority shall be required for any advertisement to be released to electronic media for telecast/ beaming. A copy of the administrative approval has to be enclosed.
- (e) All advertisements intended to be released to the electronic media for telecast shall have to be prepared and designed before hand prior to its submission to the DIPR.

4.2 An electronic media houses 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) Carrying /beaming of baseless, motivated, malicious, scurrilous, obscene or derogatory reports.
- (b) Incite, provoke, preach violence or communal disharmony in the form of video, audio, articles, comments, views, photography, cartoons etc.
- (c) Reports repugnant to socially accepted conventions of public decency and morals.
- (d) Non-carrying or carrying in mutilated or tendentious manner of Government press notes, handouts, clarifications/contradictions and press communiqués ;

- (e) Facing stricture/censure from the Press Council of India or any other Government authority for carrying of objectionable / defamatory reports etc.
- (f) If it has stopped its telecast for at least 30 days in a row or 45 days of a year at different intervals.
- (g) If it does not maintain the production standard.
- (h) If it is found to have fraudulently drawn advertisement of a Government Department or Public Sector undertaking without being channelized/routing through the Director of Information and Public Relations.

5. Procedure and Criteria for approval/ empanelment and its removal :

The Government shall prepare a list of electronic media houses after taking into account all relevant criteria as prescribed. All electronic media seeking approval for receiving Government advertisements will have to comply with the following conditions.

- (a) Application for fresh approval is to be submitted by the owner /proprietor concerned in the Prescribed Performa as at Annexure-II to DIPR along with required documents.
- (b) Must be registered from the concerned registering authority .
- (c) Must have been in service un-interruptedly for at least five years.
- (d) Must have at least 50000 TRP for TV channels or 50000 viewers for other electronic media.
- (e) The applicant shall furnish a copy of the certificate of Registration issued by the competent Registering authority.
- (f) A certificate from the Chartered Accountant (CA.) showing number of viewers/TRP or from the authority who are authorized to issue TRP or viewership certificates.
- (g) Owner/proprietor shall apply for renewal of Approval/empanelment for issue of advertisement in the prescribed format to the DIPR.
- (h) After scrutiny, the DIPR will forward the genuine application along with all documents to the Government for approval for empanelment for a specific period of one year only.
- (i) The Department shall prepare a list of eligible electronic media houses after taking into account all relevant criteria as prescribed in consultation with the stakeholders. The eligible list shall be reviewed twice a year.

6. Budget Allocation :

- 6.1 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 Electronic media houses on a quarterly basis.
- 6.2 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.

7. Procedure for Release of Advertisement :

- 7.1 All advertisements of the Government intended to be telecasted/aired in the electronic media shall be routed through the Director of Information & Public Relations only.
- 7.2 All Government departments and public sector undertaking, Commissions, Boards and NGOs under state Government shall send their advertisements to the Director of Information & Public Relations by online or e-mail or by special messenger before seven days or earlier from the intended date of telecast/beaming along with administrative approval of the advertisement. However, advertisements related to law and order, natural calamities and matters of urgent in nature can be sent to DIPR a day before the intended date of telecast.
- 7.3 Under no circumstances, Government Departments or anybody under the State Government shall issue advertisements directly to electronic media 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 telecasted/aired as per the provisions of the guideline.

8. Budget and Non-Budget Advertisements :

- 8.1 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.
- 8.2 The number and type of electronic media for airing/telecast 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 carrying of the advertisement.

- 8.3 **Budget Advertisement** : Advertisements for state government schemes, will be placed under Budget Advertisement for which payment will be made by DIPR on behalf of the State Government.
- 8.4 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.
9. **Rates of Advertisement** :
- 9.1 Advertisement rates for electronic media shall be fixed by the Government taking into consideration the various parameters such as number of viewership, TRP and area covered etc. by a committee of officers and such rates may be revised as per direction of the Government as and when necessity arises for such revision.
- 9.2 Advertisement rates fixed by the Government shall be binding on the approved electronic media houses in billing.
- 9.3 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.
- 9.4 In case of media houses of other states or having Metropolitan viewership, Bureau of Outreach and Communications (BOC)/Directorate of Advertising and Visual Publicity (DAVP), Telecommunication Regulatory of India (TRAI), or Government of India rates will be applicable or as may be decided by the State Government.
- 9.5 All Departments shall ensure that Administrative Approvals is obtained from respective competent authority before endorsing the advertisement to DIPR for release. The record/copy of Administrative Approval along with date of approval shall be endorsed to DIPR in the forwarding letter while sending the advertisement.
10. **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.
11. **Power to amend** :
- The state Government shall have the power to amend this Policy from time to time as may be deemed expedient.

Himanshu Gupta, IAS
Secretary to the
Government of Arunachal Pradesh,
Information & Public Relations Department.

ANNEXURE - I

REQUISITION LETTER FOR FILING ADVERTISEMENT FOR TELECAST
IN THE ELECTRONIC MEDIA

To,

The Director,
Information and Public Relations,
Government of Arunachal Pradesh,
Naharlagun.

Sir,

Please arrange to release the enclosed CD/Tape to the electronic media for telecast as specified below.

Name of Advertisement Issuing authority	Subject of Advertisement	Administrative Approval No. & date	Advertisement type (Audio sound/Video/ Photo/Text/Graphics)	Space required (full screen, Bottom scroll, static etc.)

Proposed to be issued to with nos. (TV/Radio/News portal /Website etc)	Required Date(s) /Time and duration of telecast	scheme belong to Central/State	Fund status for payment of advt bills	Any other instructions (if any)

Signature of Officer :

Name and Designation of Officer :

Department/Agency/Organisation/Office :

Working Contact No (O) (M) Official E-mail id

..... DO NOT TYPE BELOW THIS LINE

**GOVERNMENT OF ARUNACHAL PRADESH
DIRECTORATE OF INFORMATION AND PUBLIC RELATIONS
NAHARLAGUN**

No. IPR/ADVT-.....

Dated Naharlagun the

RELEASE ORDER

Date of Receive	Release Order No. and date	Name of media houses	Date/time and duration of telecast	Size/type	Place of Telecast
	DIPR/ARN-				

NB : All bills released from the DIPR , is to be submitted to the client department/Office along with copy of audio/video/proof through DIPR, Naharlagun, for verification and certification.

Signature of Releasing Officer with date :

Name and Designation.....

For Director, Information and Public Relations,
Naharlagun (A.P.)

**GOVERNMENT OF ARUNACHAL PRADESH
DIRECTORATE OF INFORMATION AND PUBLIC RELATIONS,
NAHARLAGUN**

ANNEXURE-II

**PRESCRIBED APPLICATION FORMAT FOR EMPANELMENT OF ELECTRONIC MEDIA
(TO BE FILLED IN BLOCK LETTERS)**

1. Name of applicant :
2. Name of Proprietor/owner :
3. Address with contact No(s) :
4. Name of Media House/Organisation :
5. Media Type :
6. Registered Head office address :
7. Registration No. (with copy of registration certificate) :
8. TRP rating/viewership in numbers(with proof copy) :
9. Area of coverage :
10. Trading License No. (valid upto date) :
11. PAN :
12. GST No. :

Name and Signature of Applicant
With seal



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Separate paging is given to each part in order that it may be filed as a separate compilation.

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GOVERNMENT OF ARUNACHAL PRADESH

PART - I

Appointments, promotions, powers and personal notices issued by the Governor.

NOTIFICATION

The 4th November, 2020

No. IPR(AdvT)E/Media-286/2019.—The Secretary, Information and Public Relations, Government of Arunachal Pradesh on behalf of Governor of Arunachal Pradesh is pleased to approve the following advertisement tariff/rates for electronic Media as recommended by Board of Officers constituted vide Government order No. IPR (advT)-215/2018 dated 21st November, 2018.

Sl. No.	Name of channel/page	Rates
1.	Regional Statellite Channels (NE TV/NE Live/ Prag News/DY365/Assam Talk etc).	(i) Full screen - ₹ 700.00 per 10 seconds (ii) Bottom scroll - ₹ 3500.00 per day
2.	FM Radios (Big FM/Radio City Itanagar).	₹ 120.00 per 10 seconds
3.	Cable TV Network	(i) Full screen ₹ 100.00 per 10 seconds (ii) Bottom scroll ₹ 1000.00 per day
4.	Web portal/sites	(i) Graphic/Video - ₹ 1000.00 per day (ii) Bottom scroll ₹ 1000.00 per day
5.	News portal	(i) Graphic/Video - ₹ 1000.00 per day (ii) Bottom scroll ₹ 1000.00 per day
6.	U-tube	₹ 2000.00 per advertisement
7.	All India Radio	As per DAVP Rate or their own approved rates
8.	Doordarshan	As per DAVP Rates or their own approved rates
9.	National Satellite Channel	Rate for National channels will be negotiated by DIPR as per requirement.

The advertisement tariff/rate shall be effective from the date of publish of this notification in the Gazette of Arunachal Pradesh.

Nitu Tsering Glow, IRS
Secretary,
Information & Public Relations,
Government of Arunachal Pradesh,
Itanagar.