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GOVERNMENT OF PUNJAB
DIRECTOR INFORMATION & PUBLIC RELATIONS
ELECTRONIC MEDIA ADVERTISING POLICY – 2023

The 22nd February, 2023

No. I/517194/2023.—The objective of this policy is to secure the widest possible coverage of the intended content or message of Government of Punjab through advertising via Electronic Media on the rates approved by the Department of Information and Public Relations (DIPR), Punjab or the Bureau of Outreach and Communication (BOC).

1. VALIDITY:-

This Policy will be valid for three years from the date of Issue. It may be amended at any time by the Department of Information and Public Relations, Government of Punjab.

2. NODAL AGENCY:-

The Department of Information and Public Relations (DIPR), Govt of Punjab, is the nodal agency for all kinds of advertising by all Departments and Agencies of the Government of Punjab, including Public Sector Undertakings and Autonomous Bodies such as Boards and Corporations, Local and Urban Bodies, Universities, Commissions, Authorities, Societies constituted by the Government Departments, Trusts under the Government, Companies, Apex Cooperative Institutions and other State Government Institutions and Organizations etc.

The nodal agency will work as the Single Window for dealing with the media as per the policy.

The Department of information and Public Relations (DIPR) will regularly monitor the implementation of this policy. For this purpose, all the Departments and Agencies will send a report as and when asked by the Department of Information and Public Relations, Govt. of Punjab from time to time in a Performa that will be supplied by the DIPR.

3. RELEASE OF ADVERTISEMENT ON ELECTRONIC MEDIA THROUGH DEPARTMENT OF INFORMATION AND PUBLIC RELATIONS: -

All the advertisements on Electronic Media shall be routed through the Department of Information and Public Relations (DIPR), Govt. of Punjab, which shall be the Nodal Agency for issuing advertisements. It shall be mandatory for all the Departments of Government of Punjab, Boards, Corporations, Local Bodies, Universities, Commissions and such other authorities/organizations and institutions etc. to issue all advertisements through the Nodal Agency.

The client department shall present demand/requirements for the media campaign. The Media plan for client departments shall be prepared by the Department of Information and Public Relations (DIPR), Govt. of Punjab, and the DIPR shall be the final authority to decide the broadcast channels on which the advertisements are to be released **and the** client departments shall abide by it. Appropriate budgetary sanction would be made through client department.

The payment of bills shall continue to be borne by the client department as is the prevailing practice. The client or the department shall make sure they have required or sufficient budget for the purpose of any kind of advertising on electronic media through the DIPR, Govt. of Punjab. The Department of Information and Public Relations, Govt of Punjab, may empanel agencies for production and release of advertisements/ programmers/ campaigns on BOC/DIPR rates. The agencies empanelled with BOC/NFDC will also be empanelled with the DIPR, Punjab. All agencies will be valid up to 31st March, 2024.

4. Trade discount: Trade discount of @15% shall be made available to Punmedia society and other department on airing of advertisements on all platforms of electronic media.

5. OBJECTIVES OF ADVERTISING:

- a. **Coverage:** The primary objective of the Government by advertising is to secure the widest possible coverage of the intended content or message for multiple purposes as envisioned by the concerned department of the government and as the DIPR, Govt of Punjab may deem fit through Electronic Media.

Not to take into account political affiliation or editorial policies: In releasing advertisements to channels, the Director shall not take into account the political affiliation or editorial policies of channels but may consider the type of content being broadcasted by a particular television channel or radio station. The Director will not release advertisements to any channel which incites or tends to incite communal passion, preaches violence offends the sovereignty and integrity of India or violates the socially accepted norms of public decency and behavior.

6. DEFINITIONS:

- i. **Director:** Means the Director of the Department of Information and Public Relations. Punjab and includes any officer of the DIPR who is authorized to function on behalf of the Director.
- ii. **Government:** Means the Government of Punjab, in the Department of Information & Public Relations.
- iii. **Policy:** Means the Advertising Policy and Guidelines-2023 of the Government of Puniab. iv. **Advertisement:** Means an advertisement issued by any Government Department or Agency of Government in Audio and Audio-Visual Media.
- iv. **Agency or Government Agency:** Includes Public Sector Undertakings such as a Board or Corporation, Urban & Rural Local Body, University, Commission, Authority, Society constituted by Government of Punjab, Trust, Institution or Organization, Apex Cooperative Institution under the Government of Punjab and any other State Government Body etc.
- v. **Channel:** A television or radio channel is a broadcast station that broadcasts audio and video to receivers in a particular area or through any means such as satellite, etc.
- vi. **Client:** Any Government Department/ Agency that sends a requisition for an advertisement to the Director, DIPR, in terms of this policy or any Government Department/ Agency that issues or seeks to issue an advertisement.
- vii. **Requisition:** A written request/proposal by client to the Director, DIPR, for release of advertisement or design of media plan/campaign.

POLICY GUIDELINES

7. **FIXING OF RATES:**

In case the BOC rates are not available, DIPR may fix rates after taking into consideration the recommendations of a Committee constituted by the Department of Information and Public Relations, Government of Punjab in this regard (here in after referred to as Committee).

8. **EMPANELMENT OF TV CHANNELS:**

TV channels that are empanelled with the BOC will be automatically empanelled by the DIPR, Government of Punjab. In cases where the BOC rates are not available, rates will be decided by the DIPR, Government of Punjab based on the recommendations of the Committee.

The channels are divided into two categories- National and Regional and also genre on the basis of dominant viewership in a particular area/region by the DIPR, Government of Punjab.

The eligibility criteria for empanelment are as follows:

- a. **Minimum Telecast Period:** A channel should have completed minimum 1 year with 24 × 7 regular telecast for the purpose of empanelment with the Department of Information and Public Relations, Govt of Punjab. A new channel, with good viewership in last three months, can be considered as a special case. A Channel broadcasting programmers mainly for viewers in Punjab may be empanelled after three months by the Committee if it fulfills the objective of Information needs of the people or promoters art and culture in the State.
- b. **Publicity:** The publicity impact of advertisement through the channels will also be taken into account while empanelling such channel. The rate for such channel may be fixed based on available data that the channels telecasting/ broadcasting programmers for the information/ entertainment/ educational needs of the people of Punjab.
- c) **Coverage & Content:** Channels specifically covering Punjab news, art and culture of Punjab may be considered.
- d) **Viewership:** Channels being aired internationally but having focus on the Indian sub-continent and surrounding areas may be considered.

8.1 Criteria for fixation of rates of empanelled TV Channels:

- a. BOC rates for TV /Radio- channels would be applicable, if available. The rates of empanelled channels may be recommended by the committee if the BOC rates are not available.
- b. The rates of empanelled channels may be recommended by the committee if the BOC rates are not available after considering the following:
 - a. Comparison on the basis of the six month average of C&S Viewership Data of TAM (15+age group, both male/female, all SECs, All-India market for National channel and respective State for regional channels) except for channels catering for information/entertainment/educational needs of people of Punjab State. If the channel is less than 6 (respective) number of months old or between 3-6 months, it would be considered based on data, if available, and rates of these channels with Doordarshan, wherever possible, and comparison with channels in their respective genre and programmers.
 - b. Negotiations based on market rates/card rates offered by channels.

8.2 The effective rate of a particular channel will determine the rate structure pattern depending on the number of bonus telecast, ticker/scroll etc provided with the rate. The channel would be provisionally empanelled till the ratification by the Committee constituted by the DIPR, if the channel fulfils all the

criteria mentioned in Clause 7. The assessment will be done by the committee constituted by the DIPR, Government of Punjab.

8.3 Duration of empanelment- A channel, once empanelled shall remain on the panel of DIPR, Government of Punjab for a period of at least 2 years that can be extended up to 1 year after reviewing by the committee.

8.4 De-empanelment-

- i. In the event of any change of nomenclature (name & logo etc.), company and group of the channel, shall be duty bound to inform the DIPR, Government of Punjab, in advance. If it is not done well in time and it comes to the notice of the DIPR, then the channel will be immediately suspended and thereafter necessary action will be initiated to disqualify the channel at least for a time period as decided by the committee.
- ii. In case any satellite channel empanelled with DIPR, Punjab goes off air, it will solely be the responsibility of the channel to bring it to the notice of the DIPR, Punjab immediately.
- iii. The DIPR will de-empanel a particular channel that incite or tends to incite communal passion, preaches violence, hurts religious sentiments, or provokes communal hatred, offends the sovereignty and integrity of India or violates the socially accepted norms of public decency and behavior.
- iv. The DIPR, Punjab also holds the rights to review the DE-empanelment after the channel under scanner supplies clarifications as asked by the DIPR from time to time.
- v. The Cable TV Networks (Regulations) Act must be adhered by the channels failing which they shall be de-empanelled.
- vi. All TV channels, that accept the terms and condition of the DIPR, Government of Punjab to disseminate information through advertisement shall do so as per the orders from the DIPR, Government of Punjab. Hence, they cannot unilaterally drop Government spots. In case a channel utilizes less than 85% of the total Free Commercial Time (FCT), allocated during a quarter (April-June, July-Sept., Oct.-Dec., Jan-Mar), the channel may be de-empanelled by DIPR for a period as decided by the committee.
- vii. The empanelment window shall be opened as decided by DIPR the Government of Punjab for channels seeking fresh empanelment.

9. EMPANELMENT OF ALL RADIO STATIONS:

- a. Radio Stations can be categorized by the DIPR, Government of Punjab for the purpose of empanelment. The radio stations shall provide BOC rates. If the BOC rates are not available, DIPR may fix rates after taking into consideration the recommendations of the Committee.
- b. Radio Stations can be categorized on the basis of number of stations and reach as on 31st March of every year.

Big- Operating in metro cities with population over 50 lakhs

Medium- Operating in non-metro cities with population over 10 lakhs.

Small- Operating in cities with less than 10 lakh population.

- c. The criteria for empanelment of Radio/FM Channels as adopted by BOC would normally be followed by the DIPR, Government of Punjab. The Station should have completed at least 1 year broadcast at the time of application for empanelment.

10. OTHER CONDITIONS REGARDING EMPANELMENT/FIXATION OF RATES FOR RADIO/TV CHANNELS:

1. The Channel/Station must submit a certificate that the information submitted by them is correct. In case the information submitted by the channel is found to be false in any manner, it can be suspended and/or

debarred from empanelment.

2. The channels or their authorized representatives may be required to make a presentation before the Director or the committee, Department of Information and Public Relations, Government of Punjab.
3. The empanelment and rates will be valid for two year and may be extended as the Director or the committee of the DIPR Government of Punjab may decide. However, in case of more than 15% variation 'iri TAM/RAM (Radio Audience Measurement) rating of any Channel/Station continuously for a 6 months period, the Director can review the rates of any such Channel/Station.
4. The television channels and radio stations will agree in writing that rates accepted by them are lowest and exclusive to BOC/DIPR, Punjab and lower rates cannot be offered to any other agency. Director or the committee, DIPR, Government of Punjab may review the empanelment if this condition is violated.
5. The decision of the Director or the committee, Department of Information and Public Relations, Government of Punjab will be final and binding, subject to fulfillment of terms and conditions mentioned above.

11. RELEASE OF SPOTS, ETC:

1. As soon as a requisition for release of advertisements is received from various Government Clients; the DIPR, Government of Punjab, may prepare a suitable media plan, keeping in view the contents of the message, the target audience and budget.
2. Appropriate weight-age may be given to regional/local Channels and Stations as the Director, DIPR, Government of Punjab deem fit considering the Information, Communication and Educational needs of the people of Punjab.

12. PAYMENT OF BILLS:

Every Channel/Station will be obliged TO submit its telecast/broadcast/display bills complete in all respects along with telecast/broadcast/display certificates within 30 days of completion of campaign or last date of monthly telecast failing which action would be taken against them. The telecast/broadcast/display certificate submitted by the channel will be considered as the basic proof of telecast/broadcast/display.

13. However, third party monitoring service viz. TAM in case of TV channels can be subscribed to get additional supporting telecast certificates for the channels being covered by them.

Recovery shall be made in case of excess payment by the Client. In case of any fraudulent activity that comes to its notice or brought to its notice by any third party, the committee of the DIPR, Government of Punjab can take action as it may deem fit against the channel or station.

The Director may empanel or appoint consultants (including Designers etc.) or Advertising agencies for taking up various advertisement related work on professional lines. The functions relating to advertising including release of electronic/audio-visual advertisements may be carried out by these consultants.

14. POLICY GUIDELINES:

Government will advertise its plans, programs and activities in such a manner as it may deem appropriate. However, in view of the dynamism involved in the subject, in cases where it is found essential to make some deviation from the laid guidelines, the Director shall prepare a case with reasons and take approval of the minister-in-charge.

Chandigarh
The 22nd February, 2023

RAHUL BHANDARI, IAS
Principal Secretary to Government of Punjab
Department of Information & Public Relations.