

Coir Board Print Advertisement & Sponsorship Policy and Guidelines

Preamble:

These guidelines constitute an implementation tool/Guidelines for COIR BOARD's Print Advertisements and Sponsorships with Other Parties (COIR BOARD's Print Advertisement & Sponsorship Policy), ie, COIR BOARD's Advertisement Policy and Guidelines for Persons in interaction with Coir Industry. These policies, and in particular the Print Advertisement & Sponsorship Policy, explicitly and specifically apply to COIR BOARD.

Print Advertisement

The Primary objective of Coir Board Print Advertisement is to secure widest possible coverage through newspapers which circulate news or comments on current affairs and standard journals on science, arts, literature, sports, film, cultural affairs, etc. While giving advertisements, political affiliations or editorial policies of the publication concerned are not taken into account. However, advertisement would not be issued to newspapers or journals which indulge in yellow journalism, incite or tend to incite communal passions, breach of violence, offend the sovereignty and integrity of India or socially accepted norms of public decency and morals.

Sponsorship

The primary objective of Sponsorship is to support an event, activity, person or organization either financially or through the provision of products or services with the expectation of wide publicity of Board through logo placement, banner advertisement, advertisement in leaflets, speaking opportunity, exhibit space, etc. The sponsorship support and return can each be fulfilled either in funding support or by distributing products. Sponsorships do not include instances where COIR BOARD has contracted with the other party, such that COIR BOARD is paying for goods or services and as part of the contract price receives some kind of recognition or discount.

Coir Board's Print Advertisement and Sponsorship shall not be construed as any measure or part thereof for financial assistance or grant-in-aid and also does not confer any right to claim Board's Advertisement and Sponsorship. The objective behind releasing Board's print advertisement and sponsorship is to secure widest possible coverage keeping in view of the special needs of awareness in public interest. Sponsorships and Print Advertisements are released to Organizations based on their specific requests for causes such as humanitarian, literature, music etc.

With a view to streamlining the release of print advertisements and sponsorships, the Coir Board has decided to adopt the following rules:

1. **Short title,-** These rules may be called the Coir Board Print Advertisement and Sponsorship Policy, 2019.
2. **Definition,-** In these rules, unless the context otherwise requires:-
 - (a)"advertisement" means all print advertisements of the Coir Board and its Subordinate offices and include both classified and display advertisements;
 - (b)"classified advertisement" means an advertisement published in a compact section of a newspaper under specified heads. These include tender notice, rate quotations, vacancy notification, auction notice, employment notices, etc.

(c) "daily newspaper" means a publication that circulates news and comments on current affairs and it's published every day;

(d) "display advertisement" is that which a conspicuous display of contents and is published anywhere in a newspaper or in a periodical, as opposed to classified advertisement. This includes mass campaign, sales promotion, festival season, important days, important journals, souvenirs etc.

(e) "Board" means the Coir Board;

(f) "Local newspapers" are those which are printed and published in a particular area of a State only.

(g) "Periodicals" means publications of any reading materials in book forms like magazines, bulletins, souvenirs, etc. They may be of weekly, fortnightly, monthly, quarterly, half-yearly, or annual in nature;

(h) "Sponsorship" means logo placement, banner advertisement, advertisement in leaflets, speaking opportunity, exhibit space, etc.

(i) "VIP reference" means advertisement/sponsorship proposals forwarded by Central Ministers, State Ministers, MPs, Central Ministries etc.

(j) "Policy" means the Print Advertisement and Sponsorship policy of the Board

(k) "Blacklisting" means to refrain officially for a certain period of time with any newspaper/periodical/organisation such a stoppage of issuing Press Notes/Handouts/Invitations and Board's advertisements/sponsorships in particular for publishing seditious, malicious and any other objectionable publications, e.g. on the ground, of obscenity etc.;

3. **Release of print advertisements/sponsorships** - All print advertisements/sponsorships of the Board and its sub offices shall be released only through the Publicity Section.

- (i) All "classified advertisements" shall be released through Bureau of Outreach and Communication (DAVP).
- (ii) "Display advertisements" will be advertised after the approval of the competent authority.
- (iii) "VIP reference" advertisements/sponsorship will be released after the suitable orders of Chairman, Coir Board.
- (iv) In respect of "Sponsorship/print advertisement" for more than Rs.5,00,000/- in absolute terms and Rs.2 lakhs/month if it is of recurring nature, Print Advertisement and sponsorship committee (minimum 3 members out of 5 members should be present) shall examine the same and recommend/suggest to the Chairman whether such print advertisements/sponsorships can be released or not to the Organizations, based on the merits of the requests received.
- (v) The Board shall have the right to withhold release of advertisement for a newspaper or a periodical if it fails to report in correct or proper manner any important economic and other developments of the country. While a newspaper or a periodical is entitled to have its own views, there should not be distortion of news.

4. Categorisation of newspapers/periodicals:- Local newspapers and periodicals shall be classified in the following categories:-

- (i) Category "A" – Circulation of 75,001 copies and above.
- (ii) Category "B" – Circulation between 25,001 to 75,000 copies
- (iii) Category "C" – Circulation of 10,001 to 25,000 copies
- (iv) Category "D" - Circulation of 5,001 to 10,000 copies
- (v) Category "E" - Circulation below 5,000 copies

5. Distribution of print advertisements

All classified and display advertisements will be released in the following manner :-

	<u>Category</u>	<u>(in rupee terms)</u>
(i)	E	5% (minimum)
(ii)	D	10% (minimum)
(iii)	C	10% (minimum)
(iv)	B	30% (minimum)
(v)	A	45% (maximum)

Language wise

(i)	English language	30% (approx.)
(ii)	Hindi language	35% (approx.)
(iii)	Regional and other language	35% (approx.)

6. Eligibility:

Print Advertisement

Subject to the other provisions of these rules, a newspaper or a periodical which fulfill the following conditions will be eligible for advertisements:-

- (i) It must have complied with the provisions of Press and Registration of Books, Act, 1867;
- (ii) It must have uninterrupted and regular publication for a period of not less than three years except Government publications;
- (iii) It must have a minimum paid circulation of 1000 copies per issue;
- (iv) No classified advertisement will be issued to weekly, bi-weekly, fortnightly, monthly, bi-monthly, quarterly newspaper and periodical as also house journals, house magazine and souvenirs provided that this shall not be applied to Government publications;
- (v) The newspaper or the periodical should not have published seditious materials or matter likely to incite communal disharmony or affect or offend the sovereignty and integrity of India during the preceding 10 years of its publication.
- (vi) Newspapers and periodicals shall strictly abide by the journalistic code of ethics, to be on the basis of any of the following points:-
 - i. Reports imputing to a personal statement he has not made;
 - ii. Baseless, motivated, malicious, scurrilous of obscene reports or comments;

- iii. Reports which breach or tend to breach violence or does not conform to socially accepted norms of public decency and morality and other journalistic code of ethics;
- (vii) Coverage of readership from different walks of life, particularly in case of national campaigns.

Sponsorship

An Organisation registered under any law of Union/State Govt. should only be considered for giving print advertisement/sponsorship

7. Criteria of Approval of Print advertisement and Sponsorship.

Print Advertisement/Sponsorship requests will be evaluated against the following criteria, designed to ensure that mutually benefit COIR BOARD and the receiving publication/organization.

The request under consideration must:

- Be relevant and beneficial to coir industry.
- Fit with COIR BOARD vision, mission and values
- Fit with COIR BOARD strategic plan/work plan
- Provide potential to build bridges with and influence key stakeholders
- Demonstrate opportunities for COIR BOARD.
- Highlight recognition that COIR BOARD will receive
- Does not create an ongoing dependency
- Demonstrate the initiative that is broad in scope (e.g. national, audience)
- Ensure that all communication angles will reflect positively on COIR BOARD.
- Disclose reputation of the requesting organization

8. Guidelines: How to Submit

Requests must be submitted by post/by hand/by e-mail at least two months prior to the publication of the Print Advertisement/commencement of Event or Project. The request must include the following information:

Print Advertisement

- ❖ Background of the publication
- ❖ Place of Publication, Year of first issue, Periodicity, Language of Publication.
- ❖ Publishers/Organisation Name and details
- ❖ Description of the target audience
- ❖ Advertisement Tariff available
- ❖ Benefits to Coir Board and Coir Industry
- ❖ Three consecutive copies of the latest issue of the publication

Sponsorship

- ❖ Summary of the event, activity or project
- ❖ Description of the target audience
- ❖ Amount of funding requested and sponsorship levels available
- ❖ Description of marketing and promotional opportunities
- ❖ Start and finish dates
- ❖ Location and venue

- ❖ Benefits to Coir Board and Coir Industry
- ❖ Description of how the event or project fits the criteria in Section 7

9. Internal Testing Elements

In addition to meeting the criteria in Section 6 & 7, requests will also be rated against the following elements:

Relative cost to exposure

- Is this exposure opportunity better than other marketing avenues at reaching the target group?
- How well can we leverage the advertisement/sponsorship?

Audience reach and target

- Does this opportunity involve one of COIR BOARD's stakeholder groups or key target audiences?
- Will our message be relevant with the target group?

Relative exposure among the advertisers/sponsors

- How many advertisers/sponsors will there be?
- Will we stand out and be noticed among the other advertisers/sponsors?

Relative fit

- Do the other advertisers/sponsors elevate or match our influence?
- Does the cause help our image?
- Does the cause hurt our image?

Advertisement level

- If it is published/organized by Central Govt. Organizations, give more preferences.
- If it is published/organized by State Govt. Organisations, give preferences.
- If it is published/organized by other organizations, consider as below:

Print Advertisement

- All publications listed by DAVP will be given advertisement as per DAVP rate
- Rs.2000/- to Rs.10,000/- - Category E under Section 4 above **OR** Micro organizations/first issue of a periodical.
- Upto Rs.25,000/- Category D under Section 4 **OR** Small Organisation that has state wide publicity
- Upto Rs.1,00,000/- Category C under Section 4 **OR** Medium Organisations that has relevance in 2 or 3 states
- Upto Rs.3,00,000/- Category B under Section 4 **OR**- Large Organisation with National relevance
- "Upto Rs.3,00,000/- or above" - Category A under Section 4 **OR** Big Organisations with International relevance
- Rates for ½ page and ¼ page display advertisement will be 50% and 25% of full page advertisement rates.

Sponsorship

- Rs.5000/- to Rs.25,000/- - Conducting Micro organizations/first event of an organization.
 - Upto Rs.1,00,000/- - Small Organisation that has state wide publicity
 - Upto Rs.5,00,000/- - Medium Organisations that has relevance in 2 or 3 states
 - Upto Rs.10,00,000/- - Large Organisation with National relevance
 - Upto Rs.10,00,000/- or above - Big Organisations with International relevance
- “VIP reference” print advertisements and sponsorship may be considered as detailed below:
 - (i) Only one proposal from an MP/Chief Minister/Central Ministries other than MSME may be sanctioned in a financial year based on the above Policy and Guidelines.
 - (ii) Chairman, Coir Board may take suitable decision on the proposals forwarded by VIP, Central Ministers and Ministry of MSME based on the above Policy and Guidelines.
 - Sponsorship and Print Advertisements may be released to Organizations based on their specific requests for causes such as **humanitarian, literature, music etc.** This category of print advertisements/sponsorship may be sanctioned to Organisations based on the following considerations, subject to maximum of Rs.1 lakh per annum.
 - (a) Social/humanitarian causes.
 - (b) Promotion of art, science, literature and music.
 - (c) Promotion of Hindi literature, music and arts.
 - (d) Any other sponsorship which the Chairman, Coir Board opines is for a noble cause.

10. Internal Process

COIR BOARD’s Publicity Section will be the central intake for print advertisement/sponsorship requests and responsible for overseeing the print advertisement/sponsorship proposals at COIR BOARD. Budget allocation will be assigned annually that will be monitored quarterly by Marketing and Publicity Officer.

The following steps will ensure proper evaluation and communication of advertisement/sponsorship requests:

- a. Advertisement/sponsorship requests received at COIR BOARD will be forwarded to the Marketing and Publicity Officer for tracking and initial assessment.
- b. An acknowledgement e-mail will be issued indicating that the request was received and that it will be evaluated (including an approximate response time).
- c. If the request does not meet the criteria in Section 6&7, a response declining the request will be sent as soon as possible.
- d. If the request does meet the criteria in Section 6&7, it will be submitted for a decision through proper channel to Chairman.
- e. In respect of “Sponsorship/ print advertisement” for more than Rs.5,00,000/- in absolute terms or Rs.2 lakhs per month if it is of recurring nature, Officers (Print Advertisement and Sponsorship) Committee (minimum 3 members out of 5 members should be present) shall examine the same and recommend/suggest to the Chairman whether such print

advertisements/sponsorship can be approved or not to the Organizations based on the merits of the requests received.

- f. The decision to support or decline the print advertisement/sponsorship request will be communicated in writing (email) by the Marketing and Publicity Officer.
- g. If the request is approved, the Marketing and Publicity Officer will follow up on the details of the Print Advertisement/sponsorship and forwarding of artwork etc.
- h. The Marketing and Publicity Officer will track all requests and their outcomes.

The decision of Chairman, Coir Board will be final in respect of all the print advertisement and sponsorship requests received by the Board limiting to the eligibility and norms prescribed in the Coir Board Print Advertisement and Sponsorship Policy.

11. Blacklisting :-

A newspaper/periodical concerned will be liable to be black-listed for a period of 6 months at the first instance and one year thereafter it behaves in a manner unbecoming of a newspaper or fails to observe normal ethics of journalism or commits any of the followings:

- (i) If it fails to publish or publishes in a distorted or mutilated manner any Government press Note, handout, communiqué, press contradiction clarifications, advertisements etc;
- (ii) If it furnishes wrong information about the number of copies of circulations;
- (iii) If it indulges in baseless, motivated, malicious, scurrilous reports or comments;
- (iv) If it indulges in report imputing to a person of statement he/she has not made.
- (iv) If it indulges in writing/publishing anti-national, anti-social, obscene and other seditious and objectionable news.

Blacklisting of an Organisation:

- An Organization may be black listed if it indulges in promoting anti-national, anti-social, obscene and others seditious activities.

12. Disqualification for Release of Print Advertisement/sponsorship :-

Any newspaper or periodical or organization already included in the eligibility list shall be liable for disqualification on any of the following grounds:-

- (i) If it publishes/propagates seditious materials, or matter likely to incite communal disharmony or affect or offend the sovereignty and integrity of India;
- (ii) If it indulges/propagates in publication of obscene reports, pornography or reports/comments repugnant to socially accepted norms of public decency and morals.
- (iii) If it behaves in a manner to breach any particular of the provisions of this Policy

13. Officers (Print Advertisement and Sponsorship) Committee:-

There shall be a Officers Committee (Print Advertisement and Sponsorship) to ensure effective enforcement of the provisions of these rule and of this policy and to help the Board in the formulation of new policies, comprising of the following persons :-

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| (i) | Director (Mktg.) | - Chairman |
| (ii) | Sr. Accounts Officer/Accounts Officer (B&A) | - Member |
| (iii) | Joint Director (Plg.) | - Member |
| (iv) | Marketing & Publicity Officer | - Convener |
| (v) | The concerned Branch head will be associated if the proposals involves programmes being implemented by the Branch, for which Branch Head is responsible. | |

The Committee shall meet at least once in 6(six) months to review the policies, their practical application and problems. More meetings may be convened according to necessity.

14. Payment of Print Advertisements/Sponsorships:-

All bills along with 3 voucher copies of the paper/periodicals/photographs received from the Advertisers/sponsors should be submitted to the Marketing and Publicity Officer who will check the same and forward the same with proper certification and expenditure sanction to Accounts Section. The payment will disburse the bill to the paper/periodical/organization concerned within one month from the date of receipt of the bill.

15. Interpretation:-

With regard to the interpretation of any provision of the policy, the decision of the Board will be final.

16. Guidelines review timeline

These guidelines are effective as of 1st December, 2019 and will be reviewed and revised as necessary (along with all print advertisement/sponsorship requests received, granted or not) at the end of each financial year. However, the Board has authorized the powers to Chairman, Coir Board to amend the guidelines, if any required.

17. Board's Prerogative:

Notwithstanding anything contained in these "Policy Guide Lines", the Coir Board may at any time call for records in any matter relating to issue of Coir Board and issue such orders as the Coir Board may deem fit and proper. The Coir Board's decision in this regard shall be final.

18. Arbitrary issues

All legal disputes, if any, out of this Policy and Guidelines shall consider the jurisdiction of Courts at Kochi alone. In case of any disputes, it will be referred to the decision of the Sole Arbitrator appointed by the Board.