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NOTIFICATIONS

No. L&ED. 54/76/94, the 8th May, 1978. Matters relating to giving job preference to qualified Apprentices had been examined by the Govt. After careful examination, the Lt. Governor of Mizoram is pleased to decide that subject to observance of normal procedures of selection for regular Government service and other things being equal, preference, should henceforth be given to trained Apprentices at the time of recruitment in Government Service.

M. Lalmanzualla,
Secretary to the Govt. of Mizoram,
Labour & Employment Department.

No. I&PR. 15/74/Pt/144, the 9th May, 1978. 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 the 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 issued, 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 or false propaganda against the Government, or encourage subversive activities against the Govt. established by law.

2. 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 advertisement.
- (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 publications 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.

Surendra Nath,
Chief Secretary to the Govt. of Mizoram.