

Government of Bihar
Information and Public Relations Department

BIHAR ADVERTISEMENT POLICY- 2008

1. **Preamble:-** Information and Public Relation 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 **Bihar executive Rules of Business**. In this context, Circular No.-328 dated- 13.07.1981 had 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. In the said circular, in the present context a need is felt to incorporate this provision. 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 Bihar 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 effectively.
- (d) To set eligibility criteria for the release of government advertisements.
- (e) To determine the processes/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.

- (ii) For inclusion in the approved-list, essential eligibility criteria would be as below:-
- (a) The newspaper/periodical must be published either in Hindi or English or Urdu language.
 - (b) The Newspaper/periodical must be registered under the provisions of the Press and Registration of Books Act (PRB Act) 1867 by the RNI, New Delhi.
 - (c) Their advertisement rates must have been decided by the DAVP, Government of India.
 - (d) For Hindi and English Daily Newspapers the minimum publication area shall be 20,000 sq cms., for Urdu it would be 10,000 sq cms., and for periodicals 24,000 sq cms.
 - (e) The circulation for Hindi newspapers should not be less than 45000, for English newspapers it should not be less than 25000 and for Urdu newspapers should not be less than 20000. For periodicals the minimum circulation would be 20,000. Regarding circulation, the certification from ABC or other standard organizations would be necessary.
 - (f) The newspaper, periodical must be in regular and uninterrupted publication for at least twelve months. Regularity of publication would be checked by the Information & Public Relation Department, Bihar.
- III The applications of newspapers/periodicals fulfilling the aforementioned eligibility criteria would be placed before "Empowered Advertisement Committee". The composition of Empowered Advertisement Committee would be as follows-
1. Principal secretary/Secretary, Information and Public Relation Department -
Chairman
 2. Officer nominated by the Principal Secretary/Secretary Home Department-
Member
 3. Additional DG/IG (Special Branch)
Member
 4. Representative of the Finance Deptt.
Member
 5. Director, Information and Public Relation Department.
Member

6. Officer Incharge of Advt. Section of
Information and Public Relation
Department

Member Secretary

- IV 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. It would not be binding for the Committee to include in the approved list, any newspapers/periodical in the approved list merely because it fulfils the eligibility criteria. The Committee shall have the freedom and the competency to delist any listed newspaper/periodical in the interest of the state or work, from the approved list.
- V The rates for advertisement of the newspapers/periodicals of the approved list will not exceed the DAVP rates.
- VI (a) For specific situations, purposes, occasions or campaigns. Advertisements may be released in the interest of the state or work to those newspapers/periodicals of international/national repute which are not in the approved list of I&PRD. For such advertisements, either the DAVP approved rates or the minimum of advertisement rates given by other states in the said financial year to the concerned newspapers/periodicals will be the basis for determination of rate of payment.
- (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 Bihar state, will be eligible for release of the advertisements. But mere fulfillment of these eligibility criteria, will not be binding for the I&PRD for release of advertisements.
- (ii) The rate of advertisements admissible to the radio channels will not be more that 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/ channels
- (i) Electronic Media / channels broadcasting news, current affairs programmes and social, financial, cultural and professional programmes and covering a substantial chunk of population of either the country or Bihar state, will be eligible for release of the

advertisements. But mere fulfillment of these eligibility criteria, will not be binding for the I&PRD 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.
 - (iii) The advertisements to electronic media/ channels will be released by the government on the recommendation of Empowered Advertisement Committee.
- (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 Bihar state, will be eligible for release of the advertisements. But mere fulfillment of these eligibility criteria, will not be binding for the I&PRD 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.
 - (iii) The advertisements internet websites will be given by the government on the recommendation of Empowered Advertisement Committee.

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

All works pertaining to release of government advertisements, including Local Bodies/Corporations/PSU's etc. /establishments/Authority/Societies under the ownership and control of Bihar government and excluding the Judiciary, will be centralized under the Information & Public Relation Department. All works pertaining to release of payment excluding Local bodies/corporation/PSU's etc/establishment/Authority/Society under the ownership & control of Bihar Govt. will be centralised under the Information & Public Relation Deptt.

- (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 Bihar 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 I&PRD.
 - (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) the to I&PRD 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 news papers/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 I&PRD 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 Public Relation Department before 7th of the next month.
- (vi) The payment will be made through Bankers cheque/Bank Draft 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 etc./Establishments/Authority/Societies under the ownership and control of Bihar 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, alongwith the release order and three tear-sheets of the advertisements are submitted in the Information and Public Relation Deptt. at the end of each month, by the 7th date of the next month.

It would be the responsibility of information and Public Relation Deptt. to examine the said advertisement bills and counter sign these bills after such examination and despatch such bills to relevant establishments by 15th date of each month. It would be the

responsibility of relevant establishments to ensure payment of all such counter signed bills within the budget ceiling, expeditiously.

- (viii) The publication house will not be paid more than the amount mentioned in the release order as per DAVP rates. 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 I&PRD.

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

- (i) Advertisements to those newspapers/periodicals, which are not enlisted in the approved list of Information and Public Relations 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.
- (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 the 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 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 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 broadcast 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/Bihar, 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 enlisted in the approved list, to whom advertisements would be released would invariably providing copies of their newspapers/periodicals to the

Information and Public Relations 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 (RO). 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 Public Relations Department.
- (ii) The officer in charge for release of advertisements in the Information and Public Relations Department would have the power to release those advertisements, the cost of publication of which shall not exceed Rs 15,000. The Director, Information & Public Relation Department would have the power to release those advertisements, the cost of publication of which shall not exceed Rs 25,000. The Principal Secretary/Secretary, Information & Public Relation Department for release of advertisements in the Information and Public Relations Department would have the power to release those advertisements, the cost of publication of which shall not exceed Rs 50,000. For an expenditure of over 50,000/- Rupees, sanction would be accorded by the Departmental Minister subject to the availability of the budget.

The aforesaid financial powers can be amended from time to time as per requirements after obtaining concurrence of the Finance Department.

This advertisement policy supersedes all concerned orders directions previously issued on the subject.

7. **Strengthening the Information and Public Relations Department**

- (a) 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 regional offices (Offices of the Divisional Deputy Directors and Offices of District Public Relation Officers) one Stringer/Data Entry Operator each would be posted.

(b) Information technology would be used to facilitate the functions of advertisement division. Offices of Divisional Deputy Directors and District Public

Relation Officers would be computerised (each office to be provided with one computer, one printer, UPS, Fax and Broad Band/Dial up Internet connection) and would be made “on line”. This would facilitate the exchange of information between the headquarters (Patna) and regional offices in respect of release of advertisements and payment thereof.

- 8. Miscellaneous:-**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,

(Rajesh Bhushan)
Secretary
Government of Bihar
Information & P. R. D.
Bihar, Patna