



No. K.16012/7/16-LADC/IP
LAI AUTONOMOUS DISTRICT COUNCIL,
INFORMATION AND PUBLIC RELATIONS DEPARTMENT,
LAWNGTLAI

Dated Lawngtlai, the 30th January, 2025

OFFICE MEMORANDUM

Subject:- LADC Sawrkar Chanchinbu Enkawlna leh Inkaihhraina - 2025

LADC Sawrkar-in Print Media Advertisement pek chhuah dan kalphung mumal leh langtlang tak neih anih theih nan leh chanchinbu category hrang hrang intluktlanna vawng him turin a hnuai inkaihhruinate hi siam a ni a. Hemi chungchangah hian hetiang hian Order siam a ni.

Clause 1 - Thuhmahruai :

Information & Public Relations Department (I&PR Deptt) hi LADC Sawrkar Advertisement Nodal Agency niin, LADC Sawrkar hnuai Department-te, Public Sector Undertaking, leh Autonomous Bodies-te advertisement pe chhuaktu a ni a. Print media kaltlanga mipui tam thei ang berin Sawrkar advertisement-te an lo hmuh ngei chu Sawrkar thiltum pawimawh hmasa a ni. Advertisement pek chhuahin newspaper/periodical-te politics-a an hawi lam emaw an editorial kalphung Department chuan a thliar hrang lo. Amaherawhchu, chi leh chi inkara inhuatna thlen thei, tharum thawh tura infuihna, India ram himna leh zahawmna ti hniam thei zawnga thuchhuah thin newspaper/periodical-te chu Sawrkar advertisement pek an ni lovang.

Clause 2 - Hrilhfiahna:

He inkaihhraina chhunga awmsa ni lemlo pawimawh thei anga lang te chu:

- a) 'LADC' han tih hian Lai Autonomous District Council sawina a ni.
- b) 'Advertisement' han tih hian LADC sawrkar leh a hnuai undertaking, Corporations, Bodies, etc. te'n advertisement an pek chhuah te tihna a ni.
- c) 'Approved paper' han tih hian Information & Public Relations Department, LADC approved newspaper/periodical te tihna a ni.
- d) 'Classified advertisement' han tih hian tender notice rate quotations, auction, notice, employment notice, etc. te a huam ang.
- e) 'Thuneihna kengkawh thei' han tih hian hemi inkaihhraina hnuai LADC in thuneihna a pek tihna a ni.
- f) 'Nitin/daily'han tih hian chanchinbu nitin chhuak tihna a ni.
- g) 'I&PRO' chu Information and Public Relations Department Officer tihna a ni.
- h) 'I&PR Department' chu Information & Public Relations Department tihna a ni.

- i) 'Display advertisement' han tih hian khawtlang tana thuchah te leh Sawrkar hmalakna tlangpui puanzarna te tihna a ni.
- j) 'Sawrkar' han tih hian LADC sawrkar tihna a ni.
- k) 'Inkaihhraina' han tih hian LADC Sawrkar Print Media Advertisement Inkaihhraina tihna a ni.
- l) 'Periodical' han tih hian nitin chhuak nilo kartin, karhnih dan, thlatin, kum khata vawi 4, kum khata vawi hnih emaw kumtin vawi khat chhuak tihna a ni.
- m) 'Weekly' han tih hian kartin chhuak sawina a ni.

Clause 3 - Advertisement pek chhuah kawnga inkaihhraina te :

Khua leh tuite hriattur pawimawhte leh Sawrkar notice hrang hrang heng tender notice, auction notice, Sawrkara hna lak tur, etc. te a tum tak mipui tam thei ang berin an lo hmuh ngei chu Sawrkar advertisement thiltum a ni a. Sawrkar advertisement chu intanpuina sum emaw, grant-in-aid a ni lova, dikna chanvo anga ngaih theih a ni lo baw.

Budget provision hnuaiia advertisement tih chhuah ina a thiltum tlangpui leh inkaihhraina te chu a hnuaiia tarlan ang hi a ni e:-

- a) Sawrkar hmalakna (achievement) phochhuah/tarlan leh Langtlang Sawrkar (Transparent Government) anihna tarlan te.
- b) Sum tam tak seng lova advertisement a zau thei ang bera tih chhuah.
- c) Newspaper/periodical chi hrang hrangah rualkhai taka sawrkar advertisement pek chhuah.
- d) Advertisement pek chhuah dan leh a bill kalphungte mumal taka ruahman.
- e) Sawrkar advertisement tichhuak thei approved newspaper/periodical list mumal taka siam.
- f) House Journal, House Magazine leh Souvenir-te chu Sawrkar advertisement pe chhuak turin empanel pek theih an ni lo.
- g) Newspaper/periodical engpawhin Print Media Guideline emaw journalistic ethics an zawmlo anih chuan sawrkar advertisement pek an ni lovang.
- h) Print Media-a advertisement tih chhuah bakah Information & Public Relations Department, LADC chuan a tul angin electronic media hrang hrang - radio, TV, Internet leh media dangah te sawrkar advertisement a pe chhuak thei ang.
- i) Classified advertisement hunbi nei chu periodical-ah a pek theihloh.

Clause 4 - Production Standard

Newspapers/periodicals-ah te hian column thliar hran dan mumal tak awm tur niin paper len zawng LADC in a bituk chu an pha tur a ni.

- a) Standard column khat zau zawng chu 4cms tal a ni tur a ni.
- b) Daily newspaper hi pheh hnih (2 pages) tal niin pheh tinah standard column paruk (6) tal a awm tur a ni.
- c) Periodicals-te hi pheh li (4) tal niin pheh tinah standard column pathum (3) awm tur a ni.

Clause 5 - Empanelment Inkaihhraina:

Sawrkawr advertisement ti chhuak tura pawm (approved list) zinga tel turin Newspaper/periodical te chuan Information and Public Relations Officer hnenah ziakin dilna an thehltur tur a ni.

Sawrkawr thuchhuah Advertisement chu approval a pek te hnenah chauh, Information & Public Relations Department, LADC chauhin chanchinbu ah Advertisement turin a pe chhuak thin ang.

Clause 6 - Eligibility Criteria:

Newspaper/Periodical Empanel lo dil te chuan a hnuaia tarlan te hi an zawm/phak tur a ni:

- a) A karah chawlh lailawk awm lovin thla 12 chhung tal an lo ti chhuak tawh tur a ni.
- b) Mizo, Lai, English leh Hindi tawng te pawm an ni.
- c) Press and Registration of Books Act, 1867 inkaihhraina te an zawm tur a ni.
- d) Registrar of Newspapers for India (RNI) in chanchinbu te hnena Certificate of Registration a pek chhuah copy chu dilna ah an thil tel tur a ni.
- e) Sawrkawr-in a bituk anga paper len zawng, tawng hman, chhuah hun bi, paper chhutna press etc - te Annexure ah chiang taka ziah lan tur a ni.
- f) Paper a thu chhut leh milem tarlan te chu fiah tha tak a ni tur a ni.
- g) Paper pheh hmasa ber masthead ah newspaper hming, chhuahna hmun, chhuah ni leh thla, RNI Registration, Volume & Issue number, pheh awm zat leh a man chiang taka tarlan tur a ni.
- h) Chanchin thar, editorial leh article-te chu paper dang atanga lak chhawn loh tur a ni a. Lak chhawn anih chuan a source chiang taka ziah lan tur a ni.
- i) Chanchinbu pheh chungah emaw hnuailamah emaw page number, paper hming leh a chhuah ni tarlan tur a ni.
- j) Publication tin ten Editorial an nei thin tur a ni.
- k) Newspaper/periodical-te chuan Hnam leh hnam, chi leh chi inkara inhuatna thlen thei, tharum thawh tura infuihna, zahmawh rawngkai leh Mizoram himna leh zahawmna ti bawrhbang thei zawng thu an chhuah tur a ni lo.
- l) Approved list a tel tur hian Information & Public Relations Department-in Approve tlak a a ngaih te chauh an ni ang a, regular tak in chanchinbu an chhuah thin tur ani.
- m) Daily newspaper ten regular takin paper an ti chhuak tur ani a weekly leh daily a chhuah te pawh in regular tak in an ti chhuak thin tur ani.
- n) Lai Autonomous District Council Information & Public Relations Department chuan newspaper/periodical-te circulation finfiah turin a hnuaia officer/aiawh a ruat thei ang.
- o) Empanelment a dil dawnin Newspaper ti chhuaktu chuan heng criteria sawi tak te hi a hlenchhuak ngei tur a ni. Application form leh a thil tel tur te kimchang taka thehltur tur niin dilna kimlo chu pawm sak ani lovang.
- p) Newspaper ti chhuaktu te chuan I&PR Department LADC ah kimchang takin an thehltur thin tur a ni.

Clause 7 - Approved List atanga Suspend/Paih dan :

Newspaper/periodical chu a hnuai chhan hrang hrang vangin approved list atanga paih theih an ni ang:

- a) Paper/firm tih tawp emaw, I&PR Department LADC hriattir lawk lova a chhuah hun bi (periodicity) tih danglam leh hming thlak emaw, Press Council of India-in journalist inkaihhraina kalha che a an hriat te leh hemi kaihhraina Court in thiamloh a chan tir te.
- b) Hnam leh hnam, chi leh chi inkara inhuatna thlen thei, tharum thawh tura infuihna, leh India ram himna leh zahawmna ti bawrbang thei zawnga thuchhuah.
- c) Zahmawh rawngkai leh a diklo zawnga mipui rilru hruai thei thuchhuah.
- d) Paper circulation zat leh sawrkar advertisement pek chhuah dan inkaihhraina hnuai bituk dang chungchangah thudiklo theih a ni tih hriatchhuah in.
- e) I&PR Department, LADC in advertisement pek chhuah dan inkaihhraina te a zawm lohin.
- f) Paper thla thum aia tam a zawna ti chhuak lo te.

Clause 8 - Sawrkar Approved List Atanga Paih/ Chawlh lailawk tir Dan:

Information & Public Relations Department, LADC chuan Approval list atanga suspend/paih theihna dan behchhanin approved list atanga paih thlak/chawlh lailawk tir tul tih a nei anih chuan hma a la thei ang. Heng Newspaper/periodicals ti chhuaktu te chu show cause notice pe in insawifiahna hun siam sak tur an ni.

Clause 9 - Release of Advertisement:

Classified/display advertisement leh sawrkar Notification zawng zawng, PSUs te, sawrkar in an enkawl Autonomous Bodies leh organisations te tiamin, I&PR Department kaltlang vekin advertisement an chhuah tur a ni. Eng Department mahin mahni thu in chanchinbuah advertisement an chhuah tur a ni lo.

- a) Advertisement ti chhuaktu Head of Department/Office chuan chu advertisement chu Information & Public Relations Officer, LADC hnenah advertisement chhuah ni tur tarlangin a thawn tur a ni.
- b) LADC advertisement chu I&PR Department, LADC pawm chanchinbu/periodicals ah chauh chhuah tur a ni.
- c) Advertisement zawng zawng, display advertisement huamin, LADC Information & Public Relations release order number an nei tur a ni.
- d) Mizoram pawn a chhuah tur Classified advertisement/notices a awm chuan, Head of Department/Office in chhuah zat tur chiang takin a tarlang tur a ni.
- e) Issuing authority in advertisement/notice te chu a sign hnan ngei tur a ni.
- f) Advertisement/notice te chu I&PR Department-ah spare copy 4(pali) thawn tel tur a ni.
- g) Journal/periodical-ah classified advertisement hi sawrkar phalna lo chuan chhuah loh tur a ni.
- h) Advertisement tih chhuah dik loh emaw printing mistake awma chhuah palh a nih in issue lehpekah a thlawnin a dik zawk an chhuah leh tur a ni. Advertisement chu

Release Order ang thlap a chhuah tur a ni a, Publisher in mahni duhthu in advertisement chu a siam danglam tur a ni lo.

- i) Department hrang hrang te advertisement size leh a chhungthu thlak danglam theihna leh Department achievement kaihhnawih ornamental advertisements man leh buatsaih chu Information & Public Relations Department, LADC kutah a awm a, heng thlak danglamna te hi concerned department rawn chungin a ti thei a ni.
- j) Approved Daily newspaper te chuan an chanchinbu chhuah Copy I&PR Department-ah an pe thin tur a ni a. Weeklies leh Fortnightlies ho chuan a hma thla 6 a an chanchinbu chhuah leh Monthlies te chuan a hma thla 12 a an chanchinbu chhuah an pe tel tur a ni.
- k) Heng a hnuai a mi te hi advertisement tihchhuah dawn a ngaihtuah tel tur a ni:
 - (i) Newspaper/periodical hian a tum tak mipui a thleng pha em.
 - (ii) Newspaper/periodical hian a huamchhungah advertisement in nghawng siam pha turin chanchinbu daihkhawp a ti chhuak em.
 - (iii) A theih chin chinah classified advertisement chu daily newspaper-ah rualkhai taka sem a nih theih nan in chhawk (by rotation) a kalpui tur a ni. Tender Notice-te chu a zau thei ang ber a puanzar a nih theih nan chanchinbu circulation tam thlan an ni ang, chanchinbu pahnih aia tlem lovah pek thin tur a ni ang.
 - (iv) Amaherawhchu, I&PR Department LADC-in Advertising and Visual Publicity thuchhuah angin chanchinbu category hrang hrang intluktlanna vawngnim turin I&PR Department chuan advertisements chi hrang hrang, khawtlang tan a thuchah te leh chhuah ni tur bik awmlo te chu chanchinbu circulate tamlo, chhuah regular si te chawikan nan a siam zel ang.

Clause 10 - Advertisement Size :

- a) Mizoram chhunga tih chhuah Display Advertisement Size chu hetiang hi a ni:

Full Page	-	24 cms x 14 cms
Half Page	-	12 cms x 14 cms

- b) Advertisement Rate chu hetiang hi a ni :

Full Display	-	Rs. 4,000/-
Half Display	-	Rs. 2,000/-
Per cm - Per Column	-	Rs. 130/-

- c) Tul bik thilah leh rikrum thil hman hmawh thlak bikah chauh Online Advertisement pek theih ani anga, PR number pek tur ani a, Bill form pangngai ang thovin bill siam thin tur ani ang. A rate chu Rs.1,000/- (Sangkhat) ani ang. A chhuah ngei a ni tih finfiahna a submit tel tur a ni.
- d) Advertisement bill chu Information & Public Relations Officer, LADC hnenah thehluh thin tur ani a. Bill a fel tih finfiah a nih hnuah advertisement bill chu pawisa a awm hunah pek thin ani ang.
- e) Advertisement pe chhuaktu I&PR Department chuan Advertisement chhuahna chanchinbu an dawn atangin arang thei ang berin Advertisement chhuahtu Department Officer a pe thin ang.

- f) Advertisement chanchinbu (Newspaper) a pekchhuah a nih in, chanchinbua a chhuah atanga Ni Sawmthum (30 Days) chhungin Bill submit tur a ni a, ni sawmthum a liam tawh chuan pawm a ni loving.

Clause 11 - Sawrkar Dikna Chanvo :

Heng Sawrkar advertisement pek chhuah dan inkaihhruainate bakah hian Sawrkar chuan tul a tih hunah record enfiah leh order chhuah belhin hma ala thei ang. He inkaihhruaina chungchanga ngaihdan awm thei te leh a kenkawh dan tur chungchangah sawrkar thutlukna chu thutawpna ni ang.

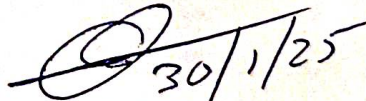
Sd/- K. LALTHANZARA
Executive Secretary,
Lai Autonomous District Council,
Lawngtlai: Mizoram

**Memo No. No. K.16012/7/16-LADC/IP
2025**

Dated Lawngtlai, 30th January,

Copy to:

1. P.S. to Chief Executive Member, LADC for kind information
2. P.S. to Chairman, LADC for kind information
3. P.A. to All Executive Members, LADC for kind information
4. P.A. to Deputy Chairman, LADC for kind information
5. P.A. to Adviser to CEM, LADC for kind information
6. P.A. to Chairman, Town Committee, LADC for kind information
7. P.A. to Deputy Chief Whip, LADC for kind information
8. Leader of Opposition, LADC for kind information
9. All Heads of Department under LADC for kind information & necessary action
10. All Heads of Office under LADC for kind information & necessary action
11. Guard File


(C.LAWMSANGZUALA)
Information & Public Relations Officer
Lai Autonomous District Council,
Lawngtlai