



Punjab Government Gazette

EXTRAORDINARY

Published by Authority

CHANDIGARH, SATURDAY, JUNE 29, 2024 (ASADHA 8, 1946 SAKA)

GOVERNMENT OF PUNJAB

DEPARTMENT OF INFORMATION AND PUBLIC RELATIONS

NOTIFICATION

The 28th June, 2024

No. 1/872034/2024.-The Governor of Punjab is pleased to make the following amendment in the Punjab Influencer Empanelment Policy, 2023 issued vide PR No. I/641929/2023, Dated 14.09.2023 as under:-

POLICY

- (1) The Policy may be called the Influencer Empanelment Policy, 2023 (**1st Amendment**) Policy, 2023.
(2) This Policy shall come into force with immediate effect.
- In the Influencer Empanelment Policy, 2023, Para 3 (f), 4, 7 (h), 8 are amended and addition of Annexure-C is added as mentioned below:-

Sr .No	Clause	provision in policy	Proposed amendment
1.	Para-3(f)	(a) the Influencer should have at least Ten Thousand Combined subscribers on the date of submission of application for empanelment, by way of- i. Combined verified Social Media official handles	(a) the Influencer should have at least Ten Thousand Combined subscribers base of Social Media Handles on the date of submission of application for empanelment, by way of-

2.	Para-4	<p>Procedure for empanelment.- The Department shall call Request for Empanelment from time to time wherein interested Influencers can submit their proposals in the prescribed format which shall be defined in the RFE. After the submission of proposal by the interested influencers, the same shall be scrutinized by the department, and upon completion of the evaluation, technically qualified influencers shall be empaneled with the Department for the purpose of Influencer Marketing.</p>	<p>Procedure for empanelment.-</p> <p>(a) Engaging influencers directly: Influencers can submit their proposals in the prescribed format. After the submission of proposal by the interested influencers in Annexure B, the same shall be scrutinized by the department, and upon completion of the evaluation, technically qualified influencers shall be empaneled with the Department for the purpose of Influencer Marketing.</p> <p>(b) Engaging influencers through a government appointed agency: While using the services of a government appointed / authorized agency with scope to run media campaigns through influencers, all the influencers which are used by the agency for the sake of publicity through Influencer campaign need not require separate empanelment with the government. The procedure to run media campaign through such agencies will be as follows:</p> <p>i. In order to run media campaign through</p>
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such agencies, request for media plan along with the campaign brief will be issued to such agencies by DIPR from time to time and thereafter such agencies will submit its media plan proposal mentioning duration of campaign along with category wise (as para 3 (F) above) number of individual influencers to be used in the campaign, along with tentative estimate based on this policy. It will be responsibility of the agency to ensure at its level about category of the influencer to be engaged as per para 3 (F) above, which will be duly checked by the DIPR at the time of billing.

ii. In the proposal, the government authorized/appointed agency may submit one or more budget options to engage influencers to meet the objectives providing a break-up of numbers of influencers to be engaged category-wise for each option.

iii. The DIPR will finalise the media plan after making amendments if any , and RO will be issued thereafter accordingly after taking approval from IPRM.

iv. Government of Punjab shall have the sole discretion to select a specific set of influencer categories and their platforms for any specific campaign as deemed appropriate through such agencies. The Government authorized/appointed agency shall be responsible for making sure that campaign is executed and the content published by the engaged influencers is as per the guidelines contained in this policy and as per the requirement of campaign, and as per the terms of engagement of agency by the Department. It will be responsibility of the agency to ensure that no fake documents/ fake claims will be submitted by the influencer engaged through agency.

v. Upon completion of every campaign, the government authorized/appointed agency will submit a completion report to

			<p>initiate billing along with necessary particulars of the influencers engaged sought in Annexure C.</p> <p>vi. For the sake of billing, separate calculations will be done with respect to each such engaged influencer by the agency as per their category and views subject to capping mentioned in this policy and thereafter consolidated bill will be submitted by the agency.</p> <p>vii. No extra payment or service charges or incentive will be made to such agency for the sake of content preparation and execution of any such campaign through influencers.</p> <p>No payment will be made for such viewer which is not organic mentioned in campaign analysis report.</p>
3	Para-7(h)	<p>a) For Video under 2 minutes: Views should be considered in a prescribed time period of 4 days</p> <p>For Video greater than 2 minutes: Views should be considered in a prescribed time period of 15 days</p>	<p>a) For Video under 2 minutes: Views should be considered in a prescribed time period mentioned in RO subject to maximum of fifteen (15) days.</p> <p>For Video greater than 2 minutes: Views should be considered in a prescribed time period mentioned in RO subject to maximum of fifteen (15) days.</p>
4	Para-8	<p>Suspension of empanelment.– If any empaneled Influencer telecasts any content which violates the terms and conditions on this empanelment such as hate speech, violent content, adult nudity and sexual activity, intoxicants (liquor),cruel and insensitive content, personal disputes, false news, misrepresentation, promotional interviews or any other objectionable material or violates any law enforced in India leading to loss of reputation of the State Government or any of its bodies, then it shall lead to-</p> <p>(a) Immediate suspension of empanelment of the Influencer by the Competent Authority; and</p> <p>(b) Blacklisting of the Influencer for a period as may be specified, but not less than six months, by the Competent Authority.</p>	<p>Suspension of empanelment– If any empaneled Influencer telecasts any content which violates the terms and conditions on this empanelment such as hate speech, violent content, adult nudity and sexual activity, intoxicants (liquor),cruel and insensitive content, personal disputes, false news, misrepresentation, or any other objectionable material or violates any law enforced in India leading to loss of reputation of the State Government or any of its bodies, then it shall lead to-</p> <p>(a) Immediate suspension of empanelment of the Influencer by the Competent Authority; and</p> <p>(b) Blacklisting of the Influencer for a period as may be specified, but not less than six months, by the Competent Authority.</p>

ANNEXURE-C (See clause 4 (b) (V))

REPORT REGARDING SOCIAL MEDIA INFLUENCERS ENGAGED

Social Media Platform	Influencer handle	Subscriber/follower count
Instagram		
Facebook		
Twitter		
YouTube		
Total/Combined Subscriber Base		

2. Name
3. Age
4. Sex
5. Permanent address
6. Mobile Number
7. Email address

I hereby abide by the rules of the Influencer engagement Policy of Punjab Govt.

Signature of Applicant

Documents required with this report.

1. Self-attested identity proof (AADHAAR, Passport, Driving License, Voter Card)
2. Self-attested screenshots of Social Media Handles with follower count.
3. Self-certification from the applicant that the information submitted is correct
4. Bank Account Details for payment purposes
 - * Account name
 - * Account Number
 - * IFSC Code
 - * Bank name and Branch
 - * Pan Number

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