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Annexure 1

Presentation of Survey Data

This section presents the findings from the survey among informed youth in the research setting, viz the states of Assam, Tripura, Sikkim, and Meghalaya. As the exercise could not lead to any generalisations which the application of the survey method usually necessitates (Tanner, 2002, p. 89), the researcher has decided to present the findings of the survey; sampling, the process and the reasons for the same have been described in section 4.5 Survey under chapter 4: Research Methodology; in the annexure section of this thesis. As the questions in the schedule were designed based on the objectives of the study; being categorised under broad heads that correspond to the research questions; the presentation of the data has been categorised as such.

Demographic Data

This section of the survey deals with the basic demographic profile of the sampled units who were surveyed as part of this investigation in the four states that were selected for the study.

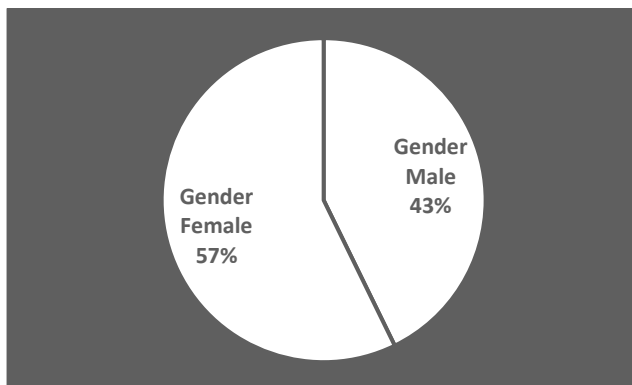


Figure 24: Gender Distribution

57% of the respondents to the schedule were female and 43% were male.

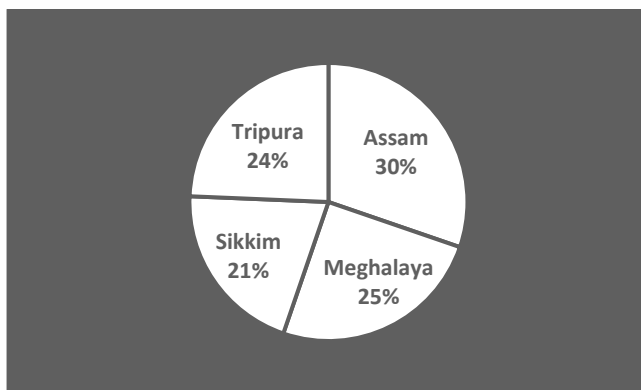


Figure 25: State of Residence

Of the 152 respondents, 30% were from Assam, 24% from Tripura, 25% from Meghalaya and 21% from Sikkim.

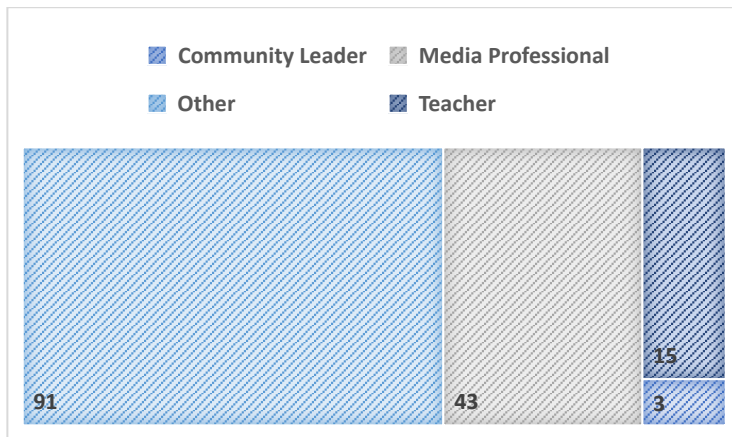


Figure 26: Professions to which the respondents identified

91 of the 152 respondents identified themselves in the 'others' category, in terms of profession. 43 identified as media professionals, 15 as teachers and 3 as community leaders.

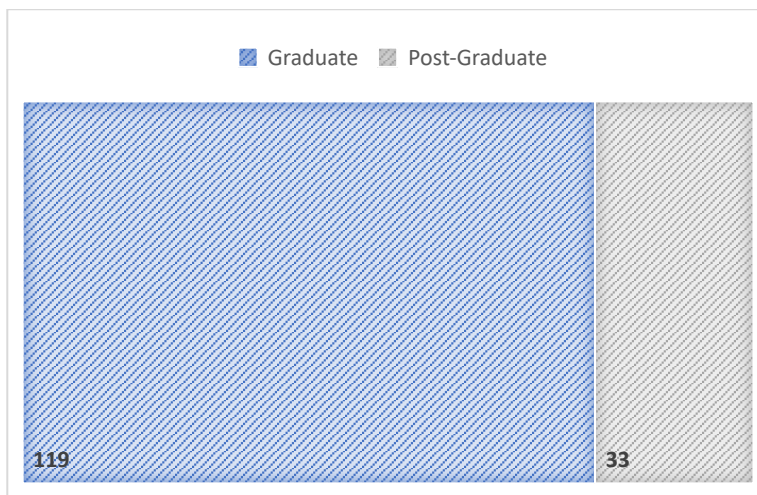


Figure 27: Educational Qualification

Of the 152 respondents, 119 were graduates and 33 others already held a postgraduation degree.

General Information

This section provides general information about the respondents who were sampled for this study. This includes information on their media consumption habits, preference of language etc. which are relevant and provide details about the suitability of the respondents for the study.

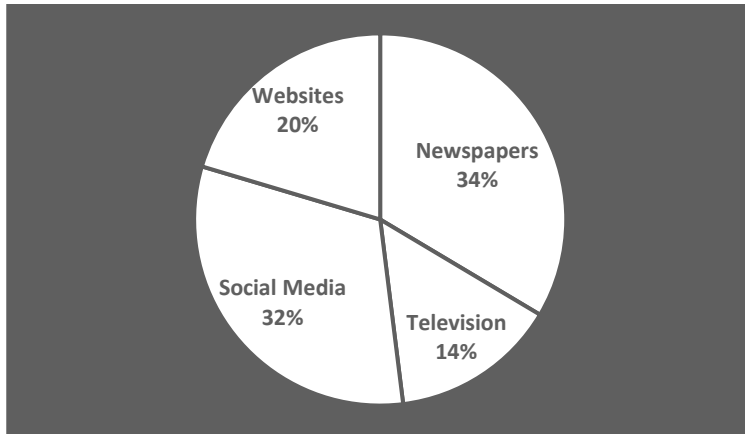


Figure 28: The most reliable sources of News

Of the 152 respondents, 34% think newspapers are the most reliable source of news; 32% think it is the social media, followed by 20% for websites and 14% for television.

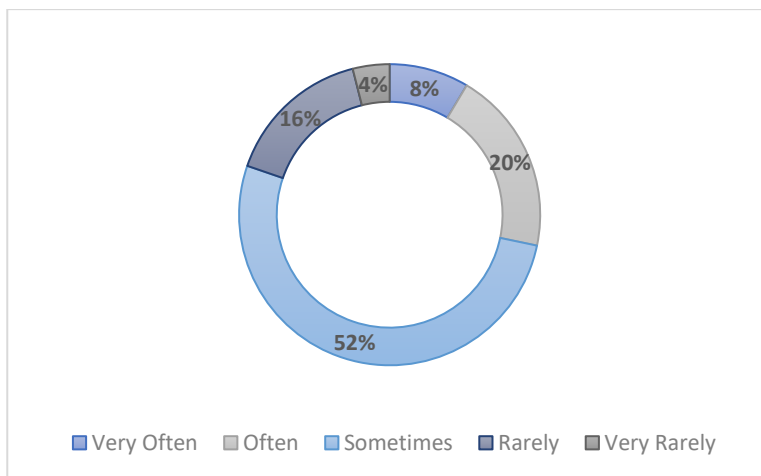


Figure 29: Newspaper readership Data

On reading habit, 52% mentioned that they read newspapers sometimes; 20% said that they did it often; 8% very often; 16% rarely read them and 4% very rarely read newspapers.

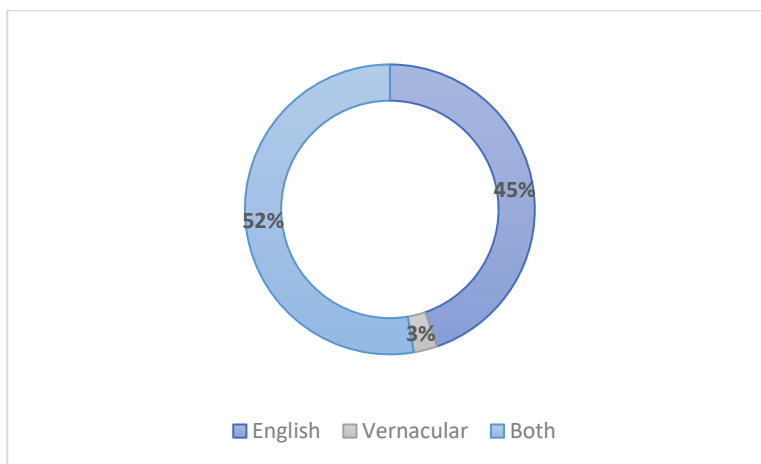
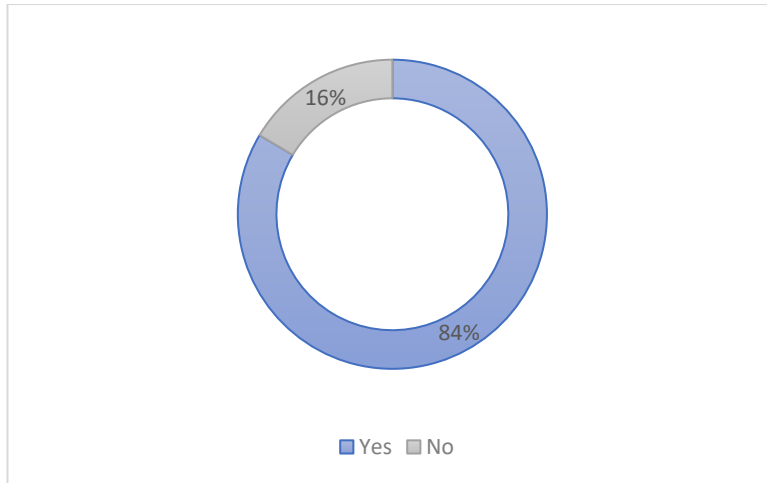


Figure 30: Preferred Language

52% of the respondents prefer reading newspapers in the both English and their local language, while 45% prefer reading exclusively in English. Only 3% preferred reading in their local language.



84% of the respondents, surveyed for the study had voted in the 2019 elections to the lower house of the Indian Parliament.

Figure 31: Voting Percentage among Sample Population

The Interplay between Religion, Elections and the Press

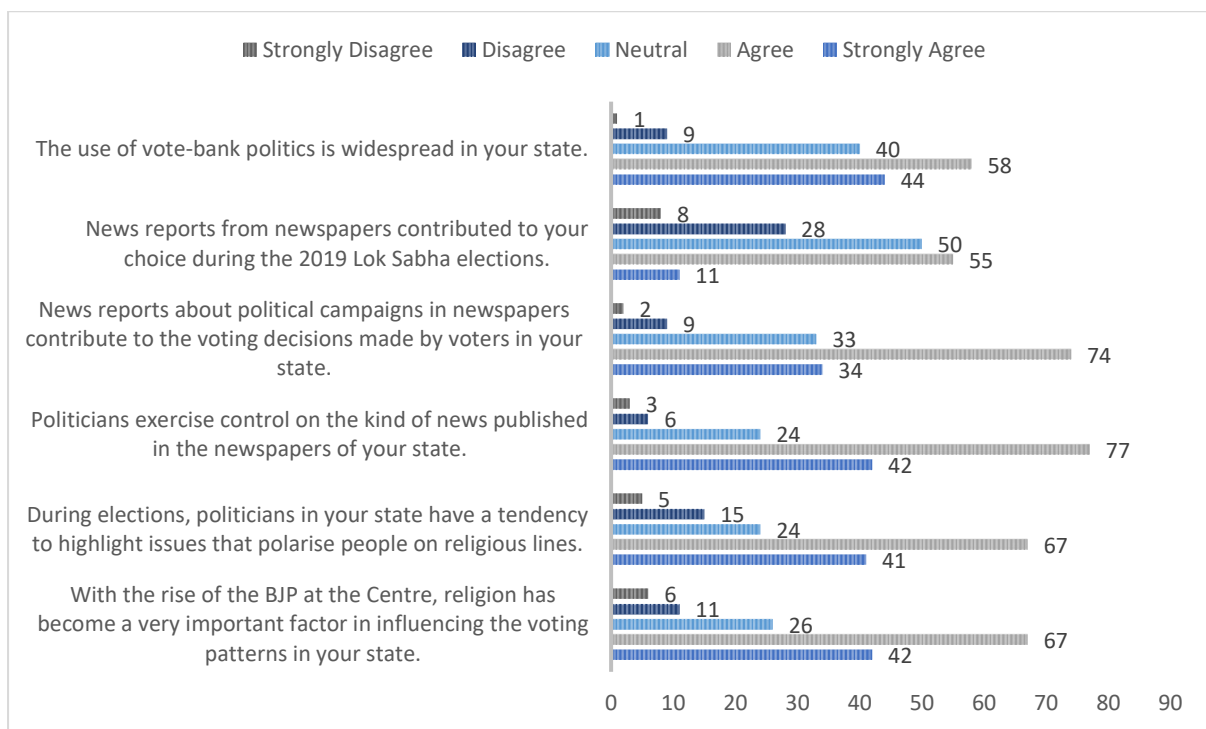


Figure 32: Perceptions on the use of religion by politicians during elections

Source: Primary data, illustrated by researcher

The visual representation above, indicates the perceptions that the surveyed sampled units have on the use of religion by politicians during elections to polarise the discourse which would often leads to the othering of certain groups; in the states selected for the study viz. Assam, Meghalaya, Sikkim, and Tripura. On the five-point scale which ranges from

‘strongly disagree’ to ‘strongly agree,’ most respondents seem to be inclined towards the ‘strongly agree’ part of the scale. With reference to the use of vote-bank politics, most respondents agree that it is used extensively; of the 152 respondents, 58; meaning 38%; agree while 44; meaning 29%; strongly agree. On being asked if newspapers reports contributed to the electoral choice during the 2019 general elections to the lower house of the Indian Parliament, the respondents were mostly in the spectrum of ‘neutral’ to ‘agree’. While 55; viz.36%; agreed, 50; viz. 32%; were neutral to the statement. On being asked if newspapers reportage on political campaigns, in general, contribute to the voting decisions made by voters, of all the respondents 74; viz. 48%; agreed while 34; viz. 22%; strongly agreed. 77; viz. 50%; on being asked if they thought that politicians had a control over the news being published in the newspapers, agreed; 42; viz. 29%; strongly agreed. On being asked if politicians tend to polarise people on religious lines, 67; viz. 44%; agreed and 41; viz. 26%; strongly agreed.

Minority Opinion and Discourse on Media

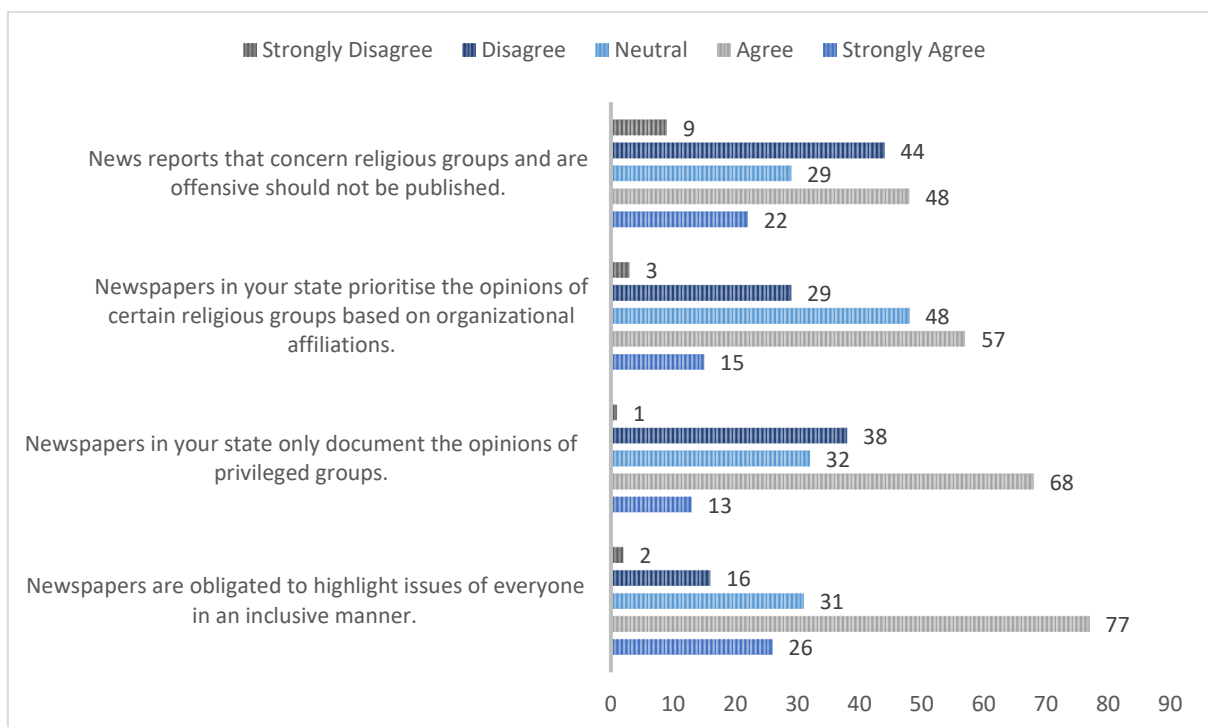


Figure 33: Representation of Minority Opinions in Media Discourse

Source: Primary data, illustrated by researcher

The visual representation in Figure 33 indicates the perceptions that the surveyed sampled units have on the representation of the minority opinions on the discourse in the media. On being asked if, the respondents thought that, offensive content on religious groups should

not be published; the opinions were divided. While there were 44; viz. 29%; who disagreed, 48; viz. 31%; agreed but the fact the 22; viz. 14.4%; strongly agreed could indicate that the sampled units believed that offensive content should not be published; meaning a prioritisation of responsibility over freedom of the press. Likewise, on being asked if newspapers only represented opinions of privileged groups, the respondents seemed to be primarily in agreement with 68, viz. 44.7%; of the respondents expressing agreement to the statement. On being queried if newspapers are obligated to inclusively represent the opinions of all, bulk of the respondents: 77; viz. 50%; agreed.

Authenticity of news reports in the Print Media

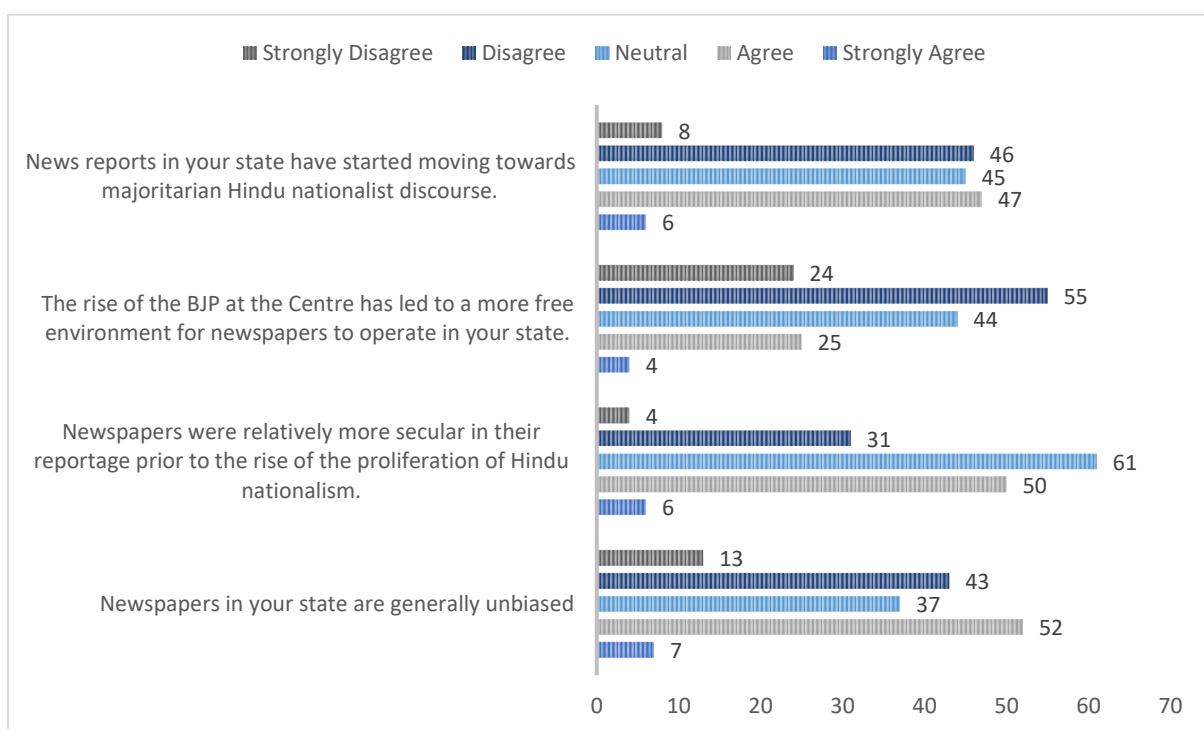


Figure 34: Perception on the authenticity of news reports

Source: Primary data, illustrated by researcher

A measure of the perceptions on the set of statements on authenticity of news reports in the print media, indicate that there seems to be a confusion among the respondents if news reports in their respective states; viz. Assam, Meghalaya, Sikkim, and Tripura; tend to lean towards party affiliations. The trends from the visual representation of data on the perception of the respondents seem to indicate that there is a polarisation among informed youth on this matter; for instance, while most of the respondents; 52, viz. 34% agree that the newspapers in their respective states are generally unbiased, 7, 4% strongly agree; taking the respondents who are on the agreeable spectrum to 38%, on the other hand 56; viz. 43+13; 37%;

respondents are on the disagreement spectrum; which is quite close to each-other indicating a possible perceived polarisation of discourse on the print media.

Polarisation of Public Discourse

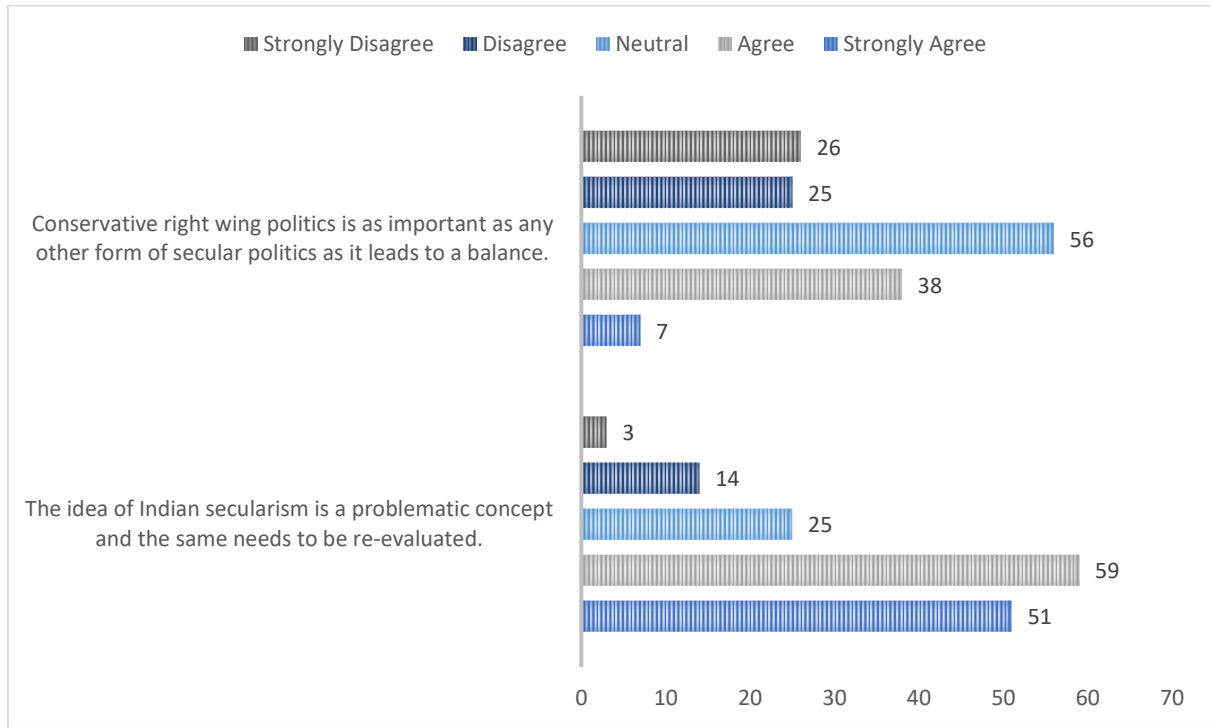


Figure 35: Polarisation of Public Discourse

Source: Primary data, illustrated by researcher

Figure 35, which visually represents data on the polarisation of public discourse in the states selected for the study; viz. Assam, Meghalaya, Sikkim and, Tripura; indicates interesting results. While most respondents thought that the idea of secularism in India is problematic and hence requires re-evaluation; 59; viz. 39%; agreed and 51; viz. 33%; strongly agreed. Again, when asked if conservative politics brought a balance to political discourse, most of the respondents were inclined towards disagreement; 25; viz. 16%; disagreed and 26; viz. 17%; strongly disagreed while 56; viz. 37% were neutral. The responses to the two statements are in fact contradictory to each other, while the sampled units believed that secularism; as a concept; must be re-evaluated they still problematised the proliferation of right wing; viz. Hindu nationalistic; political discourse. The proliferation of Hindu nationalist assertion would in fact redefine the idea of secularism, as it exists. The researcher, therefore, thinks that these are arbitrary trends in the data, which could only be attributed to idiopathic tendencies among the respondents who were administered with the schedule of questions.

Majoritarian Discourses and the Press

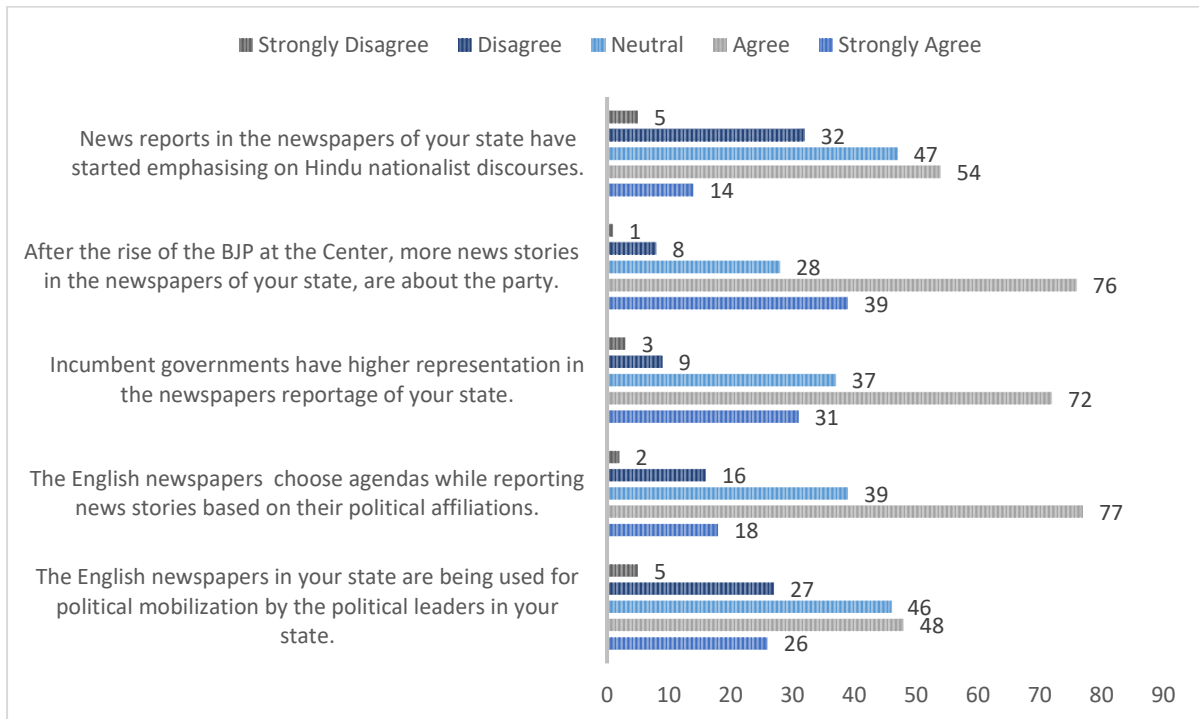


Figure 36: Perceptions on the Proliferation of Majoritarian Discourses in the Media

Source: Primary data, illustrated by researcher

Figure 36, which visually represents data on the perceptions regarding the proliferation of majoritarian discourses in the media, in the respective states; viz. Assam, Meghalaya, Sikkim, and Tripura; indicates that most of the respondents think that there has been an attempt to proliferate majoritarian discourses using the press. Perceptions on the emphasis on Hindu nationalist discourses indicate that, 54 of the 152; viz. 36%; think that news reports have started emphasising on the same. Again, on being asked if the rise of the BJP has had any effect on the discourses in the press; 76 of the 152; viz. 50%; think that the party has received higher coverage in the news reports. 72 of the 152; viz. 47%; think that incumbent governments have higher representation in the press.

On being asked; specifically, about the English press; 77 of the 152; viz. 51%; thought that they chose agendas; for their news reports; based on party affiliation. With reference to the use of the English press, by political leaders, for mobilisation of the public, 48; viz. 32%; agreed and 26; viz. 17%; strongly agreed.

Annexure 2

Interview Protocol for Academicians and Journalists in Assam

1. There is ongoing discourse that the media in general and print media is being managed by the state machinery. What according to you has been the observable changes in the English media discourse of Assam with emphasis on 2014 and then 2016 and then again in 2019?
2. Do you see a polarisation of opinions and the same being reflected in the print media of Assam? (Both language and English press)
3. In general, is political news tilted towards the ruling party?
4. In the indigeneity v/s non-indigeneity discourse, what is your opinion the representation of the same in the media discourse? (With reference to the implementation of CAA and the same having little or no impact in the election results)
5. Where would you categorise the ideological position of the newspapers in Assam? (With reference to the state assembly elections of 2021 and BJP victory even after passing of CAA which was widely unpopular)

Interview Protocol for Academicians and Journalists in Sikkim

1. What are the newspapers that you normally read?
2. It has been a general trend in Sikkim a tendency to promote only regional politics and there is limited presence of the national parties here. In August 2019 ten MLAs moved from the SDF to the BJP, why do you think something like that has happened? How did the media cover this moving of the MLAs?
3. Would you say that the media in Sikkim and particularly print media is relatively unbiased, in the context of identity assertions?
4. There are predominantly three communities in Sikkim, Nepalis, Lepchas and Bhutias. How are the inter-community relations? Is there any inter-community conflict?
5. So, corresponding to the representation of the BJP in the state and the BJP at the Centre, does this have any effect on the media scene in Sikkim, print media in particular?
6. The print media in Sikkim, is it more rural oriented or urban oriented? Who controls the media scene in Sikkim? What are the ownership patterns?

Interview Protocol for Academicians and Journalists in Tripura

1. Tripura has had very ideologically inclined governments in the past. There was the left which was in power and now there is the BJP, so how has the practice of journalism evolved in the state of Tripura, in this context?
2. Has there been an attempt to manage the media discourse by the incumbent Governments? Is there an advertising angle to this? Has there been a change in the discourse after the rise of the BJP?
3. Are all discourses represented in the newspapers in Tripura- religious and ethnic? Do you have representation of various ethnic and religious groups in your organisation?
4. Is there a polarisation in the society in Tripura? Is there a desire to associate with the Hindi heartland, politically?
5. Is there a religion versus ethnic assertion discourse in Tripura?

Interview Protocol for Academicians and Journalists in Meghalaya

1. Meghalaya has traditionally been a supporter of the Congress Party, ever since statehood. With the rise of the BJP at the Centre and an alliance partner ruling Meghalaya, how has this BJP phenomenon affected the print media discourse in the state? (Emphasis on English Press)
2. Do you think that the perceived polarisation of discourse has had an impact in Meghalaya? Does the polarisation of the print media exist in Meghalaya? What about the rest of Northeast India?
3. Is political news, in general, tilted to the ruling party (Irrespective of BJP, Congress, etc.)? Is Advertisements a factor for the control of the discourse?
4. Is the physical representation of individuals from minority communities necessary for the voices of the respective community to be represented in the media? Is it possible for a journalist, irrespective of their various affiliations, to represent the voices of all? How does this impact discourses?
5. Is religious polarisation a factor in Meghalaya or is it a more ethnic discourse? Is religious polarisation making headway into the discourse in Meghalaya?
6. What is the ideological position of newspapers in Meghalaya, in general? (Ethnic-right, religious-right, economic-left, economic-right etc.)

Annexure 3

List of Interviewees along with their affiliations

- i. Mr. Shibashish Thakur, Journalist with The Assam Tribune, Guwahati.
- ii. Mr. Pranjal Bhuyan, Political Beat Journalist with The Assam Tribune, Guwahati.
- iii. Mr. Sushanta Talukdar, Editor of NEZINE, Guwahati.
- iv. Mr. P.J. Baruah, Executive Editor of The Assam Tribune, Guwahati.
- v. Prof. Ankuran Dutta, Professor, Department of Communication and Journalism, Gauhati University, Guwahati.
- vi. Mr. Daulat Rahman, Journalist with The Sentinel, Guwahati.
- vii. Dr. Chandan Goswami, Department of Communication and Journalism, Gauhati University, Guwahati.
- viii. Dr. Shubhrajeev Konwer, Associate Professor, Department of Political Science, Gauhati University, Guwahati.
- ix. Mr. Bhojan Ghimire, Journalist with The Sentinel, Guwahati.
- x. Mr. Vikash Singh, Journalist with Times of India, Guwahati.
- xi. Prof. Abhijit Bora, Department of Mass Communication and Journalism, Tezpur University, Tezpur.
- xii. Mr. Thomas Lim, Editor of Meghalaya Times, Shillong.
- xiii. Prof. Sushmita Sengupta, Department of Political Science, North Eastern Hill University, Shillong.
- xiv. Dr. Karen L. Donoghue, Department of Journalism and Mass Communication, North Eastern Hill University, Shillong.
- xv. Mr. David Laitphlang, Independent Journalist and President of the Press Club, Shillong.
- xvi. Prof. H. Srikanth, Department of Political Science, North Eastern Hill University, Shillong.
- xvii. Dr. Bharath N., Department of Journalism and Mass Communication, North Eastern Hill University, Shillong.
- xviii. Prof. Ravindra Kumar Vemula, Department of Journalism and Mass Communication, English and Foreign Languages University, Shillong, Shillong.
- xix. Ms. Lynda C., Independent Journalist and founding editor of Meghalaya Guardian, Shillong.


- xx. Mr. Manas Choudhari, Former editor of The Shillong Times, Shillong. Ex Member of Legislative Assembly from Indian National Congress, Recipient of Padmashri for contribution to Journalism.
- xxi. Ms. Patricia Mukhim, Editor of The Shillong Times, Shillong. Recipient of Padmashri for contribution to Journalism.
- xxii. Mr. Shekhar Dutta, Former Special Correspondent for The Telegraph in Tripura, Agartala.
- xxiii. Mr. Manas Paul, Editor of Tripura Times, Agartala.
- xxiv. Dr. Biplob Debnath, Assistant Professor, Department of Political Science, Tripura University, Agartala.
- xxv. Mr. Anindya Sarkar, Assistant Professor, Department of Political Science, Tripura University, Agartala.
- xxvi. Dr. Deepak Upadhyay, Department of Journalism and Mass Communication, Tripura University, Agartala.
- xxvii. Dr. Sunil Kalai, Department of Journalism and Mass Communication, Tripura University, Agartala.
- xxviii. Mr. Amit Patro, Editor of Sikkim Express, Gangtok.
- xxix. Mr. Joseph Lepcha, Journalist with Dainik Bhaskar and President of the Press Club, Sikkim, Gangtok.
- xxx. Mr. Pema Wangchuk, Editor of The Summit Times, Gangtok.
- xxxi. Dr. Manoj Das, Department of Mass Communication, Sikkim (Central) University, Gangtok.
- xxxii. Dr. Bidhan Golay, Department of Political Science, Sikkim (Central) University, Gangtok.
- xxxiii. Ms. Asha Kiran, Guest faculty at the Department of Mass Communication, Sikkim (Central) University, Gangtok.

Annexure 4

Policy Document(s) from Assam


List of Govt. approved Daily Newspaper Rate .

Sl No.	NAME OF NEWS PAPERS	Language	Revised Rate w.e.f. 01.04.2014 (per Sq. Cm.)
1	The Assam Tribune	English	52.13
2	The Sentinel	English	48.75
3	The Eastern Chronicle	English	36.38
4	The Hills Times	English	35.63
5	The North East Times	English	36.38
6	The Assam Post	English	35.63
7	The Bodoland Express	English	35.63
8	The Assam Rising	English	24.00
9	Amar Asom	Assamese	43.88
10	Asomoya Khabar	Assamese	37.13
11	Adinor Sambad	Assamese	35.63
12	Asomiya Pratidin	Assamese	44.65
13	Aami Asomor Janagan	Assamese	30.00
14	Dainik Agradoot	Assamese	43.88
15	Dainik Janambhumi	Assamese	40.13
16	Dainik Batori Kakot	Assamese	35.63
17	Dainik Asom	Assamese	43.50
18	Gana Adhikar	Assamese	35.63
19	Ganajiwan	Assamese	24.38
20	Salangdo	Assamese	35.63
21	Niyomiya Barta	Assamese	37.50
22	Dainandin Barta	Assamese	24.00
23	News 30	Assamese	24.00
24	Dainik Jugasankha	Bengali	39.38
25	Dainik Samayik Prasanga	Bengali	38.25
26	Prantojyoti Dainik	Bengali	37.50
27	Dainik Nababarta Prasanga	Bengali	35.63
28	Gati	Bengali	28.88
29	Dainik Abichar	Bengali	30.00


 Deputy Director
 Directorate of Information & Public Relations,
 Assam, Dispur, Guwahati-6

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30	The Sentinel (H)	Hindi	25.13
31	Dainik Purvoday	Hindi	28.88
32	Purvanchal Prahari	Hindi	32.63
33	Pratah Khabar	Hindi	22.88
34	Nishpaksh Samachar Jyoti	Hindi	25.13
35	Prerna Bharati	Hindi	Rate not fix
36	The Arleng Daily	Karbi	24.38
37	Thekar	Karbi	21.75
38	Karbi Anglong	Karbi	24.38
39	Bodosa	Bodo	28.88
40	S.B. Engkhong	Bodo	35.63
41	Hayenni Radab	Bodo	26.25
42	Hamro Prajashakti	Nepali	24.38


 Deputy Director .
 Directorate of Information & Public Relations,
 Assam, Dispur, Guwahati-6

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List of Govt. approved Weekly, Bi-weekly Newspaper Rate

Sl. No.	Name of News Paper	Language	Revised Rate
1	Saptshik Ganayug	English	14.63
2	City Jobs & Information	English	15.00
3	Challenger Barta	English	13.50
4	The Assam Jyoti	English	13.00
5	G Plus	English	22.50
6	Saptahik Jigyas	Assamese	26.25
7	Asom Bani	Assamese	31.13
8	Saptahik Janajwan	Assamese	20.25
9	Saptahik Mujahid	Assamese	14.63
10	Rongli Barta	Assamese	18.75
11	Saptahik Pragjyotish	Assamese	18.75
12	Saptahik Mangal Batori	Assamese	20.63
13	Loult Jyoti	Assamese	18.75
14	Alok	Assamese	21.00
15	Asom Spandan	Assamese	20.63
16	Gatabaran	Assamese	14.63
17	Purbanchal Batori	Assamese	17.63
18	The Janambhumi	Assamese	24.00
19	Sichubani	Assamese	13.13
20	Saptahik Bar Assam	Assamese	18.75
21	Saptahik Morigaon	Assamese	14.63
22	Saptahik Dalit Asom	Assamese	22.50
23	Dapon	Assamese	18.00
24	Asom Praugh	Assamese	18.00
25	Namanir Asom	Assamese	14.63
26	Aronudai Sangbad	Assamese	18.00
27	Loka Batori	Assamese	14.00
28	Asom Bhumi	Assamese	20.00
29	Journalists Barta	Assamese	16.00
30	Rajor Khabar	Assamese	13.13
31	Amrit Prabah	Assamese	18.75
32	Sadin	Assamese	-
33	Amar Pranam	Multilingual	15.00
34	Barak Kantha	Bengali	18.75
35	Purbashree	Bengali	12.00
36	Saptahik Abichar	Bengali	18.75
37	Bartalipi	Bengali	13.88
38	Elto Swadesh	Bengali	14.63
39	The Silchar Times	Bengali	12.00
40	Baraker Natun Diganta	Bengali	19.50
41	The Anirban Silkha	Bengali	12.38
42	Dalim	Bengali	13.88
43	Anandajyoti	Bengali	16.50
44	Sachetan	Bengali	15.00
45	Kompan	Bengali	20.63
46	Barak Darpan	Bengali	14.63
47	The Dibakar	Bengali	13.88
48	Satya Barta	Bengali	20.63
49	Shubheccha	Bengali	Newly approved
50	Akela	Hindi	22.50
51	Prerana Bharati	Hindi	20.63
52	Nua Dristi	Multilingual (Manipuri, Mizo, Assam & Mizoram)	14.63
53	Arambal	Manipuri	14.00
54	Agradoot (Bi-weekly)	Assamese	41.25
55	Aafok Pravanjyan (Bi-weekly)	Assamese	24.38
56	Ardha Saptahik (Bi-weekly)	Assamese	20.63
57	The Pen Power (Bi-weekly)	English	14.63
58	Cachar Times (Bi-weekly)	Bengali	18.75
59	Simantar Prahari (Bi-weekly)	Bengali	18.75
60	Rajor Sangbad (Bi-weekly)	Multilingual	28.13
61	New Jugar Sandhan (Bi-weekly)	Multilingual	18.75
62	Amxar Uttar Purbanchal	Fortnightly (Bengali)	Monthly two issues
63	Fani : Agom Esar (Fortnightly)	Multilingual	Monthly two issues


 Deputy Director,
 Directorate of Information & Public Relations
 Assam, Gauhati-6

GOVERNMENT OF ASSAM
INFORMATION & PUBLIC RELATIONS DEPTT.

NO. IPRO.31/06/32,

Dtd. Dispur, the 30th July/08.

From : Smt. R. Das, ACS,
Deputy Secy. to the Govt. of Assam
I & P.R. Deptt.

To : The Director of Information & Public
Relations, Assam Dispur, Guwahati-6.

Sub : FIXATION OF ADVERTISEMENT RATES
FOR THE ELECTRONIC MEDIA.

Ref : Your letter NO. AA(Advt)21/08/5, dtd. 3-5-08.

Sir,

With reference to the above, I am directed to convey the state Govt. approval to the fixation of Advertisement rates for the Electronic Medias in Assam as shown against each as under with immediate effect :-

Sl. NO.	Name of Channels	Advertisement Rates per 10 seconds
1.	Private satellite channels	Rs. 500.00
2.	Private Non-satellite channels	Rs. 200/- (maximum)
3.	F.M. Radio	Rs. 100/- (maximum)
4.	Govt. owned channels	The channels have the own rates.

Yours faithfully,

[Signature]
Deputy Secy. to the Govt. of Assam
I & P.R. Deptt.
Dtd. Dispur, the 30th July/08.

Memo NO. IPRO.31/06/32-A,
Copy to :-

1. P.S. to the Hon'ble Minister,
Information & Public Relations Deptt.
Assam Dispur, Guwahati-6.

By order, etc.,

Deputy Secy. to the Govt. of Assam
I & P.R. Deptt.

GOVERNMENT OF INDIA
DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY
Ministry of Information & Broadcasting

DAVP provides 15% discount (equivalent to agency commission) to Ministries/Departments other client organizations for advertisements published through DAVP.
Publications on DAVP Panel as on 12 August 2021

State :ASSAM

S.No.	Edition	Size	Newspaper Code-Name Empaneled since when	Periodicity	Language	Circulation RN/ABC/CA	Rate	Phone/Mobile No.	Regularity Status	Marking Scheme
1	BONGAIGAOIN	Small	ASOMIYA PRATIDIN - 300082	DAILY	ASSAMESE	14373	12.47	Regular	236501 / 9864101661	Eligible for ad in Marking Scheme
2	DIBRUGARH	Small	ASOM SPANDAN - 300042	WEEKLY	ASSAMESE	8549	13.36	Regular	2324102 / 9435330121	Eligible for ad in Marking Scheme
3	DIPHU	Small	SOLANGDO - 300106	DAILY	ASSAMESE	25000	16.87	Blocked under Regularity	271207 / 9954007814	Eligible for ad in Marking Scheme
4	DIPHU	Small	THEKAR - 620003	DAILY	KARBI	23610	16.87	Regular	273604 / 9401378308	Eligible for ad in Marking Scheme
5	GUWAHATI	Small	NORTH EAST TIMES - 100442	DAILY	ENGLISH	15451	16.87	Regular	2544356 / 9864327198	Eligible for ad in Marking Scheme
6	GUWAHATI	Small	PURVANCHAL PRAHARI - 122350	DAILY	HINDI	21743	16.87	Regular	2521465 / 9864327198	Eligible for ad in Marking Scheme
7	GUWAHATI	Small	DAINIK PURVODAY - 128684	DAILY	HINDI	24020	16.87	Regular	2341223 / 9707023488	Eligible for ad in Marking Scheme
8	GUWAHATI	Small	KHEMMA - 550016	MONTHLY	MANIPURI	22695	23.56	Regular	2520208 / 9864044123	Eligible for ad in Marking Scheme
9	GUWAHATI	Small	AALOK PRAVANDHAN - 300113	BIWEEKLY	ASSAMESE	14914	12.52	Regular	2664456 / 9864029481	Eligible for ad in Marking Scheme
10	GUWAHATI	Small	DANANDIN BARTA - 300114	DAILY	ASSAMESE	20830	16.87	Regular	2664456 / 9864029481	Eligible for ad in Marking Scheme
11	GUWAHATI	Small	DAINIK JANAMBHUMI - 300083	DAILY	ASSAMESE	3063	8.74	Regular	2200966 / 9864175058	Eligible for ad in Marking Scheme
12	JORHAT	Small	AMAR ASOM - 300087	DAILY	ASSAMESE	24722	16.87	Regular	2370195 / 9864327198	Eligible for ad in Marking Scheme
13	JORHAT	Small	ASOMIYA KHABBAR - 300092	DAILY	ASSAMESE	10124	12.47	Regular	2372949 / 9864982959	Eligible for ad in Marking Scheme
14	JORHAT	Small	THE JANAMBHUMI - 300007	WEEKLY	ASSAMESE	13949	13.36	Regular	2320033 / 9435091771	Eligible for ad in Marking Scheme
15	KARIMGANJ	Small	SACHETAN - 310619	WEEKLY	BENGALI	6000	13.36	Regular	268348 / 9435178530	Eligible for ad in Marking Scheme
16	LAKHIMPUR	Small	ASOMIYA PRATIDIN - 300081	DAILY	ASSAMESE	11378	12.47	Regular	2324986 / 9864101661	Eligible for ad in Marking Scheme
17	TINSUKIA	Small	THE DAINIK JANAMBHUMI - 300089	DAILY	ASSAMESE	7458	12.47	Blocked under Regularity	2351933 / 943530116	Eligible for ad in Marking Scheme
18	TINSUKIA	Small	AKELA - 127178	WEEKLY	HINDI	8645	13.36	Regular	2338403 / 9954226045	Eligible for ad in Marking Scheme
19	GUWAHATI	Not-Defined	BANGLA MORCHA - 132034	DAILY	HINDI	2139	8.74	Regular	2606534 / 8299591511	Eligible for ad in Marking Scheme
20	GUWAHATI	Not-Defined	NIPAKSH SAMACHAR JYOTI - 132075	DAILY	HINDI	25000	16.87	Blocked under Regularity	2462211 / 9810411372	Eligible for ad in Marking Scheme
21	GUWAHATI	Not-Defined	AMAR ASOMOR JANAGAN - 300118	DAILY	ASSAMESE	25000	16.87	Blocked under Regularity	2203079 / 9435101928	Eligible for ad in Marking Scheme
22	GUWAHATI	Not-Defined	ANDAZ E BAYAN - 161772	DAILY	URDU	1964	8.74	Regular	2606534 / 9389460166	Eligible for ad in Marking Scheme
23	JORHAT	Not-Defined	PURVANCHAL PRAHARI - 132868	DAILY	HINDI	11056	12.47	Regular	2370195 / 9864327198	Eligible for ad in Marking Scheme
24	KARIMGANJ	Not-Defined	CHALLENGER BARTA - 101577	WEEKLY	ENGLISH	17737	17.76	Regular	267553 / 9435075016	Eligible for ad in Marking Scheme
25	KOKRAJHAR	Not-Defined	HAYENNI RADAB - 610005	DAILY	BODO	25000	16.87	Blocked under Regularity	271069 / 8349181105	Eligible for ad in Marking Scheme
26	LAKHIMPUR	Not-Defined	PURVANCHAL PRAHARI - 132855	DAILY	HINDI	6102	12.47	Blocked under Regularity	244419 / 9864327198	Eligible for ad in Marking Scheme
27	NORTH LAKHIMPUR	Not-Defined	AMAR ASOM - 300121	DAILY	ASSAMESE	13929	12.47	Blocked under Regularity	244419 / 9864327198	Eligible for ad in Marking Scheme
28	SILCHAR	Not-Defined	NORTHEAST EXPRESS - 101763	DAILY	ENGLISH	24950	16.87	Regular	231397 / 9435627579	Eligible for ad in Marking Scheme
29	BIRPINI	Medium	THE BODOLAND EXPRESS - 101307	DAILY	ENGLISH	25000	16.87	Regular	295006 / 7002180464	Eligible for ad in Marking Scheme
30	BIRPINI	Medium	SANSEYARI BODOLAND ENGHONG - 610004	DAILY	BODO	25000	16.87	Regular	99541997 / 7002180464	Eligible for ad in Marking Scheme
31	DIBRUGARH	Medium	ASOMIYA PRATIDIN - 300077	DAILY	ASSAMESE	31498	21.41	Regular	2324986 / 9864101661	Eligible for ad in Marking Scheme
32	DIPHU	Medium	THE HILLS TIMES - 101206	DAILY	ENGLISH	25000	16.87	Regular	272106 / 7086245728	Eligible for ad in Marking Scheme

Policy Document(s) from Tripura

Revised existing approved advertisement rate for enlisted Newspapers under I & CA Department

SL NO.	NAME OF NEWSPAPERS	CATEGORY	PER COL.CM	Circulation	
1	Dainik Sambad	"A" (Daily)	Rs.110/-	13000 and above,	
2	Syandan Patrika	"A"	Rs.110/-		
3	Daily Desher Katha	"A"	Rs.110/-		
4	Ajker Fariad	"B" (Daily)	Rs.90/-	7500 to 12990.	
5	Tripura Darpan	"B"	Rs.90/-		
6	Dainik Ganadoot	"B"	Rs.90/-		
7	Jagaran	"B"	Rs.90/-		
8	Manush	"B"	Rs.90/-		
9	Vivek	"B"	Rs.90/-		
10	Pragati Sambad	"B"	Rs.90/-		
11	Tripura Times	"B"	Rs.90/-		
12	Tripura Observer	"B"	Rs.90/-		
13	Ganasambad	"B"	Rs.90/-		
14	Bartaman Tripura	"B"	Rs.90/-		
15	Promode Barta	"C" (Daily)	Rs.65/-		3000 to 7499
16	Tripura Mukh	"C"	Rs.65/-		
17	Tripura Sundari	"C"	Rs.65/-		
18	Uttar Tripura	"C"	Rs.65/-		
19	Tripura Khabar	"C"	Rs.65/-		
20	Hachukani Kok	"C"	Rs.65/-		
21	Tripura Frontier	"C"	Rs.65/-		
22	Anchaluk Khabar	"C" (Weekly)	Rs.65/-		
23	Sabuj Tripura	"C"	Rs.65/-		
24	Tripura Bhabishyat	"C"	Rs.65/-		
25	Aman Barta	"C"	Rs.65/-		
26	Tripura Bani	"C"	Rs.65/-		
27	Habely	"C"	Rs.65/-		
28	Kirtiman	"C"	Rs.65/-		
29	Knowledge Media	"C"	Rs.65/-		
30	Tripura Prabaha	"C"	Rs.65/-		
31	Pavel	"C"	Rs.65/-		
32	Tripura Samay	"C"	Rs.65/-		
33	Kal Prakashika	"C"	Rs.65/-		
34	Seemanta Prakash	"C"	Rs.65/-		
35	Tripura Barta	"C"	Rs.65/-		
36	Saptahik Kichu Katha	"C"	Rs.65/-		
37	Tripura Sandesh	"C"	Rs.65/-		
38	Ajker Tripura	"C"	Rs.65/-		
39	Nabapanji	"C"	Rs.65/-		
40	Tripura Kantha	"C"	Rs.65/-		
41	Yapri	"C"	Rs.65/-		
42	Marup	"C"	Rs.65/-		

TRIPURA

TRIPURA

GOVERNMENT OF INDIA
DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY
Ministry of Information & broadcasting

DAVP provides 15% discount (equivalent to agency commission) to Ministries/Departments other client organizations for advertisements published through DAVP. Publications on DAVP Panel as on 12 August 2021

State :TRIPURA

Sl.No.	Edition	Size	Newspaper Code-Name Empanelled since when	Periodicity	Language	Circulation RNI/ABC/CA	Rate	Phone/Mobile No.	Regularity Status	Marking Scheme
1	AGARTALA	Small	TRIPURA SUNDARI - 310573	DAILY(E)	BENGALI	16600	16.87	Regular	2321537 / 9930982043	Eligible for ad in Marking Scheme
2	AGARTALA	Small	BARTAMAN TRIPURA - 310391	DAILY(M)	BENGALI	9555	12.47	Blocked under Reguarlity	2325122 / 9436459244	Eligible for ad in Marking Scheme
3	AGARTALA	Not-Defined	ARYAN AGE - 101652	DAILY(M)	ENGLISH	16125	16.87	Regular	2436550 / 6393314423	Eligible for ad in Marking Scheme
4	AGARTALA	Not-Defined	NORTH EAST COLORS - 101737	DAILY(M)	ENGLISH	3343	8.74	Regular	2341008 / 9436121834	Eligible for ad in Marking Scheme
5	AGARTALA	Not-Defined	BANGLA MORCHA - 132735	DAILY(M)	HINDI	5200	12.47	Regular	2436550 / 8299591511	Eligible for ad in Marking Scheme
6	AGARTALA	Medium	TRIPURA OBSERVER - 100565	DAILY(M)	ENGLISH	25000	16.87	Regular	2323508 / 9436127693	Eligible for ad in Marking Scheme
7	AGARTALA	Medium	TRIPURA TIMES - 100141	DAILY(M)	ENGLISH	25000	16.87	Regular	2315907 / 8787736534	Eligible for ad in Marking Scheme
8	AGARTALA	Medium	DAINIK SAMBAD - 310004	DAILY(M)	BENGALI	80877	40.29	Regular	2326676 / 9436121834	Eligible for ad in Marking Scheme
9	AGARTALA	Medium	DAINIK GANADOOT - 310008	DAILY(M)	BENGALI	48250	30.04	Regular	2325018 / 9774703306	Eligible for ad in Marking Scheme
10	AGARTALA	Medium	SYANDAN PATRIKA - 310022	DAILY(M)	BENGALI	21397	16.87	Regular	2386684 / 9436503842	Eligible for ad in Marking Scheme
11	AGARTALA	Medium	TRIPURA DARPAN - 310023	DAILY(M)	BENGALI	25000	16.87	Regular	2306689 / 9436120315	Eligible for ad in Marking Scheme
12	AGARTALA	Medium	AJKER FARIAD - 310624	DAILY(M)	BENGALI	25000	16.87	Regular	2315872 / 9436489797	Eligible for ad in Marking Scheme
13	AGARTALA	Medium	VIVEK - 310406	DAILY(M)	BENGALI	15227	16.87	Regular	2556439 / 9436138109	Eligible for ad in Marking Scheme
14	AGARTALA	Medium	MANUSH - 310409	DAILY(M)	BENGALI	23199	16.87	Regular	2322583 / 8787518701	Eligible for ad in Marking Scheme
15	AGARTALA	Medium	JAGARAN - 310309	DAILY(M)	BENGALI	23740	16.87	Regular	2384984 / 9436123720	Eligible for ad in Marking Scheme
16	AGARTALA	Medium	PRAGATI SAMBAD - 310117	DAILY(M)	BENGALI	25000	16.87	Regular	2515859 / 9436464601	Eligible for ad in Marking Scheme

SIKKIM
GOVERNMENT  **GAZETTE**

**EXTRAORDINARY
PUBLISHED BY AUTHORITY**

Gangtok **Wednesday, 11th October, 2006** **No. 329**

**GOVERNMENT OF SIKKIM
DEPARTMENT OF INFORMATION AND PUBLIC RELATIONS
GANGTOK.**

No. 24/IPR/06-07

Dated : 10/10/2006

ADVERTISEMENT POLICY

The Department of Information and Public Relations being a nodal agency shoulders the onerous responsibility of disseminating various programmes and policies of the Government among masses through print and electronic media.

The Department is the press and publicity wing of the Government of Sikkim and therefore plays a pivotal role in the promotion of schemes and policies that lead to a greater and better understanding of governance.

Now therefore with a view to secure wider publication, publicity and coverage of all concerned sections of the population through an integrated arrangement for the issue of Government advertisements, the Governor of Sikkim is hereby pleased to specify the following advertisement policy namely :-

1. NODAL AUTHORITY :

The Department of Information and Public Relations will function as Nodal Authority for issue of all State Government advertisements to empanelled local, regional and national newspapers and periodicals.

2. CRITERIA FOR ISSUE OF ADVERTISEMENT :

- (1) All Government Departments and subordinate offices, autonomous bodies and joint ventures shall channelise their advertisements through Information and Public Relations Department (hereinafter referred to as "the IPR Department") before releasing any advertisements to newspapers and journals.
- (2) No advertisement will be issued directly to any newspaper or periodical, by any department or their subordinate offices.
- (3) Information & Public Relations Department may scrutinize or modify advertisements for suitable issue.
- (4) Political affiliation will not be taken into account in placing government advertisements. Advertisement will not be issued to newspaper(s); the content(s) of which, in the opinion of State Government, are likely to incite communal passion, motivate violence or otherwise offend socially accepted conventions of

public decency and morals, offend the sovereignty and integrity of India, or carry out malicious, subversive activities against the government established by law.

3. CRITERIA FOR EMPANELMENT :

- (a) To qualify for empanelment for issue of advertisement, a newspaper must have uninterrupted and regular publication for a period of not less than 12 (Twelve) months in the case of a local daily, not less than 14 (Fourteen) months in the case of a local Bi-weekly and not less than 18 (Eighteen) months in the case of a local Weekly Newspaper. Such criteria will equally apply to a newspaper the publication of which has been ceased for a period of 6 (Six) months or more and starts publication again, thereafter:
- (b) Conform with the following conditions namely :-
- (i) all newspapers must carry editorial invariably;
 - (ii) the print matter and photographs should be legible, neat, clear and without smudges, overwriting and tampering;
 - (iii) there should be no repetition of news items or articles from other issues;
 - (iv) there should be no production of news items or articles from other news papers/journals without credit line;
 - (v) masthead on its front page should carry the title of the paper, date and day of publication of the newspapers. It should also carry Registrar of Newspaper for India (hereinafter referred to as "RNI") Registration Number, Volume and Issue Number and price of newspaper/journal;
 - (vi) inner pages must carry page number, title of the paper and date of publication.
 - (vii) Last page must carry print line clearly indicating the name of Editor, Publisher, Place of Printing and name of the printing press as required under Press and Registration of Book Act, 1867;
- (c) have a minimum 'paid-circulation' per issue of not less than :-
- (i) Dailies – Minimum paid circulation of 2000 copies;
 - (ii) Weeklies and Bi-Weeklies – Minimum paid circulation of 500 copies;
 - (iii) Other periodicals – Minimum paid circulation of 500 copies.
- (d) be regular in publication and have at least 25 (Twenty five) issues every month in case of Daily, at least 7 (Seven) issues every month in case of Bi-Weekly and at least 4 (Four) issues every month in case of Weekly;
- (e) furnish an affidavit of the circulation statistics of such newspaper for minimum period as specified in Para 3(a) of this Notification to the Director of Information and Public Relations, Sikkim. The circulation figures as specified in the affidavit, if proved incorrect, will render the newspaper ineligible for advertisement for a minimum period of two years from the date of such disqualification.

4. SPECIFICATION OF ADVERTISEMENT :

All-Government advertisements shall be made according to the following specification namely :-

- (a) Headlines or headings of advertisement shall not exceed 14 points typeface size, except for display advertisement.
- (b) Sub-Headings of an advertisement shall not exceed 12-point type size.
- (c) The contents of an advertisement except the headlines or headings shall not exceed 10 points typeface size.
- (d) No spacing or lead insertion can be made between the lines of an advertisement.
- (e) Spacing between the 'heading' or 'headline', and the contents of an advertisement, or between its paragraph(s) or between the paragraph and the designation of the authority issuing the advertisements should not exceed 3 points lead, or as per specifications given by the Department.

5. CERTIFICATE OF PRINTING :

Local newspaper must submit to the Director, Information and Public Relations, Sikkim within the 15th January and the 15th July, each year a statement showing the total number of issues brought out by the newspaper during the preceding 6 (six) months period. Certificate of printing indicating average number of copies printed per issue monthwise in the preceding 6 (six) months to be obtained from the owner of the press from where the paper is printed will also have to be submitted to the Director of Information and Public Relations by the same date duly verified by respective DIOs. In case the editor, printer and publisher happen to be the same person, a competent authority approved by the Government if considered necessary will make a scrutiny of the Certificates. No advertisement will be issued to a newspaper, which fails to comply with such requirement.

6. FAIR AND EQUITABLE DISTRIBUTION OF ADVERTISEMENT :

While fair and equitable distribution of Government advertisements amongst local newspapers, commensurate with the disclosed level of circulation of each such newspaper, will be made, such advertisements are not intended to be a source of financial assistance to any newspapers.

7. COPIES OF NEWS PAPERS :

All editors/publishers of local newspapers must send 10 (Ten) copies of every issue of newspaper which they edit, publish, whether Daily, Bi-Weekly, Weekly or Monthly to the Director, Information and Public Relations, Sikkim free of cost, on the date of issue, failing which they are liable to have their newspaper removed from the panel of local newspaper maintained in the Department of Information and Public Relations for the purpose of issue of Government Advertisements.

8. PRODUCTION STANDARD :

The newspapers and periodicals should have the following minimum print areas respectively to qualify for receiving Government advertisements :-

- | | | |
|------------------------|---|--|
| (i) Dailies | : | 4 (Four) pages with print area of not less than 52 cms x 8 standard columns per page or equivalent printed space per issue. |
| (ii) Bi-Weekly/Weekly | : | 4 (Four) pages with print area of not less than 40 cms x 6 standard columns per page or equivalent printed space per issue. |
| (iii) Fortnightly | : | 12 (Twelve) pages with print area of not less than 40 cms x 6 standard columns per page or equivalent printed space per issue. |
| (iv) Other periodicals | : | Minimum 32 pages of ¼ demy or crown size. |

Exceptions may be made in case of newspapers/periodicals published in local languages.

9. ELIGIBILITY FOR RECEIVING GOVERNMENT ADVERTISEMENTS :

Newspapers and periodicals will have to fulfill the following requirements to become eligible for receiving Government advertisements :

(a) Minimum Circulation :

- | | | |
|-----------------------|---|--|
| (i) Dailies | : | Minimum paid circulation of 2000 copies. |
| (ii) Bi-Weeklies | : | Minimum paid circulation of 500 copies. |
| (iii) Weeklies | : | Minimum paid circulation of 500 copies. |
| (iv) Fortnightly | : | Minimum paid circulation of 500 copies. |
| (v) Other periodicals | : | Minimum paid circulation of 500 copies. |

(b) Minimum Issues :

The newspapers and journals which have brought out minimum number of issues as per the table below in the preceding year will be eligible for receiving Government advertisement in a particular year :

(i)	Dailies	:	300 issues.
(ii)	Bi-Weeklies	:	100 issues.
(iii)	Weeklies	:	70 issues.
(iv)	Monthlies	:	12 issues.
(v)	Bi-Monthlies	:	6 issues.
(vi)	Quarterlies	:	4 issues.

(c) Regularity :

No newspaper or periodical shall be treated as regular for receiving Government advertisements unless it brings out the following number of issues continuously in preceding 6 (six) months after the empanelment:-

(i)	Dailies	:	170 issues.
(ii)	Bi-Weeklies	:	46 issues.
(iii)	Weeklies	:	23 issues.
(iv)	Fortnightly	:	11 issues.
(v)	Monthlies	:	5 issues.
(vi)	Bi-Monthlies	:	3 issues.
(vii)	Quarterlies	:	2 issues.

(d) Advertisement space :

Newspapers and journals, which do not devote at least 60 percent, printed space in every issue to read and other non-advertisement materials will not be eligible for receiving Government advertisement.

(e) ESSENTIAL FOR ELIGIBILITY :

Compliance with the Press and Registration of Books Act, 1867 and registration of the daily newspaper/ periodicals with the Registrar of Newspapers for India (RNI) are essential for being eligible for availing Government advertisement.

(f) RNI REGISTRATION :

Newspapers/journals already empanelled with IPR shall have to obtain RNI Registration within 8 months from the issue of this Notification to be eligible for availing Government Advertisements.

10. PROCEDURE FOR INCLUSION IN THE APPROVED LIST :

- (1) The Department will prepare a list of newspapers, periodicals etc. for receiving Government advertisements during any particular financial year at the beginning of the year.
- (2) The publisher of any newspaper or periodical which figures in the list of the preceding year will have to submit to the Director of Information and Public Relations by February 28 that is one month ahead of the next financial year a certificate from the Chartered Accountants in the prescribed form (in original) claiming paid circulation of more than 2000 (Two thousand) copies per issue, relating to the preceding calendar year from January to December.
- (3) Annual certificates of printing in the prescribed Form – A (in original) indicating average number of copies printed per issue monthwise in the preceding calendar year to be obtained from the owner of the press from where the paper is printed will also have to be submitted to the Director of Information and Public Relations by the same date as mentioned in Para (2) above by all newspapers/journals.
- (4) In case the Editor, Publisher and Printer happen to be the same person, a competent authority approved by the Government if considered necessary will make a scrutiny of the certificates.

(5) The newspapers and journals which figure in the list of newspapers for receiving government advertisements in the preceding year shall be considered for any particular year on submission of the certificates as indicated in para 10 (2 and 3) above.

(6) National daily newspaper and periodicals with All India circulation in the approved list of Director of Advertisement and Visual Publicity, Government of India may also be eligible for advertisement.

11. APPLICATION FOR FRESH PUBLICATION :

(1) Application forms for fresh publication are to be submitted by the publishers concerned to the Director of Information and Public Relations together with certificates as indicated in Para 5 & 10 (2 and 3) relating to the period since the launching of the publication or the preceding calendar year.

(2) The Director of Information and Public Relations will scrutinize the applications and the certificates received on or before February 28 and will finalise and publish in March every year the list of approved papers for receiving Government advertisements during the next financial year. No application of certificate received after February 28 will be considered.

12. CLASSIFIED AND DISPLAY ADVERTISEMENTS :

(1) Display and classified advertisement will be released to only those local newspapers and magazines empanelled with Information and Public Relations. However, because of the short duration nature of the Notices, only dailies, bi-weeklies and weeklies that have maintained the regularity of their publications shall be qualified for the classified advertisement. All classified advertisement will however be brought out as per the specification given by IPR Department in release order in accordance with para 4 (a), (b), (c), (d) and (e).

(2) Release Order Number issued to magazines/journals will remain valid for 6 (six) months only from the date of issue.

(3) In case of wrong publication or printing mistake, the newspaper will republish the advertisement in the very next issue. Payment shall be made to the correctly published advertisements only.

(4) The Department of Information and Public Relations shall fix from time to time the rates payable per column centimeter of classified advertisement issued to local newspaper. The department shall likewise fix the rates for display advertisement issued to local newspaper and journals on special occasions.

13. ADVERTISING RATES :

The Department of Information and Public Relations fixes the following rates for classified and display advertisement :

1. CLASSIFIED :

(a) Daily local newspaper/periodicals/journals etc. : Rs. 65.00 per column centimeter for Black and White and for colour 1 ½ times of Black and White or negotiated rates with concession/special rebate whichever is less.

(b) Bi-Weekly/weekly/fornightly local newspaper/periodicals/Journals etc. : Rs. 55.00 per column centimeter for Black and White and for colour 1½ times of Black and White or negotiated rates with concession/special rebate whichever is less.

(c) National Newspaper/periodicals/journals etc. : (a) As per Directorate of Advertisement and Visual Publicity Govt. of India (hereinafter referred as DAVP) rate card or negotiated rates with concession/special rebate whichever is less.

(b) Without DAVP rate card Rs.100.00 per column centimeter for Black and White and for Colour, 1 ½ times of Black and White.

(d) Foreign Newspaper/periodicals/journals etc. :

(a) As per the rate card or negotiated rates with concession/special rebate whichever is less.

2. DISPLAY:

(a) Local Daily newspapers:

Sl. No.	Size	Rates	
		Black and White	Colour
i)	Full Page	Rs. 20,000.00	Rs. 30,000.00
ii)	Half Page	Rs. 10,000.00	Rs. 16,000.00
iii)	Quarter Page	Rs. 8,000.00	Rs. 10,000.00

(b) Local Bi-weekly/weekly newspapers :

Sl. No.	Size	Rates	
		Black and White	Colour
i)	Full Page	Rs. 5,000.00	Rs. 8,000.00
ii)	Half Page	Rs. 3,000.00	Rs. 5,000.00
iii)	Quarter Page	Rs. 2,000.00	Rs. 2,500.00

(c) Literary Magazines/Souvenir of standard size 21 cms x 3 standard column with minimum print area of 228 sq. cm. per page for a magazine having not less than 50 (Fifty) pages and having circulation of 500 to 2500 copies per issue.

Sl. No.	Size	Rates	
		Black and White	Colour
i)	Full Page	Rs. 3,500.00	Rs. 6,000.00
ii)	Half Page	Rs. 2,000.00	Rs. 3,000.00
iii)	Quarter Page	Rs. 1,200.00	Rs. 2,000.00

(d) Four colour magazines related to Travel, Trade, Journal and Regional News Magazines of standard size 24 cms x 3 standard columns with minimum print area of 420 sq. cm. per page having minimum circulation of 2500-5000 copies per issue.

- i) Cover page (full) - Rs. 30,000.00
- ii) Cover page (half) - Rs. 15,000.00
- iii) Inner page (full) - Rs. 20,000.00
- iv) Inner page (half) - Rs. 10,000.00

The Department of IPR has the discretion to justify the standard of the magazines before issuing advertisements at the rates mentioned above.

3. ELECTRONIC MEDIA

(A) Regional Television.

- (i) Telecasting in between news : Rs.5000.00 (per 30 seconds visual clip)
- (ii) Telecasting before and after news : Rs.3000.00 (per 30 seconds visual clip)
- (iii) Telecasting in any other programme : Rs.2000.00 (per 1 minute visual clip)

(B) Local Television.

- (i) Telecasting between news : Rs.300.00 (per 30 seconds visual clip)
- (ii) Telecasting before and after news : Rs.200.00 per additional clip.
Rs.200.00 (per 30 seconds visual clip)
Rs.100.00 per additional clip.

- (iii) Running scroll per day in English : Rs.3.00 per word.
- (iv) Running scroll per day in Devnagari : Rs. 4.00 per word.
- (v) Production charge of scroll matter : Rs.100.00
- (vi) Production charge of logo/picture in scroll : Rs.100.00
- (C) News Website:**
- (i) Classified Advertisement : Rs. 20.00 per word.
- (ii) Display Advertisement : Rs.5000.00 Full page as per print media.
Rs.3000.00 Half page as per Print media
- (iii) Top banners advertisement
- (Master page) : Rs.2000.00 per day.
- (Other page) : Rs.1000.00 per day.
- (iv) Pop-up Advertisement
- (Master page) : Rs.2200.00 per day.
- (Other page) : Rs.1100.00 per day.
- (v) Scroll Advertisement
- (Master page) : Rs. 200.00 per day.
- (Other page) : Rs. 100.00 per day.

14. PAYMENTS :

Adequate provisions for payment for all the advertisements shall be made by the Departments and ensure that the payments are made within 120 (One Hundred and Twenty) days from the submission of bills duly certified by the IPR Department. The bills shall be in triplicate alongwith the relevant advertisement in three copies.

The Department of Information and Public Relations shall not be responsible for verification of any bill of advertisement released in contravention of the Advertisement Policy of the State Government.

15. SUSPENSION OF NEWSPAPER AND CESSATION OF GOVERNMENT ADVERTISEMENTS.

- (a) A newspaper will stand suspended with immediate effect if found to have submitted wrong information in his application or rate renewal proforma; or

If found to have discontinued its publication, changed its periodicity or its title or have become irregular or suspected to have been indulging in unethical or anti-national activities as found by the Press Council of India or if convicted by a Court of law for such activities.

- (b) Before suspension of a newspaper for Government advertisements on grounds of unethical practices, anti-national activities, violation of the norms of decency as prescribed by the Press Council of India, such newspapers will be given due hearing by the Government and a final view will be taken by Government.
- (c) If a newspaper refuses to accept and carry an advertisement issued by Government on behalf of the Ministries/Departments of Government of India, Public Sector Undertakings and Autonomous Bodies on persistent basis, the newspaper may be suspended for a period upto six months by Director, IPR Department.
- (d) The department reserves the right not to issue Government advertisements to any newspaper/periodicals without assigning any reason thereof.

16. PROCEDURE FOR SETTLING CIRCULATION OF NEWSPAPERS/PERIODICALS.

The District Information and Public Relations Officer (hereinafter referred to as "DIPRO") duly authorized by Director, Information and Public Relations shall verify the circulation figure and intimate his findings to the concerned newspaper/periodical within his jurisdiction. While verifying the circulation, the verification will be based on capacity of printing press, purchase figures of newsprint used, sales network and other relevant factors. The District Magistrate will carefully scrutinize and approve the findings of DIPRO before concluding the findings.

In case the newspapers concerned do not agree with the finding of the DIPRO they may first appeal to the State Level Circulation Monitoring Committee (hereinafter referred to as "SLCMC") consisting of the following members namely:

- | | | |
|-----------------------------|---|-----------|
| 1. Secretary, I&PR | : | Chairman. |
| 2. Special Secretary, IT&CT | : | Member. |
| 3. Director, I&PR | : | Convener. |

Those newspapers, which have certificate of circulation as members of Audit Bureau of Circulation, may be exempted from process of verification referred to above, unless there are valid reasons to workout a verification in the above manner.

17. ANNUAL VERIFICATION :

Annual verification of the circulation and the cessation or otherwise of the newspaper will be made as per procedure prescribed above.

18. POWERS TO ADD, AMEND, ALTER, VARY OR SUBSTITUTE

Notwithstanding anything content in the policy, the Government may, from time to time, as and when deemed necessary add, amend, alter, modify, vary or substitute any of the provisions made herein.

This notification repeal/supersedes all the previous Government Orders, Circulars and Notifications on the subject.

This shall come into force with effect from the date of its publication in the official Gazette.

By order and in the name of the Governor.

(M.G. KIRAN) I.A.S.
SECRETARY TO THE GOVERNMENT OF SIKKIM
INFORMATION & PUBLIC RELATIONS DEPARTMENT
GOVERNMENT OF SIKKIM.

SIKKIM

GOVERNMENT OF INDIA
DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY
Ministry of Information & broadcasting

DAVP provides 15% discount (equivalent to agency commission) to Ministries/Departments other client organizations for advertisements published through DAVP.
Publications on DAVP Panel as on 12 August 2021

State :SIKKIM

Sl.No.	Edition	Size	Newspaper Code-Name Empanelled since when	Periodicity	Language	Circulation RNI/ABC/CA	Rate	Phone/Mobile No.	Regularity Status	Marking Scheme
1	GANGTOK	Small	SANGRILA TIMES - 510025	DAILY(M)	NEPALI	25000	16.87	Regular	232029 / 9434037909	Eligible for ad in Marking Scheme
2	GANGTOK	Not-Defined	URDU AKASH - 161813	DAILY(M)	URDU	5475	12.47	Regular	204174 / 9718188825	Eligible for ad in Marking Scheme
3	GANGTOK	Not-Defined	BANGLA MORCHA - 132101	DAILY(M)	HINDI	5805	12.47	Regular	4068125 / 8299591511	Eligible for ad in Marking Scheme
4	GANGTOK	Not-Defined	NITYA SAMAY - 132074	DAILY(M)	HINDI	15407	16.87	Blocked under Regularity	280940 / 9560088371	Eligible for ad in Marking Scheme
5	GANGTOK	Not-Defined	SAMPURNA JAGRAN - 132403	DAILY(M)	HINDI	5542	12.47	Regular	204174 / 9868152062	Eligible for ad in Marking Scheme
6	GANGTOK	Not-Defined	SUMMIT TIMES - 101700	DAILY(M)	ENGLISH	25000	16.87	Regular	208698 / 9832556698	Eligible for ad in Marking Scheme
7	GANGTOK	Not-Defined	THE ECHO OF INDIA - 101749	DAILY(M)	ENGLISH	5407	12.47	Regular	202660 / 9433074528	Eligible for ad in Marking Scheme
8	GANGTOK	Medium	DAJNIK MIRMERAY - 510032	DAILY(M)	NEPALI	2500	8.74	Regular	280027 / 9434164672	Eligible for ad in Marking Scheme
9	GANGTOK	Medium	HAMRO PRAJASAKTI - 510022	DAILY(M)	NEPALI	21425	16.87	Regular	231657 / 9832366113	Eligible for ad in Marking Scheme
10	GANGTOK	Medium	SAMAY DAINIK - 510023	DAILY(M)	NEPALI	25000	16.87	Blocked under Regularity	280940 / 9474525617	Eligible for ad in Marking Scheme
11	GANGTOK	Medium	HIMALI BELA - 510029	DAILY(M)	NEPALI	25000	16.87	Regular	231265 / 9733006750	Eligible for ad in Marking Scheme
12	GANGTOK	Medium	ANUGAMINI - 128915	DAILY(M)	HINDI	18778	16.87	Regular	204174 / 9474355832	Eligible for ad in Marking Scheme
13	GANGTOK	Medium	SIKKIM REPORTER - 101154	DAILY(M)	ENGLISH	19770	16.87	Regular	281670 / 9832554072	Eligible for ad in Marking Scheme
14	GANGTOK	Medium	HIMALAYAN MIRROR - 101155	DAILY(M)	ENGLISH	13699	12.47	Blocked under Regularity	231657 / 9434184274	Eligible for ad in Marking Scheme
15	GANGTOK	Medium	THE MOUNTAINEER - 101159	DAILY(M)	ENGLISH	18342	16.87	Regular	204174 / 9474355832	Eligible for ad in Marking Scheme
16	GANGTOK	Medium	SIKKIM EXPRESS - 100140	DAILY(M)	ENGLISH	25000	16.87	Regular	202286 / 9434022286	Eligible for ad in Marking Scheme

Policy Document(s) from Meghalaya

**Government of Meghalaya
Directorate of Information & Public Relations**

ML.37/95/Pt.I/84

Dated Shillong the 31st August, 2018

OFFICE ORDER

In pursuance of Government letter No. IPR.39/2004/72 dt. 13th August, 2018, the Advertisement Rate in respect of local Newspapers, Electronic Media, Online Media and Display Advertisement for Magazine is revised as follows:-

Sl. No.	Type of Newspapers	Rate for Black & White Advertisement per Single Column Centimetre		Rate for Colour Advertisement per Single Column Centimetre	
		Half Page	Full Page	Half Page	Full Page
1.	Daily Newspapers		Rs. 150/-		Rs. 200/-
2.	(a) Weeklies (b) Bi-Weeklies (c) Fortnightly		Rs. 80/-		Rs. 100/-

Sl. No.	Magazines	Rate for Black & White Advertisement		Rate for Colour Advertisement	
		Half Page	Full Page	Half Page	Full Page
1.	Display Advertisements	Rs. 5,000/-	Rs. 10,000/-	Rs. 10,000/-	Rs. 15,000/-

1. Electronic Media :- Daily - Rs. 40/- per second
Weekly - Rs. 20/- per second
2. Online Media :- Rs. 3,000/- per day & Extra 25% for the following days.

This order takes effect from 1st September, 2018.

Director of Information & Public Relations,
Meghalaya, Shillong

Dated Shillong the 31st August, 2018

Memo No. ML.37/95/Pt.I/84-A
Copy to:

1. The Under Secretary to the Government of Meghalaya, Information & Public Relations Department
2. The President, Meghalaya Editors and Publishers Association, Shillong.
3. The Editor/Publisher _____
4. Deputy Commissioner _____
5. All Heads of Departments.
6. ADIPR/DPRO/SDPRO _____

for information and
necessary action

Director of Information & Public Relations,
Meghalaya, Shillong

MEGHALAYA

GOVERNMENT OF INDIA
DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY
Ministry of Information & broadcasting

DAVP provides 15% discount (equivalent to agency commission) to Ministries/Departments other client organizations for advertisements published through DAVP.
Publications on DAVP Panel as on 12 August 2021

State :MEGHALAYA

S.No.	Edition	Size	Newspaper Code-Name Empanelled since when	Periodicity	Language	Circulation RNI/ABC/CA	Rate	Phone/Mobile No.	Regularity Status	Marking Scheme
1	SHILLONG	Small	MEGHALAYA GUARDIAN - 100425	DAILY(M)	ENGLISH	16155	16.87	Regular	2223143 / 9864327198	Eligible for ad in Marking Scheme
2	SHILLONG	Small	SHILLONG SAMAY - 130356	DAILY EXCEPT SUNDAY	HINDI	5250	12.47	Regular	2544773 / 9718188825	Eligible for ad in Marking Scheme
3	SHILLONG	Small	CHOICE TIMES - 131216	DAILY(M)	HINDI	5252	12.47	Regular	2300273 / 8853284744	Eligible for ad in Marking Scheme
4	SHILLONG	Small	U PEITNGOR - 530005	DAILY(M)	KHASI	25000	16.87	Regular	2547845 / 9958705111	Eligible for ad in Marking Scheme
5	SHILLONG	Small	RUPANG - 530012	DAILY(M)	KHASI	16712	16.87	Regular	2560059 / 9436994891	Eligible for ad in Marking Scheme
6	TURA	Small	SALANTIN JANERA - 560002	DAILY(M)	GARO	13248	12.47	Regular	222526 / 9891850655	Eligible for ad in Marking Scheme
7	SHILLONG	Medium	THE SHILLONG TIMES - 100465	DAILY(M)	ENGLISH	25000	16.87	Regular	2223488 / 9891850655	Eligible for ad in Marking Scheme
8	SHILLONG	Medium	MEGHALAYA TIMES - 101236	DAILY(M)	ENGLISH	25000	16.87	Regular	2503886 / 9212257392	Eligible for ad in Marking Scheme
9	SHILLONG	Medium	MAWPHOR - 530013	DAILY(M)	KHASI	25000	16.87	Regular	2545043 / 9774068588	Eligible for ad in Marking Scheme
10	SHILLONG	Medium	U NONGSAIN HIMA - 530014	DAILY(M)	KHASI	25000	16.87	Regular	2544773 / 9612170942	Eligible for ad in Marking Scheme



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Abstract

The study attempts to explore the phenomenon of the polarisation of media through an interplay between the assertions of identity and the consequent effects of it in the English press of four states in the Northeastern region of India. This study was conducted at a time, in the history of India, marked by the consolidation of Hindu nationalism as against the proliferation of the assertion of identities enabled by globalisation. The Northeast, is a region that has been historically marked by violent manifestations of parochial identity assertions, some rooted in its colonial history while others, an outcome of the perception of identity as 'ascribed'. The assertion of Hindu nationalism in the Northeast, marked by the ascendancy of the Bharatiya Janata Party, elevated manifestation of Hindu nationalism, in the region's policy as an assimilating force, is antagonistic to the already existing subversive national identities, that espouse their own imagined nations. However, these faded national imaginations exist as ethnicities, memberships to which are 'ascribed' and not 'achieved'. As such there are competing interests at play that wish to appropriate various forms of power, and this opens doors for propaganda, including, the media in general and the print media in particular.

The study uses Herman and Chomsky's propaganda model as the overarching framework, along with Dijk's ideological square and Fairclough's ideas on the use of language to appropriate power, to investigate the phenomenon under consideration. Herman's ideas on identity have also shaped the perspectives of the conjectures that this thesis makes. The study, through a mixed methodology approach, looks at the sources of news content in the coverage of select newspapers of importance, in the Northeastern region during the heightened state of the general elections of 2019, in the lower house of the Indian Parliament, to ascertain the prominence of the various actors, categorised as either ruling party actors or opposition party actors, in the published news reports. The influences of various push and pull factors have also been explored using in-depth interviews with experts in this area, this includes, editors of newspapers, journalists, and academics from the relevant disciplines. There was also limited usage of a survey that was conducted to ascertain the perception on the effects of the news coverage. In its conclusion, this thesis asserts that findings from this study concur with the various frameworks that have been employed to investigate the research problem under consideration. This includes the five filters of propaganda as proposed by Herman & Chomsky, Fairclough's ideas of the use of language to assert power and Dijk's ideological square. There are two policy implications of this study pertaining to

Subhajit Paul

Chomsky

Paul

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MEDIA POLARISATION AND THE ASSERTION OF ETHNO- RELIGIOUS IDENTITIES IN THE ENGLISH PRINT MEDIA OF NORTHEAST INDIA

by Subhajit Paul

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