



Press Council of India

New Delhi

Sub-Committee to Examine the Issue of Advertisement

CAMP

Bhubaneswar

April 20-22, 2015


(Gurinder Singh)
Convener


(Prabhat Kumar Dash)
Member

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COMMITTEE REPORT TO EXAMINE THE ISSUE OF ADVERTISEMENT

The Council in its meeting held on December 19, 2014 while considering the issue threats/problems being faced by the medium and small newspapers for non-adoption of the Model Advertisement/Accreditation Rules - 2014 framed by the Press Council had constituted a three members Sub-Committee to examine the issue of Advertisement comprising of S/Shri Gurinder Singh, Convenor, Prabhat Kumar Dash and Keshav Dutt Chandola, Members. Shri Keshav Dutt Chandola has resigned from the membership of the above said Sub-Committee.

The Sub-Committee visited Bhubneswar, Odisha from April 20, 2015 to April 22, 2015 and invited Stakeholders from Big, Medium and Small Newspapers as well as the authorities of State Government of Odisha to interact simultaneously on April 20, 2015 across the table to avoid communication gap and follow the principle of transparency.

About 45-50 Stakeholders from Big, Medium and Small newspapers and Nodal Officer appointed by the State Government of Odisha namely, Shri Niranjan Sethi, Joint Director, Information and Public Relations Department along with his team of officers were present in the Conference Hall, Lok Sampark Bhawan, Bhubaneswar.

DEPOSITIONS

The Stakeholders from Big, Medium and Small Newspapers pointed out that State Government of Odisha has followed a lopsided policy in not only doing out advertisements but also in the sector of empanement of publications. The Government of Odisha vide its several letters from 16.11.2013 to 5.2.2015 had asked them to specify the quantity of newsprint used, proportionate cost of the newsprint so used, proportionate VAT, CST paid and printing expenses incurred for the years 2011-12, 2012-13 and 2013-14 and submit the same in a form of an affidavit. The Government of Odisha instructed them to fill up a very lengthy questionnaire which, incidentally, asked pertinent questions about RNI certified circulation figures and DAVP approved sq. cm. rate to which stakeholders inquired, how many newspapers have submitted the documents relating to VAT/E.T./CST? Their names. Whether the I&PR Department is satisfied with the submissions and is that matching their circulation figure? They pointed out that the State Government of Odisha has constituted a Inter Departmental Committee to check the circulation of the newspapers where there is no such provision in the Advertisement Policy of 1998 to check the circulation of the newspapers by the I&PRD, Government of Odisha. They submitted that the Advertisement Policy was formulated in the year 1998 and after that till date it has not been revised. They submitted that the rate of Advertisement was Rs. 4/- per sq. cm. in the year 1998 and the same has not been revised since then. They submitted that the State Government has imposed a directive that

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minimum 10,000 copies per publishing day is necessary for empanelment of the newspaper/periodical for advertisement. How many papers are in the pipeline for approval? Since how many years? Reasons for the delay Since how many years the enhanced rates of DAVP not accepted by the I&PR Department. Reasons for not doing so. They pointed out that the Government of Odisha has not adhered to the Advertisement Policy Resolution of Government of Odisha - 1998, the last and still in force, policy guideline which clearly states that the rate structure accepted by the I&PR Department is valid from 1st July of a year to 30th June of the next year. They submitted that on the basis of complaint of a newspaper establishment of its favour, the Government of Odisha started asking for the said documents from newspapers/periodicals and the Government advertisements are being released on that basis. How can newspapers apply for fresh approval and can produce the Tax documents for last 3 years? Why the I&PR Department was not doing so since 2005? They submitted that the Inter Departmental Committee constituted by the Government of Odisha is one sided as there is no representations from the Press Bodies. They submitted that as per Advertisement Policy 1998 rates of advertisements are required to be revised every year but since 2009 the rates have not been revised. They submitted that priority is not being given to odia language newspapers and monthly journals, fortnightly and weekly newspapers are being ignored at the time of releasing of advertisements. They pointed out that the budget sanctioned for advertisements in Rupees is not being utilized in the ratio of 50%, 35% and 15% for Big, Medium and Small newspapers as per provisions of DAVP.

GOVERNMENT VIEW

The Government of Odisha has constituted Inter Departmental Committee to change the existing Advertisement Policy system to find out the actual circulation of the newspapers/periodicals. The Government letters from 16.11.2013 to 5.2.2015 asking the newspapers/periodicals to specify the quantity of newsprint used, proportionate cost of the newsprint so used, proportionate VAT, CST paid and printing expenses incurred for the years 2011-12, 2012-13 and 2013-14 and submit the same in the form of an affidavit is also for the purpose of culled out the bonafide newspapers/periodicals as the newspapers/periodicals shows exaggerated circulation for advertisements.


FINDINGS

1. The Advertisement Policy was formulated by the State Government of Odisha in the year 1998 and the same has not been revised and still in force till date.
2. Advertisement rates for the newspapers/periodicals (not empanelled by DAVP) were Rs. 4/- per sq. cm. in the year 1998 and the same have not been revised till date, for which no Government Orders stands.
3. Advertisement rates of the newspapers/periodicals (empanelled by DAVP) have not been revised since 2009 in accordance with the revision of rates by the DAVP.
4. The Government of Odisha has issued a G.O. dated 5.2.2015 asking the Stakeholders of Big, Medium and Small newspapers to specify the quantity of

- newsprint used, proportionate cost of the newsprint so used, proportionate VAT, CST paid and printing expenses incurred for the years 2011-12, 2012-13 and 2013-14 and submit the same in a form of an affidavit.
- 5. Priority is not being given to odia language newspapers while releasing advertisements.
- 6. Monthly journals, fortnightly and weekly newspapers are not being considered for Government advertisements.
- 7. The total budget sanctioned for advertisements in Rupees is not being utilized in the ratio of 50%, 35% and 15% for Big, Medium and Small newspapers respectively.
- 8. Medium and Small newspapers are not being considered for Display Advertisements since last ten years.
- 9. Payment of Advertisement Bills is not being made within a specified time.
- 10. The State Government of Odisha imposed directive that minimum 10,000 copies per publication day is necessary for empanelment of newspapers for Government advertisements and for fresh approval.
- 11. No representation of the Press Bodies in the newly constituted Inter Departmental Committee.

RECOMMENDATIONS

- 1. Advertisement/Accreditation Policy should be prepared in conformity with the Model Advertisement/Accreditation Rules - 2014 prepared by the Press Council of India.
- 2. Advertisement Rates should be revised in accordance with the DAVP Rules, which has not been done since 2009.
- 3. The newspapers/periodicals should be exempted to specify the quantity of newsprint used, proportionate cost of the newsprint so used, proportionate VAT, CST paid and printing expenses incurred and submit the same in a form of affidavit as these are measures only to find the shortcomings and discontinue advertisements.
- 4. Priority should be given to odia language newspapers/periodicals while issuing Government advertisements.
- 5. Monthly journals, fortnightly and weekly newspapers should be considered for Government advertisements.
- 6. The total budget sanctioned in Rupees for advertisements should be distributed in the ratio of 50%, 35% and 15% in Big, Medium and Small newspapers respectively, which has been totally ignored by the I&PRD, Government of Odisha.
- 7. Medium and Small newspapers should be considered for Display Advertisements.
- 8. Payment of Advertisement Bills should be made within a month.
- 9. The condition of 10,000 copies per publication day for empanelment of newspapers for Government advertisements should be relaxed.
- 10. Due equal representation of the members from the Press Bodies notified by the Press Council of India should be given in the Inter Departmental Committee.
- 11. Fresh approval should be granted to the newspapers/periodicals, applied for empanelment, in a given time limit.
- 12. The I&PRD, Government of Odisha should follow the directions/suggestions/Rules/Acts of the RNI and DAVP in case of circulation figures and rate contract, in letter and spirit.


 (Gurinder Singh)
 Convener


 (Prabhat Kumar Dash)
 Member