

GOVERNMENT OF TRIPURA
DEPARTMENT OF INFORMATION & CULTURAL AFFAIRS
TRIPURA, AGARTALA.

NO F.65(166)-ICA/93/Adv

13920

Dated, Agartala 5th March, 2015

NOTIFICATION

The Tripura Advertisement Guidelines-2009 was published on 20-01-2009 and subsequently it was amended thrice on 24-09-2009, 04-09-2010 and 26-02-2014. Meanwhile due to exigency, it is felt further necessary to amend some clauses of the Guidelines.

Now, therefore, the Governor is pleased to amend Clause 15(b)(c) &(d) in respect of category A,B &C of the Tripura Advertisement Guidelines 2009, as below:-

6.2 Clause 15(b) : Eligibility Criteria for category "A", "B", "C" & "D" .

Category	Criteria
A	(c) Coverage: At least 5 (five) district HQ and fifteen Sub-Divisions directly and simultaneously through easy affordable and accessible means. (d) 24 (twenty four) hours of uninterrupted daily programmes including a minimum of 7(seven) live news bulletins in twenty four hour in Bengali &/or Kokborak with duration of at least 15 (fifteen) minutes each ;Or 24(twenty four) hours of uninterrupted daily programmes including a minimum 3(three) new cultural programme / Panel discussion / talk show / love performance etc. in Bengali & Kokborak .
B	(c) Coverage: 4 (four) districts and 9(nine) Sub-Divisions directly and simultaneously through easy affordable and accessible means . (d) At least 10 (ten) hours of uninterrupted daily programme including a minimum of 5 (five) live news bulletins (Bengali &/or Kokborak) with duration of at least 10 (ten) minutes each in prime time.
C	(c) At least 3 (three) district headquarters and 5(five) Sub- Divisions must be covered directly and simultaneously through easy affordable and accessible means . (d) At least 5 (five) hours of uninterrupted daily programme including a minimum of 2 (two) news bulletin (live) with duration of 10 minutes each .

By order of the Governor



(Santanu Das)
Secretary to the
Government of Tripura

Copy to :

- 1) The Director, Printing And Stationary, Government of Tripura, Agartala for information . He is requested to publish the same in next issue of the Tripura Gazette and supply 20 copies of the gazette to the Advertisement section , Directorate of ICA , Agartala .
- 2) All Heads of the Departments, Government of Tripura, for information.
- 3) All Editors of Local Newspapers / Electronics media for information .
- 4) The web content designer , Tripura info.com , Gorkha basti , Agartala for uploading this matter in the ICA website namely www.tripuraica.in