

Government of Punjab
Department of Local Government
(Local Government-4 branch)
(Punjab Municipal Bhawan, Plot No.3, Sector 35 A, Chandigarh)

MEDIA GUIDELINES

1. INTRODUCTION

Managing cities has become an increasingly tough job with the rapid pace in urbanization. Urban local bodies have a lot to manage both in terms of city services, assets and citizen behavior. Therefore, the citizens participations in managing the civic amenity is utmost necessary. The above task can be achieved by creating awareness among the citizens. Department of Local Government is supervising the functioning of the 167 Urban Local Bodies and various Parastatal Agencies namely 28 Improvement Trust, PMIDC, SUDA, PWSSB and 3 Smart City Company at Amritsar, Ludhiana and Jalandhar and it is not possible for every ULBs/Parastatal agency to create their own media cell and to aware the citizens regarding keeping the city clean, conserving the use of water in summer, protecting walls or street name board from being spoilt by posters, treating of Community halls/public properties etc. Therefore, state intervention is required to issue the guidelines **to Streamline the process of Advertisement in newspapers and further to create Public Relation Unit at State Level** so that Department act like a bridge between the Citizens of Punjab and the Urban Local Bodies.

2. NEED

- a) Advertisement in the Newspapers of each Department is govern by Advertisement Policy 2018 of Government of Punjab Department of Information and Public Relation (DIPR). As per Policy, DIPR will be the nodal agency for all kinds of the advertising by all Departments and Agencies of the Govt. of Punjab. Every Department is required to give the advertisement in the news paper though the DIPR. Although, advertisement Policy issued by the Department of Information and Public Relation (DIPR) is comprehensive and applicable to all Government Department and its agencies but to implement the above Policy in right spirit, guidelines are also required to be issued to the ULBs/Parastata agencies by the Department of the Local Government for releasing the advertisement to the Department of Information and Public Relation (DIPR).
- b) Many ULBs are giving advertisement directly to the Newspapers in violation of the above Policy. Under the above Policy, the Department of Information and Public Relation (DIPR) has approved DPR rates of each newspapers and bill are also verified by the Department of Information and Public Relation (DIPR) for the advertisement giving through DIPR. Therefore, monitoring the advertisement at state level will bring transparency.

