



# The Sindh Government Gazette

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Separate Paging is given to this Part in order that it may be filed as a separate compilation.

## PART-II

miscellaneous notices advertisements, and c

### INFORMATION DEPARTMENT

Karachi, the 1st July, 2015

#### ADVERTISEMENT POLICY 2015

##### INTRODUCTION:

The Department of Information & Archives, Government of Sindh, Karachi had formulated an Advertisement Policy in the year 2000, which was duly approved by the Sindh Cabinet.

Afterwards, the Advertisement Policy 2000 was amended in the year 2003 by the Provincial Cabinet, according to which Sindh Government had approved the number of newspapers for Government advertisements to six (06) newspapers instead of four (04) newspapers.

The Policy was however, silent on the display advertisements and ads through Electronic Media, hence that issue was also addressed properly by soliciting necessary approval of Chief Executive of the Province i.e. Chief Minister, Sindh, in April 2011.

Subsequently, it was observed by the Department that there were some lacunas in Policy-2011, with regard to proper coverage of events of National importance and commemorating days of our National Heroes and Leaders. Besides, in the wake of 18th Constitutional Amendment resulting in, inter alia, the devolution of various Departments, Organizations/Institutions from the Federal Government, the scope of Advertisement Policy and the role of the Department has enhanced enormously with an emphasis on proper publicity of Government Policies, Development Initiatives/Achievements/Public Awareness Campaigns, including the Campaigns regarding National events / Heroes, etc. through Print & Electronic Media. Hence the need for amendments in Advertisement Policy-2011 has become imperative as the existing policy does not fully encompass all these aspects and cannot properly address

the vital issues with regard to increasingly enhanced role of Print & Electronic Media in the current scenario. The Policy has been made more effective, with the necessary approval from the Honorable Chief Minister Sindh.

Following is the full updated text of the approved Advertisement Policy (Amended-2015), retrospectively effective from Financial Year 2015-16, commencing from 1<sup>st</sup> July, 2015.

1. SCOPE OF THE POLICY

Information Department, Government of Sindh, is the back bone of Government of Sindh working round-the-clock as 'spokes organ of the Government, keeps close liaison with all the Government Departments and disseminates information for general public through print and electronic media. It also projects activities and achievements of the Government of the day through media.

The Department manages to publish all the advertisements for offices working under the administrative control of Sindh Government as well as autonomous bodies / authorities carrying out projects and need to publish advertisements in newspapers / periodicals being brought out from the province and outside the province in case of National and International bidding /events.

2. OBJECTIVE

The major objective of the Information Department is to publicize policies of the Government of Sindh and to distribute/release advertisements to print as well as electronic media on merit basis in proper and judicious manner, in compliance with the salient features of the Advertisement Policy, SPPRA Rules-2010 (Amended 2013) and the existing Financial Rules and Regulations.

3. ENFORCEMENT OF ADVERTISEMENT POLICY

The provisions contained hereinafter shall be known as "Advertisement Policy (Amended-2015)". It shall be effective from 1st July, 2015 and supersede all provisions made earlier by Government of Sindh in this regard.

4. CRITERIA

The basic criteria for release of Government advertisements shall be on "Circulation-cum-merit". The circulation means, what is certified by the Audit Bureau of Circulation (ABC), of Press Information Department Government of Pakistan and also physical stall verification by responsible officer(s) of the Information Department Government of Sindh, which is otherwise required to be carried out under Rules based on regularity report issued by the Directorate of Information (Press) of Sindh Information Department as well as its other Divisional Directorates and District Offices functioning throughout the province or from any other independent source assigned for this purpose by the Department.

(i) The advertisement shall not be released to the daily newspapers which are hardly available on the stalls, with hawkers or in the market. Strict vigilance shall be kept in this matter to ensure that precious Government revenue is not wasted.

(ii) The MERIT means:-

- (a) The ideological tenor of the daily newspaper
- (b) Islam as the ideology of Pakistan
- (c) Commitment to the integrity of the State
- (d) The relative objectivity in reporting
- (e) Daily Press Trend towards projection of the Government activities.

5. PUBLICATION

The term "Publication" implies the daily newspaper/ periodical borne on the Central Media List (CML) issued by the Press Information Department, Govt. of Pakistan and the Provincial Media List issued by Information Department, Government of Sindh only. However, inclusion of a newspaper/ periodical in the Central Media List and Provincial Media List does not provide any assurance on the part of Information Department, Government of Sindh for releasing/ issuance of Government advertisements. Any newspaper/ periodical cannot claim or demand for release of advertisements as a matter of right or favour.

6. RELEASING OF ADVERTISEMENTS TO (PRINT / ELECTRONIC MEDIA) THROUGH INFORMATION DEPARTMENT.

All the advertisements of Sindh Government Departments, Local Bodies/Councils and Organizations under the control of Sindh Government i.e. Metropolitan Corporations, District Councils, Municipal Corporations, Municipal Committees, Town Committees, Union Councils, Autonomous Bodies, Semi-Autonomous Bodies, Development authorities, Karachi Water & Sewerage Board, Karachi Building Control Authority, Sindh Building Control Authority, Malir Development Authority, Lyari Development Authority, Public Sector Universities, Hospitals and other Departments/ Organizations devolved by Federal Government etc. shall be routed to the daily newspapers/ periodicals & electronic media through Sindh Information Department, which is the custodian of Sindh Government's Public Relations and Publicity.

(i) FACTORS FOR RELEASE OF ADVERTISEMENTS

The canvassing for release of advertisements on the part of newspapers shall be discouraged. The factors, like circulation, quality and popularity of a publication shall be an important yardstick for release of advertisements. Further more, advertisements will also be released to smaller but regular newspapers to support them as Nurseries of the print media. This is in addition to the criteria stated in para-5 above.

(ii) PUBLICATIONS NOT QUALIFYING FOR ADVERTISEMENTS.

The newspapers which publish the matter as under will be ineligible for Government advertisements.

- (a) Prejudicial to integrity, sovereignty and ideology of Pakistan,
- (b) Repugnant to Islam and Sunnah,
- (c) Sacrilegious to Ahl-e-Bait and Khulfa-e- Rashdeen,
- (d) Calculated to bring into contempt the armed forces of Pakistan,
- (e) Calculated to harm friendly relations with foreign states,
- (f) Pornographic, obscene and immoral,
- (g) Contempt of Court,
- (h) Calculated to disturb public order,
- (i) Glorification of crime,
- (j) Detrimental to sequel critic on the Democratic Institutions and the Constitution of Islamic Republic of Pakistan.

(iii) PRIOR SCRUTINY OF ADVERTISEMENTS

The client department/ organization shall undergo prior scrutiny of all advertisements to ensure that they are work-related and not for the purpose of "Welcoming / Congratulating" any VIP or foreign dignitary.

(iv) EVALUATION/SCRUTINY OF ADVERTISEMENT

Before issuance/ distribution of ads for print and electronic media, it shall be evaluated and scrutinized with regard to the contents, amounts involved, dates for issuance of / receiving back and process of evaluation of the bid, documents required and terms and conditions related to the advertisement in question.

(v) FROM WHERE TO MEET THE CHARGES

When sending advertisements to the Information Department, the client department/ organization shall categorically specify from where the charges to be meet, i.e. out of development or

non-development budget.

(vi) BUDGETARY ALLOCATION AND CERTIFICATION BY CLIENT DEPARTMENT.

No client department/ organization shall send any advertisement under any circumstances to the Information Department, if budgetary allocation to meet the charges is not available. The Information Department shall only release those advertisements, which are certified as such by the Departments.

7. RELEASE OF ADVERTISEMENTS TO PRINT MEDIA

In accordance with Section 17, 18, 19, 20, 21, 22 & 23 of SPPRA Rules 2010 (Amended 2013), all the advertisements shall be published in leading English, Urdu and Sindhi Newspapers/ Periodicals having at least fifteen days response time after publication of the ad in the print media and shall also be posted on the web site of SPPRA and Sindh Government as well.

(i) REQUIRED INFORMATION FOR ADVERTISEMENTS. EACH AD SHALL CONTAIN THE FOLLOWING INFORMATION

- (a) Name, postal address, telephone number(s), fax number(s), e-mail address (if available) of the procuring agency.
- (b) Purpose and scope of the project;
- (c) Schedule of availability of bidding documents, submission and opening of bids, mentioning place from where bidding documents would be issued, submitted and opened.
- (d) Amount and manner of payment of tender fee and bid security.
- (e) Any other information that procuring agency may deem appropriate to disseminate at this stage.

(ii) NATURE OF ADVERTISEMENTS (PRINT/ELECTRONIC MEDIA)

- (a) Tender Notice(s), Auctions, Jobs and other official ads etc.
- (b) Display Ads/ Public Awareness Campaigns/Supplements etc.
- (c) Government Commercial Ads etc.
- (d) Telefilms/ TVCs/ Documentaries, Tickers/ Moving Slides on TV Channels/ Cables/ Cinemas/ Web Sites etc.
- (e) Wall Papers/ Posters/ Pamphlets/ leaflets etc.
- (f) International & National Level Competitive Bids (45 days response time required).

8. DETERMINATION OF AREA/MERIT FOR DISTRIBUTION OF ADVERTISEMENTS

Where an advertisement is purely of divisional/ district/ local nature, it shall be published in the daily newspapers of that region, besides other daily newspaper as laid down/ required in the paras appearing here in after. While in other cases where the subject matter pertains to entire Sindh/Country, it shall appear in major daily newspapers.

Meticulous care shall be taken to distribute the advertisements pragmatically, rationally and judiciously. To ensure release of advertisements to media on equitable basis, the Information Department would select the newspapers and periodicals on merit. The definition of the merit is defined at para-4 (ii) above.

(i) ADVERTISEMENTS (CLASSIFIED)

- (a) That Notice Inviting Tenders (NITs) involving an amount from one to five lacs shall be given to two to three including local newspapers.
- (b) That Notice Inviting Tenders (NITs) involving an amount from one to twenty lacs shall be given to three to six newspapers, two local and two national or regional newspapers plus one periodical.
- (c) That Notice Inviting Tenders (NITs) involving an amount more than twenty lacs shall be given to four to six newspapers, two local, two national and two regional newspapers plus one periodical.
- (d) Any advertisement concerning situation of vacancies/ service matters of the employees (BPS-01 to BPS-10) shall be given to 3 newspapers, two local and one national newspaper.
- (e) The advertisement concerning situation of vacancies / services matters of the employees upto BPS-11 and above would be given to four (04) newspapers including two local and two national newspapers.

- (f) All classified ads i.e. Notice Inviting Tenders, Gallop Tender Notices, Expressions of Interest, Auctions, Vacancies in Government Departments and such other ads shall be issued/ released directly to the print media through Information Department, Government of Sindh or through enlisted Advertising Agencies, if deemed appropriate, keeping in view the nature of classified ads.
- (g) In case of classified/ Tender Notices of non-budgeted Departments/ Local Bodies etc. each advertisement shall be accompanied by Rs.50,000/- per page (A-4 Size) as an advance payment adjustable at the time of final billing.

**NOTE:** The number of newspapers can be increased and decreased on the request of the department / organization concerned.

(ii) DISPLAY ADS (PRINT MEDIA)

- (a) Display ads shall be black & white and of quarter page. In case of half page/ full page supplements of more than one page and colour ads, the permission from the Administrative Secretary and Minister/Advisor on Information shall be obtained in writing by properly mentioning position, status, such as Color, Black and White, Front and Back Page. (In case of combined mentioned therein the number of stations and number of newspapers/ periodicals and number of insertions etc).
- (b) Display Ads/ Government Publicity / Public awareness campaigns Ads / Supplements shall be released to 10 (Ten) / 12 (Twelve) newspapers of Sindhi, Urdu and English languages on equitable basis, having status of National, Regional, local newspapers and periodicals of Sindhi, Urdu, English and 03 (three) periodicals on rotation basis, keeping in view the target area of the client department to achieve the objectives of the display ad/ awareness campaign etc. The number of newspapers can be increased upto the number of newspapers borne on the Provincial Media List with wide readership in case of National events like Pakistan Day-23rd March, 4th April, Independence Day-14th August, Defense Day- 6th September, 18th October, 27th December as well as Days of National Heroes/ Leaders like Quid-e-Azam Muhammad Ali Jinnah, Mufakir-e-Pakistan Allama Muhammad Iqbal, Quaid-e-Awam Shaheed Zulfikar Ali Bhutto, Quaid-e-Jamhuriat Shahheed Mohtarma Benazir Bhutto and Sufi Saints of Sindh viz. Hazrat Shah Abdul Latif Bhittai, Hazrat Qalandar Laal Shahbaz and Hazrat Sachal Sarmast. Newspapers may be selected on rotation with a view to ensure even handed and judicious distribution among all newspapers without any discrimination.
- (c) Display ads of commercial nature and awareness campaign shall be issued to 12 (twelve) newspapers including 03 (three) commerce newspapers and two leading and publically influential periodicals.
- (d) No display ads shall be released to any irregular newspapers.
- (e) In case of advertisement of pronounced public interest or importance, if desired by the advertising department/ organization concerned, the requirement and the target area of the client department/ organization shall be accorded preference in the selection of media and every effort shall be made to ensure that advertisements are released on equitable basis and in accordance with the specific requirements of the departments/organizations.

(iii) DISPLAY ADS (ELECTRONIC MEDIA)

- (a) Any Advertisement (TVC) / Documentary / Ticker(s) Telefilms/ Moving Slides shall be issued to 12 (twelve) TV Channels/ Cables/ Cinemas/ Web Sites etc, keeping in view the target area and objective of the client department, after making proper media plan etc on rotation basis, so that aims and objectives of the campaign could be achieved.

9. APPOINTMENT / ENLISTMENT OF ADVERTISEMENT AGENCIES

(i) PUBLICATION OF PRE-QUALIFICATION NOTICE.

The Information Department may appoint Advertising Agency (ies) if the requirement arises for Display Advertisement, Public Awareness/ Publicity Campaigns in Print and Electronic Media with regard to projection/ publicity pertaining to various departments, organizations, autonomous bodies, authorities under the control of Sindh Government. It can be done after publication of necessary prequalification notice in the newspapers for evaluation purpose of Advertising Agency (ies).

(ii) SUBMISSION OF RECORD OF PERFORMANCE.

The Advertising Agency (ies) intending to obtain required work have to bring their whole record of performance with Expression of Interest (EOI) and other relevant documents before Information & Archives Department, Government of Sindh. If department is satisfied with credentials of the Advertising Agency (ies) it can appoint/ enlist the same for the Advertisements/ public awareness campaigns/ publicity campaigns of the Government Departments, Autonomous Bodies, Authorities, Organizations working under the control of Government of Sindh.

(iii) CLIENT DEPARTMENT CAN NOT APPOINT BUT RECOMMEND.

If any client Department wants any advertising agency (ies) for the advertising purpose, it can only recommend and not appoint the same. Eventually, the agency (ies) has to follow the same procedure, of observance of all codal formalities: The final decision again rests with Information Department for the purpose.

10. ADS TO TV CHANNELS / ELECTRONIC MEDIA / RADIO / WEB / CABLES ETC.

- A. All electronic media ads pertaining to Sindh Government Departments, Local Bodies/ Councils and organizations under the control of Sindh Government, shall be released through Information Department. An official ad /campaign shall be released to ten 10 (Ten) TV Channel/ FM Radios. The number of TV channels/ FM Radios can be increased upto the number of TV Channels/ FM Radios, which are widely viewed/ listened and whose airtime rates are approved by the committee of Information Department in case of Mass Awareness Campaigns / National Events like Pakistan Day-23<sup>rd</sup> March, 4<sup>th</sup> April, Independence Day-14<sup>th</sup> August, Defense Day-6<sup>th</sup> September, 18<sup>th</sup> October, 27<sup>th</sup> December-Days of National Heroes /Leaders like Quid-e-Azam Muhammad Ali Jinnah, Mufakir-e-Pakistan Allama Muhammad Iqbal, Quaid-e-Awam Shaheed Zulfiqar Ali Bhutto, Quaid-e-Jamhuriat Shaheed Mohtarma Benazir Bhutto and Sufi Saints of Sindh such as Hazrat Shah Abdul Latif Bhittai, Hazrat Qalandar Laal Shahbaz and Hazrat Sachal Sarmast.

B. ALLOCATION/ UTILIZATION OF BUDGET

Allocated budget of Sindh Government Departments under the Head of Account "SC21011 Publicity & Information KA4171 Information Department Secretariat A03 Operating Expenses A039 General A03907 Advertising & Publicity 07 Information Dissemination & Awareness" will be utilized for the classified, display advertisements and public awareness campaigns / campaigns on National Events / Days of National Heroes / Leaders on requirement basis.

C. RELEASE ORDER(S)

Release Orders shall be issued through the Advertisement Management System (AMS) in order to avoid fake ROs.

11. BILLING & PAYMENTS(i) SCRUTINY OF BILLS

- (a) Bills of the advertisements issued to Print Media and Electronic Media every month shall be furnished on every 5th day of the next month, failing which no bills shall be entertained at any cost.
- (b) Bills shall be passed through Advertisement Management System (AMS) and the billing proforma shall be system generated and checked by Office Superintendent / Information Officer with cross checked from Advertisement Register or other manual record.

- (c) The bills of the Newspapers/ Periodicals/ Advertising Agencies shall be stamped with Revenue Stamp and signed by the responsible personnel of the concerned media organization. In case of public awareness/ publicity campaigns released through advertising agencies, all the related documents such as Release Orders of Information Department and Release Orders of Advertising Agencies issued to print/ electronic media, Tier Sheets, Invoices, Transmission Certificates issued by the concerned media organizations and other related documents with the purpose that they are genuine and payment received from the Information Department have accordingly been paid to the related media organizations shall be furnished by the concerned Advertising Agencies.
- (d) The Postal Certificate shall be included with bills of print media, otherwise bills shall not be entertained.
- (e) The advertisements must be published within provided dates, otherwise the bills shall not be entertained.

(ii) PAYMENTS

- (a) At least 90 days (Ninety days) gap shall be maintained for making payments to the Newspapers/ Periodicals and Advertising Agencies, so that the dues could be recovered from the client department.
- (b) All the payments shall be made after verification/scrutiny of Release Orders, Bills, Invoices, Transmission Certificates and other related documents from Advertisement Register, Space Register

12. VIOLATION OF POLICY AS MIS-CONDUCT.

The act of any Government Department, Local Body/ Council or Organization under the control of Sindh Government not following the instructions would tantamount to the violation of the Sindh Government's Advertisement Policy.

No client department/ organization shall release any advertisement of what so ever nature, directly to the print or electronic media. If any Department releases any ad directly in violation of Advertisement Policy (Amended-2015) to print and electronic media, shall be treated as "Misconduct" on the part of that officer of the client department and shall be dealt under the Removal From Services Ordinance-2000.

ZAHID HUSSAIN MEMON  
Secretary to Government of Sindh  
Information & Archives Department