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NOTIFICATION

No. F. 14016/1/81-IPR the 6th March, 1982. The Administrator of Mizoram is pleased to publish the Advertising Policy of the Govt. of Mizoram which comes into force with immediate effect.

ADVERTISING POLICY OF THE GOVT. OF MIZORAM

The Directorate of Information & Public Relations, which is the Centralised Publicity Organisation of Govt. of Mizoram places Advertisements in various newspapers and periodicals, published within Mizoram and outside, on behalf of the Administration and its various Departments. The primary objective of 'Government Advertising' is to secure the widest possible publicity coverage. Political affiliations will not be taken into account in placing Government advertisements. These advertisements are not intended to be a measure of financial assistance to any newspapers. Advertisements will not be given, however, to newspapers and periodicals which incite communal passions or preach violence or offend socially accepted conventions of public decency and morals, or carry out scurrilous malicious subversive activities against the Government established by law.

2. During insurgency it is likely that some newspapers may indulge in publication of news items, articles etc., of a seditious nature either of their own or at the instance of persons hostile to the state. Advertisement will naturally be withheld from papers who are openly sympathetic to the hostiles or indulge in malicious propaganda which supports them the Government into discredit.
3. In selecting newspapers for placing Advertisements, the following considerations will be taken into account within the fund available :
 - (a) To aim at coverage of readers from different walks of life, particularly in the case of national campaigns.
 - (b) To reach specific sections of people depending upon the message of the advertisements.

- (c) To use only newspapers/periodicals with a minimum paid circulation of not less than 2,000 copies per issue, except that in the case of newspapers/periodicals published within Mizoram this limit is reduced to 500.
- (d) The newspapers/periodicals which should have uninterrupted and regular publication for a period of three months.
3. The newspapers/periodicals must produce evidence to the satisfaction of the Administration in respect of their paid circulation figures. If proved incorrect this will render the papers/periodicals ineligible for advertisements, besides any other action which Government may deem appropriate.

This Notification supercedes previous Notification issued under Memo No. 1&PR. 15/74/pt /144 (A) dt. 9. 5. 78.

A.H. Scott,
Chief Secretary,
to the Govt. of Mizoram.