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GOVERNMENT OF ARUNACHAL PRADESH  
INFORMATION PUBLIC RELATIONS AND PRINTING  
//ITANAGAR//

NOTIFICATION

The 2<sup>nd</sup> July, 1999

No. IPR- 25/90- The Governor of Arunachal Pradesh is hereby pleased to publish the following Information and Publicity Policy of the Govt. of Arunachal Pradesh which shall be effective from the date of its publication in the officials' gazette. This is in supersession of the earlier notification No. IPR 25/90 dated 27<sup>th</sup> November, 1991 published in extraordinary gazette No. 131, vol. V, dated 19<sup>th</sup> December, 1991.

**INFORMATION AND PUBLICITY POLICY**

Information and Publicity is an essential component of any administration and the Government. This has special importance in a strategically located border state like Arunachal Pradesh.

Prior to the attainment of Union Territory status in 1972, followed by the formation of a popular government in 1975, the emphasis on Publicity in Arunachal Pradesh was focused on the field publicity activities such as films shows, oral communications, dance-drama etc. mostly devoted to the promotion of national integration and generating awareness of the development plans and programme of the government. Today after attainment of statehood in 1987, tremendous change has taken place in all fields of development including mass communication media. Both the content and need of media publicity require to be suitably re-oriented to cope up with the fast changing scenario in the era of information technology by fine tuning the priorities and programme in a proper perspective.

In a world of diverse and powerful global communication network, the state government Arunachal Pradesh has emphasized the need to have a transparent, efficient and people friendly administration. The absence of authentic information on matters of public interest discourages informed debate and encourages wild rumours, speculation and avoidable allegations against individuals and institutions. There has to be two-way traffic of information between the agencies of development and the beneficiaries. Therefore, the basic objective of the state government in regard to media policy shall be:-

- (a) To make the functioning of the State Government responsive, more transparent and clean.
- (b) To provide a free, fair and healthy growth of local media capable of providing plurality of views and information and accuracy of news.
- (c) To strike a balance between the freedom of Information in public interest and the right to private of an individual.
- (d) To grant additional emphasis on development publicity, preservation and promotion of rich indigenous culture and heritage.

The State Government intends to move further ahead from these objectives to enunciate a law prescribing an individuals right to information in due course.

## **1. Advertisement Policy.**

### **(a) Centralized Release of advertisement:-**

- (i) Realizing that scattered release of advertisement had led to avoidable expenditure, the government considers that there is a need to centralize this matter. It is suggested that all classified and display advertisement will be issued by one agency i.e. Directorate of Information and Public Relations, having the necessary expertise for regulating a central release. All government departments and public undertakings will send both their classified and display advertisement to the Director of Information and Public Relations, Government of Arunachal Pradesh and in no case government departments and public undertakings etc. will issue advertisements directly to newspaper or periodical.
- (ii) Payment of advertisement bills will be made by the Director, Information and Public, Relations. Necessary funds will be placed in the annual budget of the Directorate of Information and Public Relations. For this purpose, funds earmarked in the budget of different heads of government departments will be diverted to the budget of the Director, IPR.

### **(b) General policy governing the release of advertisement:-**

#### **Objective**

- (i) Advertisements are not intended to be a measure of financial assistance and no newspaper can claim advertisement as a matter of right.
- (ii) The primary objective of release of advertisement by the government is to secure the widest possible publicity coverage, keeping in view the out reach, the constraints, special needs and the targeted audience of the message contained in the advertisements.

#### **Approach**

- (i) Circulation of the papers in the area intended to be covered will be considered.
- (ii) Political affiliation of a newspaper will not be taken into account in releasing advertisement but one that does not respect the journalist ethics will not be issued advertisements.
- (iii) Advertisements shall not be given to such periodicals and newspapers which incite communal passion, preach violence or offend socially accepted conventions of public decency and morals or aid or abet in carrying out scurrilous or subversive activities against the government established by law.

- (iv) Classified advertisement will not normally be issued to newspaper with periodically of more than a week.
- (v) Government advertisement will be issued to those newspaper and periodicals which have been listed in the government approved list only.
- (vi) Advertisement / notice will not be published in more than two daily/ weekly papers simultaneously.
- (vii) In case of wrong publication or printing mistakes the concerned paper will republish it in the very next issue free of cost.

**(c) Advertisement rates:-**

- (i) Advertisement rates for each paper included in the list of approved papers will be fixed by the Director, Information and Public Relations after taking into consideration the circulation of the pulling power, size, area coverage etc. of the concerned papers.
- (ii) An appeal against the decision of Director, Information and Public Relations may be made to the Secretary, IPR within a period of one month from the date of communication of such a decision. Such appeal will be heard by the Secretary and his decision shall be final.
- (iii) Notwithstanding anything contained in these rules the State Government may at any time call for records and decide in any matter relating in the issue of government advertisement. The government decision in this regard shall be final.
- (iv) Newspaper and periodicals may have their own rates of advertisement but government will make use of only such papers and periodicals whose rates are acceptable, keeping in view the publicity requirements etc.

**(d) Procedure for Inclusion of newspapers in the government approved list:**

An application for inclusion of a newspapers periodical in the approved list of the government will be submitted by the publisher of a newspaper/periodical concerned to the Director of Information and Public Relations, Arunachal Pradesh through the Deputy Commissioner/Additional Deputy Commissioner/ Sub-Divisional Officer of the district/ sub- division, as the case may be, from where it is published. The application shall contain the following details:

- (i) Name of the newspapers /periodical.
- (ii) Name and address of the editor.
- (iii) Name and address of the publisher.
- (iv) Name of the owner of the Printing press where the newspaper/periodical is printed.
- (v) Name and address of the printing press where the newspaper/periodical is printed.
- (vi) Name of the owner or owners of the newspaper/periodical (mentioning whether ownership is proprietary, cooperative, private limited or trust etc.)
- (vii) Periodicity of publication.
- (viii) Price per issue.
- (ix) Circulation (this should be shown items wise, namely (a) subscriber copies, (b) complementary copies, (c) language in which published).
- (x) Certificate of circulation figure to be obtained from the District Information and Public Relations Officer concerned.
- (xi) Whether the newspaper periodical deals with literary, political, cultural or socio economic or other aspects.
- (xii) Whether the newspaper/ periodical have any political affiliation or subscribe to any political ideology or is independent.

**(e) Conditions for inclusion in the approved list-**

On receipt of the application with particulars as mentioned in the foregoing provisions and after perusal of the newspaper/periodical, the Director of Information and Public Relations shall forward the application with his views and comments thereon to the Government of Arunachal Pradesh for its inclusion or otherwise in the list. In deciding as to whether the newspaper/periodical shall be included or not the following factors shall be taken into consideration the newspaper/periodical shall

- (i) Maintain at least three months regular publication from the date of its first appearance;
- (ii) Have a minimum paid circulation of not less than 2,000 copies per issue, provided that in the case of newspaper/periodical published within Arunachal Pradesh this limit may be reduced to 500;
- (iii) Not to publish any news about any matter connected with government which is false and misleading;
- (iv) Not to contribute anything which is likely to disturb the unity of the nation, spread communal hatred, nor publish scurrilous or obscene materials or carry on malicious propaganda against the government; and
- (v) Shall be regular in publication.

**(f) Benefits to be derived by newspaper/ periodical in the approved list.**

A newspaper /periodical included in the approved list may have the following benefits:

(i) It will be entitled to receive advertisement, press release and publications subject to the fulfillment of the required standards viz, class of readership, language and areas intended to be covered, standard of production and adherence to journalistic ethics.

(ii) Its editor or his representative who may be a senior or a special correspondent or a senior staff reporter will be formally accredited to the Government of Arunachal Pradesh and in that capacity he or she will have access to a press conference, may interview, ministers and secretaries and attend public meetings addressed by high dignitaries.

**(a) Conditions for removal of newspaper/ periodical from approved list.**

The name of newspaper/periodical may be struck off from the government approved list if it falls to conform to any of the provisions of these rules or the provision of the government notification to which these rules are annexed.

**(h) Procedure for removal from the approved list:-**

Whenever the Director of Information and Public Relations, Arunachal Pradesh is satisfied that any newspaper/periodical included in the approved list of the government as mentioned in Para 2 above has failed to conform to any of the provisions of these rules or the provisions of the government notification to which these rule are annexed, may send a report in this regard to the Government of Arunachal Pradesh and there after , the Government of Arunachal Pradesh may remove the name of the said newspaper/ periodical, as the case may be, from the list.

Provided no such action shall be taken by the State Government until the publisher of the newspaper/or periodical, as the case may be, has been given a reasonable opportunity of showing cause against the action proposed to be taken.

**2. Dissemination of government Information**

**(i) Official spokesman for the government:**

For quite some time it has been felt that there is an urgent need for more effective, prompt and articulate projection of government decisions and view points specially on sensitive issues. Apart from what each department is doing in this regard in its own field it has been felt that there should be nodal official spokesmen for the government. This role should be fulfilled by the Department of IPR particularly by the Secretary/DIPR of the department. To enable this to be done, the Department of IPR will be given all help and facilities as is necessary to discharge this responsibility. All departments of the State Government should take full advantage of this arrangement.

**(ii) Press Communication /Press Conference:**

The Ministers, Secretaries and Director, IPR will be authorized to give information or the accessible to the representatives of the Press.

Whenever it is proposed to release any official information to the or to hold a press conference or press briefing the concerned department will consult the Secretary, IPR; Director, IPR in advance. Press briefings may, however, be held by other Senior Officers, specially authorized in this behalf. Information given at such briefings shall be attributed to an official spokesman official source but not to any body by name.

Each department may have an information unit headed by a responsible officer who will have a close liaison with the Department of Information, Public Relations and Printing for useful and effective dissemination of official information

**1. Welfare measure for fourth estate:**

- (a) Press accreditation will be given to the deserving press correspondents and press photographers working in the state in accordance with the provision of Press Accreditation Rules, 1978 as amended.
- (b) Press party tours may be organized from time to time for the benefit of journalists.
- (c) Due priority may be accorded to the matters relating to allotment of land to newspaper establishment within the state.
- (d) Concessional rates may be allowed for accredited press correspondents and press photographers for accommodation in government guest houses. Efforts will also be made for giving concessional rate in state transport services.

**2. Printing works:**

All printing works of various departments of the State Government will be channelized through the Directorate of Information, Public Relation and Printing. The policy directive has already been issued vide Memo. No PIN (d) 18/98, dated 15<sup>th</sup> May, 1998 in this regard. Accordingly, the Government Printing Press of the Directorate is responsible to carry out all printing jobs assigned to it and incase due to technical reason and other limitations the printing of a particular job is not feasible by the Government Press, APIDFC press will undertake. In the event of APIDFC also not being able to do the job necessary No Objection Certificate will be issued to the concerned Department by Directorate of Information, Public Relations and Printing for printing at any outside authorized private agency/firm and preferences will be given to local firm to promote local entrepreneurship.

**3. Production of film:**

In order to streamline the Production of documentary films on different subjects the Directorate of Information, Public Relations and Printing being the nodal department will be solely responsible for production, co-ordination and issue of necessary permission. Of late, certain government department is reported to have been making films on their own without channelising through the nodal department. Such irregular practices will be discontinued and any proposal relating to film production will be routed through the Directorate of Information, Public Relations and Printing who will examine the proposal in the light of the policy guidelines of the State Government on such matters.

Similarly, all matters relating to Photography, Art and Exhibition and Songs and Drama will be routed through the nodal Department of Information, Public Relations.

**6. Publication:**

In order to project the activities and new policy initiatives of the State Government the department will bring out a number of publications such as periodical, pamphlets, poster, brochures etc, from time to time.

Important policy statements, speeches of the Governor, the Chief Minister and other invited guests from GOI and abroad will be preserved through useful publication of such documents for future reference.

All government publications brought out by different government departments from time to time will be done in consultation and coordination of the nodal Department of IPR

**7. Liaison with other media:**

A close liaison with other media of mass communication such as All India Radio, Doordarshan, Field Publicity, Press Information Bureau and Directorate of Advertisement and Visual Publicity of Government of India will be maintained in the conduct of media exercise by the State Government.

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