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GOVERNMENT OF PUNJAB

DEPARTMENT OF INFORMATION AND PUBLIC RELATIONS

Influencer Empanelment Policy

NOTIFICATION

The 11th September, 2023

PR No. 1/641929/2023.- The Governor of Punjab is pleased to make the following Policy for the empanelment to Influencers, namely, The Punjab Influencer Empanelment Policy, 2023:

1. **Short title and extent of Policy.-** This policy may be called The Punjab Influencer Empanelment Policy, 2023 and shall be applicable in the State of Punjab on and with effect from the date of its publication in the Official Gazette.
2. **Definitions.-** Unless there is something repugnant in the subject or context, the terms used in this Policy are in the sense explained here under-
 - (a) "Bankrupt or Insolvent" the term used in this policy shall have the same meaning as defined in clause(3) of section 79 of the Insolvency and Bankruptcy Code 2016;
 - (b) "Blacklist" means debarring an Influencer/ Channel from the privilege and advantage of entering into lawful relationship with the Government for purposes of gains;
 - (c) "Competent Authority" means the Secretary, Information and Public Relations, Punjab, or any other officer authorized as such by him for this specific purpose;
 - (d) "Date of Empanelment" means the date of issuance of letter of empanelment;
 - (e) "Department" means the Department of Information and Public Relations, Punjab;
 - (f) "DPR Rates" means the rates decided by the Department of Information and Public Relations, Punjab;
 - (g) "Government" means the Government of the State of Punjab in the Department of Information and Public Relations;
 - (h) "Influencers" (hereinafter referred to as the 'Influencer') means people who have built a reputation for their knowledge and expertise on a specific topic using any of the Social Media Channels

where the content is published on their own name or company they own.

- (i) "Social Media" means four primary online platforms viz. namely, Twitter (X), Instagram, Facebook & Youtube that enable individuals and organizations to create, share, and interact with content and information. These platforms are designed to facilitate social interaction, communication, and the sharing of various forms of media, such as text, images, videos, and links, among users or groups of users.
- (j) "State Government" means the Government of any State of the Union of India

3. General and technical qualifications.— Every Influencer shall have to fulfill the following general and technical qualifications to be eligible for empanelment with the Department, namely:-

- (a) the Influencer shall be active on Social Media for a minimum period of 6 months before the start date of application;
- (b) the Influencer should not have any criminal cases against them;
- (c) the Influencer should not have been blacklisted or dis-empaneled by any State Government, PSU's, Statutory Bodies or Government of India;
- (d) the Influencer should not be bankrupt or insolvent or in receivership or not have its business activities suspended or must not be subject of legal proceedings for any of the reasons;
- (e) the Influencer should not have posted any content on their Social Media channels which is obscene, anti-national, or against the state's interests;
- (f) the Influencer should have at least Ten Thousand Combined subscribers on the date of submission of application for empanelment, by way of-
- i. Combined verified Social Media official handles

Categories Structure	Combined Subscriber base
Category A	10 Lakh+
Category B	5 Lakh+to10 Lakh
Category C	2 Lakh+ to5 Lakh
Category D	50K+ to 2 Lakh
Category E	10K+ to 50K

(Table 1)

- (g) The empanelment shall be nontransferable.
- (h) Only individuals or firms those are Indian citizen or registered with relevant companies registration act of India shall be considered for empanelment
- (i) List of documents required and empanelment form are attached in Annexure B

4. Procedure for empanelment.— The Department shall call Request for Empanelment from time to time wherein interested Influencers can submit their proposals in the prescribed format which shall be defined in the RFE. After the submission of proposal by the interested influencers, the same shall be scrutinized by the department, and upon completion of the evaluation, technically qualified influencers shall be empaneled with the Department for the purpose of Influencer Marketing.

5. Responsibilities of the Influencer.— Influencers play a significant role in today's digital landscape, often leveraging their online presence and following to promote products, causes, or ideas. With this

influence comes a set of responsibilities. While these responsibilities can vary depending on the type of influencer and their niche, some common responsibilities include:

- (a) **Ethical Behavior:** Influencers should adhere to ethical guidelines (Annexure A) when promoting products or ideas. This includes avoiding false or exaggerated claims, respecting privacy, and being considerate of cultural, social and religious sensitivities.
- (b) **Legal Compliance:** Understanding and complying with relevant laws and regulations, such as those related to advertising, copyright, and data protection, is essential.
- (c) **Promoting Positive Messages:** Influencers have the power to influence opinions and behaviors. They should use their platform to promote positive messages, such as inclusivity, diversity, and social responsibility.
- (d) required to ensure that the policies, schemes, decisions, initiatives, programs etc. of the State Government are positively portrayed on their respective Social Media channels to avoid any sort of criticism.

6. Validity of the empanelment.— The empanelment shall be valid for a period of Two years from the date of empanelment. The Competent Authority may extend the empanelment further for a period of one year at a time with mutual consent.

7. DPR Rates and Validity of the rates.— Rates will be notified and revised by DIPR from time to time.

- a. The minimum base rate w.r.t number of views has been fixed for every category and is mentioned below:

COST PER VIEW (within prescribed time period of 4 days)			
	15000-1Lakh Views	1 Lakh - 5 Lakh Views	5 Lakh -10 Lakh+ Views
Category A	10 paise	12 paise	14 paise
Category B	8 paise	10 paise	12 paise
Category C	6 paise	8 paise	10 paise
Category D	4 paise	6 paise	8 paise
Category E	2 paise	4 paise	6 paise

(Table 2)

Note:

- a) For Reels / Shorts from 10 seconds to up to 120 seconds i.e. 2 minutes Cost per view will be per 10 seconds.
- b) For videos longer than 120 seconds i.e. 2 minutes up to 20 minutes or above, Cost per view will be per 60 seconds.
- c) **Category A:**
 - Any content uploaded on any social media platforms that receives more than 5M views in the prescribed time period will be compensated by the Purchaser for only 5M views.
 - Influencers in Category A can issue the content up to a maximum of 8 lakh rupees per Campaign
- d) **Category B:**
 - Any content uploaded on any social media platforms that receives more than 2M views in

the prescribed time period will be compensated by the Purchaser for only 2M views.

- Influencers in Category B can issue the content up to a maximum of 5 lakh rupees per Campaign

e) **Category C:**

- Any content uploaded on any social media platforms that receives more than 1M views in the prescribed time period will be compensated by the Purchaser for only 1M views.
- Influencers in Category C can issue the content up to a maximum of 3 lakh rupees per Campaign

f) **Category D:**

- Any content uploaded on any social media platforms that receives more than 600K views in the prescribed time period will be compensated by the Purchaser for only 600K views.
- Influencers in Category D can issue the content up to a maximum of 3 lakh rupees per Campaign

g) **Category E:**

- Any content uploaded on any social media platforms that receives more than 400K views in the prescribed time period will be compensated by the Purchaser for only 400K views.
- Influencers in Category E can issue the content up to a maximum of 3 lakh rupees per Campaign

h) **For Video under 2 minutes:**

Views should be considered in a prescribed time period of 4 days

For Video greater than 2 minutes:

Views should be considered in a prescribed time period of 15 days

- i) During the course of empanelment, Influencer shall be paid as the category structure defined in Table 1.

8. Suspension of empanelment.– If any empaneled Influencer telecasts any content which violates the terms and conditions on this empanelment such as hate speech, violent content, adult nudity and sexual activity, intoxicants (liquor), cruel and insensitive content, personal disputes, false news, misrepresentation, promotional interviews or any other objectionable material or violates any law enforced in India leading to loss of reputation of the State Government or any of its bodies, then it shall lead to-

- Immediate suspension of empanelment of the Influencer by the Competent Authority; and
- Blacklisting of the Influencer for a period as may be specified, but not less than six months, by the Competent Authority.

9. Cancellation of the empanelment.– The empanelment of the Influencer shall be cancelled by the Competent Authority if the empanelled Influencer is found to be non-compliant with the eligibility criteria defined in this policy during the course of the empanelment.

10. Appeal.– The Influencer shall have the right to appeal before the Government, or any officer authorized by it in this regard, against any order passed by the Competent Authority under this Policy.

11. Just empanelment doesn't provide the right to be part of any or every campaign of Punjab Govt. Punjab Govt will have the sole discretion to select a specific set of influencers and their platforms for any specific campaign as deemed appropriate

ANNEXURE-A

Any content posted by the influencer as a part of Punjab Govt. Campaign shall follow these guidelines:

- Content should be original and not violate any copyright laws.
- Content should promote Punjab in a positive light, highlighting its governance, culture, heritage, and attractions.
- No political, religious, or controversial topics should be promoted.
- Any content found to be misleading or false will lead to the influencer being removed from the panel and may face legal actions.
- Content should align with the government's mission, vision, and values.
- Content should be factual, accurate, and devoid of misleading information.
- Content should promote positive community values and inclusivity.

Influencers must refrain from posting content that:

- Promotes hate speech, discrimination, or violence against any individual or group or violating any law enforced in India.
- Contains adult nudity, explicit sexual activity, or graphic violence or hurting any Social or Religious sentiments.
- Endorses or promotes intoxicants, including drugs and alcohol.
- Spreads false information or fake news.
- Demeans or ridicules any individual, organization, or community.
- All content proposals must undergo a formal review by the designated government authority or govt approved / appointed agency and receive explicit approval prior to publication.

ANNEXURE –B (See clause 3 (i))**APPLICATION FORM FOR SOCIAL MEDIA INFLUENCERS SEEKING EMPANELMENT**

1. Name of the Social Media Platform with Subscribers/followers count:

(i) _____ (In block letters)

(ii) _____ (In block letters)

(iii) _____ (In block letters)

(iv) _____ (In block letters)

2. Place of functioning: _____

3. (a) Place of broadcast/telecast : _____

(b) Report of (i) Facebook analytic

(ii) Youtube analytic

(iii) Instagram analytic

(iv) Twitter (X) analytic

4. Name and Father's name of the applicant.

5. Age and Sex

6. Permanent address in full _____ (Copy of residence proof be attached)

7. Present address at place of work _____ (in full)

8. Telephone Number of Office _____ Residence _____

9. Mobile Number and e mail address _____

I hereby abide by the rules of the Influencer Policy of Punjab Govt.

Signature of Applicant

Documents required for Empanelment of Influencers as per policy.

1. Request letter in form given in Annexure – B.
2. Registered Companies/Firms/Individuals proof
3. Self certified certificate from channel head regarding minimum working period of last six months on Same name
4. Facebook, Youtube, Instagram & Twitter (X) analytic report for the period of last Six months (self attested)
5. Certificate from the applicant that the information submitted for the empanelment is correct
6. The firm/company/Organization/Individuals must possess a valid GSTIN and Pan No.

MALWINDER SINGH JAGGI, I.A.S

Secretary, Government of Punjab
Information and Public Relations