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PART--II-- Advertisement, Notices

GOVERNMENT OF TRIPURA
DIRECTORATE OF INFORMATION & CULTURAL AFFAIRS
AGARTALA

No.F.65(10)-ICA/ADVT/2021 Dated, Agartala the 30th June, 2022.

NOTIFICATION

The decisions taken in the 3rd meeting of Empowered Advertisement Committee held on 25/05/2022 constituted vide notification No.F.65 (10)-ICA/ADVT/2021 dated 24th May, 2022 in compliance of implementation of Advertisement Policy, 2021 is given below.

1. **Fixation of eligibility criteria after Covid Pandemic**: As per notification No.65(10)-ICA/Advt./2021, dated 7th October,2021 on recommendation by the Empowered Advertisement Committee, the eligibility criteria for categorization of different Print media was relaxed. Now, after the covid pandemic situation, the minimum eligibility criteria is further modified as-

Print Media

Particulars	Minimum Eligibility during Covid pandemic	New eligibility Criteria after Covid
For A[1] Category		
Type of publication	Daily Newspaper	Daily Newspaper
Minimum period of uninterrupted publication	10 years	10 years
Minimum publication in a week	6 days	6 days
Circulation Certificate	The latest issued ABC Certificate will be accepted.	The latest issued ABC Certificate will be accepted.
Minimum size of newspaper	45 cm x 8 standard col.	45 cm x 8 standard col.
Minimum nos. of print page	12 pages	12 pages
Number of paid circulation	40,000 & above. Circulation figure will be authenticated by field verification as well as GST authentication	50,000 & above. Circulation figure must be authenticated by ABC certificate
Coverage of authorized sale agents in number of Districts, Sub-division, HQs & Block HQs	All Districts, Sub-Divisions & Block HQs	All Districts, Sub-Divisions & Block HQs
Statement of Audit & Balance sheet	Shall be submitted annually	Shall be submitted annually
Offset printing machine	Should have own Offset (wave) Printing machine	Should have own Offset (wave) Printing machine
Type of documents to be furnished	i) Submission of GST Return, ii)Submission of ABC Certificate regarding circulation, iii)Submission of list of employees, iv)Submission of Name & Contact number of Newspaper agents in different sub-division, v) Other required documents as per eligibility criteria.	i) Submission of GST Return, ii)Submission of ABC Certificate regarding circulation, iii)Submission of list of employees, iv)Submission of Name & Contact number of Newspaper agents in different sub-division, v) Other required documents as per eligibility criteria.
For A Category		
Type of publication	Daily Newspaper	Daily Newspaper
Minimum period of uninterrupted publication	5 years	5 years
Minimum publication in a week	6 days	6 days
Circulation Certificate	CA certificate which has to be supported by latest Audit & Balance Sheets, IT return and GST authentication.	CA certificate which has to be supported by latest Audit & Balance Sheets.

Minimum size of newspaper	45 cm x 8 standard col.	45 cm x 8 standard col.
Minimum nos. of print page	10 pages	10 pages
Number of paid circulation	12,000 to 39,999 Circulation figure will be authenticated by field verification as well as GST authentication.	20,000 to 49,999 Circulation figure will be authenticated by CA certificate.
Coverage of authorized sale agents in number of Districts, Sub-division, HQs & Block HQs	All Districts, Sub-Divisions & Block HQs	All Districts, Sub-Divisions & Block HQs
Statement of Audit & Balance sheet	Shall be submitted annually	Shall be submitted annually
Offset printing machine	Should have own Offset (wave) Printing machine	Should have own Offset (wave) Printing machine
Type of documents to be furnished	i) Submission of GST Return, ii)Submission of ABC Certificate regarding circulation, iii)Submission of list of employees, iv)Submission of Circulation Certificate. v)Submission of Name & Contact number of Newspaper agents in different sub-division, vi) Other required documents as per eligibility criteria.	i) Submission of GST Return, ii)Submission of Circulation Certificate. iii)Submission of list of employees, iv)Submission of Name & Contact number of Newspaper agents in different sub-division, v) Other required documents as per eligibility criteria.
	For B category	
Type of publication	Daily Newspaper	Daily Newspaper
Minimum period of uninterrupted publication	2 years	2 years
Minimum publication in a week	5 days	5 days
Circulation Certificate	CA certificate which has to be supported by latest Audit & Balance Sheets, IT return and GST authentication.	CA certificate which has to be supported by latest Audit & Balance Sheets.
Minimum size of newspaper	45 cm x 8 standard col.	45 cm x 8 standard col.
Minimum nos. of print page	6 pages	6 pages
Number of paid circulation	6,000 to 11,999. Circulation figure will be authenticated by field verification as well as GST authentication	6,000 to 19,999. For Up-gradation of English daily in this category circulation must be minimum 3000. Circulation figure will be authenticated by field verification as well as GST authentication
Coverage of authorized sale agents in number of Districts, Sub-division, HQs & Block HQs	At least coverage up to 7 District HQs,12 Sub-divisions &17 Blocks	At least coverage up to 7 District HQs,12 Sub-divisions &17 Blocks
Statement of Audit & Balance sheet	Shall be submitted annually	Shall be submitted annually
Offset printing machine	Should have own Offset (wave) Printing machine	Should have own Offset (wave) Printing machine
Type of documents to be furnished	i) Submission of GST Return, ii)Submission of Circulation Certificate. iii)Submission of list of employees, iv)Submission of Name & Contact number of Newspaper agents in	i) Submission of GST Return, ii)Submission of Circulation Certificate. iii)Submission of list of employees, iv)Submission of Name & Contact number of Newspaper agents in different sub-division,

	different sub-division, v) Other required documents as per eligibility criteria.	v) Other required documents as per eligibility criteria.
For C-Category		
Type of publication	Daily/Weekly Newspaper	Daily/Weekly Newspaper
Minimum period of uninterrupted publication	1 years	1 years
Minimum publication in a week	5 days for daily	5 days for daily
Circulation Certificate	CA certificate to be submitted.	CA certificate which has to be supported by latest Audit & Balance Sheets.
Minimum size of newspaper	35 cm x 6 standard col.	35 cm x 6 standard col.
Minimum nos. of print page	4 pages	4 pages
Number of paid circulation	Daily 2,500 to 9,999	2500 & above which will be authenticated by CA certificate
Coverage of authorized sale agents in number of Districts, Sub-division, HQs & Block HQs	Minimum two (2) District HQ's, at least five (5) Sub-Division and six (6) nos. Block Headquarters.	Minimum two (2) District HQ's, at least five (5) Sub-Division and six (6) nos. Block Headquarters.
Statement of Audit & Balance sheet	Shall be submitted annually	Shall be submitted annually
Offset printing machine	Should have own Offset (wave) Printing machine	Should have own Offset (wave) Printing machine
Type of documents to be furnished	i) Submission of GST Return, ii)Submission of Circulation Certificate. iii)Submission of list of employees, iv)Submission of Name & Contact number of Newspaper agents in different sub-division, v) Other required documents as per eligibility criteria.	i) Submission of GST Return, ii)Submission of Circulation Certificate. iii)Submission of list of employees, iv)Submission of Name & Contact number of Newspaper agents in different sub-division, v) Other required documents as per eligibility criteria.

Web Media

Particulars	Minimum Eligibility during Covid pandemic	New eligibility Criteria after Covid
For A[1] Category		
Duration of Domain Registration	Duration of Domain Registration of the server for the website must be **4(four)** years or above	Duration of Domain Registration of the server for the website must be **5(five)** years
Visitors	Number of visitors should be at least 30,000 per month	Number of visitors should be at least 30,000 per month
Trade License	Must have valid 'Trade License' certificate	Must have valid 'Trade License' certificate
Daily updates	The website should be daily updated	The website must be daily updated
For A Category		
Duration of Domain Registration	Duration of Domain Registration of the server for the website must be minimum **3(three)** years.	Duration of Domain Registration of the server for the website must be minimum **4(four)** years
Visitors	Number of visitors should be at least 15,000 to 29,999 per month	Number of visitors should be at least 15,000 to 29,999 per month
Trade License	Must have valid 'Trade License' certificate	Must have valid 'Trade License' certificate
Daily updates	The website should be daily updated	The website must be daily updated
For B Category		
Duration of Domain Registration	Duration of Domain Registration of the server for the website must be	Duration of Domain Registration of the server for the website must be

	minimum **1(One)** year.	minimum **3(three)** year.
Visitors	Number of visitors should be at least 10,000 to 14,999 per month	Number of visitors should be at least 10,000 to 14,999 per month
Trade License	Must have valid 'Trade License' certificate	Must have valid 'Trade License' certificate
Daily updates	The website should be daily updated	The website must be daily updated
For C Category (New Inclusion)		
Domain Registration	The website must have domain registration	
Visitors	The website must have records of daily visits	
Trade License	The website must have valid trade license	
Daily updates	The website must be daily updated	

Rate of Advertisements in Web sites:

Display/Classified Ad(Per Ad per week):	Video Display Ad (Per video per week):
A1Category-Rs.3000,	**A1** Category: Rs.5000
A Category-Rs. 2500,	**A** Category : Rs.4000
B Category-Rs. 2000,	**B** Category : Rs.3000
C-Category- Rs. 1500	**C** Category : Rs.2000

2. **Modification of eligibility Criteria for categorization of Electronic Media**: For wide coverage of government advertisements the criteria for categorization of Electronic Media as notified via No. F.65(1)-ICA/ADVT/2021,dated 19th June,2021 may be modified in the following way-

Electronic Media

Category-A1		
Criteria	**Minimum Eligibility during Covid pandemic**	**New eligibility Criteria after Covid**
Uninterrupted telecasting	At least 6 Years	At least 5 Years
Telecasting Coverage area	All District, Sub-Divisions & Block HQs in the State. Outside of the State.	All District & all Sub-Divisions of the State.
Daily Programme Schedule (At-least)	24hrs.uninterrupted programmes including minimum of 7 live news bulletins (Bengali /Kokborok) with a duration of at least 15 minutes each **Or** 24 hrs. uninterrupted programmes with minimum of 3(three) new cultural program/ panel discussion /talk show / live performance etc. in Bengali and Kokborok	24hrs.uninterrupted programmes including minimum of 7 live news bulletins (Bengali /Kokborok) with a duration of at least 15 minutes each **Or** 24 hrs. uninterrupted programmes with minimum of 3(three) new cultural program/ panel discussion /talk show / live performance etc. in Bengali and Kokborok
Category-A		
Criteria	**Minimum Eligibility during Covid pandemic**	**New eligibility Criteria after Covid**
Uninterrupted telecasting	At least 4 Years	At least 3 Years
Telecasting Coverage area	At least 5 District HQ and 15 Sub-Divisions directly.	At least 5 District HQ and 15 Sub-Divisions directly.
Daily Programme Schedule (At-least)	24 hrs. Uninterrupted daily programmes including a minimum of 7(seven) live news bulletins in 24 hrs in Bengali / Kokborok with duration of at least 15 minutes each. Or 24 hrs. Uninterrupted daily	24 hrs. Uninterrupted daily programmes including a minimum of 7(seven) live news bulletins in 24 hrs in Bengali / Kokborok with duration of at least 15 minutes each. Or

	programmes including a minimum of 3(three) new cultural program/panel discussion/talk show/live performance etc. in Bengali and Kokborok.	24 hrs. Uninterrupted daily programmes including a minimum of 3(three) new cultural program/panel discussion/talk show/live performance etc. in Bengali and Kokborok.
Category-B		
Criteria	**Minimum Eligibility during Covid pandemic**	**New eligibility Criteria after Covid**
Uninterrupted telecasting	At least 3 Years	At least 1 years
Telecasting Coverage area	At least 4 District HQ's and 9 Sub-Divisions directly.	At least 4 District HQ's and 9 Sub-Divisions directly.
Daily Programme Schedule (At-least)	10(ten) hours of uninterrupted daily programmes including a minimum of 5(five) live news bulletins Bengali and Kokborok with duration of at least 10(ten) minutes each in Prime time	10(ten) hours of uninterrupted daily programmes including a minimum of 5(five) live news bulletins Bengali and Kokborok with duration of at least 10(ten) minutes each in Prime time.
Category-C		
Criteria	**Minimum Eligibility during Covid pandemic**	**New eligibility Criteria after Covid**
Uninterrupted telecasting	At least 2 Years	At the entry level should have regular telecasting
Telecasting Coverage area	At least 3 District HQ's and 5 Sub-Divisions directly.	At least 1(one) District
Daily Programme Schedule (At-least)	At least 5(five) hors of uninterrupted daily programme including a minimum of 2(two) news bulletin (live) with duration of 10 (ten) minutes each or At least 5(five) hors of daily programmes including a minimum of 2(two) new Cultural programmes/ panel discussion/talk show/live performances etc. In Bengali and Kokborok.	At least 2(two) hours and daily programme including a minimum of 2(two) news bulletin (live) with duration of 10 (ten) minutes each.

NB: For Website & TV. Channel bill must be submitted with display schedule of the advertisement in a compact disk (as telecasting & displaying proof).

3. **Distribution of Advertisement:** For smooth distribution of Advertisement in different categories of media ratio of release of Advertisement may be as follows-

A. Print Media: Each advertisement for print media will be distributed in 6(six) newspapers and in the following ratio-

Print Media		
Display Advertisement	A^1 : A : B : C : C (weekly)	0.5 : 2 :1.5 :1 :1
Classified Advertisement	A^1 : A : B : C : C (weekly)	0.5 : 2 :1.5 :1 :1

B. Electronic Media: Each advertisement for electronic media will be distributed in 6(six) TV channels and in the following ratio-

Electronic Media		
Display Advertisement	A^1 : A : B : C	1 : 1 : 2 : 2
Classified Advertisement	A^1 : A : B : C	1 : 1 : 2 : 2

C. Web Media : Each advertisement for web media will be distributed in 6(six) websites and in the following ratio-

Web-media		
Display Advertisement	A^1 : A : B : C	2 : 0.25 : 1.25 : 2.5

Classified Advertisement	A^1 : A : B : C	2 : 0.25 : 1.25 : 2.5

NB: The Department shall have the discretionary right to release any single advertisement to different media like Print Media, Electronic Media & Web-media depending upon the gravity of advertisements as well rotation basis.

4. **Billing procedure for websites:** All the websites must submit Screenshots (depicting uploading date, time & impressions) of the advertisement along with its triplicate bills. Also, the categorized websites must submit monthly declaration by 3rd day of every month detailing advertisement code, uploading date & time.
5. **Submission of Telecasting Schedule of issued advertisement:** All the Electronic Channels must submit (via mail at ICA) telecasting schedule of the advertisement by the next day of released advertisement. The authenticated schedules also need to be submitted along with the bill copies of the respective advertisement.
6. **Fixation of percentage of advertisement between Print, Electronic channel, Web media etc out of total advertisement**: As far as practicable the ratio of annual release of advertisement as recommended in first meeting of Empowered Advertisement Committee may be further modified as-

Sl. No.	Type of media	Percentage (%) (In Rupees)
1	Print Media	**52%**
2	Electronics Media (TV media)& FM Media	**25%**
3	Web-media	**15 %**
4	Advertisement to the Outside media / periodical/ magazines	**8%**

7. **Release of advertisements in outside media:**

As and when required govt. advertisements will be released in outside media with approval of the competent authority.

Also, as per Clause 4A(X) of Tripura Advertisement Policy, 2021, "The advertisements in outside states newspaper will be released as per GFR norms as notified by the State government." Accordingly, advertisement will be released in the nationally reputed outside states newspaper. A list of such newspaper is given under-

Sl. No	Name of the Newspaper	Sl. No	Name of the Newspaper
1	Hindusthan Times	3	Ananda Bazar Patrika
2	Times of India	4	The Indian Express

8. Other eligibilities criteria for enlistment of **Print, Electronic and Web Medias** as mentioned in 1st and 2nd notifications on recommendation of the Empowered Advertisement Committee shall remain unchanged.

30/06/2022

(Ratan Biswas)
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