

**Government of Tripura**  
**Information and Cultural Affairs Department**

No.F. 65(318)-ICA/2011/Advt./P-III/1160 Dated, Agartala the 20<sup>th</sup> May, 2021.

**NOTIFICATION**

The Governor of Tripura is pleased to make, in supersession of all previous Notifications on the subject, the following Policy to regulate the matters relating to issue of Government Advertisement and other issues in the Tripura Advertisement Policy, 2021.

**Short title and commencement:-** These policy may be called the Tripura Advertisement Policy, 2021 and shall come into force on and from the date of their publication in the Tripura Gazette.

**1. Preamble:** Information and Cultural Affairs Department has been made responsible for publicizing the achievements of various Departments of Government, besides issuing classified advertisements, tender-notices and other materials in the form of advertisement and is also directed to ensure the centralized payment and its monitoring according to Rules of Executive Business, Government of Tripura. In this context, Circulars have been issued earlier, but in view of the changing circumstances, nature of work, procedure, financial powers, it seems necessary to carry out certain amendments as per requirements. There was no provision to release advertisements to the AIR, Doordarshan and other Electronic Media, Internet and Newspapers of National/International repute.

**2. Objectives:**

(A) The main objectives of the Tripura Advertisement Policy are:

- (a) To publicize and disseminate the policies/programmes/achievements of the Government.
- (b) To ensure optimum utilization of the various modes of communication, viz, Newspapers/Magazines, Radio, Electronic media, Internet etc.
- (c) To effectively disseminate the advertisement to the target group.
- (d) To set eligibility criteria for the release of Government advertisements.
- (e) To determine the process/systems for the approval, release, mode of payment and delegation of financial powers for government advertisement.
- (f) To issue appropriate directions from time to time to ensure compliance of the Advertisement Policy and the Rules of Executive Business.

**3. Eligibility for release of Government Advertisements:**

**(A) Eligibility criteria for the newspapers/periodicals for release of Government Advertisements will be as follows:**

I. Newspapers/periodicals which are included in the approved list will be entitled to receive government advertisements. For inclusion in the approved list, newspapers/shall apply in the prescribed format to the Director, Information and Cultural Affairs Department.



**II.** For inclusion in the approved list, essential eligibility criteria would be as follows: ,

- A. The newspaper/periodical must be published either in Bengali or English or Hindi or other regional languages.
- B. The newspaper must have minimum size of 35 cm. x 6 standard col. width of equivalent print space and should have minimum 4 pages.
- C. The newspaper concerned must be registered with RNI. It should comply with the provisions of the "Press and Registration of Books Act, 1867."
- D. The circulation for Bengali newspapers should not be less than 2500, for English/Hindi newspapers it should not be less than 2000. For Regional languages minimum circulation required will be 1000, for periodicals the minimum circulation would be 500. Regarding circulation, the certification from ABC or other standard organizations would be necessary.
- E. The newspaper, periodical must be in regular and uninterrupted publication for at least twelve months. Regularity of publication would be checked by the Information & Cultural Affairs Department, Tripura through its own machineries or any third party with due approval of the government.
- F. The "Empowered Advertisement Committee" shall have the right to decide other eligibilities for inclusions or exclusions in the approved list.

**III.** The application of newspapers/periodicals/Electronic Channels/Websites etc. fulfilling the aforementioned eligibility criteria would be placed before the "Empowered Advertisement Committee". The composition of Empowered Advertisement Committee would be as follows:

- |  |                            |
|--|----------------------------|
| (1) Principal Secretary / Secretary/Special Secretary, Information and Cultural Affairs Department | <b>:- Chairman</b>         |
| (2) Officer nominated by the Principal Secretary/Secretary, Home Department                        | <b>:- Member</b>           |
| (3) Additional DG/IG(Special Branch)   | <b>:- Member</b>           |
| (4) Representative of the Finance Department   | <b>:- Member</b>           |
| (5) Director, Information and Cultural Affairs Department  | <b>:- Member</b>           |
| (6) One(1) Representative from Electronic Media to be nominated by State Government                | <b>:- Member</b>           |
| (7) One(1) Representative from Print Media to be nominated by State Government                     | <b>:- Member</b>           |
| (8) Officer In-charge of Advt. Section of Information and Cultural Affairs Department              | <b>:- Member Secretary</b> |



#### **IV. Role of the Empowered Advertisement Committee:**

- a) The Empowered Advertisement Committee keeping in mind requirements, the practicality and the State interest, may recommend such newspapers/periodicals, from those applying for enlistment in the approved list, as it may deem fit.
  - b) It would not be binding for the Committee to include in the approved list, any newspapers/periodical etc. merely because it fulfills the eligibility criteria.
  - c) The Committee shall have the freedom and the competency to delist newspaper/periodical in the interest of the State or work, from the approved list.
  - d) The committee is entrusted with rights to take decisions on categorization, fixation of eligibilities, rate of advertisements, distribution of advertisements in different media, checking of circulation or coverage of the advertisement etc..
  - e) In the public interest the Chairman of the Empowered Advertisement Committee can call meeting of the committee as and when required.
  - f) In the interest of the government, the Empowered Advertisement Committee shall have the right to enhance the functions of the committee taking due approval of the Government.
  - g) The term of two representatives (One from Electronic media & One from Print media) as member in the Empowered Advertisement Committee will be valid for One (1) year.
- V. The rates for advertisement of the newspapers/periodicals of the approved list will not exceed the DAVP rates.

#### **(B) Eligibility criteria for release of Advertisement to radio channels:**

- (i) Radio channels broadcasting news, current affairs programmes and social, financial, cultural and professional programmes through radio waves and covering a substantial chunk of population of either the country or Tripura State will be eligible for release of the advertisements. But mere fulfillment of these eligibility criteria, will not be binding for the ICA Department for release of advertisements.
- (ii) The rate of advertisements admissible to the radio channels will not be more than that decided by DAVP for such advertisements.
- (iii) The advertisements to radio channels will be released by the government on the recommendation of the Empowered Advertisement Committee.

#### **(C) Eligibility criteria for release of advertisements to Electronic Media.**

- i. Electronic Media/Channels telecasting news, current affairs programmes



and social, financial, cultural and professional programmes and covering a substantial chunk of population of either the country or Tripura State will be eligible for release of the advertisements. But mere fulfillment of these eligibility criteria, will not be binding for the ICA Department for release of advertisements.

- ii. The rate of advertisements admissible to the electronic media/channels will not be more than that decided by DAVP for such advertisements. The rate will be decided by the recommendation of the Empowered Advertisement Committee and approval of the state government.
- iii. The advertisements to electronic media/channels will be released by the government on the recommendation of Empowered Advertisement Committee.
- iv. The enlistment of any electronic & cable media will be recommended by the Empowerment Committee after scrutiny of all the eligibilities.

**(D) Eligibility criteria for Internet Website:**

- (i) Internet website broadcasting news, current affairs programmes and social, financial, cultural and professional programmes through internet and covering a substantial chunk of population of either the country or Tripura State will be eligible for release of the advertisements. But mere fulfillment of these eligibility criteria will not be binding for the I&CA for release of advertisements.
- (ii) The rate of advertisements admissible to internet websites will not be more than that decided by DAVP for such advertisements. The rate will be decided by the recommendation of the Empowered Advertisement Committee and approval of the state government.
- (iii) The advertisements to internet websites will be given by the government on the recommendation of Empowered Advertisement Committee.
- (iv) The website owner shall apply to the Director, Information and Cultural Affairs for enlistment of the website

**4. The Procedure of release of Advertisement and the payment:**

All works pertaining to release of government advertisements, including Local Bodies/Corporations/PSUs/establishments/Authority/Societies under the ownership and control of Tripura Government and excluding the Judiciary, will be centralized under the Information & Cultural Affairs Department. All works pertaining to release of payment excluding Local Bodies/ Corporation /PSUs/establishment/Authority/Society under the ownership & control of Tripura Government will be centralized under the Information & Cultural Affairs Department.



**(A) The centralized release of advertisement for newspapers & magazines of approved list and payment process will be as follows:**

- (i) Each and every Department of Tripura Government including & undertakings Boards etc. will indicate Head of Officers in respect of Headquarter and regional Offices who will be empowered to release advertisements for the concerned department. A list of such authorized heads of offices would be made available to the ICA Department.
- (ii) The head of the office authorized to issue advertisements for the concerned departments of the State Government will make available the hard and soft copies of the advertisement material to be released, normally 15 days before the date fixed for sale of bill of quantities (BOQ) in case of short notice/emergent works the same would be made available 7 days before the date fixed for sale of Bill of Quantities (BOQ) to the ICA Department and a receipt would be issued to them.
- (iii) After the receipt of the advertisement material, the competent authority would select the newspapers for release of advertisement keeping in view the nature of advertisement, estimated amount, the target group etc. Once the selection of newspapers/magazines in which advertisement is to be published is done the financial sanction will be accorded by the same competent authority. The advertisement would then be released for publication.
- (iv) After the approval for the release of the advertisement, the ICA Department will issue a release-order in which apart from other information, size, nature, date, edition of the advertisement will be enumerated and it will be mandatory for the publisher to fully adhere to the terms and conditions of the release order, failing which no payment would be done for the published advertisement.
- (v) Newspapers/magazines included in the approved list shall be responsible for submission of their bills in duplicate along with release order and 3 tear-sheets of published advertisements release during the month to the Information and Cultural Affairs Department before 7<sup>th</sup> of the next month.
- (vi) The payment will be made through Bankers cheque/Bank Draft/Fund transfer etc. after receiving the said bill and getting it crosschecked and obtaining the order of the State Government.
- (vii) Payment of advertisement bills in respect of Local Bodies/ Corporations /PSUs/Establishments/Authority/Societies under the ownership and control of Tripura Government would be done by the relevant establishments. It would be the responsibility of the concerned newspaper/magazine to ensure that the



advertisement bill in two copies, along with the release order and three tear-sheets of the advertisements are submitted in the Information and Cultural Affairs Department at the end of each month, by the 7<sup>th</sup> date of the next month. It would be the responsibility of Information and Cultural Affairs Department to examine the said advertisement bills and counter sign these bills after such examination and dispatch such bills to relevant establishments by 15<sup>th</sup> date of each month. It would be the responsibility of relevant establishments to ensure payment of all such countersigned bills within the budget ceiling, expeditiously.

- (viii) No claim will be entertained if the publication of Advertisement is not done in accordance with the provisions of the release-order.
- (ix) The publication house will be responsible to make available the copy of Newspaper/Magazine carrying the relevant advertisement to the concerned party and ICA Department.
- (x) The advertisements in outside states newspaper will be released as per GFR norms as notified by the State government.

**B.For newspaper/periodical etc. not enlisted in the approved list: -**

- (i) Advertisements to those newspapers/periodicals, which are not enlisted in the approved list of Information and Cultural Affairs Department advertisement, would be released on the recommendation of the "Empowered Advertisement Committee" after obtaining orders from the government.
- (ii) While releasing advertisements to newspapers/periodicals not enlisted in the approved list, it would be specially borne in mind that the advertisement, as far as possible covers that target group for which the publication of advertisement is intended.
- (iii) After due scrutiny of the advertisement bills received, payment would be made after obtaining sanction from the government. Payment would be made through Bankers cheque/Bank draft/Fund transfer etc..
- (iv) The issue of the non-enlisted newspapers/periodicals in which the advertisements would be released or the duration for which the advertisements would be released would be decided on recommendation of the Empowered Advertisement Committee. In light of the said recommendation release order would be issued after obtaining the sanction of the government.
- (v) Mode of payments for newspapers/periodicals etc. not enlisted in the approved list of the department would be the same as is provided for in the case of newspapers/periodicals enlisted in the approved list.



**C. For Souvenir/In House magazines: -**

- (i) Under special circumstances, advertisements may be released to Souvenirs/In House magazines on the recommendation of the Empowered Advertisement Committee, subject to the approval of the government.
- (ii) While releasing advertisements to Souvenirs/In House magazines not enlisted in the approved list, it would be specially borne in mind that the advertisement, as far as possible covers that target group for which the publication of advertisement is intended.
- (iii) The payment for advertisement released to Souvenirs/In House magazines would be made as per the rate decided by Empowered Advertisement Committee, on receipt of the bill along with tear sheet and release order. The procedure for submission of tear sheet-bills etc and the procedure for payment would be the same as has been prescribed for newspapers/periodicals enlisted the approved list.

**D. For Radio Channels:-**

- (i) Advertisements would be released to the radio channels recommended by the Empowered Advertisement Committee, after obtaining orders from the government.
- (ii) Advertisements would be released to such radio channels, which have a popular and wide broadcast area. The rate of payment of bills pertaining to such advertisements would not exceed the rate decided by the DAVP. Under special circumstances for the channels for which the rates have not been decided by DAVP, the payment would be made on the basis of the rate recommended by Empowered Advertisement Committee.

**E. For Electronic Media/Channel:-**

- (i) Advertisements would be released to those electronic media channel which have been recommended by the Empowered Advertisement Committee, after obtaining orders from the government.
- (ii) Advertisements would be released to such electronic media/ channel, which have a popular and wide broad cast area. The rate of payment of bills pertaining to advertisements would not exceed the rate decided by the DAVP. Under special circumstances for the channels for which the rates have not been decided by DAVP, the payment would be made on the basis of the rate recommended by Empowered Advertisement Committee.



**F. For Internet Website:-**

- (i) Under special circumstances advertisements would be released to those Internet Website which are popular in India/Tripura, on the recommendation of Empowered Advertisement Committee after obtaining sanction from the government.
- (ii) Those Internet Website which receive advertisements on the basis of DAVP rates and or rates fixed by other state governments would be considered eligible for release of advertisements.

**5. Responsibilities of newspapers/periodicals: -**

- (i) The publishers of the newspapers/periodicals etc. enlisted in the approved list, to which advertisements would be released would invariably providing copies of their newspapers/periodicals to the Information and Cultural Affairs Department and the offices giving the advertisement.
- (ii) If any advertisement is published in a wrong and erroneous manner, the publisher would get the correct advertisements re-published without any extra charge. The publishers would publish the advertisements according to the release order. They will not make any change at their own level.

**6. Delegation of powers for release of advertisements:**

- (i) The right to change or amend the size and content of any advertisement received from any department, and to prepare and pay for ornamental advertisements relating to the achievements etc of any departments shall vest with the Information and Cultural Affairs Department.
- (ii) For Disqualification, Suspension/Expulsion of any media from the approved list of the State government the Empowered Advertisement Committee shall have right to abide by the latest Policies/Rules/Guidelines (including its amendments) notified by the Ministry of Information and Broadcasting, Government of India.

**7. Strengthening the Information and Cultural Affairs Department:**

To facilitate implementation of this policy, the advertisement division of the department would be strengthened. Adequate number of designers/computer operators/other workers would be appointed on contract/deputation basis in the ICA Department.

**8. Miscellaneous:**

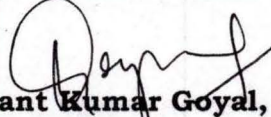
- (i) For release of advertisements, fixation of advertisement rates for different media, annual quantum of advertisement to any categorized media in the approved list, the Information and cultural affairs department will adhere the decisions of Empowered Advertisement Committee.



- (ii) The applications for enlistment in the approved list will be accepted twice in a year i.e, the month of February and July.
- (iii) No media in the approved list of Information and cultural affairs department shall claim advertisement as a matter of right. In the public interest and selecting target group of advertisement coverage of any particular media, the Information and cultural affairs department will release advertisements.
- (iv) The released quantum of advertisement in the approved list will be calculated financial year basis.
- (v) The Newspaper/Electronic Media/Websites etc. already enlisted according to the Tripura Advertisement Guidelines, 2009 will be automatically treated as enlisted by this Tripura Advertisement Policy-2021 and which will be valid till revision of new enlistment by the provisions under this policy.

The State Government will assess the implementation of this policy from time to time and make amendments as per requirements.

By the order of Governor,

  
(Dr. Prashant Kumar Goyal, IAS)  
Secretary

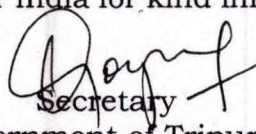
Government of Tripura  
Information & Cultural Affairs Department.

**Copy to: -**

- ✓ 1. The Director, Printing & Stationary, Government of Tripura, Agartala for information. He is requested to publish the same in the next gazette and 20(twenty) copies of the gazette may be supplied to the Advertisement Section, Directorate of ICA, and Agartala for record.
2. Senior Informatics Officer, NIC, Tripura with a request to hoist this in the Website of the State Government.
3. All Heads of Departments for information.
4. All District Magistrate of Tripura for kind information.

**Copy forwarded to the:**

1. The Principal Secretary to the Hon'ble Governor, Tripura, for kind information.
2. P S to the Hon'ble Chief Minister of Tripura, for kind information.
3. PS to the Chief Secretary, Government of Tripura for kind information.
4. Director General, Directorate of Advertising and Visual Publicity (DAVP) for kind information.
5. Secretary, Press Council of India for kind information.
6. Secretary, Ministry of Information and Broadcasting, Govt. of India for kind information.
7. Secretary, Law Department, Govt. of Tripura for kind information.
8. Chief Executive Officer, Prasar Bharati, for kind information
9. Press Registrar, Registrar of the Newspapers for India for kind information.

  
Secretary  
Government of Tripura  
Information & Cultural Affairs Department.