UT ADMINISTRATION OF DAMAN & DIU AND DADRA & NAGAR HAVELI
INFORMATION & PUBLICITY DEPARTMENT
SECRETARIAT-DAMAN

No.ADM/I&P/Advt.Policy/2015/240 Date:-24/03/2015

Guidelines for Government Advertisement-2015

The UT Administration of Daman & Diu and Dadra & Nagar Haveli has framed a guidelines regarding release of Government advertisements. Hereby 'Government' means UT Administration of Daman & Diu and Dadra & Nagar Haveli.

1. CATEGORY:-

Small, Medium & Big Newspapers/Periodicals shall be categorized as under (to be revised as per R.N.I. guidelines from time to time).

(i) Small upto a circulation of 2500 copies per issue.
(ii) Medium Circulation ranging between 2500 to 7500 copies per issue.
(iii) Big Circulation above 7500 copies issue.

The categorization will be made after obtaining Circulation of Newspaper/periodical from the Audit Bureau of circulation, India.

2. ELIGIBILITY:-

The eligibility of newspapers and periodicals for release of Government advertisement:-

(i) All newspapers/periodicals with wide readership in Daman, Diu, Dadra and Nagar Haveli and duly registered in Daman, Diu & Dadra and Nagar Haveli and with R.N.I. will be eligible for advertisement.
(ii) Newspapers and periodicals eligible for Government advertisements must have a minimum paid circulation of not less than 1000 copies per issue for Hindi and Gujarati and for English 2000 copies.
(iii) National daily newspapers and periodicals with all-India circulation in the approved list of Directorate of Advertising and Visual Publicity, Government of India will be considered for release of advertisements.
(iv) The newspapers/periodicals should have uninterrupted and regular publication for period of not less than Thirty Six (36) months.
(v) Compliance with the Press and Registration of Books Act, 1867 and registration of the daily newspapers/periodicals with the Registration of Newspapers for India, New Delhi (R.N.I.) are essential for being eligible to avail Government advertisements.
(vi) All National Hindi and English newspapers satisfying the above criteria.
(vii) House Journals, House Magazines and Souvenirs will not ordinarily qualify for Government advertisements.

(viii) All eligible newspapers may submit an application in prescribed Performa as in the annexure to be in the approved list of Administration to obtain advertisements at rates to be approved.

3. **PROCEDURE AND RULES FOR RELEASE OF GOVERNMENT ADVERTISEMENT:-**

(i) Keeping in view the Government policy publicity requirements and availability of funds, a balanced equitable placing of advertisements is aimed at. In view of the limitation of funds, release advertisements to different newspapers/periodicals will be on rotation basis.

(ii) All Government advertisements shall be released to newspapers/periodicals in the approved list by the Information & Publicity department of Administration of Daman & Diu and Dadra & Nagar Haveli only. In no case advertisements shall be released directly by other Departments of Government, Heads of departments, Local Bodies and Subordinate Offices other than the Courts of Law. All provisions for advertisements of all Government Departments will be made by information and publicity department in demand made by the UT Administration of Daman & Diu and Dadra & Nagar Haveli.

(iii) All Government Department except court of Law will send their advertisement without mentioning names of any newspaper to the Chief Publicity Officer/Field Publicity Officer except in special cases.

(iv) All advertisements relating to recruitment, Civil Tender (Buildings, Road, Electricity) etc. will be released only in two National dailies and two local dailies (One Hindi and One Gujarati) in Daman & Diu and Dadra & Nagar Haveli respectively. For matters pertaining to Daman & diu the Local Dailies registered in Daman & diu will be considered visavis similarly in the case of Dadra & Nagar Haveli.

(v) All advertisements especially designed for tourism promotion will be given to those newspapers/periodicals for which they aimed meant for nationwide readership.

(vi) The publishers of approved newspapers and periodicals published in Daman and Diu and Dadra & Nagar Haveli will send each of their issues daily to information & Publicity Department to enable the Department to decide whether the publication is regular and whether the newspaper/periodical is not acting in a manner repugnant to journalistic ethics.

(vii) The advertisers should not issue more than two corrigenda relating to any particular advertisement for publication except in special cases.

(viii) After publication of the advertisement in the newspaper/periodicals the publisher will have to submit the bill to the Information & Publicity Department within 10 days from the date of publication which will be sent to the concerned department after thorough verification. No payment will be made by the concerned department without this verification.

(ix) In case of any wrong publication or printing mistake which may misguide or which may not convey the intended message the publisher shall republish the advertisement free of cost on request, failing which the bill for such wrong publication will not be accepted for payment. The Newspapers shall publish the advertisement on the specified date failing which on payment shall not be made.

(x) No payment shall be made to any bill, if the advertisement to which it releases has been:-

(a) Published after the expiry of the date by which it was required to be published.

(b) Published incorrectly, and
(c) Without obtaining written order of the Comment Authority.

(xi) Information Publicity Department, Daman & Diu and Dadra & Nagar Haveli will release advertisements on approved DAVP rates.

(xii) The rates of Newspapers and periodicals which do not have any approved rate of the DAVP for display and classified advertisement, they will be paid 50% of the lowest DAVP approved rates available with the department of UTs i.e. Daman & Diu and Dadra & Nagar Haveli respectively.

(xiii) The decision of the U.T. Administration in the matter of fixation of rates will be final.

(xiv) All local dailies of UTs of Daman & Diu and Dadra & Nagar Haveli have to follow general journalistic ethics, guidelines of Ministry of Information and Broadcasting in reference to the publication of advertisements.

(xv) The advertisement shall not be given through the Agent/Agency of the Newspapers/Publishers and the bills presented by Agent/Agency of the Newspapers/Publishers shall not be considered for payment. However for national campaign where advertisements are released through an agency selected by Administration, this shall not be applicable.

This guideline supersedes all concerned orders, directions previously issued on the subject.

The U.T. administration will assess the implementation of this Policy from time and make amendments as per requirement. The Guidelines for Government Advertisement-2015 will be come to in force from 01/04/2015.

This is issued with approval of Hon'ble Administrator, U.T. Administration of Daman & Diu and Dadra Nagar Haveli vide diary No. 13182, dated; 19/03/2015.

(Ramesh Verma)
Secretary (Information & Publicity)
UT Administration of
Daman & Diu and Dadra & Nagar Haveli

Copy to:

(1) PPS to Hon'ble Administrator, Secretariat, Daman & Diu/D&NH.
(2) P. A. to Development Commissioner, Secretariat, Daman & Diu/D&NH..
(3) P.A. to Secretary (Finance), Secretariat, Daman & Diu/D&NH.
(4) P.A. to Secretary (Information & publicity), Daman & Diu/D&NH.
(5) P.A. to Collector, Daman /Diu/D&NH.
(6) The Dy. Director (Planning), Daman with request to publish the same in Govt. Gazette.
(7) The Chief Field Publicity Officer, D& NH.
(8) The Field Publicity Officer, Daman.
(9) All Head of Departments/Officers, Daman/Diu/D&NH.
(10) The State Informatics Officer, NIC, Daman with request to upload the same in official web site.
(11) The Asstt. Director (O.L.), Daman with request to translate the same in Official Language.
(12) Office Copy.