

बिहार सरकार
सूचना एवं जन-सम्पर्क विभाग

ज्ञापांक-विज्ञा0(4)02-01 / 2023 पार्ट-1...1873...सू0ज0स0वि0, पटना, दिनांक...14/09/26...

आवेदन आमंत्रण सूचना

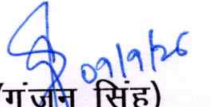
बिहार विज्ञापन नियमावली, 2016 में निहित प्रावधानों के अंतर्गत वित्तीय वर्ष 2026-28 के लिए सूचना एवं जन-सम्पर्क विभाग, बिहार सरकार द्वारा प्रचार-प्रसार के विभिन्न माध्यमों को स्वीकृत सूची में शामिल करने एवं विभागीय विज्ञापन दर निर्धारित करने हेतु विहित प्रपत्र में दिनांक-06.10.2026 के 04:00 बजे अपराह्न तक आवेदन आमंत्रित किये जाते हैं। बिहार विज्ञापन नियमावली, 2016 की कंडिका-32 में उल्लेखित प्रावधान के अनुसार प्रचार-प्रसार के इच्छुक समाचार पत्र/पत्रिका/टीवी0/रेडियो एवं एजेंसी (आउट-आफ-होम, रेलवे स्टेशन, ऐयरपोर्ट इलेक्ट्रॉनिक डिस्प्ले) सूचीबद्धता एवं विभागीय दर निर्धारण हेतु विहित प्रपत्र में निर्धारित तिथि तक आवेदन समर्पित कर सकते हैं।

सामान्यतः स्वीकृत सूची 02 (दो) वर्षों के लिये मान्य होगी। स्वीकृत सूची में सूचीबद्ध माध्यमों के विभागीय दर का वार्षिक पुनरीक्षण दर निर्धारण समिति द्वारा किया जायेगा। जबतक विभागीय दर का पुनरीक्षण/पुनर्निर्धारण नहीं होगी तब तक के लिये पूर्व का विभागीय दर मान्य होगा।

विभाग विभिन्न माध्यमों की स्वीकृत सूची की वार्षिक पुनरीक्षण प्राधिकृत समिति के माध्यम से करायेगी एवं उसके अनुशंसा के आधार पर उसका अवधि विस्तार करेगा।

बिहार विज्ञापन नियमावली, 2016 तथा विहित प्रपत्र विभाग के वेबसाइट state.bihar.gov.in/prdbihar पर देखा एवं डाउनलोड किया जा सकता है।

आवेदक विहित प्रपत्र में पूर्ण विवरणी अंकित करते हुये सभी आवश्यक कागजात संलग्न कर निदेशक, सूचना एवं जन-सम्पर्क विभाग, सूचना भवन, नेहरू पथ, पटना-800015 के स्थापना शाखा को निर्धारित तिथि एवं समय के अंदर डाक के माध्यम से अथवा हाथों-हाथ उपलब्ध कराना सुनिश्चित करेंगे।


(गुंजन सिंह)
निदेशक

Annexure-I
From- (A)
INFORMATION AND PUBLIC RELATIONS DEPARTMENT
GOVERNMENT OF BIHAR, PATNA

APPLICATION FORM FOR EMPANELMENT AND FIXATION OF DEPARTMENTAL RATE
(For Newspaper only)

(1) Name of the Newspaper (in block letters):

(a) Date of first publication:

(b) RNI Registration No.:

(2) Complete Address (In Block Letters):

(a) Corporate Office Address:

(b) Local Address:

(3) Phone:

(4) Fax:

(5) Complete E-mail Address:

Signature of Publisher/Authorized Person

ANNEXURE-I

Form (B)

INFORMATION AND PUBLIC RELATIONS DEPARTMENT GOVERNMENT OF BIHAR, PATNA

APPLICATION FORM FOR EMPANELMENT AND FIXATION OF DEPARTMENTAL RATE (For Newspaper only)

(B) Name of Editor Applied For

(1) (a) Place of publication: (b) State:

(2) (a) Language: (b) Periodicity:
if any

(3) No. of Pages:

(4) No. of Columns per page:

(5) Column width:

(6) Size of the paper: Length cms. Width cms.

(7) Actual Print Area per page: Length cms. Width cms.

Total sq.cms.

Total Print Area of the Newspaper: sq.cms.

(8) Name of the publisher:

Father's/Husband's Name:

(9) Name of the Printer:

Father's/Husband's Name:

(10) Name of the Editor:

Father's Husband's Name:

(11) Name of owner:

Father's/Name (If owned by Company Firm/Trust, not required):

(12) Quality of paper used (Please) : Standard Newsprint/Glazed/LWC:

(13) Details of Printing Press:

Name of Press:

Address:

Phone:

- (14) Please tick process of printing: (a) Offset ☐ (b) Letter Press ☐
- (15) Price of Newspaper Rs. Paise
- (16) Minimum current Advt. Card Rate: (a) Sq.cm.(B.W) (b) Full Page (B/W)
(c) Sq.cm (Colour) (d) Full Page(Colour)
- (17) Rate of Special Campaign (Jacket/Blanket/Pop-up leaves/Centre spread etc.)
Per Page Per Sq cm.
- (18) Last DAVP Rate (if any) Date.
- (19) Actual No. of publishing days in the year
(previous financial year from the date of applying for the empanelment)
- (20) No. of declared holiday (in the year
(previous financial year) (for dailies)
- (21) Weekly holiday, if any (for dailies):
- (22) Details of the Patna representative, if any:
Name:
Address:
Phone No.:
Fax:
E-mail Address
- (23) Details of Bank Account Payable at
MICR
IFCE Code
Bank Name
Branch Name
Ledger Folio
Account No.
Account Type
- (24) PAN Card No. (if allotted)

(25) Please give details of other publications of same owner or publisher.

Title Language Periodicity Place of Publication DAVP Code

(if empanelled).

(1) (2) (3)
(4) (5)

(26) I have submitted the following documents:

(i) R.N.I. Registration Certificate:

(ii) Average circulation for the period:

Circulation Attached

(iii) Average per publishing day circulation for the financial year

as per CA Certificate with membership No.

(iv) Copy of Annual Return to RNI attached (Year)

(v) Issues to be submitted or rate renewal of newspaper:

I affirm that all the information given above by me is true and
nothing has been concealed.

Place:

Signature of Publisher/Auhorised Person

Date : (with date & office seal)

Full Name of Publisher/Authorised Person

(In Block Letters)

ANNEXURE-II

Documents required for empanelment with information and Public Relations, Bihar:

- (1) RNI Registration Certificate Number:
- (2) Evidence for Circulation (Chartered Accountant Certificate/Statutory Auditor Certificate/ABC Certificate, as applicable).
- (3) Copy of the annual return submitted to RNI.
- (4) Copy of DAVP rate.
- (5) A daily newspaper should furnish issues of the 12th months of their regular publication. Daily Publications more than one year old and not previously empanelled with information and Public Relations, Bihar will furnish the relevant copies starting with the previous one year in the same manner as above.
- (6) Three copies of the rate card.
- (7) Photocopy of the Permanent Account Number (Issued by Department of Income Tax).

ANNEXURE-III

(Form-A)

**INFORMATION AND PUBLIC RELATIONS DEPARTMENT
GOVERNMENT OF BIHAR, PATNA**

**APPLICATION FORM FOR EMPANELMENT AND FIXATION OF DEPARTMENTAL RATE
(For Magazine only)**

(1) Name of the Magazine (in block letters):

(a) Date of first publication:

(b) RNI Registration No.:

(2) Complete Address (In Block Letters):

(3) Phone:

(4) Fax:

(5) Complete E-mail Address:

Signature of Publisher/Authorized Person

ANNEXURE-III
(Form-B)
INFORMATION AND PUBLIC RELATIONS DEPARTMENT
GOVERNMENT OF BIHAR, PATNA

APPLICATION FORM FOR EMPANELMENT AND FIXATION OF DEPARTMENTAL RATE
(For Magazine only)

- (1) (a) Place of Publication: (b) State:
- (2) (a) Language: (b) Periodicity (if any):
- (3) No. of Pages:
- (4) No. of Columns per page:
- (5) Column width:
- (6) Size of the Magazine: Length cms. Width cms.
- (7) Actual Print Area per page: Length cms. Width cms.
Total sq.cms.
- Total Print Area of the Magazine: sq.cms.
- (8) Name of the publisher:
Father's/Husband's Name:
- (9) Name of the Printer:
Father's/Husband's Name:
- (10) Name of the Editor:
Father's Husband's Name:
- (11) Name owner:
Father's Name (If owned by Company:
(Firm's/Trust, not required):
- (12) Quality of paper used (✓) : Standard Newsprint/Glazed/LWC:
- (13) Details of Printing Press:
Name of Press:
Address:
Phone:
- (14) Please tick process of printing: (a) Offset (b) Letter Press

(15) Price of Magazine Rs.

Paise

(16) Minimum current Advt. Card Rate: (a)

Sq.cm.(B.W) (b)

Full Page (B/W)

(c) Sq.cm

(Colour) (d)

Full Page(Colour)

(17) Last DAVP Rate (if any)

Date.

(18) Actual No. of publishing days in the year

(previous financial year from the date of applying for the empanelment)

(19) No. of declared holiday (in the year

(previous financial year) (for Magazine)

(20) Weekly holiday, if any (for dailies):

(21) Details of the Patna representative, if any:

Name:

Address:

Phone No.:

Fax:

E-mail Address:

(22) Details of Bank Account Payable at:

MICR:

IFCE Code:

Bank Name:

Branch Name:

Ledger Folio:

Account No.

Account Type:

(23) PAN Card No. (if allotted):

(24) Please give details of other publications of same owner or publisher.

Title	Language	Periodicity if any	Place of Publication	DAVP Code
(1)		(2)	(3)	
(4)		(5)		

(25) I have submitted the following documents:

(i) R.N.I. Registration Certificate:

(ii) Average circulation for the period:

Circulation Attached

(iii) Average per publishing day circulation for the financial year

as per CA Certificate with membership No.

(iv) Copy of Annual Return to RNI attached (Year)

(v) Issues to be submitted or rate renewal:

Weeklies/Fortnightlies - Latest issues

Monthlies & others - Latest issues

I affirm that all the information given above by me is true and
nothing has been concealed.

Place:

Signature of Publisher/Authorised Person

Date : (with date & office seal)

Full Name of Publisher/Authorised Person
(In Block Letters)

ANNEXURE-IV

Documents required for empanelment with information and Public Relations, Bihar:

- (1) RNI Registration Certificate Number:
- (2) Evidence for Circulation (Chartered Accountant Certificate/Statutory Auditor Certificate/ABC Certificate, as applicable).
- (3) Copy of the annual return submitted to RNI.
- (4) Copy of DAVP rate.
- (5) A daily newspaper should furnish issues of the 12th months of their regular publication. Daily Publications more than one year old and not previously empanelled with information and Public Relations, Bihar will furnish the relevant copies starting with the previous one year in the same manner as above.
- (6) Three copies of the rate card.
- (7) Photocopy of the Permanent Account Number (Issued by Department of Income Tax).



बिहार सरकार

IPRD Electronic Media Empanelment and fixation of Departmental Rate Application Format

(One application for each channel/medium/agency)

Application No _____
(For office use only)

1. Name of Firm _____
2. Date of incorporation _____
3. Date of Application _____
4. Information of Work _____

5. Media Applied [1] [2] [3] Tick Applicable (Only One)

- [1] TV Channel / Radio Channel / Digital Cinema/ Cable TV
- [2] Airport / Railway Station Electronic Display

6. Name of the Channel/Medium/Agency applied for : _____

7. Area of operation:

(Give name of the city/states/Pan India : _____)

8. Language :

9. Periodicity :

10. Locations of Studio :

11. Address :

I. Head Office

Address : _____

Fax No. : _____ E-mail : _____

Mobile No. : _____

II. Branch Office

Address : _____

Fax No. : _____ E-mail : _____

Mobile No. : _____

III. Patna Office (if any)

Address : _____

Fax No. : _____ E-mail : _____

Mobile No. : _____

12. Legal Status of the Company : ☐ Proprietor ☐ Partnership ☐ Company ☐ Society
☐ LLP

Details of Owner(s)/Directors/MD/ Head of Company

(Please give details of all, if needed use separate sheets)

Name : _____

Father's Name : _____

Designation : _____

Address : _____

Fax No. : _____ **E-mail :** _____

Mob. No. _____

13. Licensing Authority Details:

Name of the Authority which granted License to Media: _____

(Attach license)

Period of License: _____ **From:** _____ **Till:** _____

Has the authority granting License fixed the advertisement rates. If yes give details of the rates fixed : _____
as mentioned in Para 16 (a) & 16 (b).

14. Media Details:

- a. Number of daily viewers (Average of last Six Months) _____
(Documental Proof of Viewers to be attach)
- b. **Enclosed Certificate for up linking and downlinking (if applicable)** _____
- c. Category of Telecast (i) Regional (ii) National (iii) Language
- d. Category of Channel ; News ; Cultural ; Socio economic or other type mention
- e. No. of daily Viewers in Bihar State (Attach documents) :
- f. Copy of Grant of Permission Agreement(GOPA) signed with Ministry Of I & B
(Only for CRS & Radio Channel)
- g. Copy of valid Wireless Operating License (WOL) issued by WPC
(Only for CRS & Radio Channel)
- h. Total No. of Digital Cinema Theatres/Electronics Display boards
- i. No. of Digital Cinema Theatres/ Display boards in Bihar

Note : In case of Digital Cinema Agencies, Agency must have compliance with Digital Cinema Technology which is defined as the use of digital technology for distribution, projection and generation of logs of motion picture in a cinema hall, alongwith fool-proof verification mechanism of logs of Govt advertisements played during pre-show and interval.

15. Media empanelled by Directorate of Advertising & Visual Publicity (DAVP) (Ministry of Information and Broadcasting, Government of India)

[] Yes

[] No

Tick Applicable (Only One)

- a. If empanelled by DAVP, Mention the Rate Approved with details in the format mentioned below

Sr No.	Display Size or telecast /Per 10 sec.	Details of format	Approved Rate	Total	Validity Period
Grand Total :					

- b. For other advertising formats which do not have DAVP approved rates, give information below, including rates approved by licensing authority, if any as per para 14:

S.No.	Display Format	Location (City/State)	Offered Rate	Latest Rate given by any Govt./PSU as per work order *	Remarks
1.	L Band (TV)				
2.	Scroll (TV)				
3.	Aston (TV)				
4.	Scroll (Cinema/Display Board etc.)				
5.	Others				

* Please submit latest work order along with rate approved by any Govt./PSU.
(Attach supportive documents viz. self attested copy of agreement of Sole
right indicating location, receipt of amount paid, validity etc.)

c. Service Tax Registration No : _____

TIN / TAN / GST No.:

d. Any other information by the Agency : _____

- e. Submit a self declaration stating on oath that the details submitted by you on Performa are true and correct. (Attach extra sheet for the item 4, 5 & 6 or for other para if required.

Attached: [☐] Yes [☐] No

16. Special Rate or Discount offered by the Firm for a Campaign

- (a) For 7 Days :
(b) For 15 Days :
(c) For 1 month :
(d) More than 1 month :

17. NEFT Detail (attach copy of PAN No and authorization of Bank for NEFT payment as following):

Agency Name: _____ PAN No.: _____
Bank Name: _____ Branch: _____
IFSC Code: _____ Account No.: _____

18. Name of authorized signatory/ person alongwith photograph, who is authorized to deal with IPRD, Bihar, Patna.

(Pl. attach authority letter of the board)

19. Documents to be attached as per Annexure 1 & as per format.

20. Any other relevant information:

Sl.	Para	Information
Attach extra sheets, if needed		

Date: _____

Signature of Authorised Signatory

Name of the authorized signatory:

Seal of Agency

21. List of Documents Submitted (with Page No):

Sl. No	Name of Document	Page No

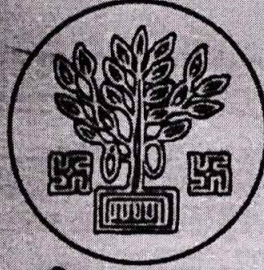
ANNEXURE 1

Checklist of documents to be attached:

1. Copy of Registration Certificate, if applicable.
2. Memorandum of articles/Byelaws of the company or as required.
3. Documental proof as mentioned in the format.
4. Photographs of Displayed Medium (Separate photo for each property), if applicable.
5. CA certified balance sheet for past three years.
6. Certificate of the firm designating authorized signatory along with attested photographs.
7. To be signed by authorized signatory on each page.
8. The agency may submit details in typed sheets in the prescribed format. There shall be no space bar.
9. For details and rates offered for different advertising formats separate sheets can be attached.

Note: Incomplete form / without required documents will be summarily rejected.

- a. **All application should addressed to : Director, Information and Public Relations Department, Government of Bihar, 3rd Floor, Soochna Bhavan, Patna** (Application hardcopy with documents should be submitted at the facilitation centre, IPRD, Soochna Bhawan and obtain receipt.)
- b. All interested Sole Right Agencies may apply in the 1st week of every month. Hardcopy of the Application along with documents should be submitted by the end of the month.



बिहार सरकार

Agency (Hoardings) Empanelment and fixation of Departmental Rate Application Format

Application No _____
(For office use only)

1. Name of Firm _____
2. Date of Incorporation _____
3. Date of Application _____
4. Information of Work _____

5. Media Applied : Hoardings

6. Name of the Agency applied for : _____

7. Area of operation:

(Give name of the city/states/Pan India : _____)

8. Address :

I. Head Office

Address : _____

Fax No. : _____ E-mail : _____

Mobile No. : _____

II. Branch Office

Address : _____

Fax No. : _____ E-mail : _____

Mobile No. : _____

III. Patna Office (if any)

Address : _____

Fax No. : _____ E-mail : _____

Mobile No. : _____

9. Legal Status of the Company : ☐ Proprietor ☐ Partnership ☐ Company ☐ Society
☐ LLP

Details of Owner(s)/Directors/MD/ Head of Company

(Please give details of all, if needed use separate sheets)

Name : _____

Father's Name : _____

Designation : _____

Address : _____

Fax No. : _____ E-mail : _____

Mob. No. _____

10. Licensing Authority Details:

Name of the Authority which granted License to Media/ Agency _____
(Attach license)

Period of License: _____ From: _____ Till: _____

Has the authority granting License fixed the
advertisement rates. If yes give details of the rates fixed : _____
as mentioned in Para 16 (a) & 16 (b).

11. Media/ Agency empanelled by Directorate of Advertising & Visual Publicity (DAVP) (Ministry of Information and Broadcasting, Government of India)

[] Yes

[] No

Tick Applicable (Only One)

- a. If empanelled by DAVP, Mention the Rate Approved with details in the format mentioned below (Attach extra sheets, if needed)

Sr No.	Location of Hoardings /City	Approved rate for Non-Lit Hoardings per sqft. per month (in Rs.)	Approved rate for Lit Hoardings per sqft. per month (in Rs.)	Remarks (Attach DAVP rate card)
	Patna			
	Other District Hq's of Bihar			
	Rest of the state (Block/Town etc.)			

* Please submit latest work order along with rate approved by any Govt./PSU.

(Attach supportive documents viz. self attested copy of agreement of Sole right indicating location, receipt of amount paid, validity etc.)

- c. Service Tax Registration No : _____

TIN / TAN / GST No.:

- d. Any other information by the Agency : _____

- e. Submit a self declaration stating on oath that the details submitted by you on Performa are true and correct. (Attach extra sheet for the item 4, 5 & 6 or for other para if required.

Attached: [] Yes

[] No

12. Special Rate or Discount offered by the Firm for a Campaign

- (a) For 7 Days :
 (b) For 15 Days :
 (c) For 1 month :
 (d) More than 1 month :

13. NEFT Detail (attach copy of PAN No and authorization of Bank for NEFT payment as following):

Agency Name: _____

PAN No.: _____

Bank Name: _____

Branch: _____

IFSC Code: _____

Account No.: _____

14. Name of authorized signatory/ person alongwith photograph, who is authorized to deal with IPRD, Bihar, Patna.

(Pl. attach authority letter of the Agency)

15. Documents to be attached as per Annexure 1 & as per format.

16. Please attach details of (DAVP approved / Registered with Urban local bodies) existing hoarding Locations.

Sl.	Location	Size	Remarks
Attach extra sheets, if needed			

Date: _____

Signature of Authorised Signatory

Name of the authorized signatory:

Seal of Agency

17. List of Documents Submitted (with Page No):

Sl. No	Name of Document	Page No

ANNEXURE 1

Checklist of documents to be attached:

1. Copy of Registration Certificate, if applicable.
2. Memorandum of articles/Byelaws of the company or as required.
3. Documental proof as mentioned in the format.
4. Photographs of Displayed Medium (Separate photo for each property), if applicable.
5. CA certified balance sheet for past three years.
6. Certificate of the firm designating authorized signatory along with attested photographs.
7. To be signed by authorized signatory on each page.
8. The agency may submit details in typed sheets in the prescribed format. There shall be no space bar.
9. For details and rates offered for different advertising formats separate sheets can be attached.
10. List of Hoarding Registered with Urban local bodies (Nagar Nigam/ Nagar Parishad/ Nagar Panchayat)
(Pl. attach Registration Letter)

Note: Incomplete form / without required documents will be summarily rejected.

- a. All application should addressed to : Director, Information and Public Relations Department, Government of Bihar, 3rd Floor, Soochna Bhavan, Patna (Application hardcopy with documents should be submitted at the facilitation centre, IPRD, Soochna Bhawan and obtain receipt.)
- b. All interested Sole Right Agencies may apply in the 1st week of every month. Hardcopy of the Application along with documents should be submitted by the end of the month.