



File No: M-17037/11/2021-INFO/215-31

THE ADMINISTRATION OF UNION TERRITORY OF LADAKH

Department of Information and Public Relations

Civil Secretariat, Ladakh.

Email:ddinformationladakh@gmail.com

Dated:25.01.2022

ADDENDUM

Subject : Advertisement Policy of the Administration of UT Ladakh, 2021
Ref : 'Advertisement Policy of the Administration of UT Ladakh, 2021' vide government order No: 02-ID OF 2021 Dated: 11/03/2021

This is with reference to the "Advertisement Policy of the Administration of UT Ladakh, 2021" issued vide government order No: 02-ID OF 2021 Dated: 11/03/2021.

1. The point (ii) under **Definition** shall be read as (ii) "Advertisement" means all the advertisements pertaining to the UT Administration, District 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 or by the Departments themselves.
2. The following shall be added under **Definition** after point (vii):
(viii) 'Electronic and Digital Media' shall mean television channels, radio channels, internet media, OTT platform or any other media specified by the Ministry of Information & Broadcasting
3. The following shall be added after point 9:
9A. Advertisement on Electronic & Digital Media
 - (i) For Electronic and Digital media, besides the public broadcaster Doordarshan and All India Radio, the media empanelled with the Bureau of Outreach & Communication (BOC), Ministry of Information & Broadcasting (MIB), Government of India, shall be eligible to receive Advertisements.
 - (ii) The Departments can give the advertisements to the BOC empanelled Electronic and Digital Channel, directly or through Joint Director, Information and Public Relations, Administration of Ladakh/Assistant Director, District IPR.
 - (iii) **The rate for the advertisements shall be as prescribed by the Bureau of Outreach & Communication, Ministry of Information & Broadcasting, for each channel/media. (given at <http://www.davp.nic.in>)**

- (iv) A channel/media may be debarred from getting advertisements, if at any time, it refuses to accept or refuses to carry advertisements on more than two occasions.
- (v) Advertisements pertaining to the UT Administration 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 Advertisement. The objective behind releasing advertisements is to secure widest possible coverage keeping in view of the special needs of awareness in public interest.

4. At point **11 'Release of Advertisements'**

point (i) shall be read as 'All advertisements pertaining to the UT Administration will be routed through the Joint Director, Information and Public Relations, Administration of Ladakh or by the Departments directly to the Newspapers and periodicals. All advertisements pertaining to the District Administration/LAHDC will be routed through the Assistant Director, Information and Public Relations, District Administration or by the Departments directly to the Newspapers and periodicals.'

point (ii) shall be read as 'The Joint Director of Information and Public Relations/ Assistant Director, Information and Public Relations/ Departments will arrange release of advertisements, both classified and display, to the newspapers and periodicals, in the approved list as deemed proper for effective coverage.'

5. Departments may ensure that while selecting Channels/Media for advertisement, the process should be in consonance with GFR provisions.

By order of the Lieutenant Governor of Ladakh



(Padma Angmo)
Secretary, Information

Copy to:

1. Principal Secretary, UT Ladakh
2. Addl Director General of Police, Ladakh
3. All Administrative Secretaries, UT Ladakh
4. Deputy Commissioners, CEO LAHDC Leh/Kargil
5. All Divisional Head of the Departments
6. Joint Director, Information, UT Ladakh, HQs Kargil
7. Registrar, University of Ladakh
8. OSD to Hon'ble Lt Governor of Ladakh
9. OSD to Advisor to Hon'ble Lt Governor of Ladakh
10. OSD to CEC, LAHDC Leh/Kargil
11. AD, IPR Leh/Kargil
12. Under Secretary, Information, UT Ladakh
13. District Informatics Officer, NIC Ladakh for uploading on the UT website
14. Office/Order file