

NO.F.14021/1/2003-IPR  
GOVERNMENT OF MIZORAM  
INFORMATION & PUBLIC RELATIONS DEPARTMENT

*Dated Aizawl, the 12<sup>th</sup> June, 2018*

OFFICE MEMORANDUM

Subject: Guidelines of the Print Media Advertisement of Government of Mizoram – 2018

In supersession of all earlier orders the following guidelines are laid down for the Print Media Advertisement with the objective of promoting transparency and accountability with forms on ensuring equity and fairness among various categories of newspapers/periodicals published within the state.

Clause 1 - Preamble :

The Directorate of Information & Public Relations (DIPR) is the nodal agency of Government of Mizoram for advertising on behalf of various departments of the Government, Public Sector Undertakings and Autonomous Bodies which are funded by the Government. The primary objective of the Government in advertising is to secure the widest possible coverage of the intended content or message through the print media. In releasing advertisements, the Department does not take into account the political affiliation or editorial policies of the newspapers/periodicals. However, the Department would avoid releasing advertisements to newspapers/periodicals which incite or tend to incite communal passion, preach violence, offend the sovereignty and integrity of India or socially accepted norms of public decency and behavior.

Clause 2 - Definition :

Unless the context otherwise requires:-

'advertisement' means all advertisements of the Government of Mizoram and its undertakings, Corporations, Bodies etc.

'approved paper' means newspapers/periodicals approved by the Government.

'classified advertisement' means an advertisement published in a compact section of a newspaper under specified heads. These include tender notice rate quotations, auction notice notifications, employment notices, etc.

'Competent Authority' means an authority notified by Government under this guideline.

'daily' means a publication that circulates news and comments on current affairs which is published every day.

'Director' means the Director of Information & Public Relations Department.

'Directorate' means the Directorate of Information & Public Relations (DIPR) Government of Mizoram.

'display advertisement' is a conspicuous display of contents outside specified heads as in mass campaign and sales promotion.

'Government' means the Government of Mizoram.

'guidelines' means the Print Media Advertisement Guidelines of the Government of Mizoram.

'periodical' means publication brought out weekly, fortnightly, monthly, quarterly, half-yearly or annual publications.

'State' means the state of Mizoram.

'weekly' means publication brought out once in a week.

### Clause 3 - General Guideline for Release of Advertisement :

The objective behind releasing Government advertisement is to secure widest possible coverage of readers/viewers for social messages to specific target groups or as mass awareness campaign; and government notices of public interest such as Tender Notice, Notice for vacant situations, Auction Notices etc. through paid advertisements in the print media. Government Advertisement shall not be construed as any measure for financial assistance or grant-in-aid and also does not confer any right to claim Government advertisement.

The general guideline which governs the release of advertisement within the budget provision will be as follows:

- (i) To ensure maximum coverage of the advertisement to the target group at optimum cost.
- (ii) To promote equity and fairness among different categories of newspapers/periodicals while releasing Government advertisement.
- (iii) To determine the process/system for approval, release, mode of payment of Government advertisement.
- (iv) To prepare a list of approved newspapers/periodicals for government advertisement.
- (v) House journals, house magazines and souvenirs will not be empanelled.

- (vi) A newspaper/periodical that does not comply with provisions of the Print Media Guideline of the Government or do not adhere to journalistic ethics will not be considered for Government advertisement.
- (vii) In addition to issue of advertisement in Print Media, the Director of Information & Public Relations may issue advertisement in Electronic Media namely Radio, TV, Internet and other media etc. for wide publicity and to meet immediate necessity.
- (viii) Classified advertisements with time specific will not be issued to periodicals.

**Clause 4 : Classification of newspapers/periodicals-**

Local newspapers and periodicals shall be classified in the following categories:-

- (i) Category A – Circulation of 5000 copies and above.
- (ii) Category B – Circulation between 2000 to 5000 copies.
- (iii) Category C – Circulation of 1000 to 2000 copies.

**Clause 5 - Production Standard :**

A newspaper /periodical should have a minimum print area with clear columns to qualify for receiving Government advertisements.

- (i) A standard column should be of the minimum size of 4cms.
- (ii) Daily newspaper must have at least 2 pages with at least 6 std. columns.
- (iii) Periodicals must have at least 4 pages with 3 std. columns.

**Clause 6 - Procedure for Empanelment of Publications :**

Application for inclusion of a newspaper/periodical in the approved list of the Government will be submitted by the Publisher concerned to Director of Information & Public Relations in the prescribed form as in Annexure.

**Clause 7 - Eligibility Criterion :**

All newspapers/periodicals seeking empanelment should comply with the following:

- (i) It must have uninterrupted and regular publication for a period of not less than 12 months.
- (ii) The newspaper/journal must be published either in Mizo, English or Hindi language.

- (iii) It must comply with the provisions of the Press and Registration of Books Act 1867.
- (iv) The applicant should also furnish a copy of the Certificate of Registration issued by the Registrar of Newspapers for India (RNI) in the name of the publisher/owner at the time of submitting his/her application for empanelment.
- (v) The paper must be published at a reasonable standard. Details of the paper like size, language, periodicity, print area and printing press etc. must be mentioned as per form in Annexure.
- (vi) The print matter and photographs should be legible, neat, clear and without smudges, overwriting, and tampering.
- (vii) Masthead on its front page should carry the title of the newspaper, place, date and day of publication; it should also carry RNI Registration Number, volume & issue number, number of pages and price of newspaper/periodical.
- (viii) There should not be repetition of news items, editorials and articles from other issues of the same publication. In case of reproduction of news items and articles from other publication, source of news/articles should be mentioned.
- (ix) Inner pages must carry page number, title of the paper and date of publication.
- (x) All the publications must carry editorial.
- (xi) The newspaper/periodical should not have published seditious materials or matter likely to incite communal disharmony or offend the sovereignty, unity and integrity of the country or publish scurrilous and obscene materials not in keeping with socially accepted norms of public decency in its preceding issues.
- (xii) For empanelment in the approved list, a daily newspaper published in the state capital must have a minimum paid circulation of 1000 copies per issue. Newspaper published elsewhere in the state and for periodicals, the minimum requirement number of paid circulation is 500 copies per issue.
- (xiii) The applicant should have published the newspaper for at least 25 days in a month (except in February) and thus totalling 300 during preceding 12 months Weeklies, Bi-Weeklies, Fortnightlies, Monthlies and Quarterlies.

should have published at least 45, 90, 20, 10 and 4 issues respectively during the preceding year to be considered for empanelment.

- (xiv) Director, Information & Public Relations reserves the right to have figures of circulation checked through its authorized officer/representative. The District Information & Public Relations Officer (DIPRO), on behalf of the Director, shall verify the circulation figures of newspaper/periodical published within the district and intimate his findings to the concerned newspaper/periodical.
- (xv) The publisher must ensure that his/her publication fulfils all the norms laid down in the Guidelines before applying for empanelment. The application form must be complete in all respects with supporting documents. Incomplete applications will not be considered.
- (xvi) Publishers of newspaper should submit the above declaration to the DIPR by 28<sup>th</sup> February of every succeeding calendar year to facilitate correct assessment of their publication and circulation as per form in Annexure.

#### Clause 8 - Suspension/Removal from Approved List:

The name of newspaper/periodical may be removed from Government approved List under the following conditions :

- (i) If found to have discontinued its publication, changed its periodicity or its title or have become irregular without prior approval of DIPR or suspected to have indulged in unethical or anti-national activities as found by the Press Council of India or if convicted by a court of law for any such activities.
- (ii) If it publishes seditious materials, or matter likely to incite communal disharmony or affect or offend the sovereignty, unity and integrity of the country.
- (iii) If it indulges in publication of obscene reports/pictures or reports/comments repugnant to socially accepted norms of public decency and morals.
- (iv) If found to have deliberately submitted false information regarding circulation or any other information as per provision mentioned in the Guideline.
- (v) If found to have breached any of the provisions of this Guideline.
- (vi) If found to have ceased and discontinued its publication for 3 (three) months.

Clause 9 - Procedure for removal/suspension from Government Approved List :

Whenever the Director of Information & Public Relations is of the opinion that publication of a newspaper/periodical is of such a nature that action may be taken under clause 8 of this Policy, the name of the newspaper/periodical may be removed/suspended from the approved list, depending on the gravity of the offence and repetitive occurrence of offence, provided that no such action may be taken by DIPR until the Publisher of the newspaper/periodical has been served a reasonable opportunity of showing cause against any action proposed to be taken.

Clause 10 - Release of Advertisement :

- (i) All classified/display advertisements and Notifications of the Government, including advertisements of PSUs, Autonomous Bodies and organisations funded by the Government shall be routed through the DIPR. In no case shall Government departments issue advertisement directly to newspapers/periodicals.
- (ii) The Head of Department/Office issuing advertisement should send the same to Director, Information & Public Relations in advance of the intended date of publication in the newspaper.
- (iii) Government advertisements are to be issued only to those newspapers/periodicals which have been approved by the Government.
- (iv) All advertisements including display advertisement released in newspaper will invariably bear Directorate of Information & Public Relations release order number.
- (v) In case of classified advertisement/notices to be published outside Mizoram, the Head of Department/Office should specifically mention the number of insertions desired for publication.
- (vi) The advertisement/notices should be signed by the issuing authority
- (vii) The advertisements/notices should be sent to DIPR with 4(four) spare copies.
- (viii) No classified advertisement will be issued to journals/periodicals unless specifically approved by the Government.
- (ix) In case of wrong publication or printing mistake, the newspaper will republish the correct advertisement in the next issue free of cost. The

advertisement shall be published as per the Release Order and no publisher shall make any change to the advertisement at his/her level.

- (x) The right to change or amend the size and content of any advertisement from any department, and to prepare and pay for ornamental advertisements relating to the achievements of any department shall be vested with the Director, Information & Public Relations who will, as and when necessary, may do so in consultation with the concerned department.
- (xi) Daily newspapers should furnish issues of first one month alongwith issues of the 12 months of their publications. Weeklies and Fortnightlies should furnish issues of preceding six months and monthlies should furnish issues of the last 12 months.
- (xii) The following consideration should be taken into account while releasing advertisements:
  - a. Whether the newspaper/periodical reaches the desired target group of people.
  - b. Whether the newspaper/periodical has sufficient circulation in the area where the advertisement seeks to make an impact.
  - c. As far as possible, classified advertisement will be released for publications in the daily newspapers by rotation to maintain, to the best extent possible, equitable distribution. In order to ensure widest possible coverage, preference will be given to newspapers with wider circulation for advertisements relating to Tender Notices.
  - d. However, in keeping with Directorate of Advertising and Visual Publicity's norm to maintain balance between various categories of newspapers on the basis of circulation and coverage, DIPR will make efforts to release more advertisements with social messages and without date specific to newspapers with less number of circulation as a way of promoting small newspapers with regular publication.

**Clause 11 - Size of Advertisement:**

- (i) The size of display advertisements or newspapers/periodicals published within the State shall be :
  - Full page - 24cms. x 14 cms.
  - Half page - 12 cms. x 14 cms.
- (ii) Bills for advertisements should be submitted to Director, Information & Public Relations who will check and forward the same with due verification to the concerned department/office for payment.

- (iii) Payment of advertisement bills should be made by concerned department/office within one month from the date of receipt of bill from DIPR.
- (iv) Treasury Officers/Sub-Treasury Officers will with-hold bills for payment of the Government advertisement which are not certified by the Directorate of Information & Public Relations, Government of Mizoram.

Clause 12: Government's Prerogative -

Notwithstanding anything contained in the guidelines, Government may at any time call for records in any matter relating to issue of Government advertisement and issue such orders as the Government may deem fit and proper. With regard to the interpretation of any provision of the Guidelines, the decision of the Government will be final.

Sd/- BIAKTLUANGA  
Commissioner & Secretary to the Govt. of Mizoram  
Information & Public Relations Department

Memo No.F.14021/1/2003-IPR : Dated Aizawl, the 12<sup>th</sup> June, 2018

Copy to:

1. Secretary to Governor, Mizoram.
2. Principal Secretary to Chief Minister, Mizoram.
3. P.S. to Speaker/Deputy Speaker/All Ministers/MOS, Mizoram.
4. Sr. P.P.S. to Chief Secretary, Govt. of Mizoram.
5. P.S. to Principal Secretaries/Commissioners/Secretaries, Govt. of Mizoram.
6. All Administrative/ All Heads of Department.
7. Controller, Printing & Stationery with 6 spare copies for publication in the Official Gazette.
8. Director, Information & Public Relations Department for information and necessary action.
9. Guard File.

  
( C. LALBIAKNUNGI )

Under Secretary to the Govt. of Mizoram  
Information & Public Relations Department