

GOVERNMENT OF TRIPURA

Date, Agartala 20 June, 2023.

MEMORANDUM

It has been observed that, contrary to the established norms, many advertisements of various departments are not being routed through the ICA Department for publishing in the print, electronic media etc. Also, it is observed that some departments publish their achievements or advertisement materials bearing the photograph of the Hon'ble Prime Minister or Chief Minister without the approval of the ICA Dept.

In view of the above, the decision of the competent authority for official advertisement bearing the photographs of the Hon'ble Prime Minister of India or the Hon'ble Chief Minister, Tripura, the following points are to be strictly adhered to by the Departments:

- i) For official advertisement bearing the photographs of the Hon'ble Prime Minister and the Hon'ble Chief Minister, the departments are invariably required to obtain prior consent of the ICA Department.
 - ii) For such advertisement the photograph of the Hon'ble Prime Minister/ Hon'ble Chief Minister alone may also be given with the prior consent of the ICA Dept. Similarly, the photograph of the concerned Departmental Minister may be given with the prior consent of the ICA Dept.
 - iii) To obtain such prior consent, departments are required to send proposed advertisement at least seven working days prior to the scheduled date of publication.
 - iv) All departments are requested to furnish at least three different options [layouts], so that a reasonable choice can be made among available alternatives.
 - v) The content of the advertisement should convey clear message to the people about the benefits of the schemes or initiatives being publicized.
 - vi) The website address or corresponding QR Code of the departments issuing the advertisement should invariably be displayed at the bottom of the advertisement.
2. All Departments/ Heads of Departments are therefore, requested to follow the above guidelines in letter and spirit.



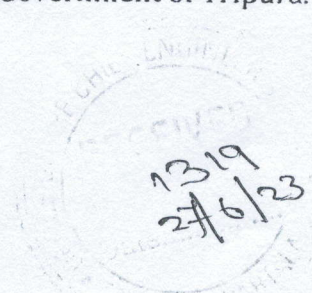
(Dr. P.K. Chakravarty)
Secretary to the
Government of Tripura

To,

All Principal Secretary/ Secretary/ Spl. Secretary, Government of Tripura.

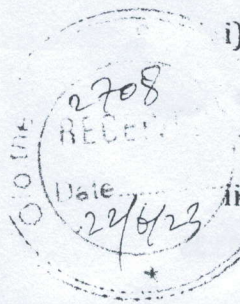
Copy to:-

PS to the Chief Secretary, Govt. of Tripura



P. Chakravarty
22/6

CE-Rep.



27/6/23

DS-II
M. Commis.
23/06/2023

GOVERNMENT OF TRIPURA
PUBLIC WORKS DEPARTMENT

Dated, Agartala, the 01/07/2023.

Copy to :-

1. All Chief Engineer, PWD (DWS/WR/NH/PMGSY/Buildings), Tripura.
2. The Sole Arbitrator, PWD(R&B).
3. The Additional Chief Engineer, PWD(R&B/ Buildings /WR).
4. All Superintending Engineers, PWD(R&B/DWS/WR/NH/PMGSY/Buildings), Tripura
5. ITCC, PWD, Netaji Chowmuhani, Agartala.

Signed by Rajib Paul

Date: 30-06-2023 18:03:35

Reason: Approved

Deputy Secretary, PWD.