



# Punjab Government Gazette

## EXTRAORDINARY

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**GOVERNMENT OF PUNJAB**  
**DEPARTMENT OF INFORMATION AND PUBLIC RELATIONS**  
**NOTIFICATION**

The 19<sup>th</sup> February, 2024

**No. GAD-PROT0APP/22/2020-2P/1/785712/2024.**-The Governor of Punjab is pleased to make the following amendments in the Punjab News Web Channel Policy, 2022 issued vide PR No. **I/423869/2022**, Dated **12.09.2022** as under:-

**POLICY**

- 1.** (1) The Policy may be called the Punjab News Web Channel (**Fifth Amendment**) Policy, 2022.  
(2) This amendment shall come into force with immediate effect.
- 2.** In the Punjab News Web Channel Policy, 2022, Para **8 (d)**, **8 (e)** is **amended** and **8 (f)** is added as mentioned below:-

Sr. No.	Old provision in policy	Proposed amendment
1.	<b>8 (d).</b> Advertisement shall only be inserted in a verified Face book or You tube Channel	<b>8 (d).</b> The news web channels are eligible to post Government advertisements on both You tube & Face book platforms once empanelled under Punjab News Web Channel Policy on either YouTube or Face book
2.	<b>8 (e)</b> Only the Views/Impressions of Video/News program received <b>within 04 days (or as duration mentioned in particular Released order)</b> of Uploading such video/News Program that is carrying the advertisement (L-Band/Video/Aston Band) released	8(e) Only the Views/Impressions of Video/News program received <b>as per duration mentioned in particular Released order of Uploading</b> such video/News Program that is carrying the advertisement (L-Band/Video/Aston Band) released by DIPR, shall be taken into consideration while

	by DIPR, shall be taken into consideration while calculating the cost.	calculating the cost.
3	New Clause add <b>8(f)</b>	<p><b>8(f).</b> Required criteria for Video Production to various News Web Channels:-</p> <p>1. The web channels those are empanelled under News Web Channel Policy 2022, will also be eligible for Audio-Video Production. The rate structure will be applicable as per DAVP (Directorate of Advertising and Visual Publicity) rate structure.</p> <p>2. The News Web channel should have a minimum turnover of Rs. 1 crore in the last financial year.</p>

Sd/-

**MALWINDER SINGH JAGGI, I.A.S**Secretary, Government of Punjab  
Information and Public Relations