

MANIPUR  **GAZETTE**
सत्यमेव जयते

**EXTRAORDINARY
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GOVERNMENT OF MANIPUR
SECRETARIAT : INFORMATION & PUBLIC RELATIONS DEPARTMENT

NOTIFICATION

Imphal, the 19th February, 2013

No. 14/2/91-INFO : The Governor of Manipur is pleased to notify the "Manipur State Advertisement Policy, 2013" which shall come into force with immediate effect, and which shall supersede the Manipur State Advertisement Policy, 1994, notified vide this Government Notification No. 15/1/90-Advt/Info.(Pt. I) dated 13-12-1994.

L. LAKHER,
Commissioner (IPR),
Government of Manipur.

THE MANIPUR STATE ADVERTISEMENT POLICY, 2013

Preamble

The Directorate of Information and Public Relations, Government of Manipur, issues advertisements to newspapers/journals on behalf of the Departments, Autonomous Bodies and Public Sector Enterprises of the Government of Manipur.

2. The Primary objective of Government advertising is to secure wide coverage of Government Notices/Notifications, etc., through newspapers, periodicals, etc., which publish news or comments on current affairs and standard journals. While issuing advertisements, political affiliations or editorial policies of the publications concerned should not be taken into account. However, it will be justified for the Government not to issue advertisements to newspapers or journals which indulge in yellow journalism, incite or tend to incite communal passions or breach of the peace, offend the sovereignty and integrity of India or socially accepted norms of public decency and morals.

3. With a view to streamlining the release of advertisements, the Government of Manipur adopted the Manipur State Advertisement Policy, 1994. It has been observed that there are certain aspects and provisions of that Policy which need to be revised and improved upon. In order to further streamline the Policy the Government has decided to adopt this Policy, superseding the Manipur State Advertisement Policy, 1994.

Definitions

4. In this Policy, unless the context otherwise requires :-

- a) "Classified advertisement" means an advertisement published in a compact section of a newspaper under specified heads, and include tender notices, rate quotations, employment notices, situation vacant notices, auction notices, notifications, etc.
- b) "Daily newspaper" means a publication that publishes news and comments on current affairs and is published everyday.
- c) "DAVP" means the Directorate of Advertising and Visual Publicity of the Ministry of Information & Broadcasting, Government of India.
- d) "DIPR" means the Department of Information and Public Relations of the Government of Manipur.
- e) "Director" means the Director, DIPR, Government of Manipur.
- f) "Display advertisement" means an advertisement with a conspicuous display of contents and may be published anywhere in a newspaper or in a periodical, as opposed to classified advertisement.
- g) "Financial year" means a period of 12 consecutive months from April to March.
- h) "Government" means the Government of Manipur.
- i) "Government advertisement" means advertisement issued by a Government Agency.
- j) "Government Agency" includes Government Departments and Government owned or sponsored undertakings, corporations, societies, autonomous bodies, local bodies and those bodies for which the Government provides guarantee for obtaining loans.
- k) "Local newspaper/periodical" means a newspaper/periodical which is printed and published in the State of Manipur or whose registered office is located in the State of Manipur.

- l) "National daily newspaper/periodical" means a daily newspaper/periodical other than a local newspaper/periodical whose circulation covers all or several states of India.
- m) "Periodical" means a publication in book form containing reading materials on any subject and is published at periodical intervals which may be weekly, fortnightly, monthly, quarterly, half-yearly or annual, etc.
- n) "Policy" means the Manipur State Advertisement Policy, 2013.

Categorization of Local Newspapers/Periodicals

5. DIPR shall group all the local newspapers and periodicals into the following three categories on the basis of their circulation, number of pages and print areas :

- (i) Category "A" – The top 6 local newspapers/periodicals based on the criteria adopted.

Provided that at least 2 local newspapers/periodicals each in English and Manipuri shall be included in the Category while limiting the total number of newspapers/periodicals to 6.

- (ii) Category "B" – Newspapers/Periodicals from the 7th to 15th position.

- (iii) Category "C" – Newspapers/Periodicals from 16th position onward.

6. The categorization of newspapers/periodicals shall be revised each year at the appropriate time by DIPR taking into account the changes in the circulation and other factors of the newspapers/periodicals.

Rates of Advertisement

7. The rates for publication of Government advertisements for the different categories of local newspapers/periodicals shall be as fixed or revised by the Government from time to time.

8. In the case of national daily newspapers/periodicals, the rates shall be the existing rates contracted between the national daily newspapers/periodicals and DAVP.

Release of Advertisements

9. All Government advertisements, both classified and display, shall be released only through DIPR.

10. While sending advertisements to DIPR, Government Agencies shall, to facilitate release of the advertisements and evaluation of the charges for the advertisements –

- (i) Send both hard and soft copies of the advertisements.
- (ii) Indicate the estimated value of the Tender/Rate Quotation in the case of Notices Inviting Tenders or Rate Quotations.

11. Classified Government Advertisements shall be released in the following manner :-

- (1) Notices Inviting Tenders / Rate Quotations :-

- (i) Notices inviting tenders or rate quotations shall be released on the basis of the value of the tender as below:

Value of Tender	No. of newspapers to be released to			
	National Dailies	Category 'A'	Category 'B'	Category 'C'
Less than Rs.20.00 lakhs	-	1	1	1
Rs.20.00 lakhs or more, but less than Rs.100.00 lakhs	1	2	1	1
Rs.100.00 lakhs or more	2	2	2	-

- (ii) The following minimum time periods between the date of publication of a notice inviting tenders or rate quotations and the last date for receipt of the tenders/rate quotations shall be maintained:

Values of Advertisement	Minimum Time Periods
(a) Below Rs 20 lakhs	10 days
(b) Rs 20 lakhs and above but less than Rs 50 lakhs	15 days
(c) Rs 50 lakhs and above	21 days

While sending Notices Inviting Tenders or Rate Quotations to DIPR, Government Agencies shall ensure that the Notices are sent well in time for maintaining the minimum time periods prescribed above.

- (2) Other Classified Government Advertisements :- Classified Government advertisements other than notices inviting tenders or rate quotations shall be issued to 2 local newspapers in Category 'A' and 1 local newspaper each in Categories 'B' and 'C'.

Provided that such advertisement may be issued to more local newspapers than that specified above on the request of the Government agency concerned.

12. Display Government advertisements will be released to a minimum of 1 (one) local daily newspaper/periodical in each Category. They may be released to more than the minimum number of newspapers/periodicals on the request of the Government Agency concerned.
13. All Government advertisements received from different Government Agencies shall be serialised by DIPR in the order of receipt of the advertisements based on the date and time of receipt.
14. All Government advertisements including display advertisements published in newspapers / periodicals will invariably bear Directorate of Information & Public Relations Release Number.
15. Government advertisements will be released for publication to the daily newspapers/periodicals by rotation to maintain, to the extent possible, equitable distribution.
16. DIPR shall have the discretion to withhold issue of advertisements to a newspaper/periodical which is liable to be barred from publishing Government advertisements under the provisions of Clause 30.

Publication of Advertisements

17. Newspapers/Periodicals shall publish Government advertisements released only through DIPR.

18. The font size of a classified Government advertisement should be the same as that in the rest of the newspaper/periodical.
19. A newspaper/periodical which publishes a Govt. advertisement shall submit to the Govt. Agency concerned a minimum of 2 copies of the newspaper issue in which the advertisement is published.

Payment of Advertisement Bills

20. In the case of Government advertisements for publication in the local newspapers/periodicals, on receipt of an advertisement from a Govt. Agency, DIPR shall assess the advertisement bill within 1 day in accordance with the approved rates of advertisement. The Govt. Agency shall then deposit with DIPR in advance the assessed bill amount in cash, Bank draft or Banker's cheque drawn in favour of the Director well in time for maintaining the minimum time period prescribed in Clause 11(1)(ii) for publication of the advertisement.
21. The Director will have the discretion to accept advertisements without advance deposits of the assessed bill amounts in respect of the Manipur Public Service Commission in public interest.
22. Local newspapers/periodicals which publish Govt. advertisements shall submit bills for the advertisements to DIPR along with 2 copies of the newspaper/periodical issues in which the advertisements have been published. In case the advertisement bill amounts have been deposited with DIPR, DIPR shall promptly pay the bills, and if not, DIPR shall forward the bills to the Govt. Agency concerned for payment.
23. National daily newspapers may submit their bills for Government advertisements to DIPR along with a copy of the rate contract entered into by them with DAVP. DIPR will then forward the bills to the Govt. Agency concerned for payment which may be made direct to the newspaper concerned under intimation to DIPR.
24. If any Government advertisement is issued in violation of the provisions of Clause 9, the Head of Department/Office concerned will be personally responsible for payment of advertisement bills from his/her personal account.
25. Treasury Officers/Sub-Treasury Officers shall withhold bills for payment of Government advertisements which have not been routed through DIPR.

Eligibility of Local Newspapers for Issue of Govt. Advertisements

26. To be eligible for issue of Govt. advertisements to it, a local newspaper/periodical should fulfil the following conditions:-
 - (i) It must comply with the provisions of the Press and Registration of Books Act, 1867. In particular, it must be registered with the RNI.
 - (ii) It must have a minimum paid circulation of 1000 copies per issue;
 - (iii) It must have an uninterrupted and regular publication for a period of not less than 1 (one) year and must continue to be published regularly. A local newspaper/periodical will be considered to be irregular if –
 - (a) In the case of a daily newspaper, it ceases publication continuously for 2 weeks or intermittently for 45 days during a period of 12 consecutive months;
 - (b) In the case of a local weekly or fortnightly periodical, it ceases publication of 3 consecutive issues or 5 issues intermittently during a period of 12 consecutive months.

(c) In the case of other periodical, it ceases publication of 3 issues during a period of 12 consecutive months.

Provided that the cessation of publication has not been caused by strike, lockout or natural calamity.

Provided further that Government publications shall be exempted from the conditions in this Sub-clause.

- (iv) A local newspaper should have a minimum print area of 28 cm by 45 cm per page and should have not less than two pages. Similarly, a local periodical should have a minimum print area of 22 cm by 15 cm per page.
 - (v) It should not publish seditious materials or matters likely to disrupt communal harmony or affect or offend the sovereignty and integrity of India, and should not have published such materials during the preceding 5 (five) years.
 - (vi) It must strictly abide by the journalistic code of ethics and the norms of decency as prescribed by the Press Council of India, and shall refrain from publishing, among others :-
 - (a) Reports which breach or tend to breach the public peace or incite violence or does not conform to socially accepted norms of public decency and morality;
 - (b) Reports imputing statements to a person, in particular to a Government functionary, which he/she has not made;
 - (c) Unauthenticated or unsubstantiated reports or allegations about a Government functionary or agency.
 - (vii) A local newspaper/periodical must supply 2 (two) complimentary copies of its issues to DIPR for determining its eligibility.
27. Periodical publications other than Government publications will not be eligible for issue of classified Government advertisements.
28. House journals, house magazines and souvenirs will not be eligible for issue of any Government advertisement. However, the Government may issue special permission for issue of display advertisements to these publications in individual cases if it is considered expedient to do so.
29. A local newspaper/periodical shall be barred forthwith from publishing Govt. advertisements if it –
- (i) Fails to comply with the conditions given in Sub-Clauses (i) to (iv) of Clause 26.
 - (ii) Submits to DIPR false information or documents under Clause 32 of this Policy.
30. A local newspaper/periodical will be liable to be barred from publishing Govt. advertisements for a period of 6 months in the first instance and one year thereafter, if it -
- (i) Fails to comply with the conditions mentioned in Sub-Clauses (v) & (vii) of Clause 26, or
 - (ii) Fails to publish or publishes in a distorted or mutilated manner any Government advertisement, press note / release / communique / clarification, etc., or
 - (iii) Publishes any Government advertisement which has not been released through DIPR.

Determination of Circulation

31. DIPR shall determine each year at the appropriate time the circulation of all the eligible local newspapers/periodicals on the basis of the following documents/information :-

- (a) Audited copy of circulation of the newspaper certified by a Chartered Accountant and as determined by the Audit Bureau of Circulation. In case of the newspapers in Category "C", the circulation may be audited and certified by an auditor of the Co-operative Department, Government of Manipur.
 - (b) Quantity of newsprint purchased and consumed;
 - (c) Number of employees engaged;
 - (d) Income tax and professional fees paid.
32. For the purpose of determination of their circulation, publishers of local newspapers/periodicals should submit to DIPR the following documents/information each year by the 15th May:
- (i) The detailed list/particulars of employees engaged during the preceding financial year in Form I attached to this Policy.
 - (ii) Audit Certificate from a Chartered Accountant or the Audit Bureau of Circulation issued/prepared for the preceding financial year indicating circulation of the newspaper/periodical.
 - (iii) Quantity of newsprint purchased and consumed separately during the preceding financial year.
 - (iv) Income Tax and Professional Tax/Fees paid by the newspaper/periodical during the preceding financial year.

Committee on Advertisement Policy

33. There shall be a Committee on Advertisement Policy to ensure effective enforcement of the provisions of this Policy and to help the Government in the formulation of new policies, comprising of the following persons :-

- | | |
|---|------------|
| (a) Director of Information & Public Relations,
Government of Manipur | - Chairman |
| (b) President/Secretary,
All Manipur Working Journalists' Union, Manipur | - Member |
| (c) President/Secretary, Manipur Hill Journalists' Union | - Member |
| (d) One Officer to be nominated by the Government | - Member |
| (e) Representative of DAVP,
Govt. of India, Ministry of Info. & Broadcasting | - Member |

34. The Committee on Advertisement Policy shall meet at least once a year to review the Policy and its application.

Interpretation

35. In case of any dispute regarding interpretation of any provision of this Policy, the decision of the Government will be final.

L. LAKHER,
Commissioner (IPR)
Government of Manipur

Form – 1

PARTICULARS OF EMPLOYEES OF A LOCAL NEWSPAPER/PERIODICAL

Name of Publication: _____

Year: _____

Details of Employees as on 31-03-20.....

S/No.	Name	Designation	Date of Initial Appt. with Designation	Date of Appt. to The present post
1				
2				
3				
4				
5				
6				
7				

Place: _____

Signature of Publisher

Date: _____

Name: _____

Seal: