

GOVERNMENT OF PAKISTAN

MINISTRY OF INFORMATION & BROADCASTING



ADVERTISEMENT POLICY 2021

(AS AMENDED IN YEAR 2022)

1. Introduction:

Advertisements, commercials or messages on Print, TV/ Radio/Cinema, Digital or other platforms, form an important tool for dissemination of information and creation of awareness among the citizens on government policies, programs and initiatives. The government, therefore, needs to utilize effectively the entire range of media to create informed opinions on various policies and programs being pursued for the welfare of the citizens.

With the ever evolving and advancing new media, there is a dire need to ensure that advertising or communications across the required mediums are streamlined so that its message reaches the maximum number of people and also elicits response. Therefore, communication strategies should achieve value for public money and efficiency in the delivery of message and encourage media pluralism.

According to Rule of Business, 1973, Schedule – II Entry 16, Ministry of Information and Broadcasting is a focal Ministry of the Government of Pakistan, mandated with its projection and dissemination of information. It is incumbent to streamline the release of public sector advertisements and formulate an advertisement policy to benefit from emerging media tools for an effective and targeted dissemination of public messages.

The policy further intends to enhance transparency and inclusivity besides curtailing the discretionary powers in disbursement of public sector advertisements to make it more effective and far-reaching, ensuring added value for public money.

2. Mandate:

As per Rules of Business, 1973, Schedule – II Entry 16 MoIB is mandated to:

6. (i) *Policy regarding government advertisement; control of advertisement and placement;*
31. *Promotion and projection of Government policies through digital media*.*

3. Objectives

To provide a broader framework for public sector advertisements and communications, and to inform and inculcate awareness among the masses on issues of public importance and achievements of the government of the day.

The advertisement policy 2021 (As Amended 2022) aims to establish the requisite structures, procedures, systems and guidelines to make the policy dynamic and progressive, to cater to the rapidly changing national and global media ecosystem in order to project and promote the narrative of the state.

4. Scope:

The policy entitles release of Federal Government advertisements to only those publications, TV channels, radio channels, cinemas, cable operators, outdoor and digital media platforms which are registered/enlisted with the MoIB and adhere to Article 19 of the Constitution of Islamic Republic of Pakistan, 1973, as well as media code of ethics, in vogue.

The Policy entails all forms of publicity i.e. campaigning, advocacy, outreaching, awareness, countering misinformation and disinformation, narrative building, public service messaging, marketing, promotion, projection and event management on issues of public and national importance and security, etc., inland and abroad, if so required.

5. Guidelines of Advertisement Policy 2021 (As amended in 2022):

a) The Advertisement Policy is all-encompassing; covering all forms of media including print, electronic, digital, cinema, outdoor, and any other medium for transparent, judicious and merit-based utilization of Government resources for public sector advertisement and media campaigns;

- b) Transparency is the hallmark of this policy—from issuance of advertisements to various media outlets to the payment of dues. The release of advertisements through a transparent mechanism would guarantee value for national exchequer;
- c) All the relevant stakeholders including various media associations were consulted during the formulation of this policy;
- d) The Planning Commission shall earmark 0.5% to 2.5% of total budget outlay of any PSDP project, depending upon the conditions mentioned in the *Schedule*, for running effective publicity and mass awareness campaigns;
- e) All public sector advertisements shall be released through PID;
- f) MoIB may conduct 3rd party need assessment before launching any media campaign, on need basis;
- g) PID shall apply 25% quota, in addition to all advertisement releases emanating from federal government ministries/ divisions/ attached departments/ autonomous and semi-autonomous/ corporations/ authorities and statutory bodies etc. towards supporting regional, language and evolving media.
- h) PID shall determine and apply 25% quota on the basis of cost (for display advertisements to publications, TV channels, FM stations) or number of stations (for classified advertisements to publications).
- i) PID shall appoint advertising agencies on the panel and with consultation of ministries/ divisions/ attached departments/ autonomous and semi-autonomous/ corporations/ authorities and statutory bodies etc.
- j) In order to seek diverse, innovative, broad-based and value added media solutions by providing effective, fair playing field and promote competitiveness for the federal

government/national campaigns, the advertising agencies enlisted with PID shall deem to be empaneled agencies of MoIB.

k) All the federal government ministries/ divisions/ attached departments/ autonomous and semi-autonomous/ corporations/ authorities and statutory bodies etc. shall be liable to clear all the outstanding dues/payments against the released and published/aired advertisement/s within 90 days, failing which PID may suspend the release/s of the non-compliant sponsoring public sector organizations/entities.

l) AGPR shall not process any advertisement claims without the authorization/verification by the PID.

m) Auditor General of Pakistan shall declare any payment/s against the advertisements claims/bills by the autonomous and semi-autonomous/ corporations/ authorities and statutory bodies etc. as unlawful and liable to recovery which are not authorized/verified by PID.

6. Oversight & Implementation Committee (OIC):

The Oversight & Implementation Committee shall oversee all aspects of government advertisement and communication. The OIC shall have the authority to review any publicity campaign/advertisement which lacks objectivity or is inconsistent with the policies of the government.

Composition of the Committee shall be as follows:

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|---|-------------|
| i. Secretary, I&B Division | Chairperson |
| ii. Principal Information Officer (PIO) | Member |
| iii. Director General, IP Wing | Member |
| iv. Director General, DEMP | Member |
| v. Director General, Cyber Wing | Member |

- vi. Director General, Cyber Wing
- vii. Any other co-opted member

9. Digital Media Advertisements

The approved policy guidelines shall be applicable on all ministries/ divisions/ attached departments/ autonomous and semi-autonomous/ corporations/ authorities/ and statutory bodies etc. for release/placement of their digital advertisements through the respective empaneled advertising agency/ies after obtaining mandatory approval of PID.

Cyber Wing of MoIB shall register, maintain and update the list of news websites, web portals, social/digital media platforms and influencers, and shall also verify the claims according to the notified rules/procedures/SOPs.

10. Content Committee

An in-house Content Committee for the display, electronic, outdoor, cinematic and digital advertisement shall be notified by the MoIB for approving/selecting the creative solutions for the campaigns executed by the MoIB.

GOVERNMENT OF PAKISTAN

MINISTRY OF PLANNING, DEVELOPMENT & SPECIAL INITIATIVES

Subject: GUIDELINES FOR ALLOCATING A PERCENTAGE OF TOTAL BUDGET
OUTLAY IN PSDP FOR RUNNING AN EFFECTIVE MEDIA CAMPAIGN
FOR PSDP PROJECTS

The following guidelines have been prepared by Ministry of Planning, Development & Special Initiatives in consultation with Ministry of Information and Broadcasting, in pursuance of the decision of the Federal Cabinet in its meeting held on 7th July 2021, with regard to the Advertisement Policy 2021. The guidelines shall apply to the funding for advertisements for development projects out of PSDP allocation only.

2. Provision for advertisement and publicity shall be allowed as a part of the cost of the project based on following conditions:

- i. A project shall be declared a qualified project for advertisement & publicity by the CDWP based upon nature of work, geographical coverage, cost of the project and other criteria as deemed appropriate by the CDWP.
- ii. The CDWP shall consider every project for declaration as a qualified project for advertisement and publicity when received for approval.
- iii. Once a project is declared as qualified project for advertisement and publicity 0.5% to 2.5% of the cost of the project shall be earmarked for Advertisement and Publicity in PC-I of the project depending upon the conditions mentioned above.

- iv. Provision for advertisement shall be made in the 1st year i.e. year of launching the project and in the last year i.e. year of completion
- v. Ministry of Information & Broadcasting may determine the mechanism for utilization of funds for advertisement & publicity.
- vi. Project authorities will utilize funds for project needs relating to advertisement as per instructions issued by the Ministry of Information & Broadcasting.

3. The Executive Committee of the National Economic Council (ECNEC) considered the subject guidelines submitted by Planning, Development and Special Initiative Division and approved the same with the following directions:

- b) The funds for advertisement should be utilized/restricted to the extent of the specific project for which those are approved in the PC-1;
- c) The funds for advertisement in the PC-1 should not exceed the limit of 2.5% of the cost of the project, depending upon the size of the project.”