

TRIPURA



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PART--I-- Orders and Notifications by the Government of Tripura,  
The High Court, Government Treasury etc.

## GOVERNMENT OF TRIPURA

## DEPARTMENT OF INFORMATION &amp; CULTURAL AFFAIRS

No F 65(166)-ICA /93/ Advt(P-II)

Dated Agartala 26<sup>th</sup> February, 2014**NOTIFICATION**

The Tripura Advertisement Guidelines -2009 was published on 20-1-2009 and subsequently it was amended twice on 24-09-2009 and 04-09-2010. Meanwhile due to exigency, it is felt further necessary to amend some clauses of the Guidelines.

Now, therefore, the Governor is pleased to amend the Tripura Advertisement Guidelines, 2009 as below:-

**1) Short Title of Commencement:**

- i) These Guidelines may be called Tripura Advertisement Guidelines (3<sup>rd</sup> Amendment ), 2014
- ii) They shall come into force with effect from 1<sup>st</sup> march, 2014.

**2) Amendment of Clause 9:**

The Circulation committee is composed of Director (ICA) as the Chairman and Deputy Secretary (Law), Labour commissioner and a senior Journalist from Print Media as Members. A representative from the electronic media shall also be included as a member in this committee.

**3) Amendment of Clause 12:**

The rate of classified & display Advertisement (B&W) in Newspaper shall be substituted by the following:

Category	Rate per col centimeter
Category - "A"	₹.75/-
Category " B"	₹. 65/-
Category- " C"	₹. 50/-

**4). Amendment of Clause 13:**

The rate of display Advertisement in colour for Newspaper shall be substituted by the following :

Category	Rate per column centimeter
"A", "B" & "C"	45% above the rate of Black & white Display Advertisement and negotiable case to case basis.

The Newspaper daily or weekly published in minority languages may be shown special consideration in the matter of issuing advertisement.

**5).Amendment of Clause 14 (i):**

**Rate of advertisement (classified) for websites**

Rate of classified advertisement for website shall be substituted by the following :

Category	Content	Duration	Rate
A	1 MB or part thereby of webdata storage space	One month or the date fixed by the concerned department which over is less.	₹.1200/-
B	- Do -	One month or the date fixed by the concerned department which over is less.	₹900/-

**6) Amendment of Clause 15**

Display advertisement through Electronics Media (Cable TV Channels / Satellite TV Channels) shall be constituted by the following:

The Department may issue display advertisement through Electronics (Cable TV Channels / Satellite TV Channels) media highlighting various achievements & activities of the Government. With a view to making enlistment and categorization of the Cable TV Channels / Satellite TV Channels, the following categorizations will be made:

**6.1) Clause 15.a :- Enlistment of Electronics media Channels:**

Cable TV Channels having license under Chapter II of the Cable Television Network (Regulation) Act 1995 with subsequent amendments and / or Tripura Entertainment Tax Act and Satellite TV channels with licensing agreement with the Ministry of I&B and operational license of Wireless Planning & Coordination (WPC) for uplinking facility, shall be enlisted in different categories, namely, Category "A", Category "B", Category "C" and Category "D". The owner of the Cable TV Channels/Satellite TV Channels shall have to apply to the Director, ICA for enlistment of the Channels under the Directorate of ICA, Govt. of Tripura in the prescribed application format (Form-A) under clause 15.d. On receipt of such application, Director, ICA shall take up the information and supporting documents as indicated in the Form of application for scrutiny and on complete satisfaction, place before the Circulation Committee as constituted by the Government for the purpose of categorization. The committee on examination and careful consideration shall recommend for enlistment of the channel in respective category.

**6.2) Clause 15.b:- Eligibility Criteria for category 'A', 'B', 'C' & 'D'**

Category	Criteria
A	<p>a) At least 3(three) years uninterrupted telecast.</p> <p>b) Cable TV Channels having license under Chapter II of the Cable Television Network (Regulation) Act as the case may be and/ or Tripura Entertainment Tax Act and Satellite TV channels with licensing agreement with the Ministry of I&amp;B and operational license of Wireless Planning &amp; Coordination (WPC) for up linking facility,</p> <p>c) Coverage:- Entire state directly and simultaneously through easy, affordable and accessible means.</p> <p style="text-align: center;">Or</p> <p>8(eight) District HQ and 16 (sixteen) Sub- Divisions directly and simultaneously through easy, affordable and accessible means.</p> <p>d) 24 (twenty-four) hours of uninterrupted daily programmes including a minimum of six News Bulletins ( fresh ) Bengali &amp; Kokborak with duration of at least 15 (fifteen ) minutes each;</p> <p style="text-align: center;">Or</p> <p>24 (twenty-four) hours of uninterrupted daily programmes including a minimum of 3(three) new cultural programme/ panel discussion/ talk show / live performance etc in Bengali &amp; Kokborak.</p> <p>e) Should be a trade license holder allowing such act.</p>

B	<p>a) At least 2(two) years uninterrupted telecast.</p> <p>b) Cable TV Channels having license under Chapter II of the Cable Television Network (Regulation) Act as the case may be and/ or Tripura Entertainment Tax Act and Satellite TV channels with licensing agreement with the Ministry of I&amp;B and operational license of Wireless Planning &amp; Coordination(WPC) for up linking facility,</p> <p>c) Coverage:-8(eight) District HQ and 10 (ten) Sub- Divisions directly and simultaneously through easy, affordable and accessible means.</p> <p>d) At least 10 (ten) hours of uninterrupted daily programmes including a minimum of 04( four) News Bulletins ( fresh )Bengali &amp; Kokborak with duration of at least 10 (ten ) minutes each in prime time.; Or</p> <p>At least 10 (ten) hours of uninterrupted daily programmes including a minimum of 2(two) new cultural programme/ panel discussion/ talk show / live performance etc in Bengali &amp; Kokborak.</p> <p>d) Should be a trade license holder allowing such act.</p>
C	<p>a) At least 1(one) years uninterrupted telecast.</p> <p>b) Cable TV Channels having license under Chapter II of the Cable Television Network (Regulation) Act as the case may be and/ or Tripura Entertainment Tax Act and Satellite TV channels with licensing agreement with the Ministry of I&amp;B and operational license of Wireless Planning &amp; Coordination(WPC) for up linking facility,</p> <p>c) Coverage:-4(four) District HQ and 8 (eight) Sub- Divisions directly and simultaneously through easy, affordable and accessible means.</p> <p>d) At least 05 (five ) hours of uninterrupted daily programmes including a minimum of 02( two) News Bulletins ( fresh ) with duration of at least 10 (ten ) minutes each in prime time.;</p> <p style="text-align: center;">Or</p> <p>At least 5 (five) hours of daily programmes including a minimum of 2(two) new cultural programme/ panel discussion/ talk show / live performance etc in Bengali &amp; Kokborak.</p> <p>e) Should be a trade license holder allowing such act.</p>
D	<p>a) At least 1(one) years uninterrupted telecast.</p> <p>b) Cable TV Channels having license under Chapter II of the Cable Television Network (Regulation) Act as the case may be and/ or Tripura Entertainment Tax Act and Satellite TV channels with licensing agreement with the Ministry of I&amp;B and operational license of Wireless Planning &amp; Coordination(WPC) for up linking facility,</p> <p>c) Coverage:-1(one ) District HQ and 2 (two)Sub- Divisions directly and simultaneously through easy, affordable and accessible means...</p> <p>c) At least 02 (two) hours and above daily cultural and news based/ live programme in prime time.</p> <p>d) Should be a trade license holder allowing such act.</p>

**6.3) Clause 15.c:- Rate of Display Advertisement for Electronic Channels under Category 'A', Category 'B', Category 'C' and category 'D'.**

Particulars			Rate (Evening Prime time i.e. 6.00pm to 10:30 pm)				Rate Beyond prime time			
Type	Duration	Period	Cat A	Cat B	Cat C	Cat D	Cat A	Cat B	Cat C	Cat D
Short display advt (full screen)	Up to 30 sec	7 days / 5 times a day	₹. 6,000/-	₹. 3750/-	₹. 3000/-	₹. 2250/-	₹. 3750/-	₹. 3000/-	₹. 2250/-	₹. 1500/-
		15 days / 5 times a day	₹. 11250/-	₹. 7500/-	₹. 4500/-	₹. 3750/-	₹. 6,000/-	₹. 4500/-	₹. 3000/-	₹. 2250/-
		One month / 5 times per day	₹. 18750/-	₹. 15000/-	₹. 7500/-	₹. 6000/-	₹. 7500/-	₹. 6000/-	₹. 4500/-	₹. 3750/-
	From 31 sec to 1 min	7 days / 5 times a day.	₹. 11250/-	₹. 7500/-	₹. 4500/-	₹. 3000/-	₹. 7500/-	₹. 6,000/-	₹. 3750/-	₹. 2250/-
		15 days / 5 times a day	₹. 18750/-	₹. 12750/-	₹. 7500/-	₹. 6000/-	₹. 9000/-	₹. 7500/-	₹. 6,000/-	₹. 3750/-
		one month / 5 times /day	₹. 30,000/-	₹. 18750/-	₹. 9,000/-	₹. 7500/-	₹. 11250/-	₹. 7500/-	₹. 6750/-	₹. 5250/-
Scrolling advt	Upto 50 words		₹. 400/- per day	₹. 300/- per day	₹. 200/- per day	₹. 100/- per day				
Top Screen	Full operation duration		₹. 600/- per day	₹. 500/- per day	₹. 400/- per day	₹. 300/- per day				

Display of Short film and other IEC programme beyond the above time duration shall not be counted against this rate.

**6.4) Clause 15.d:- Procedure for submission of application for enlistment.**

The electronic media may apply for enlistment and categorization in prescribed application Form-A( as enclosed) with all relevant documents.

**6.5) Clause 15.e:- Mode of Up- gradation of Channels.**

i) The enlisted electronic media or channel after completion of one year of enlistment may submit application in plain paper with copies of relevant documents to the Director, ICA seeking upgradation of their channels from existing category to next above category.

ii) The Circulation Committee will examine such applications and recommend eligible channels for upgradation subject to approval of the State Government.

**6.6) Clause 15.f:- Mode of Authentications of Channels :**

i) "The District Level Monitoring Committee for private Channels" constituted under Cable TV. Networks (Regulation) Act. 1995 will verify, ascertain and authenticate the coverage area and other eligibility criteria including security aspects of satellite/cable Channels on requirement basis from ICA Department and send

report accordingly.

ii) The Circulation Committee will examine the report of the "District Level Monitoring Committee" for further recommendation.

**6.7) Clause 15.g:- Display of Advertisement through Electronics channels :**

i) No Channels shall claim Advertisement as a matter of right. The Cost involved in advertisement shall not be treated as financial grant or assistance. It will be issued by the State Government Departments keeping in view the widest possible coverage of the content of the advertisement in public interest. State Government Departments shall select according to their choice and on the suitability of the widest possible publicity through electronic media agreeable to the rate so fixed by the State Government.

ii) Channels under Category - "D" :- The District/ Subdivision authority may allow telecasting of their advertisement on the basis of the requirement as per rate approved.

**7) Amendment of Clause 18 (a).**

**Display advertisement for magazine / Periodicals / Casual Publications / Souvenirs.**

The existing rate structure shall be substituted by the following:

Type	Category -1	Category -2	Category -3
	Rate	Rate	Rate
Back Cover Page	Rs 3000/-	Rs 2000/-	Rs 1500/-
Ordinary full Page	Rs 2000/-	Rs 1500/-	Rs 1200/-
Ordinary half Page	Rs 1100/-	Rs 850/-	Rs 700/-
Ordinary quarter page	Rs 600/-	Rs 500/-	Rs 400/-

The above mentioned rates have been shown against Black & White Display advertisement. In case of colour advertisement the rate will be 45% above the rate of Black & white Display Advertisement.

**8) Amendment of Clause 19 (a).**

Collection of 2% service charge on all advertisement Bills by the ICA Department stands discontinued.

By order of the Governor

*(Signature)*  
( Santanu Das )

Secretary  
Government of Tripura

FORM -A

**APPLICATION FORM FOR ENLISTMENT/ UPGRADATION OF ELECTRONIC CHANNELS**

1. Name of the Owner / Agency :
2. Name of the Transmitting / Cable operating agency :
3. Permanent Address :
4. Mailing Address with contact no. :
5. Name of the Cable / Satellite Channel :
6. Location of operation :
7. Date of commencement of operation ( with supporting documents )
8. Name of Licensing authority and date & license no (with copies)
9. Name of Trade Licensing authority and date & license no (with copies) :
10. Area of coverage :
11. No. of Viewers :
12. Technical specification of equipment :
13. Status of compulsory transmission of Doordarshan channels.
14. Duration of programme in a day with time and number of News slots or live programme :  
(In case of retransmission / or hiring of slots certificate from the authorized Cable Operator showing time of slot allowed)
15. PAN No (with copy) :
16. Tax clearance certificate from the State Authority (with copies) :

I do hereby agree to the terms and conditions as laid down in Clause -15 and its sub clauses of Tripura Advertisement Guideline- 2009 and subsequent amendments and submit this application for consideration of the authority. Any information proved to be false may invite cancellation of the application.

Date

Signature of the authorized person