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GOVERNMENT OF ARUNACHAL PRADESH  
INFORMATION, PUBLIC RELATIONS AND TOURISM

NOTIFICATION  
The 27<sup>th</sup> November, 1991

No. IPR-25/90 The Government of Arunachal Pradesh is pleased to publish the advertising policy of the government of Arunachal Pradesh along with Rules and Procedure for inclusion of Newspapers/Periodicals in the Government Approved List for Receiving Government Advertisements (Annexure-1) and Rules for Advertisements (Annexure-11) which shall be effective from the date of its Publication in the Official Gazette.

**ADVERTISEMENT POLICY OF THE GOVERNMENT OF ARUNACHAL PRADESH**

1. The Directorate of Information and public Relations, which is the centralized publicity organization of the Government of Arunachal Pradesh, shall place Advertisements in various newspapers and periodicals, published within Arunachal Pradesh and outside, on behalf of the Government and its various Departments. The primary objective of Government Advertising is to secure the widest possible publicity coverage. Political affiliations will not be taken into account in placing Government advertisements. These advertisements are not intended to be a measure of financial assistance to any newspaper. Advertisement shall not, however, be given to newspapers and periodicals which incite communal passions or preach violence or offend socially accepted conventions of public decency and morals, or aid or abet in carrying out scurrilous or subversive activities against the Government established by law.

(a) In selecting newspapers for placing Advertisements the following considerations shall be kept in view within the fund available:

To aim at coverage of readers from different walks of life, particularly in the case of national or general campaigns.

(b) To reach specific sections of people depending upon the message of the advertisements.

Matin Dai,  
Chief Secretary to  
the Govt. Of  
Arunachal Pradesh

## ANNEXURE- I

### RULES AND PROCEDURE FOR INCLUSION OF NEWSPAPER/PERIODICALS IN THE GOVERNMENT APPROVED LIST OR RECEIVING GOVERNMENT ADVERTISEMENTS.

1. SHORT title: These rules may be called the Rules of procedure for inclusion of newspaper/periodical in the Government approved list for receiving Government Advertisements.
  
- (2) Procedure for application: An application for inclusion of a newspapers/ periodical in the approved list of the Government is to be submitted by the Publisher of a newspaper/periodical concerned to the Director of Information and Public Relations, Arunachal Pradesh, Naharlagun through the Deputy Commissioner/ additional Deputy Commissioner of the District/ Sub-Division as the case may be, from where it is published. The application shall contain the following:
  - i) Name of the newspaper/ periodical.
  - ii) Name and address of the Editor.
  - iii) Name and address of the Publisher.
  - iv) Name of the owner of the Printing Press where the Newspaper/periodical is printed.
  - v) Name and address of the Printing Press where the Newspaper/periodical is printed.
  
  - vi) Name of the owner or owners of the Newspaper/periodical (Mentioning whether ownership is proprietary, cooperative, private limited or trust etc).
  - vii) Periodicity of publication,
  - viii) Price per issue.
  - ix) Circulation (this should be shown items wise, namely (a) subscriber copies, (b) complementary copies, (c) voucher copies and (d) exchange copies and areas where it is circulated (e) language in which published.
  - x) Certificate of circulation figure to be obtained from the District Information and Public Relations Officer concerned.
  - xi) Whether the Newspaper/periodical deals with literary, political, cultural or socio-economic or other aspects.
  - xii) Whether the Newspaper/periodical has any political affiliation or subscribes to any political ideology or independent.
  
- 7 Conditions for inclusion in the approved list: On receipt of the application with the particulars as mentioned in the forgoing provisions and/after perusal of the newspaper and periodicals. The Director of Information and Public Relations shall forward the application with his views and comments there on to the government of Arunachal Pradesh for its inclusion or otherwise in the list. In deciding as to whether the newspaper/periodical shall be included or not the following factors shall be taken into consideration.
  - (a) A newspaper/periodical shall maintain at least three months regular publication form the date of its first appearance.
  - (b) To use only newspaper/periodical with a minimum paid circulation of not less than 2000 copies per issue, except that indicates of newspaper/periodicals published within Arunachal Pradesh this limits may be reduced to 500.
  - (c) It shall not publish any news about any affairs connected with government which is false and misleading.
  - (d) It shall not contribute anything which is likely to disturb the unity of the nation, spread communal hatred, nor publish scurrilous or obscene materials not carry on malicious propaganda against the government.
  - (e) It should be regular in publication.
  
4. Benefits to be enjoyed by newspaper/ periodicals in the approved list: A newspaper/periodicals included in the approved list against the following benefits:-

(a) It will be entitle to receive advertisement, press release and publications subject to the fulfilment of the required standard, viz, class or readership, language and areas intended to be covered, standard of the production and adherence to accept standard of journalistic ethics.

(ii) Its editor or his representative (who may be a senior or a special correspondent or a senior staff reporter) will be formally accredited to the government of Arunachal Pradesh and in that capacity he or she will have access to press conference, and may interview Ministers and Secretariat and attend Public meetings addressed by the President or Prime Minister of India and other high Dignitaries.

5. Conditions for removal of Newspaper/Periodical from the approved list: The name of newspaper/periodicals may be struck off from the government approved list if its fail to confirm to any of the provisions of these rules or the provisions of the government notification to which these rules are annexed.
6. Procedure of removal from the approved list: Whenever the Director of Information and Public Relations, Arunachal Pradesh is satisfied that nay newspaper/periodicals included in the approved list of the government mentioned in Para 2 has failed to confirm to any of the provisions of these rules or the provisions of the Government notification to which these rules are annexed, may send a report in these regard to the government of Arunachal Pradesh may remove the name of the paid newspaper/periodicals, as the case may be, from the list:

Provided no such action shall be taken by the State government until the publisher of the newspaper/ or periodicals, as the case may be, has been given a reasonable opportunity of showing cause against the action proposed to be taken.

#### ANNEXURE –II RULES FOR ADVERTISEMENT

1. All the government advertisement/ notices for publication in various local newspaper/periodicals should be sent to the Directorate of Information and Public Relations.
2. The Head of the Department/office issuing advertisement should send the same to the Director of Information and Public Relations at least 30 days ahead of the last date for receiving applications/tender.
3. Advertisement/Notices should be published in two daily/weekly papers simultaneously (Minimum).
4. In case of an advertisement or notices to be published in outside newspaper/periodicals published outside Arunachal Pradesh the Head of Department/ Office should specifically mention the numbers of insertion desired and the name/names of the newspaper/periodicals where the same should be published. In case of advertisement/notices to be published in local newspaper/periodicals the disposals of advertisement shall be done by the Director of Information and Public Relations according to a roaster maintained by him for this purpose.
5. The advertisement/notices should be signed by the issuing authority.
6. The advertisement/notices should be accompanied by 4 (four) spare copies. If the same advertisement/notices are to be issued in the Arunachal Pradesh Gazette 2 (two) more copies are to be sent to the Director, Information and Public Relations.
7. All bill for advertisement should be submitted to the Director, Information and Public Relations who will check the same and forward the same with comments to the concerning offices for payment. The Head of Department/Offices should disburse the bill to the paper concerned within one month from the date of receipt of the bill from the Director.
8. Government Advertisement/Notices are to be issued only to those Newspaper/periodicals which have been approved by the Government to be included in the Government approved list in accordance with these rules.