

# ADVERTISEMENT POLICY OF GOVERNMENT OF ORISSA - 1998

Consequent upon transfer of subject relating to control of news papers etc. to I & P. R. Department, the question of amending the advertisement policy and framing a set of rules for issue of Government advertisements and advertisements of Government Undertakings, etc., was under consideration of Government for some time past. Government have after careful consideration, been pleased to decide as follows :-

## 1. DEFINITION

- (i) Government : Government means the Government of Orissa, in the Information and Public Relations Department.
- (ii) Policy : Means the advertising policy of the Government of Orissa.
- (iii) Advertisement : Means all Government advertisements and advertisements of all government of Orissa Undertakings, Corporations and Boards, etc., released through Information and Public Relations Department.
- (iv) Daily Newspaper : Means a publication that circulates news and comments on current affairs and is published everyday. Bi.-weeklies and tri-weeklies are included in this category.
- (v) Periodicals : Include weekly, fortnightly, monthly, quarterly, half-yearly and annual publications.
- (vi) Classified Advertisement: Is that Advertisement which is published in a compact section of a newspaper, under specified heads, as opposed to the display advertisement. This includes the following, namely:-
- (a) Situation vacant,
  - (b) Tender and auction notices, and
  - (c) Statutory notices and miscellaneous announcements.
- (vii) Display Advertisement : Is that advertisement which has conspicuous display of contents and is published run over the paper, as opposed to the classified advertisement. This Includes the following :-
- (a) Mass Campaigns, and (b) Sales Promotion
- (viii) Commercial Advertisement : Means advertisements emanating from State Government Undertakings, Corporations, Boards, etc., Inter-State Joint Projects as well as those relating to Centrally sponsored schemes and those connected with any commercial schemes : the cost of publication of which is borne by the clients concerned.

## 2. CATEGORY

Small, Medium & Big Newspapers / Periodicals shall be categorised as under (to be revised as per R.N.I. guidelines from time to time).

- (i) Small - Up to a circulation of 25,000 copies per issue.
- (ii) Medium - Circulation ranging between 25,000 to 75,000 copies per issue.
- (iii) Big - Circulation above 75,000 copies per issue.

### 3. PRINT AREA

Newspapers / periodicals should have the following minimum print area to be acceptable for issue of Government advertisements.

<b>Periodicity</b>	<b>Print area not less than</b>
Dailies	760 Std. Col. Cms.
Weeklies & Fortnightlies	480 Std. Col. Cms.
Monthlies & other periodicals	960 Std. Col. Cms.

Exceptions might be made in the case of newspapers / periodicals published in tribal languages or primarily for tribal readership.

### 4. ELIGIBILITY

Eligibility of newspapers and periodicals for release of Government advertisements :

- (i) Newspapers and periodicals eligible for Government advertisements must have a minimum paid circulation of not less than 10,000 copies per issue.
- (ii) National daily newspapers and periodicals with all-India circulation in the approved list of Directorate of Advertising and Visual Publicity, Government of India can also be considered for release of advertisements.
- (iii) The newspapers / periodicals should have uninterrupted and regular publication for a period of not less than four (4) months. Quarterly journals have to bring out at least two issues before they are considered.
- (iv) Compliance with the Press and Registration of Books Act, 1867 and registration of the daily newspapers / periodicals with the Registrar of Newspapers for India, New Delhi (R.N.I) are essential for being eligible to avail Government advertisements.
- (v) All newspapers and periodicals published from Orissa satisfying above criteria must be either in Oriya or English language.
- (vi) All newspapers and periodicals published outside Orissa in Oriya language satisfying other eligibility criteria.
- (vii) National Hindi and English newspapers satisfying the above criteria.
- (viii) House Journals, House Magazines and Souvenirs will not ordinarily qualify for Government advertisements.
- (ix) All eligible news papers may submit application in prescribed proforma as in the Annexure to be in the approved list of 1.& P.R. Deptt. to obtain advertisements at rates to be settled as in para 12 below.
- (x) Relaxation will be made in the case of the following :

specialised / Scientific / Technical periodicals of uninterrupted regular publication and of repute with a paid circulation of 1000 copies per issue.

## 5. RELEASE OF ADVERTISEMENTS (GENERAL)

Policy for release of advertisements :-

(i) Keeping in view the Government policy, publicity requirements and availability of funds, a balanced and equitable placing of advertisements is aimed at. Government advertisements are not intended to be a measure of financial assistance to newspapers / periodicals. However, appropriate weightage or consideration will be given to :

- (a) Small and Medium newspapers / periodicals.
- (b) Language newspapers / periodicals.
- (c) Specialised, Scientific and Technical Periodicals.
- (d) Any other category which Government may consider appropriate for special and bonafide reasons.
- (e) To only genuine newspapers which circulate news or comments on current affairs; likewise to only standard journals / periodicals on science, art, literature, sports, films, cultural affairs, etc. Regularity in publication is to be considered as one of the criterion for release of Government advertisements.

(ii) General policy governing release of advertisements within the funds available will be as follows :

- (a) There must be widest possible coverage so as to reach the masses.
- (b) Preference in release of advertisement will be given to Oriya dailies.
- (c) Pulling power, production standard and the language and areas that are intended to be covered,
- (d) While political affiliation of a newspaper or periodical will not be taken into account advertisement support may be withdrawn when the newspaper periodical acts in disregard to journalistic ethics. Whether or not the newspaper periodical has violated journalistic ethics shall be judged by any of the following parameters, namely :-
  - \* Baseless, motivated, malicious, scurrilous or obscene reports or comments:
  - \* Reports imputing a person of statements he/she has not made:
  - \* Reports or comments designed to affect communal harmony or national integration or preach violence or lawlessness, offend the sovereignty and integrity of India:
  - \* Reports or comments repugnant to socially accepted norms of public decency and morals: and
  - \* Non-publication or publication in a mutilated or tendentious manner of Government Press Notes, Handouts, Communiques, Press Contradictions, etc.

(iii) No classified advertisement will be issued to journals / periodicals unless specifically approved by Government.

(iv) Since the objective of advertisements is to provide information to the people, the following criteria shall be taken into account while releasing the advertisements.

- (a) Whether the newspaper periodical reaches the class of people whom the advertisement seeks to inform: and
- (b) Whether the newspaper / periodical has sufficient circulation in the area where the advertisement seeks to make an impact.

In view of the limitation of funds, it will be legitimate to release advertisements to different newspapers periodicals on rotation basis. This method will also provide some support to small newspaper periodicals.

#### **6. RELEASE OF ADVERTISEMENTS OF PUBLIC UNDERTAKINGS, CORPORATIONS, BOARDS, ETC.**

All commercial, classified and display advertisements by State Government Agencies, Undertakings, Corporations, Boards etc. will be routed through the Information and Public Relations Department to eligible news papers / periodicals in the approved list. The budget provision of the Undertakings will be communicated to the Information and Public Relations Department at the beginning of the year for keeping an effective watch on release of advertisements. Such budget provision must be communicated with the first advertisement of the year if not communicated earlier. I & P.R. Deptt. shall communicate approved rate in respect of each newspaper/periodical to all such advertisers in order to enable them to make payment directly to the news papers under intimation to I. & P.R. Department.

#### **7. RELEASE OF ADVERTISEMENTS OF GOVERNMENT DEPARTMENTS AND HEADS OF DEPARTMENTS**

All government classified and display advertisements shall be released to news papers periodicals in the approved list by I. & P.R. Department only. In no case advertisements shall be released directly by other departments of government, Heads of departments and Subordinate Offices. All provisions for advertisement of all Government departments will be made in demand No.25 of I. & P.R. Department. All Land Acquisition Officers shall deposit the advertisement cost in the receipt head of the I.& P.R. Department.

#### **8. PAYMENT OF BILLS AND PROCEDURE FOR RELEASE OF CLASSIFIED AND DISPLAY ADVERTISEMENTS :**

- (i) Classified advertisement will not be issued to more than four local dailies and that too, for more than one insertion, unless specially considered necessary. If it has a message particularly requiring wider publication outside the State, it may be released to outside dailies, but to not more than two such dailies, for one insertion only, unless otherwise considered necessary.
- (ii) The advertiser shall allow a reasonable time gap (at least seven days) between the date of publication of the advertisement and last date of receipt of tenders/applications, etc. The advertisers should send their classified advertisements (tender, quotation, auction notices, etc.) in a precise form for publication to the Director I. & P.R. Department sufficiently in advance.
- (iii) I & P.R. Department will maintain a chronological computerised record and issue computerised acknowledgement to the advertiser after receipt of the advertisement matter to monitor proper distribution of advertisements. All advertisers shall ensure physical submission of the advertisement materials with the Director Information and Public Relations and obtain computerised receipt there for. The Director I. & .P.R. shall be responsible for timely publication of the advertisements in the news paper failing which sufficient reason shall be communicated to the advertiser well in advance. The concerned branch officer of advertisement shall be personally responsible for any lapse.
- (iv) The publishers of approved newspapers and periodicals published in Orissa will regularly send each of their issues to Information and Public Relations department to enable the Government to decide whether the publication is regular and whether the newspaper /periodical is not acting in a manner repugnant to journalistic ethics.

- (v) Classified advertisements will be released for publication in the daily newspapers proportionately according to the circulation in order to maintain equitable distribution. Preference will be given to small and medium newspapers and periodicals.
- (vi) The advertisers should not issue more than two corrigenda relating to any particular advertisement for publication except in special cases.
- (vii) In case of any wrong publication or printing mistake which may misguide or which may not convey the intended message, the publisher shall republish the advertisement, free of cost on request, failing which the bill for such wrong publication will not be accepted for payment. The Newspapers shall publish the advertisement s on the specified date failing which no payment shall be made.
- (viii) Not more than four (4) advertisements need be released for publication in one particular issue of any journal / periodical ordinarily.
- (ix) After publication of the advertisement in the news papers /periodicals the publisher will have to submit the bill to 1.& P.R. Department within 15 days from the date of publication.

**9. CIRCULATION OF NEWSPAPERS/PERIODICALS PROCEDURE FOR SETTLING CIRCULATION**

The District Information and Public Relations Officer (DIPRO) duly authorised by Director Information and Public Relations shall verify the circulation figure and intimate his findings to the concerned news paper / periodical within his jurisdiction. While verifying the circulation, the verification will be based on capacity of printing press, purchase figures of newsprint used, sales net work and other relevant factors. The District Magistrate will carefully scrutinise and approve the findings of DIPRO before concluding the findings.

In case the newspaper concerned do not agree to the finding of the DIPRO they may first appeal to the District Level Circulation Monitoring Committee (DLCMC) as constituted below:

District Level Circulation Monitoring Committee :-

- 1. District Magistrate ... Chairman
- 2. Superintendent of Police ... Member
- 3. DIPRO ... Member-Convenor

If the news paper/periodical concerned is not satisfied with the finding of the DLCMC ( District Level Circulation Monitoring Committee), they may appeal to the State Level Circulation Monitoring Committee (SLCMC) constituted as under :

State Level Circulation Monitoring Committee :

- 1. Secretary, I.&.P.R. ... Chairman
- 2. I.G. of Police (Spl. Branch) ... Member
- 3. Director, 1.& P.R. -Member ... Convenor

Those newspapers which have certificate of circulation as members of Audit Bureau of Circulation may be exempted from process of verification referred to above. Unless there are valid reasons to workout a verification in the above manner.

**Annual Verification:** Annual verification of the circulation and the cessation or otherwise of the newspaper will be made as per procedure prescribed above.

**10. SETTLEMENT OF RATE**

- (i) Circulation (as determined in para (2) above), size, price per issue, standard of production of a newspaper / periodical, the rate charged by other newspapers / periodicals of the same locality/region with comparable circulation, will be taken into consideration for settling the advertisement rates.
- (ii) The rate fixed by the Director of Advertising and Visual Publicity (DAVP) Government of India, will be given due regard in settling advertisement rates of newspapers and periodicals.
- (iii) The rates of newspapers and periodicals which do not have any approved rate of the D.A.V.P. for display and classified advertisements may be fixed by the Government taking into consideration the criteria in item (i) above.
- (iv) The State Government will enter into appropriate rate contracts with individual newspapers/ periodicals both outside and inside the State before release of advertisement for publication. The rate shall specify uniform flat rate for both display and classified advertisements. Rates shall remain valid from 1st July of any year to 30th June of next year.
- (v) The decision of Government in the matter of fixation of rates will be final.

**11. GENERAL**

This policy supersedes all previous government orders and instructions in the matter.

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Resolution No. ADV-III A-192/98 -33281/1PR Dated Bhubaneswar the 16th December 1998.

This policy resolution has been published in the *Extraordinary Orissa Gazette* No.1708, dated 23-12-1998.

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**AMENDMENT RESOLUTION ON ADVERTISEMENT POLICY OF 1998**

The 30th July 1999

Subject - Advertisement Policy of Government of Orissa, 1998.

The following amendment shall be made in the Resolution No.33281, dated the 16th December 1998 of Information and Public Relations Department.

Under Paragraph 11 (General) the following clause shall be inserted as Clause 11(i) in consequence whereof the Clause under "General" already under existing shall be read as Clause 11(ii), the amended Clause may be read as below :

"The Information & Public Relations Department of the State Government can relax any provision of this Resolution if it is necessary in any special circumstances. The Information and Public Relations Department would obtain the approval of the Chief Minister before making relaxation to any provision."

ORDER - Ordered that the Resolution be published in the next extraordinary issue of Orissa Gazette for information of all concerned.

By order of the Governor

J.K. Dev  
Commissioner-cum-Secretary to Government

Printed and published in the Extraordinary Gazette No.1214 on dated 20th August 1999.