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**GOVERNMENT OF ODISHA**  
**INFORMATION AND PUBLIC RELATIONS DEPARTMENT**

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No. 10765 /IPR, Bhubaneswar  
(IPR-AVP-PUB-0027-2017)

dated the 4<sup>th</sup> December, 2017

**NOTIFICATION**

**Sub: GUIDELINES FOR RELEASING GOVERNMENT ADVERTISEMENTS TO WEB MEDIA**

After careful consideration, Government of Odisha have been pleased to formulate the following guidelines for releasing Government advertisements to Web Media.

**Introduction:**

In a democracy, the role of media is quite crucial. Being independent in nature and function this fourth pillar promotes the provisions as contained in the Article-19(a) of the Constitution of India. Application of Mass Media for the socio-economic uplift of the people in a democratic setup, therefore, assumes much significance in the changing face of technology. Constant dialogues with nascent media have thus become an imperative need for the executive shouldering onerous responsibilities of disseminating information and gathering feedback on the implementation of development programmes.

With the inventions and innovations in the area of Internet, Web Media, Digital & Mobile Technologies, in the last one decade there has been a dramatic change in the field of Mass Media communication, especially the way people access and consume news information and other contents.

With the extensive digital spread and the growing audience interest in new media, a new generation mass media format called web portal or web channel, have emerged in the present GloCal (Global and Local) scenario. Moreover, these web and mobile based media platforms have become so popular and handy that they cater to millions of audience – from youth to senior citizens - in the present day society without any bias of geography.

Further, with the large scale growth and popularity of Social Media platforms (say Facebook, WhatsApp, Twitter, YouTube, Instagram etc.), the new generation news web media sites have expanded their reach, engagement and impact on the mass and the society without limiting their operations to any geographical area, unlike print, radio or television media.

**(ii) Objectives:** In the recent times, even Digital Media has created a wave in the semi-urban and rural population due to the introduction of 3G and 4G technologies and developing last mile network by different service providers. Moreover, the web media is getting popular these days with the availability of more and more content in the regional or local languages.

Therefore, the Department of Information and Public Relations in the Government of Odisha seeks to augment an intensive information campaign encompassing the broader circle of socio-economic development. The sharing of information with the public and imparting the

message of transparency and accountability through the most easier and convenient means have become the cardinal principles of all modern approaches in the 21<sup>st</sup> Century.

**(iii) Odisha scenario:**

Odisha has become a part of the digital growth story in the country and as the trend goes hopefully the new media is going to grab immense attention of the mass, especially the youth, in the coming couple of years. In fact, Digital Media has become a game changer for the media operators, the audience and all the stakeholders associated with the domain.

**(iv) Advantages of web media:**

The web media has to be utilized owing to its unique global features like:

1. Speed (Immediate, Multi-Platform delivery within seconds)
2. Geographical Reach (Local and Global)
3. Media/Medium: Web and Mobile (Largest market size and the most powerful medium today)
4. Interactivity (2-Way approach - with scope for instant reactions and feedback from the audience)
5. Language Mobility (Scope for Multi-Lingual broadcast)
6. Multi-Media (Text, Photographs, Audio, Video and Creative - can carry all forms of communication and mass media.)
7. Benefits of Social Media (can "be integrated with Social Media platforms - multiple platforms - to enhance its reach, interactivity and impact.)

**(v) Web Media in Odisha-the process of short listing:**

Looking at the current web presence in Odisha, the content and formats being delivered by different players and dynamics of the media industry priority needs to be attached to the web media operators/houses having following features while short listing them for any particular purpose:

1. Having dynamic web portals carrying news, current affairs and features and interviews etc. (a diversified range of content to attract a larger audience base) on regular basis.
2. Focusing on news and current affairs on Odisha.
3. Having operations in Odia/ English language.
4. Having integration of Videos and other multimedia, where possible.
5. Having a good Social Media presence.
6. Having regular office for the purpose with basic infrastructure.
7. Having regular Team/Staff and Journalists for day to day news collection and production.
8. Minimum strength of 4-6 staffs led by a responsible journalist.
9. The website must be at least 12 months old and must be continuously in operation under the same name (i.e. website address) for minimum 6 months. The change of office address must be communicated to the Director, I&PR Department, Government of Odisha immediately failing which the Web Media may be de-empanelled.

10. The English or Odia website must have minimum average Unique Users of 15,000 per month (based on the data of last six months). This claimed number should be verified online from an acceptable and credible third party tool that monitors website traffic in international level like Google Analytics. The Web Media needs to submit a self certified viewership report.

11. I&PR Department reserves the right to decline any website if its content is found to be anti-national/ obscene/ indecent/ anti-social/ violation of communal harmony and national integrity etc. or deemed objectionable in any form as determined by the competent committee, or if the website acts in violation of the extant Cyber Laws of India.

12. It should have the facility of a dedicated section for promoting development programmes and related news including important events of Government of Odisha.

13. The e-Publication version of newspaper would not be considered for getting empanelled as they are already covered in their parent form.

14. However, if the information submitted by the websites is found to be false or incorrect in any manner, the website cannot be taken into consideration for giving Government Ads.

15. The finalised rate shall be valid for a period of one year. Revision of Rate will be considered one year after the date of rate fixation.

**(vi) Nodal Agency:**

Information and Public Relations Department, Govt. of Odisha shall be the nodal agency for all Departments of the state Government for advertisement of different welfare schemes, policies and programmes through Web Media. However, autonomous bodies/ PSUs, can if they so wish release advertisements directly, but at I & PR rates to Web Media already identified for this purpose.

**(vii) Advertisement Formats and Rates (Proposed):**

<b>ANNEXURE-A</b>		
<b>30 Thousand and above Unique Users per Month (As per Google Analytics)</b>		
<b>Category</b>	<b>Property</b>	<b>Rate (in Rupees)</b>
<b>A (Large)</b>	Web Banner (300x250 Pixels, 728x90 Pixels etc.),	
<b>20 Thousand to 30 Thousand Unique Users per Month (As per Google Analytics)</b>		
<b>Category</b>	<b>Property</b>	<b>Rate (in Rupees)</b>
<b>B (Medium)</b>	Web Banner (300x250 Pixels, 728x90 Pixels etc.),	
<b>10 Thousand to 20 Thousand Unique Users per Month (As per Google Analytics)</b>		
<b>Category</b>	<b>Property</b>	<b>Rate (in Rupees)</b>
<b>C (Small)</b>	Web Banner (300x250 Pixels, 728x90 Pixels etc.),	

<b>ANNEXURE-B</b>		
<b>30 Thousand and above Unique Users per Month (As per Google Analytics)</b>		
<b>Category A (Large)</b>	<b>Property</b>	<b>Rate (in Rupees) /per week</b>
	Video Spots or related Government advertorial	
<b>20 Thousand to 30 Thousand Unique Users per Month (As per Google Analytics)</b>		
<b>Category B (Medium)</b>	<b>Property</b>	<b>Rate (in Rupees) /per week</b>
	Video Spots or related Government advertorial	
<b>10 Thousand to 20 Thousand Unique Users per Month (As per Google Analytics)</b>		
<b>Category C (Small)</b>	<b>Property</b>	<b>Rate (in Rupees) /per week</b>
	Video Spots or related Government advertorial	

**NB:**

1. All the Web Banners can carry multiple creative (still images/designs) in .gif format for a dynamic look.
2. All web banners and advt. items shall have option for outgoing link to any particular website of the advertiser or lead to any particular web page (carrying more info/story on the subject) inside the same portal.
3. All applicable taxes over and above fix Rates.
4. Government in Information & Public Relations Department may relax any of the clauses on special cases.


By order of Governor

(Surendra Kumar)

Commissioner-cum-Secretary to Government

Memo No. 10766 /I&PR, BBSR., Dated 04/12/17


Copy forwarded to Director, Doordarshan Kendra, Bhubaneswar/ Director, All India Radio, Cuttack/Representative of OCAC/IT Department for information and necessary action.

  
Director 4/12/17

Memo No. 10767 /I&PR, BBSR., Dated 04/12/17


Copy forwarded to the Director, Printing, Stationery & Publication, Odisha, and Cuttack for information and necessary action.

He is requested to publish the Notification in the next issue of Odisha Gazette & supply 500 copies to this Department.

  
Director 4/12/17


Memo No 10768 , Date 04/12/17

Copy forwarded to System Analyst for information and necessary action. He is requested to take appropriate steps for uploading the Notification in the Website of Information & Public Relations Department.

  
Director 4/12/17


Memo No 10769 , Date 04/12/17

Copy forwarded to All Departments of Government for kind information.

  
Director 4/12/17

Memo No 10770 , Date 04/12/17

Copy forwarded to Luminous Infosys., CSP to RTI Portal, RTI Central Monitoring Mechanism, I & PR Department for information and necessary action. They are requested to publish the Notification in the RTI Portal of Government of Odisha.

  
Director 4/12/17

