

**fcgkj ljdkj
l p u k , o a t u & l e i d z f o h k k x**

l d o l d & f o k k i u u h f r 2 0 1 6 & o l l o t o l o f o o l i v u k j f n u k d & 1 2 - 9 - 2 0 1 6

l d y i

fo"i; & fcgkj foKki u uhfr] 2016 dh Lohdfr ds l æk ea

1- i l r k o u k &

l p u k , o a t u & l e i d z f o h k k x d k s f c g k j d k ; i k f y d k f u ; e k o y h r f k k f c g k j f o k k i u u h f r] 2 0 0 8 e a f u f g r i k o / k u k a d s v u d k j j k t ; l j d k j d s f o h k k u f o h k k x l a , o a l j d k j d s f o h k k u f u x e @ f u d k ; @ l f e f r @ y k d m i o e @ i f r " B k u @ i k f / k d k j d s d k ; D e k a , o a m i y f c / k ; k a i j v k / k k f j r o x h d r f o k k i u k h f u f o n k j l p u k v k a r f k k v l ; l k e f x z k a d k s f o k k i u d s : i e a e g r o i w k z l e k p k j i = & i f = d k j v k d k ' k o k . k h j n j n ' k u j b y d v t f u d e h f m ; k j b a / j u s / v k f n , o a j k " v h ; @ v l r j j k " v h ; l r j d s e g r o i w k z l e k p k j & i = @ i f = d k v k a e a h k h f o k k i u f u x e r f k k d h n d r : i l s b l d k h k q r k u , o a v u o . k d j u s d k n k f ; R o f n ; k x ; k g a

c n y r s g q i f j o s k j u b z l p u k r d u h d f o d f l r g k s j c n y r h g b z d k ; z i d f r] i f o ; k j f o h k k u e d k a i j v k e u k x f j d k a d k e m l i j l s l u j o h m c s d d k s t k u u & l e > u j m u d h i f r f d z k , o a v u f d z k i k r d j u s l j d k j d h u h f r ; k a @ d k ; D e k a @ m i y f c / k ; k a d k y k d f ' k { k . k g r q i p k j & i d k j d j u s i h k k o d k j h y k d l o k n d h l f k k i u k , o a c k m f c g k j d s f o d f l r d j u s g r q f o h k k u e k / ; e k a d k i s k o j r j h d s l s m i ; k x d j u s l k s k y e h f m ; k ; f k k o d c o p l v e h v j j ; v ; e , o a v k m v m k j i f c y f l v h l f g r v l ; e k / ; e k a l s f o k k i u d k i p k j & i d k j d j u s f o k k i u l k e f x z k a d s f u e k z k , o a m i s ; k a d h i f r z g r q l k d k b / h d s x b u , o a f o v k h ; ' k f d r v k f n d h i " B h k i e e a v k o ' ; d r k u d k j d f r i ; l a k s k u v k o ' ; d g k s t k u s , o a f c g k j f o k k i u u h f r] 2 0 0 8 e a , d s d f r i ; i k o / k u l e k f g r u g h a j g u s d s d k j . k o r e k u i f j o s k e a f o h k k x h ; n k f ; R o k a d s f u o z u g r q , d u ; s l o : i e a f o k k i u u h f r v k o ' ; d i r h r g k s h g a v r % r R l æ k h f o l e k u f o k k i u u h f r d s m i c k k a , o a f u ; e k a d k s v o o f e r d j r s g q l p u k , o a t u & l e i d z f o h k k x] f c g k j l j d k j } k j k u b z ^ f c g k j f o k k i u u h f r] 2 0 1 6 * * x f b r f d ; k t k r k g a

2-

- 1/2 ; g u h f r ^ f c g k j f o k k i u u h f r] 2 0 1 6 * * d g h t k ; s c h A
- 1/2 ; g u h f r v f / k l p u k t k j h g k s d h f r f k l s i h k k o h g k s c h A

3-mis ; A&

- (i) f o h k k u e d k a i j v k e u k x f j d k a d k e m l i j l s l u j o h m c s d d k s t k u u k l e > u k j m u d h i f r f d z k , o a v u f d z k i k r d j u k j v k j e h f m ; k e a i d k f ' k r , o a i d k f j r l e k p k j k a d k f o ' y s k . k d j j v k o ' ; d r k u d k j l j d k j h i { k @ n i " v d l s k d k s R o f j r < a l s e h f m ; k d s e k / ; e l s v k e y k s k a d s c h p i l r q d j u s d s f y , 0 ; o l f k k d j u k A
- (ii) l j d k j d h u h f r ; k a @ d k ; D e k a @ m i y f c / k ; k a d k y k d f ' k { k . k g r q i p k j & i d k j i h k k o d k j h y k d l o k n d h l f k k i u k , o a c k m f c g k j d s f o d f l r d j u s l æ k h d k ; D e k a d k f o h k k u e k / ; e k a } k j k i p k j & i d k j d j k ; k t k u k , o a m u d k l e i p r m i ; k x f d ; k t k u k A
- (iii) m i s ; k a d h i f r z g r q f o h k k x v r x z l k d k b / h @ , t o l h x f b r d j u o h u r d u h d d s e k / ; e l s n k f ; R o k a d k s f u o z u d j u k A
- (iv) f o k k i u k a d k s y f { k r o x z r d i h k k o d k j h < a l s i g p k u k j l j d k j h f o k k i u k a g r q i k = r k f u / k k z j r d j u k j l j d k j h f o k k i u d h l o h d f r] f u x e j f o v k h ; ' k f d r ; k a d k i r ; k ; k s t u j h k q r k u d h i f o ; k f u / k k z j r d j u k , o a f o k k i u k a d k i n h o u s e d e s i g n d h 0 ; o l f k k d j u k A
- (v) d k ; i k f y d k f u ; e k o y h d s v u i k y u k f z l e ; & l e ; i j v k o ' ; d v k n s k f u x z d j u k , o a f u x z f o k k i u k a d h h k q r k u 0 ; o l f k k d k s l j y , o a i k j n ' k i z c u k u k A
- (vi) l j d k j h d k ; D e k a @ u h f r ; k a , o a l a n s k a d s c g r j , o a i h k k o d k j h i p k j & i d k j g r q 0 ; o l f k k f o d f l r d j u k , o a e h f m ; k d s A p p r o a c h , o a A t t i t u d e d k v u o . k d h 0 ; o l f k k , o a i f o ; k f o d f l r d j u k A

4- i f j h k k " k , a % b u f u ; e k a e t c r d l a n h z l s v l ; f k k v i f { k r u g k s &

- (i) ^ l e k p k j i = * l s v f h k i r g s , d s l e k p k j i = t k s i d v k j i l r d v f / k f u ; e j 1 8 6 7 d s i k o / k u k a d s v u d k j h k k j r l j d k j d s l e k p k j i = k a d s i a t h ; d } k j k i a t h d r g k a

- (ii) 'l ekplj if=dk* l s vfhkir gS ,d s l ekplj if=dk ftudk l klrkfgd] ikf{kcd] ekfl d] =&kl d] v) bkr'kzd rFkk okf'kzd izdk'ku gkrk gks ,oa tks id vls iqr d vf/kfu; ej 1867 ds iko/kkuka ds vuq kj Hkkjr ljdkj ds l ekplj i=ka ds iath; d }kjk iathdr gkA
- (iii) 'fofHku ek/; ekA l s vfhkir gS l ekplj i=@if=dk@Lekfjdk@xg&if=dk @foKku if=dk] fQYe if=dk] [ksy if=dk] dyk] l kfgR;] l kldfrd if=dk l fgr l elkef; d if=dk@byDVksud ehfM;k ds l s ykbV pSy@dcy pSy@jSM; k@o: l kbV@l ksky ehfM;k@ekckby ,l @, l 0, e0, l 0 l fgr foKkiu dk; Z grq jSyos LV\$ku@cl LVSM@ekjy@gokbz vMMk @ eS'rs LV\$ku @ Vtu @ eohf fFk; Vj@ ipkj okgu@iEiyV@ ik.Vj@ ckl j@dKdH Vcy cpl@dKkDyo ftl s foHkx }kjk fo'kSk vfHk; ku@iz kst u ds vol j ij ehfM;k] l l Fkk vFkok l l Fkk ds l kFk l a Dr Hkxhkhj ea vFkok Loræ : i l s pyk; s tkus okys vfHk; ku fo'kSk dk ipkj&i d kj grq ek/; e l fgr byDVksud fMLys ckMz@vL; byDVksud midj.k@ gkMk@lyDI @fnoky y[ku@ in'kuh@xh ukV; @u@dM+ukVd vkfn ek/; eA
- (iv) 'l fpo* l s vfhkir gS iz'kku l fpo@l fpo] l puk ,oa tu&l Ei dZ foHkx A
- (v) 'fun\$kd* l s vfhkir gS fun\$kd] l puk ,oa tu&l Ei dZ foHkx A
- (vi) 'ikf/kdr l fevr* l s vfhkir gS 'foKkiu ikf/kdr l fevr* A
- (vii) 'nj fu/kkz.k l fevr* l s vfhkir gS fofHku ek/; ekA l s foKkiu ds ipkj&i d kj ds nj fu/kkz.k grqxfBr l fevrA
- (viii) 'MhO, OohOihO l s vfhkir gS Hkkjr ljdkj ds l puk ,oa id kj.k eæky; dk 'foKkiu vls n'; ipkj fun\$ky; * A
- (ix) 'iath; d* l s vfhkir gS 'Hkkjr ljdkj ds l ekplj i=ka ds iath; d* A
- (x) '^, OchOI hO* l s vfhkir gS 'vMMV C; jks vkd l d'ysku* A
- (xi) 'miOe* l s vfhkir gS 'fcgkj ljdkj ds Lokfero ,oa fu; æ.k ea iMus okys l Hk ckMz@fudk; @fuxe@ykd miOe@ifr"Bku@l fevr*@i kf/kdkjA
- (xii) 'fcgkj l dkn* l s vfhkir gS l puk ,oa tu&l Ei dZ foHkx vrxZ xfBr 'fcgkj l dkn l fevr* A
- (xiii) 'oUkfp=* l s vfhkir gS l puk ,oa tu&l Ei dZ foHkx }kjk ipkj&i d kj dk; Z ,oa ckM fcgkj dks fodfl r djus grqfufeZ fd; s tkus okys oUkfp=A
- (xiv) 'fQYe* l s vfhkir gS l puk ,oa tu&l Ei dZ foHkx }kjk ipkj&i d kj dk; Z ,oa ckM fcgkj dks fodfl r djus grqfufeZ fd; s tkus okys fQYEKA
- (xv) 'foKkiu* l s vfhkir gS l puk ,oa tu&l Ei dZ foHkx }kjk ljdkj ds fofHku foHkxka ,oa ljdkj miOeka l s ikr gkus okyk foKkiu] dk; Oe ,oa miyfc/k ds ykd f'k{k.k ,oa ykd l dkn l ækh dk; Oe ds ipkj&i d kj @tkx: drk @vfHk; ku l s l ækr foKkiu l kexh dk fueZk ,oa fofHku ek/; ekA l s ipkj&i d kj dk; A
- (xvi) 'jSM; ks pSy* l s vfhkir gS jSM; k@l kmpf; d jSM; k@, QO, e0pSyA
- (xvii) 'l s ykbV pSy* l s vfhkir gS byDVksud ehfM;k ds os l s ykbV pSy ftudk id kj.k Vsyhfotu@vL; byDVksud ek/; e ij gkrk gA
- (xviii) 'o: l kbV* l s vfhkir gS buVju/ o: l kbV@i kV/y@l ksky ehfM;k A
- (xix) 'ekckby ,l * l s vfhkir gS ekckby l kMVo s j ,oa buVju/ vk/kfjr ipkj&i d kj grq ek/; eA
- (xx) '^, l 0, e0, l 0* l s vfhkir gS ekckby }kjk l puk ds ipkj&i d kj dk ek/; eA
- (xxi) 'Lohdr l ph* l s vfhkir gS l puk ,oa tu&l Ei dZ foHkx }kjk l klfjr foKkiu fuxè grqLohdr l phA
- (xxii) '^dcy VhOohO* l s vfhkir gS l s ykbV pSyka l s ikr fl Xuy dks ,e0, l 0vkD ds ek/; e l s dcy }kjk VhOohO ij id kj.kA
- (xxiii) 'foHkx* l s vfhkir gS l puk ,oa tu&l Ei dZ foHkx* A
- (xxiv) 'oxhdr foKkiu* l s vfhkir gS fu; Dr] fufonk] fuykeh] ukSVI ,oa vL; ?kSk.kk, j tks , d fo'kSk 'k'kzd ds rgr l ekplj i=ka ea izdkf'kr gkA
- (xxv) 'fMLys foKkiu* l s vfhkir gS ekl dEi u] dk; Oe] e[; uhfr] miyfc/k] ubZ ; kst ukvka dh ?kSk.kk, a rFkk l kekf d&vkfkd ,oa , frgfl d epnk] jk'Vh; i o] R; ksgjka ,oa jk'Vh; ,oa jkt dh; l ekjka ,oa egku foHkx; ka ds Lefr fnol ka vkfn ij vk/kfjr fo'k; & oLrq dk vkd'kzd <æ l s ipkj&i d kjA
- (xxvi) 'MhO, OohOihO nj* l s vfhkir gS Hkkjr ljdkj ds l puk ,oa id kj.k eæky; ds 'foKkiu vls n'; ipkj fun\$ky; * }kjk fu/kkzjr njA

(xxvii) 'foHkkxh; nj* l svfhk r gsfdl h foKki u dks fuxè djus grq foHkkx }kjk fu/kkZjr njA
5- foHkkU ek/; eka dh Lohdr l ph

- ¼½ l jdkjh foKki u dk fuxè l ekpkj i=&if=dk rFkk vU; foHkkU ek/; eka dks forh; l gk; rk nus ds nFVdksk l s ugha fd; k tk, xkA foKki u ds mÍs; ka dh ifrZ , oa yf{kr l eng ds enasutj l ekpkj&i=&if=dk] byDVksud ehfM; k@dcy Vh0oh0 ds púykh jSM; k@, Q0, e0 jSM; k@l kepkf; d jSM; kspúy] bUVjuV/ ocI kbV/@l kky ehfM; k , oa vU; ek/; eka dks fu/kkZjr ik=rk , oa iko/kku ds vk/kkj ij foKki u ikf/kdr l febr dh vuqka k ds vkykd ea Lohdr l ph ea 'kkfey fd; k tk l dskA
- ½½ Lohdr l ph ea 'kkfey gkus dh vfuok; Z ik=rk j [kus ds dotm mDr ek/; eka dks Lohdr l ph ea 'kkfey fd; k tkuk l febr ds fy, ck/; dkjh ugha gskA Lohdr l ph ea 'kkfey gkus grq ik=rk dk fu/kkZj .k foHkkx dj l dskA
- ¾¾ l ekpkj i=@if=dkvka ds oxhZj .k] mudsepsz k {k=} iñ kj dh tkp@l R; ki u , oa l phc) rk vof/k dk fu/kkZj .k foHkkx dj l dskA

6- Lohdr l ph l s fu"dkl u , oajk'k dk vkgj .k

- dkbZ l ekpkj i=@if=dk Lohdr l ph l s foKki u ikf/kdr l febr dh vuqka k ij foHkkx }kjk 12 eghusrd dsfy, rRdky iHkko l s fu"dkl r dh tk l dskh] ; fn %&
- (i) iñ kj l f; k ds l adk ea tku&cw>dj xyr l puk@l puk, anrk gks vU; Fkk; vFkok
 - (ii) izdk'ku ea vfu; ferrk ik; s tku; ihfj; kSMfl Vh ; k 'kh"kd ea ifjoUku djus vFkok fcuk fd l h iñZ l puk ds iñ LFky ea ifjoUku ik; s tkus vFkok;
 - (iii) vkj0, u0vkbD dk okf"kd fjVuZ tek ugha djus ; k fu/kkZjr , tñ h l s okf"kd l dñs ku iek.k&i= ugha iñr djus vFkok;
 - (iv) jk"Vª fojkskh xfrfof/k; ka ; k ve; kñr dk; ðyki ka ea fy l ik; s tkus vFkok mDr xfrfof/k; ka ea U; k; ky; }kjk nkskh Bgjk; s tkus vFkok;
 - (v) fcgkj l jdkj ds foHkkU foHkkxka , oa muds v/khuLFk mi Øe vkn ds fuxfeñ foKki u dks nks vFkok nks l svf/kd ckj izdk'kr ugha djus vñ izdk'ku l s bldkj djus iJA mijkDr dñMdk (i) (ii) , oa (iii) dh fLFkr ea foHkkx }kjk l ad/kr l ekpkj i=@if=dkvka dks Hkqrku dh xbZ iñZ dh jk'k vkgfjr dh tk l dskhA jk'k ds vkgj .k rd mlga dkbZ foKki u iñr ugha gskA

7- foKki u ikf/kdr l febr

- ¼½ fu/kkZjr ik=rk j [kus okys ipkj&iñ kj ds foHkkU ek/; eka dks Lohdr l ph ea 'kkfey djus grq, d foKki u ikf/kdr l febr gskh] tks vko' ; drk] 0; ogkfjdrk , oajkT; fgr dks /; ku ea j [krs gq] vkonu nus okys foHkkU ek/; eka dks Lohdr l ph ea l phc) djus grq vuqka k dj l dskhA bl l febr ds v/; {k iZkku l fpo@l fpo] l puk , oa tu&l Ei dZ foHkkx , oa iZkku l fpo@l fpo] xg foHkkx }kjk ikf/kdr inkf/kdkjh/a ðr l fpo l s vU; u½ vij egkfunskd@egkfunskd] fo'kSk 'kk[kk }kjk ikf/kdr inkf/kdkjh ¼vkj {kh v/kh[kd l s vU; u½ foYk foHkkx ds , d ifrfuf/k ¼ a ðr l fpo l s vU; u½ funskd] l puk , oa tu&l Ei dZ foHkkx l nL; , oa foKki u 'kk[kk ds iHkkjh inkf/kdkjh l nL; &l fpo gkA
- ½½ foHkkU ek/; e*] tks Lohdr l ph ea 'kkfey gkus dh vfuok; Z ik=rk j [krs gñ] dks Lohdr l ph ea 'kkfey fd; k tkuk l febr ds fy, ck/; dkjh ugha gskA dñMdk&6 ds vk/kkj ij Lohdr l ph ea 'kkfey foHkkU ek/; eka dks jkT; fgr@dk; fgr eñ Lohdr l ph l s ckj djus ds fy, ikf/kdr l febr Loræ , oa l {ke gskhA ipkj&iñ kj ds oñ sek/; e ftlga 'foHkkxh; nj* iñr ugha gsmu ek/; eka grq nj fu/kkZj .k l febr }kjk vuqka l r foHkkxh; nj ij foKki u fuxè grq l febr fopkjki jkñr vuqka k dj l dskhA

8- nj fu/kkZj .k l febr

oñ s l ekpkj i=@if=dk@byDVksud púy@dcy púy@jSM; k@l kky ehfM; k@ocI kbV/ l fgr vU; foHkkU ek/; eka }kjk jkT; fgr , oa tufgr ea foKki u izdk'kr@iñ kfjr djus grq , oa Lohdr l ph ea 'kkfey djus ds iñZ foHkkx , s ipkj&iñ kj ds ek/; eka ds fy, 'foHkkxh; nj* dk fu/kkZj .k dj l dskh] ftl ds fy, , d nj fu/kkZj .k l febr gskh] tks foKki u dk yf{kr oxZ rd igp] ikFkedrk] vko' ; drk] mÍs; ka dh ifrZ , oa Mh0, Ohk0 i h0 nj vkn dks /; ku ea j [krs gq jkT; fgr , oa ykd fgr ea nj fu/kkZj .k grq vuqka k dskhA foHkkx ds vupknuki jkñr fu/kkZjr 'foHkkxh; nj* vñ dre , d o"Z ds fy, gh ekU; gskh] ftl s iR; d

o"lz iqufu/kkzjr fd;k tk l dsxkA bl l febr ds v/; {k izkku l fpo@l fpoj l puk , oa tu&l Eidz foHkkx gkxsrFkk funskd] l puk , oa tu&l Eidz foHkkx] foYk foHkkx ds ifrfuf/k %mi l fpo l s vU; u% rFkk xg foHkkx ds ifrfuf/k %mi l fpo l s vU; u% l nL; , oa mi funskd@iHkkjh inkf/kdkjh foKkiu] l nL; &l fpo gkxkA

9- foKki u nj&

- 1/4 1/2 foHkkU ek/; eka ; Fkk l ekpkj i=@if=dk@byDVfud puy@dcy puy@jSM; ks@l kky ehFM; k@osl kbV vkfn ds ek/; e l s foKkiu ds izdk'ku@id kj.k grq grq foHkkxh; nj dk fu/kkj.k nj fu/kkj.k l febr ds vuqka k ij dh tk; schA
- 1/2 1/2 l puk , oa tu&l Eidz foHkkx Lohdr l ph ds l ekpkj i=@if=dk ; k vU; izdk'kuka dks 'foHkkxh; nj* ij fu; fer foKkiu fuxè djxkA foKkiu l kexh r\$ kj dj foHkkU ek/; eka dks fuxè gkus dh fLFkr ea l Hkh izdkj ds foKkiuka ds fu/kkfjr nj ij 15 ifr'kr %MhO, OohOihO }kjk fu/kkzjr nj% N% (Discount) foHkkx ; k foHkkx }kjk xBr l kd kbV/h@, t@l h dks vuqku; gkschA
- 1/3 1/2 fo'ksk ifjflFkr] iz kstu] vol j vFkok vfhk; ku varxZ vUrjkk'Vh; @jk'Vh; Lrj ij ipkj&iZ kj grq 'foHkkU ek/; ek] ftl dk dkbZ foHkkxh; nj u gks rFkk jkT; ljdkj dh Lohdr l ph ea 'kkfey ugha gk\$ y\$du jkT; fgr ea mDr ek/; e l s ljdkj foKkiu izdkf'kr@id kfjr djuk pgrh g\$ rks nj fu/kkj.k l febr }kjk fu/kkzjr 'foHkkxh; nj* , oa foKkiu ikf/kdr l febr dh vuqka k ij vof/k vFkok vad fo'ksk@vfhk; ku fo'ksk ds fy, j jkT; fgr , oa dk; fgr ea foKkiu fn; k tk l dsxkA , d sfoKkiuka ds fuxè , oa Hkqrku ds fy, ik=rk , oa ifO; k dk fu/kkj.k foHkkx djxkA
- 1/4 1/2 fo'ksk ifjflFkr] vfhk; ku , oa dk; De fo'ksk ds vol j ij ykd fgr , oa jkT; fgr ea Lohdr l ph ea 'kkfey foHkkU ek/; eka ds fy, jkT; ljdkj vyx l snj fu/kkzjr dj l dsxkA

10- foKki u fuxè , oahkqrku

- 1/4 1/2 fcgkj ljdkj ds leLr foKkiu fuxè , oa Hkqrku dk; l fcgkj ljdkj ds Lokfero , oa fu; a.k ea iMus okys ifjfu; r fudk; @fuxe@ ykd mi Oeka@ifr"Bkuk@ikf/kdkjka@ l febr; ka vkfn l fgr doy U; k; ikfydk dks NkMej l puk , oa tu&l Eidz foHkkx ea d@hndr jgsxkA
- 1/2 1/2 fcgkj ljdkj ds Lokfero , oa fu; a.k ea iMus okys ifjfu; r fudk; @fuxe@ ykd mi Oeka@ifr"Bkuk@l febr; ka dk nkf; Ro gksk fd foUk; o"lz ds ikjHk ea gh mDr dk; ky; ka@mi Oeka }kjk foKkiu en ea d. kdr jk'k l puk , oa tu&l Eidz foHkkx }kjk bl iz kstu grq fo'ksk : i l s l dkfjr c@l [krk ea tek dj; xA muds }kjk tek dh x; h jk'k l s mDr dk; ky; @mi Oe ds vf/k; kpuk ds vkykd ea l puk , oa tu&l Eidz foHkkx }kjk izdkf'kr dj; s x; sfoKkiu dk Hkqrku foHkkx djxkA

11- Xykcy foKkiu

ljdkj ds foHkkU foHkkxka @mi Oeka dks Xykcy foKkiu dh vko'; drk iMfh gA , d h ifjflFkr ea os l ekpkj i=@if=dk@puy@osl kbV , oa vU; ek/; e dk mYy[k djrs gq foKkiu l kexh foHkkx dks U; ure pyhl fnu iWz l yHk dj; xA iLrkfro fcgkj foKkiu uhfr] 2016 dh d@Mdk&8 ea xBr nj fu/kkj.k l febr }kjk fu/kkzjr 'foHkkxh; nj* , oa ikf/kdr l febr dh vuqka k ij l {ke ikf/kdkj ds vkn\$ l s foKkiu fuxè fd; k tk l dsxk] ftl dk Hkqrku ml ek/; e ds fy, fu/kkzjr 'foHkkxh; nj* ij foHkkx }kjk fu/kkzjr ifO; k ds rgr fd; k tk; schA

12- ykd l okn , oack.M fcgkj rFkk ljdkj uhfr; k\$ dk; Deka ; kstuvka , oami yfc/k; ka dk ykd f'k{k.k grq iHkkodkj ipkj&iZ kj dh 0; oLFkk

- 1/4 1/2 fo'ksk vol j@iz kstu@vfhk; ku ds nk\$ku fcgkj ljdkj ds foHkkU foHkkxka dh mi yfc/k; ka dk ipkj&iZ kj rFkk fcgkj dh dyk&l dfr , oa /kjsjka dks jkT; , oa jkT; ds ckgj vke turk ds chp ipkfjr djus grq dkh Vsy cpl , oa vU; iLrdka dk izdk'ku foHkkx dj l dsxkA
- 1/2 1/2 foHkkU tuki ; ksch dk; Deka@; kstuvka ds ipkj&iZ kj grq foHkkx vfhk; ku@ dkh Dy@dk; Zkkyk vk; kstr dj l dsx rFkk vko'; drkuq kj vU; ipkj&iZ kj ds ek/; eka ; Fkk% VhOohO Pkuy] l ekpkj i= l eg ; k vU; l LFkkvka dh l gHkkfXrk l s vFkok muds l g; ksch ds : i ea Hkh mDr dk; De dj l dsxkA
- 1/3 1/2 xj&Lohdr l ph ds foHkkU ek/; ek\$ Xykcy foKkiu] gkSM&] nhoky&y[ku] in'kZuh] xhr ukv;] u@dM&ukVd @iEiy@cd j@ ikLVj@cdy@ipkj oku vkfn ds

ek/; e l s t k x : d r k @ i p k j & i d k j , o a l k s k y e h f M ; k v r x r Q d c p l V e h V j]
 ; & V ; @ e k s k b j y , i f @ , l 0 , e 0 , l 0 , o a v l u ; e k / ; e k a l s l j d k j h u h r ; k j
 d k ; D e k j ; l s t u k v k a , o a m i y f c / k ; k a d k y k d f ' k { k . k g r q i p k j & i d k j i h k k o d k j h < a l s
 f o h k k x } k j k d j k ; k t k l d s k A

13- l j d k j , o a t u r k d s c h p l o k n d h l F k k i u k &

f o h k k u e j k a i j y k s k a d k e M l i j l s l u j Q h M c s l d k s t k u u k & l e > u k] m u d h i f r f d z k
 , o a v u f d z k i k l r d j u k] v k j e h f M ; k e a i z k f ' k r , o a i d k f j r l e k p k j k a d k f o ' y s k . k
 d j] v k o ' ; d r k u d k j] l j d k j h i { k @ n f " V d k s k d k s R o f j r < a l s e h f M ; k d s e k / ; e l s
 v k e y k s k a d s c h p i L r r d j u s d h 0 ; o L F k k f o h k k x L o ; a ; k f c g k j l o k n d s e k / ; e l s
 d j k l d s k A

14- Q s l f y V V j d s : i e a f c g k j l o k n d e k / ; e l s f o k k i u d k ; Z g r q l d k / k u i k l r f d ; k t k u k &

^{1/4 1/2} f o h k k x } k j k f o k k i u i k l r] f u x z e , o a H k q r k u d h i f 0 ; k d k s v k h y k b u , o a i k j n ' k h z
 c u k u s , o a f o k k i u l k e x h d s f M t k b z u , o a d E i k f t a x g r q Q s l f y V V j d s : i e a f c g k j
 l o k n d s e k / ; e l s v k o ' ; d r k u d k j l d k / k u , o a l g ; k s i k l r d j l d s k v F k o k
 v k o ' ; d r k u d k j f o h k k x f c g k j l o k n d s e k / ; e l s f o h k k u l j d k j h f o h k k x k a c k M Z
 @ f u x e v k f n d s o x h d r , o a l t k o v h f o k k i u k a d k f 0 ; s v o f M t k b z u , o a l k e x h d k
 f u e k z k @ o x h d r f M t k b z u , o a f u f o n k d k d E i k f t a x f o d f l r d j k r s g q l e k p k j i = k a
 d k s f u x z e u g r q m i y f c / k d j k l d s k , o a b l d s , o t - e a f o h k k x f c g k j l o k n d k s
 f u / k z j r ' k y d v u e k l ; g l s k A

^{1/2 1/2} v k / k i u d i f j o s k d s v u q i l p u k r d u h d d k m i ; k s l j d k j h u h r ; k j d k ; D e k j
 ; l s t u k v k a , o a m i y f c / k ; k a d k y k d f ' k { k . k g r q i h k k o d k j h < a l s i p k j & i d k j d k ; Z
 g r q Q s l f y V V j d s : i e a f c g k j l o k n d s e k / ; e l s l k h d j k l d s k A

15- f o k k i u n k r k d k s l e k p k j i = k a d h v k i f r z

^{1/4 1/2} l p u k , o a t u & l E i d z f o h k k x } k j k l e k p k j i = @ i f = d k v k a d k s f u x z f o k k i u d s f o :)
 i z k f ' k r f o k k i u k a l s l a d / k r l e k p k j d h i f r f u x e k z h s k e a f n ; s x ; s i r s i j f o k k i u n k r k d k s
 l y h k d j k u k g l s k r f k l p u k , o a t u & l E i d z f o h k k x d k s h k m l d h i f r e g s k d j k u h g l s k A
 , d k u g h a d j u s i j l a d / k r f o k k i u d k H k q r k u n s u g h a g l s k A

^{1/2 1/2} f d l h f u x e k z h s k d s f o :) l a d / k r f o k k i u d k i z k ' k u u g h a f d ; s t k u s f l F k r e a l e k p k j
 i = k a d k s 4 8 ? k a / s d s v l n j l p u k , o a t u & l E i d z f o h k k x d k s l f i p r d j u k v f u o k ; Z g l s k A

16- f c u k f u x z e k z h s k d s f o k k i u d k i z k ' k u

d k b z e k / ; e l p u k , o a t u & l E i d z f o h k k x } k j k f u x z f u x e k z h s k d s f c u k f o k k i u d k i z k ' k u
 u g h a d j s k A

17- f o k k i u d s i z k ' k u d h f r f f k

l p u k , o a t u & l E i d z f o h k k x } k j k f u x z f u x e k z h s k e a v i d r f r f f k d k s f o k k i u d k i z k ' k u
 d j u k g l s k A f u x e k z h s k e a v i d r f r f f k d s v y k o s v l u ; f r f f k ; k a d k s f o k k i u d k i z k ' k u d j k ; k
 t k u s d h f l F k r e a ; f n f o y e c l s f o k k i u i z k ' k u l s f o k k i u d s m n a s ; k a d h i f r z u g h a g l z
 i r h r g l s o s h f l F k r e a r R l a d k h f o k k i u d k H k q r k u u g h a f d ; k t k l d s k A

18- l t k o v h @ f M l y s f o k k i u

(i) l p u k , o a t u & l E i d z f o h k k x u d o y l j d k j d s f o h k k x , o a m u d s v / k h u l F k f o h k k u
 f u x e @ f u d k ; @ l f e f r @ y k d m i 0 e @ i f r " B k u @ i k f / k d k j v k f n d s f o k k i u k a v o x h d r] f M l y s
 v k f n 1/2 d k s f u x z e d j s k c f y d m u f o k k i u k a d s i z k ' k u g r q l e k p k j i = @ i f = d k v k a d s p ; u]
 f o k k i u g r q l F k k u f u / k z j r @ v k j f { k r d j u s d k h k d k ; Z d j s k A f o k k i u k a d s f u x z e g r q l e k p k j
 i = @ i f = d k v k a d s p ; u e a f o h k k x d k f u . k z v i r e g l s k A

(ii) f o k k i u d k f M t k b z u , o a f o ' k ; o L r q @ l k e x h f u f o n k n r k d k s f u ; e k u d k j i z k ' k u f r f f k l s i n z
 r s k j d j k d j H k s t u h g l s k A f d l h f o h k k x , o a m u d s v / k h u l F k f o h k k u
 f u x e @ f u d k ; @ l f e f r @ y k d m i 0 e @ i f r " B k u @ i k f / k d k j v k f n l s i k l r f o k k i u k a d s v k d k j , o a
 m l d s f M t k b z u e a i f j o r z] l a k k u d j u s d k v f / k d k j r f k f o h k k x d h m i y f c / k ; k a v k f n l s
 l a d / k r l t k o v h f o k k i u r s k j d j i z k f ' k r d j u s , o a H k q r k u d j u s d k v f / k d k j l p u k , o a
 t u & l E i d z f o h k k x d k g l s k A f t u f o k k i u k a d k s i a d [k r k n h t k u h g l s o s f o k k i u k a d k s l p u k
 , o a t u & l E i d z } k j k m l s ^ f M l y s f o k k i u * e a i f j o f r z f d ; k t k l d s k A

(iii) e g R o i w k z v o l j k a @ f o ' k s k v k ; k s t u k a ; F k k % L o r a r k f n o l] x . k r a f n o l] f c g k j f n o l] i a d [k
 i o z @ m R l o @ e g R o i w k z 0 ; f D r ; k a d h t ; a h @ ' k g n r f n o l] j k T ; l j d k j d h u h r] d k ; D e , o a

mi yfC/k; ka ij vk/kkfjr fMLlys foKki uka ds izdk'ku grq foHkx Lo; a vi uh vkj l s Hkh foKki u fuxE dj l dsxA

- (iv) jkT; ljdkj }kjk le; & le; ij vketuka ds ykd f'k{k.k grq egRoiwKz frfFk; kq vol jkq dk; Deka , oa mi yfC/k; ka ds ipkj&i l kj grq vk; kstr gkus okys vfHk; kuka ds 'kdkj& i l ædkh foKki uka dk izdk'ku l puk , oa tu&l Ei dZ foHkx dj l dsxA l kFk gh egRoiwKz ifj; kst ukvka ds f'kyk; kl @mn?kkVu l ekjkska l s l æ&/kr fMLlys foKki u dk izdk'ku Hkh foHkx dj l dsxA
- (v) foHkku vol jka ij egkefge jkT; iky] ekuuh; e[; eæ-h , oa ekuuh; efi=; ka ds l msk l ædkh fMLlys dk izdk'ku foHkx dj l dsxA

19- l ekpj i=ka dk p; u

foKki u l kexh itfr ds ckn foKki u dh izdfr] ikDdfyr jkf'k vkfn ds vk/kj ij yf{kr l eog dks /; ku ea j [krs gq] l {ke ikf/kdkj }kjk foKki u grq l ekpj i=ka dk p; u fd; k tk; sxA l ekpj i=ka dk p; u gks tkus ij] ml ds izdk'ku ij gkus okys 0; ; dh Lohdr Hkh ml h l {ke Lrj l s nh tk; sxh , oa ml s izdk'ku grq l ekpj i=ka dks fuxE fd; k tk; sxA foKki uka ds fuxE grq l ekpj i=@i=ka ds p; u ea foHkx dk fu.kz; vfire gksxA

20- Lohdr l ph ea 'kfey gkus foHkxh; nj* , oa MhO, OhOihO nj ikr gkus foKki u ikr djus dk vk/kj ugh&

foHkku ek/; eka dks Lohdr l ph ea 'kfey gkus foHkxh; nj , oa MhO, OhOihO nj ikr gkus ek= l s foKki u ikr djus dk dkbZ vf/kdkj ikr ugha gksxA blga foHkx }kjk izdk'ku @ i l kj .k @ i n'ku dh vko'; drk @yf{kr tu l eog @ {ks= rFk fer0; f; rk bR; kfn dks /; ku ea j [krs gq foKki u fn; k tk l dsxA

21- vk/kfud ifjoSk ds vuq i l puk rduhd dk mi; ksx ljdkh uhr; kq dk; Deka ; kst ukvka , oa mi yfC/k; ka dk ykd f'k{k.k grq ipkj&i l kj , oa cM fcgkj dks fodfr djus grq i s k o j , t h h dh l o k ikr djuk , oa i Hkdkjh <æ l s ipkj&i l kj dk; Z grq vkmVI k l æ dsek/; e l s i s k o j] n {k , oadqy , t h h@delz dh l o k ikr djuk&

¼1½ foHkku ek/; eka grq foKki u l kexh dk fueZk foHkx foHkxh; nj ij Lo; @fcgkj l o kn ds ek/; e l s foHkx dj l dsxA

¼2½ vk/kfud ifjoSk ds vuq i l puk rduhd dk mi; ksx cM fcgkj fodfr dju ljdkh uhr; kq dk; Deka ; kst ukvka , oa mi yfC/k; ka dk ykd f'k{k.k grq i Hkdkjh <æ l s ipkj&i l kj dk; Z djus grq vkmVI k l æ dsek/; e l s i s k o j] n {k , oadqy , t h h@delz dh l o k foHkx ikr dj l dsxA vkj bl dk; Z ds , ot-ea fu/kkfjr 'kq'd dk Hkqrku foHkx }kjk fd; k tk l dsxA

22- l puk , oa tu&l Ei dZ foHkx dk l q<hdj.k &

fcgj foKki u uhr] 2016 ds l E; d dk; Wlo; u l quf'pr djus ds fy, foHkx dk foKki u l æk; @i Hkx rFk foHkx ds {ks=h; dk; ky; ka dk vk/kj Hkr l j puk dks l q<+ djrs gq ubZ l puk rduhd ds mi dj .ka vkj dfeZ; ka l s l q fTtr fd; k tk l dsxA

23- ek/; eka dh l phc) rk , oa foHkxh; nj dk ok'kZd i qjh{k.k &

foHkku ek/; eka dh Lohdr l ph dh ok'kZd i qjh{k.k ikf/kdr l fevr ds ek/; e l s , oa foHkku ek/; eka ds foHkxh; nj dk ok'kZd i qjh{k.k nj fu/kkj .k l fevr ds ek/; e l s dj l dsxA

24- foKki u fuxE grq foHk; 'kDr; ka dk fu/kkj .k &

foKki u fuxE ds fy, foHk; 'kDr; ka ds i R; k; kst u l ædkh fofu; eka dk fu/kkj .k foHkx dj sxA mDr foHk; 'kDr; ka dks vko'; drkuq kj foHk foHkx dh l gefr l s foHkx }kjk l æ&/kr fd; k tk l dsxA

25- foKki u fu; ekoyh dk xBu

¼1½ foKki u dh bl uhr ds l E; d-fØ; Wlo; u l quf'pr djus ds m s ; l s l puk , oa tu&l Ei dZ foHkx foKki u fu; ekoyh cuk l dsxA

¼2½ foHkx l e; & l e; ij bl uhr ds dk; Wlo; u dh l eh{k dkj s k , oa vko'; drkuq kj l æ&ku dj l dsxA

26- vU; W;

¼1½ foKki u dh bl uhr ds }kjk bl l s i mZ fuxE bl fo"K; ij l Hkh l æ&/kr vknSk@vupsk@uhr voØfer l e>s tk, æA , d s vknSk@vupsk@uhr ds voØe.k ds gkrs gq Hkh mDr vknSk@vupsk@uhr; ka }kjk ; k ds v/khu i n'k 'kDr; ka ds iz, ksx l s fd; k x; k dkbZ dk; Z ; k

dh xbz dkjzkbz bl uhfr ds v/khu inYk 'kDr; ka ds iz lxx ea fd; k x; k ; k dh xbz l e>h tk, xh) ekua ; g uhfr ml fnu idr Fkh] ftl fnu , d k dk; Z fd; k x; k ; k , d h dkjzkbz dh x; h FkhA

1/2 fohkx }kj i n z dh Lohdr l ph ea 'kkfey fd; s x; s fohkx ek/; eka dks vxys vkn'sk rd l phc) ekurs gq fohkx nj fu/kkj.k l febr dsek/; e l } foKki u grq fohkxh; nj fu/kkj dj l dskA

27- fcgkj foKki u uhfr&2016 ea foUk fohkx] xg fohkx] fof/k fohkx dh l gefr , oa efi=ifj"kn dk vupknu iklr gA

vkn'sk& vkn'sk fn; k tkrk gSfd bl l adYi dks fcgkj xtV ds vl k/kkj.k vad ea l o z k/kkj.k dh tkudkj dsfy, idkf'kr fd; k tk, vls ml dh ifr l Hkh l e) fohkxh@fohkxk/; {ka dks Hksth tk, A

fcgkj jkT; iky ds vkn'sk l }

g0@&
1/2ct'sk egjks=k/2
l jdkj ds iz/kku l fpo

Kki k d & 660 I t o l o f o o] i V u k j f n u k d & 12-9-2016
i frfyfi & egky [kkdkj] fcgkj dks l p u k f z , o a v k o ' ; d d k j z k b z g r q i s ' k r A

g0@&
l jdkj ds iz/kku l fpo

Kki k d & 660 I t o l o f o o] i V u k j f n u k d & 12-9-2016
i frfyfi & ek0 e [; e a h ds v k l r l f p o @ m i e [; e a h ds v k l r l f p o @ l j d k j ds l H k h i z k k u l f p o @ l f p o @ i e M y h ; v k ; q r @ f o h k x k / ; { k @ f t y k i n k f / k d k j h @ i f y l v / k h { k d @ d k s l p u k f z , o a v k o ' ; d d k j z k b z g r q i s ' k r A

g0@&
l jdkj ds iz/kku l fpo

Kki k d & 660 I t o l o f o o] i V u k j f n u k d & 12-9-2016
i frfyfi & l H k h d k s k k x k j i n k f / k d k j h @ l H k h y [k k i n k f / k d k j h d k s l p u k f z , o a v k o ' ; d d k j z k b z g r q i s ' k r A

g0@&
l jdkj ds iz/kku l fpo

Kki k d & 660 I t o l o f o o] i V u k j f n u k d & 12-9-2016
i frfyfi & f c g k j l j d k j ds L o k f e r o , o a f u ; a . k k / k h u l H k h i f j f u ; r f u d k ;] f u x e j y k d m i d j . k j i f r " B k u j i k f / k d k j l f e b r d k s l p u k f z , o a v k o ' ; d d k j z k b z g r q i s ' k r A

g0@&
l jdkj ds iz/kku l fpo

Kki k d & 660 I t o l o f o o] i V u k j f n u k d & 12-9-2016
i frfyfi & v o j l f p o j b & x t v ' k k [k k] f o U k f o h k x d k s l p u k f z , o a v k o ' ; d d k j z k b z g r q i s ' k r A

2- mul svugjkk gSfd fcgkj foKki u uhfr] 2016 dk vxkeh jkti= ea idkf'kr djkus grq gkMMWdkW h vls l kMv dkW h 1/4 hOMhO l fgr 1/2 l yXu dj Hksth tk jgh gA

g0@&
l jdkj ds iz/kku l fpo

Kki k d & 660 I t o l o f o o] i V u k j f n u k d & 12-9-2016
i frfyfi & v / k h { k d] j k t d h ; e n z k k y ; x y t k j c k x] i V u k d k s f c g k j j k t i = d s v l k / k k j . k v a d e a i z d k ' k u k f z v l s b l d h 5000 1/4 k p g t k j 1/2 e f n r i f r ; k a b l f o h k x d k s H k s t u s g r q i s ' k r A

g0@&
l jdkj ds iz/kku l fpo

Kki k d & 660 I t o l o f o o] i V u k j f n u k d & 12-9-2016
i frfyfi & l p u k , o a t u & l E i d z f o h k x] f c g k j d s e [; k y ; , o a { k s d s l H k h i n k f / k d k j h d k s l p u k f z , o a v k o ' ; d d k j z k b z g r q i s ' k r A

g0@&
l jdkj ds iz/kku l fpo

Information & Public Relations Department
Bihar Advertisement Policy- 2016

R.No. :- 01..... I&PRD, Patna, Dated :-12-9-2016

Resolution

Subject :- Approval of Bihar Advertisement Policy, 2016

1. Preamble-

As per provisions in Bihar Executive Rules and Bihar Advertisement Policy, 2008, Information & Public Relations Department has been made responsible to publicize the classified advertisement, tender, information & other content based on the programs & achievements of various Department and Corporation/Body/Society/Public Enterprises/ Establishment /Authority under State Government in the form of advertisements on Akashwani, Television, Newspaper/ Magazine, Electronic Media, Internet etc. and important Newspaper/ Magazine of national & international repute, too and has also been entrusted to ensure centralized monitoring and make payment for it.

In the light of ever changing circumstances, emergence of new information techniques, changing environment of work and procedures, to understand and get feedback on the mood and perception of the common citizen on various issues along with getting their reaction and response to various programs of the government; to ensure dissemination and propagation of government programmes, schemes and achievements for public awareness and education, establish effective public dialogue and to develop **Brand Bihar** by professional use of various modern techniques of mass media; use of social media viz. facebook, twitter, YouTube and outdoor publicity including other mediums for effectively publicizing and disseminating information through advertisements; formation of a society for the purpose of developing creative and for fulfillment of other objectives and financial delegation etc., there is a need for certain amendment in existing provisions and inclusion of certain new provisions in Bihar Advertisement Policy 2008. Under present circumstances, Advertisement Policy in new shape seems to be essential for the discharge of departmental responsibilities.

Therefore, "**Bihar Advertisement Policy, 2016**" is constituted under the Information & Public Relations Department, Government of Bihar by superseding the clause and rules of the existing Advertisement Policy.

2.

- (1) This policy shall be called "**Bihar Advertisement Policy, 2016**"
- (2) This policy shall come into force from the date of issue of the notification.

3. Objectives

- (i) To understand the mood, perception feedback of the common people on various issues, receive their reactions & responses, and by analyzing the news published in media and to make arrangement for placing the stand/views of the government quickly through media among general public as per need.
- (ii) To publicize the policies/programs/achievements of government for the mass education, establish effective public dialogue and to publicize the programmes related to development of "Brand Bihar" through various media and it's proper utilization.
- (iii) To form society/agency, under the department for the fulfillment of objectives, discharge of responsibilities by new technique.
- (iv) To effectively disseminate the advertisements to the target group, set the eligibility criteria for the release of Government advertisements, determine the processes /systems for the approval, mode of payment and delegation of financial powers and make arrangement for the development of In- house design of Government advertisements.
- (v) To issue appropriate directions from time to time to ensure compliance of the rules of executive business and make the process of payment of released advertisement simple and transparent.

- (vi) To develop system for the proper and effective dissemination of government programmes/policies, messages and to develop system for procedure and monitoring of the Approach & Attitude of media.

4. Definition – In these policy, unless there is anything otherwise in subject or context-

- (i) "Newspaper" means "such newspapers which are registered by the Registrar of newspaper, under the provisions of Press & Books Act, 1867 of Government of India".
- (ii) "News Magazine " means "such New Magazine" which are registered by the Registrar of newspaper , Government of India" under the provisions of Press & Books Act, 1867, published Weekly, Fortnightly, Monthly, Tri-monthly, Half-yearly and yearly.
- (iii) "Various Media" means News paper/Magazine/Electronic media's satellite channel/ Cable channel/ Radio/ Website/ Social media/ Mobile apps/SMS, including railway station for advertisement/bus stand/ mall/airport/ metro station/ train/ movies theater/publicity van/ pamphlet/ poster/brochure/ electronic display board/ other electronic gadgets/ hoarding/flax/ wall painting/ exhibition/ songs play/ street play and other media.
- (iv) "Secretary" means "Principal Secretary/Secretary Information & Public Relations Department".
- (v) "Director" means "Director Information & Public Relations Department".
- (vi) "Empowered Committee" means "Advertisement Empowered Committee" constituted under Rule 5.
- (vii) "Rate Fixation Committee" means "committee constituted for the fixation of rate of advertisement for different media" under Rule 6.
- (viii) "DAVP" means "Directorate of Advertisement and Visual Publications of the Ministry of Information & Broadcasting, under Government of India".
- (ix) "Registrars" means "Registrar of Newspaper of G.O.I".
- (x) "A.B.C." means "Audit Beaurou of Circulation".
- (xi) "Undertaking" means "All Board/ Body/ Corporation/ Public Enterprises/ Society under the ownership & control of "Government of Bihar".
- (xii) "Bihar Samwad" means "Bihar Samwad Samiti constituted under Information & Public Relations Department" under society Registration Act, 1860".
- (xiii) "Documentary" means "documentary produced for the advertising work and development of "Brand Bihar" by Information & Public Relations Department".
- (xiv) "Film" means "film produced for the advertising work and development of "Brand Bihar" by Information & Public Relations Department".
- (xv) "Advertisements" means the advertisement received from different department and government undertakings, development of advertising material and its publicity through various medium about programmes and achievements for public awareness and public dialogue including awareness by Information & Public Relations Department".
- (xvi) "Radio Channel" means "Radio/Community Radio/FM channels".
- (xvii) "Satellite Channel" means "those satellite channel which telecast, through the Television/other electronic media".
- (xviii) "Website" means "Internet Website/Portal/Social Media".
- (xix) "Mobile Apps" means "media for publicity, based on mobile software and internet".
- (xx) "SMS" means "mode of publicity of information by mobile".
- (xxi) "Approved list" means "Approved List of state government for the release of advertisement, maintained by Information & Public Relations Department".
- (xxii) "Cable T.V." means" Telecast on T.V., the signals, received from satellite channel through M.S.O. by Cable".
- (xxiii) "Department" means "Information & Public Relations Department".
- (xxiv) "Classified Advertisement" means "Recruitment, Tender, Notice and other declarations which are published under special Title in different newspapers".
- (xxv) "Display Advertisement" means " Dissemination of the material based on topics of mass-campaign, programme, important policy, achievement, announcement of new policy and historical and socio-economic topics in an attractive manner".
- (xxvi) "DAVP Rate" means "Rate fixed by DAVP under Information & Broadcasting Ministry, government of India".
- (xxvii) "Departmental Rate" means " Rate fixed by Rate Fixation Committee to released any advertisement"

5. Approved list of various media

- (i) The release of government advertisement to the newspaper-magazine and other various media will not be given for the purpose to extend the financial assistance. Newspaper/ Magazine/ Electronics Media/Cable TV Channels/ Radio/F.M. Radio/Community Radio Channel/ Internet Website/Social Media and other media may be included in Approved List on the recommendation of Advertisement Empowered Committee on the basis of prescribed eligibility and provisions, for the fulfillment of the objectives of the advertisement and targeted group.
- (ii) In spite of requisite eligibility criteria for the inclusion in Approved List, it will not be binding upon the Information & Public Relations Department to include those media in Approved List. Department would determine the eligibility criteria for the inclusion in Approved List.
- (iii) The classification of Newspapers/Magazines, its printing area, scrutiny/verification of the circulation and determination of the period of listing would be done by the department.

6. Expulsion from the approved list and withdrawal-

Any empanelled media can be expelled from approved list by the department for twelve months with immediate effects on the recommendation of Advertisement Empowerment Committee if

- (i) found to have deliberately submitted false information regarding circulation or otherwise; or
- (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; or
- (iii) it has failed to submit its Annual Return to the Registrar Newspaper of India (RNI) or its Annual Circulation Certificate from the prescribed agencies; or
- (iv) indulged in unethical practices or anti national activities and has been indicted by court of law for such activities; or
- (v) it refuses to accept and carry an advertisement issued by the various departments and their undertaking on more than two occasions.

In case of aforesaid para (i) (ii) & (iii), the payment done earlier to the concerned media could be withdrawn by the department. Till such withdrawal, no advertisement shall be released to it.

7. Advertisement Empowered Committee-

- (1) There will be an Advertisement Empowered Committee, which would recommend on application for the inclusion of various media in approved list for publicity, having requisite eligibility, considering the requirement, practicality and interest of state. The chairman of this committee be Principal Secretary/Secretary, Information & Public Relations Department, an Officer (not below the rank of Joint Secretary) authorized by Principal Secretary/Secretary, Home Department., an Officer (not below the rank of Superintendent of Police) authorized by A.D.G. / D.G., of Special Branch, a representative of Finance Department (not below the rank of Joint Secretary), Director, Information & Public Relations Department as a member and Officer In-charge, Advertisement, shall be Member- Secretary of the committee.
- (2) It will not be binding upon the committee to include, those various media in the approved list, having requisite eligibility to be included in the approved list. The Empowered Committee will be independent and competent to expel different media from approved list in the interest of state/work, as per clause- 6. The committee after due consideration may recommend release of advertisement for those media who at present do not have any departmental rate after the recommendation of the Rate Fixation Committee.

8. Rate Fixation Committee -

For the publicity of advertisement in newspapers, magazines, electronic channel, cable channel, radio, social media, website etc. including various media in the interest of state and public interest and for those various media before their inclusion in the approved list, department can determine the departmental rate, for which there will be a Rate Fixation Committee who recommend the rates in the light of the access and reach of the said advertisement to the targeted group, its priority, requirement, the achievement of the goals and the DAVP rate etc. in the interest of the state and public interest. After the approval of the department, fixed rate will be valid for a maximum period of one year which can be revised/reviewed every year. The chairman

of this committee shall be Principal Secretary/Secretary, Information & Public Relations Department and Director, Information & Public Relations Department, a representative (not below the rank of Deputy Secretary) of Finance Department, a representative (not below the rank of Deputy Secretary) of Home Department, a member and Deputy Director/Officer In-charge, Advertisement, shall be Member- Secretary of the committee.

9. Advertisement Rate-

- (1). The departmental Rate for the publication /circulation of advertisement through various medium, such as Newspaper/Magazine/Electronic Channel /Cable Channel/Radio/ Social Media/Website, etc will be fixed on the recommendation of Rate Fixation Committee.
- (2). Information & Public Relations Department may release advertisement well ordered at the departmental rate to those newspaper/magazine or other media which are in the approved list., 15% (Rate fixed by Directorate of Advertisement and Visual Publications) discount shall be admissible on the rate fixed for all kinds of advertisement to department or society/agency constituted under the department, in case of release of prepared advertisement material to various mediums.
- (3). In special circumstances, purpose, occasion or special campaigns, advertisements can also be issued in public and state interest to non empanelled media of international and national repute and do not have departmental rate, but in such cases if the state governments wants to advertise in such media then it can be done for a special period, special issue or full campaign after fixation of the department rate by the Rate Fixation Committee and recommendation of the Empowered Committee. The department may determine eligibility and procedure for payment and release of such advertisement.
- (4). Under special circumstances, campaign or on occasion of specific programme in the public and state interest, the Government may fix separate rate for the various media included in the approved list.

10. Release of Advertisement and Payment-

- (1). All works pertaining to release and payment of government advertisements, including Local Bodies/Corporation/Public Enterprises/Establishments/ Authority/ Societies etc.,under the ownership and control of Bihar Government, excluding only the Judiciary, will be centralized under the Information and Public Relations Department.
- (2). It will be responsibility of Local Bodies/Corporation/Public Enterprises/ Establishments/ Authority/ Societies etc., under the ownership and control of Bihar Government, to deposit the earmarked amount for their advertisement in the Bank Account maintained especially for this purpose under Information & Public Relations Department in beginning of the financial year. The department may make payment against the fund deposited by said offices/undertakings for the advertisement published by Information & Public Relations Department on their requisition.

11. Global Advertisement-

The Global Advertisement is required by various Departments/ Undertakings of the government. Under such circumstances they will provide advertising material and the name of the newspaper/ magazine/channel/ website and other media, to the department, forty days in advance. The advertisements could be released after the approval of the competent authority, on the recommendation of Empowered Committee at the departmental rate fixed by Rate Fixation Committee under clause-8 of Bihar Advertisement Policy, 2016. The payment will be made to that media on fixed departmental rate and the procedure fixed by the department.

12. Management of effective publicity of Public dialogue, Brand Bihar and Government policies, programmes, schemes and achievements for mass education-

- (i) For publicizing the achievements of various departments, the culture and heritage of Bihar; the department can publish coffee table books and other books/ printable material for circulation among common people, within and outside the state during special occasions/purpose/campaigns.
- (ii) For the publicity of various programs and schemes useful for public, the department can arrange conclaves and workshops on its own and as per requirement, can also arrange for such conclaves and workshops in collaboration or in association with other mediums of publicity, such as TV channels, newspaper houses and other institutions.
- (iii) Non empanelled various mediums, global advertizing, hoarding, wall writing, exhibition, Song and drama, street plays, pamphlet, brochure, poster, booklet, publicity vans etc.

including social media such as face book/twitter/YouTube/mobile app/SMS/and others, can also be used for publicity of achievements, policies, schemes and programmes of Government for mass education in an effective manner as per established norms and procedures.

13. Government- Public Dialogue-

Department, by itself or through "Bihar Samwad" can develop suitable mechanism and infrastructure to understand the mood, perception and get feedback of the general public on various issues, to receive their reaction & response, after analyzing the news published/broadcast in media and arrange quick response to place the views of the government on these issues and educate the masses about the facts of the case.

14. To obtain resources of "Bihar Samwad" as a facilitator for advertising work-

- (i) The department can utilize, as per need, the resources of Bihar Samwad Society as a facilitator for making the process of receipt, release and payment of advertisement on line and transparent; as per need the department can also use these resources of Bihar Samwad for development and design of classified and creative advertisement, tender composing of advertisement of different departments and Local Bodies/Corporations/PSUs/Authorities/Societies for release to the newspaper/magazines and various media against which the department will pay fix fees to the "Bihar Samwad".
- (ii) Publicity of Government policy, programme, plan and achievement of the Government for mass education may also be done by "Bihar Samwad" as a facilitator, in an effective manner by using Information technology, according to modern environment.

15. Supply of newspaper to client advertiser-

- i. Every newspaper will have an obligation to send one copy each of the newspaper on their own ,carrying advertisements issued through Information & Public Relations Department to the client at the address mentioned in the Release Order and also to Information & Public Relations Department, failing to which payment for the advertisement may not be considered.
- ii. It will be mandatory for newspapers to inform Information & Public Relations Department within 48 hours, if they have not been able to publish the advertisement on the due date.

16. Publication of advertisement without release order-

No newspaper will publish advertisement without receipt of the relevant Release Order by the Information & Public Relations Department.

17. Date of publication of the advertisement-

The newspaper will be obliged to strictly adhere to the date of publication of advertisements as given in the Release Order. Publication of advertisement on dates other than that given in the Release Order will not be accepted and no payment for that advertisement shall be made, if it is found that such publication does not fulfill the objectives of the advertisement.

18. Decorative/Display advertisement-

- i. Information & Public Relations Department would not only, release advertisement (classified, display etc) of government department and various corporations/body/board/public enterprises/establishment/authority under it, but also do the role for selection of newspaper/ magazine and fixation/reservation of space for for the publication of that advertisement. The decision of the department in selection of Newspaper/Magazine for the release of advertisement shall be final.
- ii. The design of advertisement and content/material would be sent by the advertiser prior the date of publication. The right to modify and change the design and size of the advertisement, received from various departments/ corporation/ body/ society/ public enterprises/ establishment/authority and to get published decorative advertisement after designing related to the achievements of the department and its payment will be vested to the Information & Public Relations Department. Such advertisement may be changed to "Display Advertisement", which has to be highlighted by the Information & Public Relations Department as per need and priority.
- iii. Department, on its own may release display and creative advertisements for the publication on the important occasions/special events, such as Independence Day, Republic Day, Bihar Diwas, important festivals/birthdays /martyr day of legendry

- personalities/important policies, programmes, schemes and achievements of the government.
- iv. Information & Public Relations Department may release advertisements whenever required on the special occasions related to inaugurations of schemes, programmes, policies, important campaigns of the Government for mass education.
 - v. Department may publish display messages of H.E Governor, Hon'ble Chief Minister & Hon'ble Ministers on specific occasions.
- 19. Selection of News Papers –**
After receipt of the advertising material, the selection of news papers for the advertisement will be done by the competent authority on the basis of the nature of advertisement, estimated amount, considering the targeted group. The sanctioning of the expenditure to be incurred on its publication, after the selection of news paper will be accorded by the same competent level and it will be released to the newspaper for publication. The decision of department in the selection of news paper/ papers for the release of advertisement shall be final.
- 20. Inclusion in Approved list, Departmental and DAVP rate is not the basis of getting advertisement –**
Mere inclusion in approved list and having departmental and DAVP rate for various mediums, shall not be construed as right to obtain the advertisement. The advertisement shall be released to them considering the need of the publication/ circulation/ exhibitions/ targeted group/ area and thriftiness.
- 21. Use of modern information techniques for publicity of the policies/programmes/schemes/achievement of the Government for mass education and getting services of professionals, experts and competent agency to develop "Brand Bihar" through outsourcing in effective manner-**
- i. Department on its own or through Bihar Samwad may develop advertising material for various media at departmental rate.
 - ii. In order to develop "Brand Bihar" by using information techniques, as per modern environment and to publicize the programmes, policies, schemes achievements for mass education in an effective manner through professionals, experts and service of competent agencies would be taken by the department through outsourcing and the department would make payment of fixed requisite fees for this work.
- 22. Strengthening of the Information & Public Relations Department:-**
To ensure proper implementation of the "Bihar Advertisement policy, 2016", the department shall endeavor to strengthen the infrastructure of the advertisement wing/section of the department and its field offices with modern and new information technology and equipment along with procuring the services of the expert personnel/agency through outsourcing.
- 23. Annual review of listing of media and the departmental rate -**
Department may annually review the approved list of various media through the Empowered Committee and annually review the departmental rate of various media by Rate Fixation Committee.
- 24. Determination of Financial Power for release of the advertisement –**
Department may frame the regulations for the delegation of financial power for release of advertisement. As per requirement, said financial power would be amended by the department with the consent of Finance Department.
- 25. Formation of Advertisement Rules-**
- (i) To ensure the proper execution of this advertisement Policy, Information & Public Relations Department would frame Advertisement Rules.
 - (ii) The Department shall review the execution of this policy time to time and as per requirement, may amend it accordingly.
- 26. Miscellaneous-**
- (i) With the coming into force of these Advertisement Policy, all orders, directions issued on this subject in the past stands repealed. Notwithstanding such repeal, anything done or any action taken in the exercise of any power conferred by or under the said orders, directions shall be deemed to have been done or taken in the exercise of the powers conferred by or under these rules as if this policy was in force on the day on which such thing or action was done or taken.

- (ii) The department may decide the departmental rate from a fixed date, through the Rate Fixation Committee for various media which are already in the approved list prior to coming into effect of all this new policy. Till the new departmental rates come into effect the old rates will be applicable.

27. The concurrence of the Finance Department, Home Department, Law Department, and approval of the Cabinet for the Bihar Advertisement Policy' 2016 has been obtained.

Order- It is ordered that a copy of this resolution be published in the issue of Bihar Gazette (extraordinary) for the information to the public and its copy be sent to all concerned department/ Head of Departments.

**By the order of the Governor,
Sd/-**

(Brijesh Mehrotra)

Principal Secretary to Government.

Memo No. :- 660..... I&PRD, Patna, Dated :- 12-9-2016

Copy to :- Accountant General, Bihar/Secretary to Chief Minister/ P.S. to Deputy Chief Minister/ All Principal Secretary/ Secretary/ All Head of the Department/ All District Magistrate/ All Superintendent of Police/ All Treasury Officers/All Account Officers/ All Board/Body/Corporation/Public Enterprises/Society /Authority under the ownership & control of Government of Bihar for information & necessary action.

Sd/-

Principal Secretary to Government.

Memo No. :- 660..... I&PRD, Patna, Dated :- 12-9-2016

Copy to :- Under Secretary, e-Gazette section, Department of Finance, Bihar, Patna for information & necessary action.

Sd/-

Principal Secretary to Government.

Memo No. :- 660..... I&PRD, Patna, Dated :- 12-9-2016

Copy to :- Superintendent, Government Press, Gulzarbagh, Patna for publication in extra ordinary and its 5000 (Five thousand) printed copies to be sent to this department.

Sd/-

Principal Secretary to Government.