



**THE ADMINISTRATION OF UNION TERRITORY OF LADAKH
INFORMATION DEPARTMENT, CIVIL SECRETARIAT, UT-LADAKH**

Subject: Advertisement Policy-2021

**Government Order No:- 02-ID of 2021
Dated: 11/03/2021**

Sanction is hereby accorded to the implementation of the Advertisement Policy of the Administration of UT-Ladakh, 2021 as per Annexure "A" to this order.

By the order of Hon'ble Lieutenant Governor.

**Sd/-
(Padma Angmo) IIS
Secretary, Information Department**


No: LA(Info)/A/2021/ 527-34

Dated: 11/03/2021

Copy to the:-

1. Commissioner/Secretary to Government General Administration Department, UT-Ladakh.
2. Secretary to Government Department of Law, UT-Ladakh.
3. Joint Director, Information Department, UT-Ladakh.
4. District Informatics Officer, NIC, Leh for publication in the Government e-Gazette.
5. OSD to Hon'ble Lieutenant Governor, UT-Ladakh for kind information of the Hon'ble Lieutenant Governor, UT-Ladakh.
6. OSD to Advisor to the Hon'ble Lieutenant Governor, UT-Ladakh for kind information of the Advisor to the Hon'ble Lieutenant Governor, UT-Ladakh.
7. OSD to Secretary, Information Department, UT-Ladakh for kind information of Secretary to Information Department, UT-Ladakh.
8. Incharge Website GAD, UT-Ladakh.
9. Government order file.

(Enclosure 7 Leaves)


Suhail Ahmed
Deputy Director,
Information Department

ANNEXURE "A" TO GOVERNMENT ORDER NO. 02- ID of 2021, dated: 11/03/2021
ADVERTISEMENT POLICY OF THE ADMINISTRATION OF UT LADAKH, 2021

1. DEFINITIONS

- (i) "Administration" means the Administration of UT of Ladakh
- (ii) "Advertisement" means all the advertisements pertaining to the UT Administration and advertisements of all Public Sector Undertakings of Ladakh and Statutory Bodies, released through the Information and Public Relations Department of the Administration of Ladakh.
- (iii) "Newspaper" means Daily Newspapers and includes all Bi-Weekly, Tri-Weekly and Weekly Newspapers.
- (iv) "Periodical" includes Fortnightly, Monthly, Bi-Monthly and Quarterly Publications.
- (v) "Classified Advertisement" is that advertisement which is published in compact section of a newspaper, under specified heads as opposed to display advertisement. This includes the following:
 - (a) Situation vacant;
 - (b) Tender and auction notice; and
 - (c) Statutory notices and miscellaneous announcement.
- (vi) "Display advertisement" refers to conspicuous display of contents and is published covering a full page of the paper or so as opposed to the classified advertisements.
- (vii) "Commercial Advertisement" means advertisements emanating from UT Administration Undertakings and those connected with any commercial schemes, the cost of publication of which is borne by the client concerned, at the rates fixed by the papers concerned.

2. CLASSIFICATION OF NEWSPAPERS/PERIODICALS

The newspapers and periodicals for the purpose of issuing advertisements pertaining to the UT Administration will be categorized as follows:

Newspapers (circulation)

- (i) Small : Up to 5,000
- (ii) Medium : Between 5,000 and 50,000
- (iii) Big : Above 50,000

Periodicals (circulation)

- (i) Upto 1,500
- (ii) Between 1,500-5,000
- (iii) Above 5,000

3. PRODUCTION STANDARDS AND SPECIFICATIONS:

A newspaper/journal should have the following minimum print area:

PERIODICITY	PRINT AREA NOT LESS THAN
Dailies	1520 Std.Col.Cms./7600 Sq. Cms.
Weeklies	700Std.Col.Cms./3500 Sq.Cms.
Fortnightlies /Monthlies	960Std. Col. Cms./4800 Sq.Cms

4. ELIGIBILITY FOR EMPANELMENT

Newspapers and periodicals eligible for advertisements pertaining to the Administration of UT Ladakh should fulfil the following conditions.

- (i) Newspapers published in Ladakh should have the minimum paid circulation of 1,000 copies.
- (ii) Periodicals published in Ladakh should have the minimum paid circulation of 500 copies.
- (iii) The newspapers should have uninterrupted and regular publications for a period of not less than one year
- (iv) The periodicals should have the continuous publication for one year before they are eligible to receive the advertisement.
- (v) Advertisements will not be issued to a newspaper or a periodical which does conform to the accepted production standards as laid down in Rule 3.
- (vi) The registration of daily newspapers and periodicals with RNI is essential to be eligible to receive advertisement.
- (vii) Supporting documents as given in proforma.
- (viii) Further it must be substantiated that the paper is being published at a reasonable standard in terms of legibility, neatness, no repetition of news items or articles from other issues or other newspapers/journals

5. POLICY FOR SPECIAL WEIGHTAGE:

A balanced and equitable distribution of advertisements among the registered newspapers and periodicals is aimed at. Advertisements are not intended to be a measure of financial assistance. In pursuance of broader social objective of the Administration, however, weightage or consideration will be given to: -

- (i) Small and medium newspapers and periodicals;
- (ii) Language newspapers and periodicals;
- (iii) Any other category which the Administration may consider appropriate for special bonafide reasons; and
- (iv) Only the genuine newspapers and periodicals which circulate news or writing on current affairs, Science, Arts, Literature, Sports, Cultural Affairs etc.

6. PANEL ADVISORY COMMITTEE: A Panel Advisory Committee (PAC), Print Media will consider the applications of newspapers and periodicals for their empanelment to receive Administration advertisements. This Committee shall comprise the following:

- i. Secretary of the Information and Public Relations - Chair
- ii. Jt. Director/Deputy Director/Under Secy (Information) (as Member Secretary)
- iii. Director (Finance)
- iv. Director (Tourism)
- v. Director (Social Welfare Department)
- vi. Asst Director (I&PR) of the Districts
- vii. Two representatives from the Print Media to be nominated by the Administration.

The tenure of the PAC shall be three years from the date of its constitution. However, if a new PAC is not constituted, the old PAC will remain valid. The meeting of the PAC can be called by DIPR/Member Secretary as and when required for.

The decision of the Committee shall be taken as per the provisions given in the policy but in case of disagreement the decision shall be taken on the basis of majority of the members present and voting in the meeting subject to the approval of the Administration.

7. PROCESS TO APPLY FOR EMPANELMENT

The PAC shall meet twice a year to consider the applications for empanelment, in March and in September. The Applications made by 28th February will be considered in month of March of the same year and their empanelment will be effective from 1st April of the same year and applications made by August end will be considered in September and their empanelment will be effective from 1st October of the same year. The details of documents required for empanelment is in **ANNEXURE "B"**.

8. ANNUAL RETURN AND PREPARATION OF APPROVED LIST

- (i) DIPR will prepare a list of newspapers/periodicals etc. approved by the Administration for receiving advertisements by 30th April of each financial year.
- (ii) The publisher of any newspaper or periodical which figures in the list of the preceding year from 1st March will have to submit to the Director/Jt. Director of Information & Public Relations the Annual Return by February 28/29 of the next year that is one month ahead of the financial year.
- (iii) A certificate from the Chartered Accountant (in original) in the prescribed form will have to be submitted along with Annual Return claiming paid circulation relating to the preceding calendar year from January to December.
- (iv) Annual certificate of printing in the prescribed form (in original) indicating average number of copies printed per issue month wise in the preceding calendar year to be obtained from the owner of the Press in which Press the paper is printed will also have to be submitted by the owner of the newspaper/periodical to the Director of Information & Public Relations along with the application.
- (v) In case the Editor, publisher and printer happen to be the same person, a scrutiny of the certificate will be made by a competent authority of the Administration if deemed necessary.
- (vi) The Newspapers/Periodicals which are approved by the Administration will only be considered for release of advertisement for current year only on receipt of Annual Return along with all necessary documents for the preceding year.

9. GENERAL POLICY FOR RELEASE OF ADVERTISEMENTS

Advertisement pertaining to the Administration of UT shall not be construed as any measure or part thereof for financial assistance or grant-in-aid and also does not confer any right to claim UT Administration's Advertisement. The objective behind releasing

advertisements pertaining to the UT Administration is to secure widest possible coverage keeping in view of the special needs of awareness in public interest. The general policy which governs the release of advertisement within the budget provision will be as follows:

- (i) There must be widest possible coverage. Circulation number of the newspapers among the readers and viewers in the areas intended to be covered will be given preference.
- (ii) Newspapers/Periodicals that have followed the Award/recommendation of the lawfully constituted committee may be considered to grant preference in getting advertisement.
- (iii) Classified advertisement where time limit is required will not be issued to Weekly/Bi-weekly Newspaper except display advertisement relating to Govt.'s Plans, Policies and Programs.
- (iv) Preference will be given to only one Newspaper (in case of daily) of a Newspaper House, provided such House has more than one daily newspaper of any language.
- (v) Special consideration will be given to the newspapers and periodicals in a vernacular published in the UT, subject to fulfilment of conditions laid down at Rule 3
- (vi) Newspapers and periodicals should strictly abide by the journalistic Code of Ethics.

10. TEST FOR JOURNALISTIC CODE OF ETHICS VIOLATIONS: -

In regards to violation of journalistic code of ethics by any newspaper or periodical the following test shall be applied:

- (i) Reports imputing to a personal statement he or she has not made.
- (ii) Baseless, motivated, malicious, scurrilous or obscene reports or comments
- (iii) Reports which incite, tend to incite, or disturb communal harmony.
- (iv) Reports which preach or tend to preach violence, offend the sovereignty and integrity of India or do not conform to socially accepted norms of public decency and morality and journalistic code of ethics.

11. RELEASE OF ADVERTISEMENTS:

- (i) All advertisements pertaining to the Administration of UT Ladakh will be routed through the Joint Director, Information and Public Relations, Administration of Ladakh. S/He will act as the Nodal Agency on behalf of the Administration of Ladakh to release the advertisements to different newspapers and periodicals.
- (ii) The Joint Director of Information and Public Relations will arrange release of advertisements, both classified and display, to the newspapers and periodicals, in the approved list as deemed proper for effective coverage.
- (iii) The advertisers must place their materials for advertisement to DIPR, atleast three days prior to the desired date of advertisement, in both soft and hard copies.
- (iv) The publishers of approved papers and periodicals will regularly send one copy of each of their issue to the Information and Public Relations, so as to enable the Administration to decide whether the publication is regular and whether the paper/periodical is not acting in a manner repugnant to journalistic ethics.

- (v) The Advertiser should not issue more than two corrigenda relating to any particular advertisement for publication, except in special cases.
- (vi) In case of wrong publication or printing mistake, publisher should republish advertisement free of cost.

12. ADVERTISEMENT RATES

- (i) The rates fixed by the Department of Information and Public Relations from time to time, will be applicable to all newspapers and periodicals within the Union Territory of Ladakh.
- (ii) In case of newspaper/periodicals of outside the State or having Metropolitan editions DAVP Rates will be applicable. However, if conditions arise for payment of more rates, the same will be decided in consultation with the Administration. It will be the responsibility of DIPR to issue Sanction /Administrative Approval before any advertisement is issued to any newspaper/periodical and to the extent possible both for display and classified advertisement.
- (iii) RATE CONTRACT: All empanelled newspapers will be asked to enter into a rate contract, which will be valid for a particular circulation and a period of 3 years. However, a change in circulation can be effected every year based on the evidence as prescribed in the criterion for empanelment during the period of validity of the contract.

13. DELETION OF PAPERS/PERIODICALS FROM LIST

A newspaper/periodical will be suspended from empanelment by DIPR with immediate effect if

- (i) found to have deliberately submitted false information regarding circulation or otherwise
- (ii) found to have discontinued its publication, changed its periodicity or its title or have become irregular or changed its premises/press without due intimation
- (iii) It has failed to submit its' Annual Return to the RNI or its' Annual Circulation Certificate from the prescribed agencies
- (iv) It is found to have fraudulently drawn or tried to draw advertisement bill by publishing advertisement (s)
- (v) found to have violated journalistic code ethics as mentioned at clause 10
- (vi) It refuses to accept and carry an advertisement issued by DIPR on behalf of the Departments of Ladakh Administration, public sector undertakings and autonomous bodies on persistent basis.

In such cases the paper will remain suspended for a period upto 12 months. DIPR will effect recovery of any payments made in the past from the publisher in the case of (i), (ii) & (iii) above.



The publisher should deposit within 60 days from the date of issue of Demand Letter for recovery by DIPR failing which paper will be discontinued with immediate effect without any further notice and recovery will be realized from the bills/payments pending with DIPR, if any. Till the recovery is made, no advertisement will be issued.

Provided that DIPR shall not issue any order of suspension without giving a reasonable opportunity to the concerned newspaper in cases covered by (i), (ii), (iii), (iv) & (vi) above.

14. PAYMENTS OF ADVERTISEMENT BILLS

- (i) Every newspaper will be obliged to submit its advertisement bills, complete in all respect, and supported with relevant documents, within 60 days of the publication of the advertisement.
- (ii) Departments shall make every effort to pay the advertisement bill within 60 days of receipt of bill.
- (iii) Payment for the advertisement bills shall be released in the name of the payee and at the address given by the newspaper in the application form. No change in the payee's name or address will be entertained during the year of empanelment unless it is justified and found unavoidable or compelling.
- (iv) Every newspaper will be obliged to send one copy of the newspaper on their own carrying the advertisements, to the client at the address mentioned in the Release Order, failing which payment for the advertisement may not be considered.
- (v) Newspapers may inform DIPR within 48 hours, if they have not been able to publish the advertisement on the due date.

15. UT ADMINISTRATION'S PREROGATIVE:

Notwithstanding anything contained in these "Policy Guide Lines", the UT Administration may at any time call for records in any matter relating to issue of Government advertisement and issue such orders as the Administration may deem fit and proper. The decision of Administration of Union Territory of Ladakh in this regard shall be final.



(Suhail Ahmed)
Deputy Director,
Information Department.

**PROFORMA FOR APPLICATION FOR ADVERTISEMENTS TO BE SUBMITTED TO THE DIRECTOR,
INFORMATION AND PUBLIC RELATIONS, ADMINISTRATION OF LADAKH**

1. Name of the Newspaper
2. Place of publication
3. Periodicity of Publication
4. If Newspaper other than, daily, day of publication
5. Retail price of the paper
6. Publishers Name /Nationality/ Address
7. Editor's Name/Nationality/Address
8. Name and Address of the Printing Press
9. Name and Address of individuals or society who own the Newspapers.
10. RNI Registration Certificate Number
11. Evidence for Circulation (Chartered Accountant Certificate/Cost Accountant certificate/Statutory Auditor Certificate/ABC certificate, as applicable)
12. Photocopy of the Permanent Account Number

I _____ do hereby declare that I am the publisher of the Newspapers
_____ (name of newspaper) _____ and I pledge that I shall strictly abide by the
journalistic code of ethics as set out in para 10 and other terms and conditions laid down in the
Advertisement Policy of the Administration of Union Territory of Ladakh.

Place _____

Date _____

Signature of Publisher