

THE MANIPUR STATE ADVERTISEMENT POLICY 1994

A. PREAMBLE (with latest amendment)

The Directorate of Information and Public Relations places advertisements in various newspaper/journals on behalf of the Departments of The Government of Manipur, Autonomous Bodies and other Public Sectors Enterprises.

The Primary objective of Government Advertising is to secure widest possible coverage through newspapers which circulate news or comments on current affairs and standard journals on science, arts, literature, sports, film, cultural affairs, etc. While giving advertisements, political affiliations or editorial policies of the publication concerned are not taken into account. However, advertisement would not be issued to newspapers or journals which indulge in yellow journalism, incite or tend to incite communal passions, breach of violence, offend the sovereignty and integrity of India or socially accepted norms of public decency and morals. With a view to streamlining the release of advertisements, the Government of Manipur has decided to adopt the following rules:

1. Short title,- These rules may be called the Manipur State Advertisement Policy, 1994.
2. Definition,- In these rules, unless the context otherwise requires:-
 - (a)"advertisement" means all advertisements of the Government of Manipur and its undertakings, corporations, bodies etc. released through the Directorate of Information & Public Relations, Manipur (hereinafter abbreviated as DIPR) and include both classified and display advertisements;
 - (b)"classified advertisement" means an advertisement published in a compact section of a newspaper under specified heads. These include tender notice rate quotations, situation vacant, auction notice notifications, employment notices, etc.
 - (c)"daily newspaper" means a publication that circulates news and comments on current affairs and its published everyday;
 - (d)"display advertisement" is that which a conspicuous display of contents and is published anywhere in a newspaper or in a periodical, as opposed to classified advertisement. This include mass campaign and sales promotion;
 - (e)"Government" means the Government of Manipur;
 - (f)"local newspaper" are those which are printed and published in the State of Manipur or whose registered offices are located in the State of Manipur.
 - (g)"periodical" means publications of any reading materials in book forms like magazines, bulletins, souvenirs, etc. They may be of weekly, fortnightly, monthly, quarterly, half-yearly, or annual publications etc;
 - (h)"policy" means the advertisement policy of Government

(i) "Blacklisting" means to refrain officially for a certain period of time with any newspaper/periodical such a stoppage of issuing Press Notes/Handouts/Invitations and Government advertisements in particular for publishing seditious, malicious and any other objectionable publications, e.g. on the ground, of obscenity etc.;

3. Release of advertisements,- All advertisements of the Government, Semi-Government sponsored organisations and local bodies, corporations public undertakings including those organisations when Government provides guarantee for taking loans shall be released only through the DIPR.

(i) The Head of Departments/Offices will be responsible for payment of advertisement charges, from their personal accounts for the violation of the Rule No. 3.

(ii) Newspaper accepting such display classified advertisement directly from department without routing through the Directorate of Information & Public Relations, will be banned from receiving Government advertisement for a period of 6 months.

(iii) All advertisements including display advertisement released in newspaper will invariably bear Directorate of Information & Public Relations release order number.

(i) Treasury Officers/Sub-Treasury Officers will with-hold bills for payment of the Government advertisement which are not routed through Directorate of Information & Public Relations, Manipur.

4. Categorisation of newspapers/periodicals:- Local newspapers and periodicals shall be classified in the following categories:-

(i) Category "A" – Circulation of 7001 copies and above.

(ii) Category "B" – Circulation between 4001 to 7000

(iii) Category "C" – Circulation of 1000 to 4000

5. Print Area :- A newspaper should have a minimum print area of 28 cm by 45 cm and should have not less than two pages to be eligible for issue of advertisement and in the case of a periodical, the minimum print area shall be 22 cm by 15 cm.

6. Eligibility: Subject to the other provisions of these rules, a newspaper or a periodical which fulfil the following conditions will be eligible for advertisements:-

(i) It should be an approved newspaper of periodical by the Government.

(ii) It must have complied with the provisions of Press and Registration of Books, Act, 1867;

(iii) It must have uninterrupted and regular publication for a period of not less than three years except Government publications;

(iv) It must have a minimum paid circulation of 1000 copies per issue;

(v) No classified advertisement will be issued to weekly, bi-weekly, fortnightly, monthly, bi-monthly, quarterly newspaper and periodical as also house journals, house magazine and souvenirs provided that this shall not be applied to Government publications;

(vi) House journals, house magazines and souvenirs will not ordinarily qualify for other advertisement as well. However, any other categories of newspapers/journals/publications which Govt. may consider from time to time appropriate for bonafide reasons, shall be qualified.

(vii) The newspaper or the periodical should not have published seditious materials or matter likely to incite communal disharmony or affect or offend the sovereignty and integrity of India during the preceding 10 years of its publication.

(viii) Newspapers and periodicals shall strictly abide by the journalistic code of ethics, to be on the basis of any of the following points:-

- (a) Reports imputing to a personal statement she has not made;
- (b) Baseless, motivated, malicious, scurrilous or obscene reports or comments;
- (c) Reports which breach or tend to breach violence or does not conform to socially accepted norms of public decency and morality and other journalistic code of ethics;

(ix) Coverage of readership from different walks of life, particularly in case of national campaigns.

7. Determination of copies in circulation:- The circulation of a newspaper shall be finalised taking into account the following points:-

- i) Audited copy of circulation of the newspaper certified by a Chartered Accountant and as submitted to the Audit Bureau of Circulation. In case of the newspaper of "C" Category, the circulation may be audited and certified by an auditor of the Co-operative Department, Government of Manipur.
- (ii) Quantity of newsprint purchased;
- (iii) Consumption of electricity, if the printing press is electrically operated;
- (iv) Expenditure on postage and concession certificate.
- (v) Mailing list;
- (vi) Number of employees engaged;
- (vii) Subscriber list;
- (viii) Manipur State Road Transport Corporation pass for transport of newspaper;
- (ix) Income tax and professional fees;

- (x) Publishers of newspaper should submit the above information to the DIPR by 28th February of every succeeding calendar year to facilitate correct assessment of their circulation.

8. Rate of Advertisement:-

- (i) The rate of advertisement for the different categories of newspapers shall be as determined by the Government from time to time.
- (ii) The Government shall be at liberty to revise the rate of advertisements as and when considered necessary depending upon the rise in the cost of paper, ink, labour charges and other factors or production.
- (iii) Whenever the Government revises the rate of advertisement, it shall be effective from the date of publication in the official Gazette.
- (iv) The rate of advertisement shall be as follows:-

(A) CIRCULATION	RATE	PRINT AREA
Category 'A'	Rs 14.00	Per column centimetre of 8(eight) words.
Category 'B'	Rs 12.00	- do -
3Category 'C'	Rs 10.00	- do -

[Revised vide Notification No.15/1/90-Advt/Info(Pt-I) dated, 25-4-1995]

- (v) The size of lettering in the advertisement should be the same as the letter size in the rest of the paper;
- (vi) The rate fixed by the Government of Manipur under this rules shall be applicable only for the newspapers published within the territory of Manipur State;
- (vii) In the case of national dailies whose rate has also been accepted by the Directorate of Advertising and Visual Publicity, Government of India, the rate fixed by the newspaper/periodical concerned shall be accepted as rate for the purpose of display and classified advertisement.

(B) FOR DISPLAY ADVERTISEMENT

	Circulation	Revised Rate	Print Area
(i)	Category 'A'	- Rs 2750/-	full page of 28cmX45cm
(ii)	Category 'B'	- Rs 2200/-	- do -
(iii)	Category 'C'	- Rs 1650/-	- do -

[Revised vide Notification No.15/1/90-Advt/Info(Pt-I) dated, 25-4-1995]

For periodicals having minimum print area of 22 Cm X 15 Cm.

	Circulation	Revised Rate
(i)	Category 'A'	- Rs 1425/-
(ii)	Category 'B'	- Rs 875/-
(iii)	Category 'C'	- Rs 750/-

[Revised vide Notification No.15/1/90-Advt/Info(Pt-I) dated, 25-4-1995]

- Rates for ½ page and ¼ page display advertisement will be 50% and 25% of full page advertisement rates.

9. Manner of release of advertisements:-

(i) Classified Advertisements will be issued in the following manners:-

A. Tender Value :-

- (a) Tenders for value worth upto Rs 2 lakhs will be issued to one newspaper in each of the categories.
- (a) Tenders for value worth more than Rs 2 lakhs to 5 lakhs will be issued to 2(two) newspapers of 'A' category, 1 (one) newspaper each of 'B' and 'C' categories and 1(one) national daily.
- (b) Tenders for value worth more than Rs 5 lakhs to 10 lakhs will be issued to 2(two) newspapers of 'A' category, 1 (one) newspaper each of 'B' and 'C' categories and 2(two) national dailies.
- (c) Tenders for value worth more than Rs 10 lakhs will be issued to 3(three) newspapers of 'A' category, 1 (one) newspaper each of 'B' and 'C' categories and 3(three) national dailies.

B. Other Classified Advertisement :-

(a) Advertisements other than tender notices will be issued to one newspaper in each of the categories.

(ii) As far as possible, classified advertisement will be released for publications in the daily newspapers, by rotation, to maintain, to the extent possible, equitable distributions. However, attempts should be made for release the same to at least 2(two) newspapers of 'A' category.

(iii) All such advertisements shall be compulsorily inserted in the Govt. publications.

(iv) The following time limit shall be followed for publication of classified advertisements on purchases and construction works.

TIME LIMITS	VALUE OF ADVERTISEMENTS
(a) 10 days	below Rs 5 lakhs
(b) 15 days	Rs 5 lakhs to Rs 10 lakhs
(c) 21 days	above Rs 10 lakhs.

(v) The Government shall have the right to withhold release of advertisement for a newspaper or a periodical if it fails to report in correct or proper manner any important economic and other developments in the State. While a newspaper or a periodical is entitled to have its own views, there should not be distortion of news.

(vi) All advertisements received from different Departments, Organisations, Bodies and Corporations for insertion in a newspaper or a periodical shall be serialised in order to receipt of the advertisement based on date and time by the DIPR, the serial number of which shall mentioned in the order for release of the advertisements.

(vii) If the publisher fails to send copy of their issues or if they are not available for collection at the time of collection of copies of newspapers, it would be presumed that issues for that day are not released.

(viii) As the bill claiming payment for publication of advertisement is received from the Advertisers, the DIPR will assess the amount of money required for payment and intimate the Advertiser within a maximum of 2(two) days time. Except in special cases, the advertiser shall deposit the assessed amount in cash or bank draft or Banker's cheque to the DIPR within 7(seven) days before the date of publication of the advertisement.

(ix) **RELAXATION :-** In special cases the Director will have the right to relax the provision under Sub-clause (viii) of the Rule 9 and accept advertisements without depositing the assessed amount in each in respect of the Manipur Public Service Commission, Manipur University etc. in public interest.

10.Deletion from the List:- If a newspaper ceases publication either continuously for a period of 4(four) week or intermittently for 45 days in a year. It shall be deleted from the eligibility list. It would be eligible for advertisement again only after a regular publication of 1 (one) year from the date of re-publication. The publisher will be responsible to send each of their issues regularly to enable the Government to decide whether the newspapers/periodicals are following journalistic ethics.

Provided that if stoppage of publication is caused by strike, lockout, and natural calamity, the provisions for deletion from the eligibility list shall not apply.

11. Blacklisting :- A newspaper/periodical concerned will be liable to be black-listed for a period of 6 months at the first instance and one year thereafter it behaves in a manner unbecoming of a newspaper or fails to observe normal ethics of journalism or commits any of the followings:

- (i) If it fails to publish or publishes in a distorted or mutilated manner any Government press Note, handout, communiqué, press contradiction clarifications, advertisements etc;
- (ii) If it furnishes wrong information about the number of copies of circulations;
- (iii) If it indulges in baseless, motivated, malicious, scurrilous reports or comments;
- (ii) If it indulges in report imputing to a person of statement he/she has not made.
- (v) If it indulges in writing/publishing anti-national, anti-social, obscene and other seditious and objectionable news.

12. DISQUALIFICATION FOR RELEASE OF ADVERTISEMENT :- Any newspaper or periodical already included in the eligibility list shall be liable for disqualification on any of the following grounds:-

- (i) If it publishes seditious materials, or matter likely to incite communal disharmony or affect or offend the sovereignty and integrity of India;
- (ii) If it indulges in publication of obscene reports, pornography or reports/comments repugnant to socially accepted norms of public decency and morals.
- (iii) If it behaves in a manner to breach any particular of the provisions of this Policy.

13. MEDIA COMMITTEE :- There shall be a Media Committee to ensure effective enforcement of the provisions of these rule and of this policy and to help the Government in the formulation of new policies, comprising of the following persons :-

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| (i) | Director of Information & Public Relations, Manipur | - Chairman |
| (ii) | President/Secretary of All Manipur Working Journalists Union, Manipur | -Member |
| (iii) | President/Secretary of All Manipur State Journalists Association | -Member |
| (iv) | President/Secretary of All Manipur Pressmen Welfare Association | -Member |
| (v) | President/Secretary of Manipur Hill Journalists Union | -Member |
| (vi) | One official to be nominated by the Government | -Member |
| (vii) | Deputy Commissioner, Imphal | -Member |
| (viii) | Representative of the Directorate of Advertisement & Visual Publicity
Govt. of India, Ministry of Information and Broadcasting. | -Member |

The Committee shall meet at least once in 6(six) months to review the policies, their practical application and problems. More meetings may be convened accordingly to necessity.

14. INTERPRETATION:- With regard to the interpretation of any provision of the policy, the decision of the Government will be final.