

Who is Eligible For Empanelment?

If you have a social media account with at least 100,000 followers on Facebook, Instagram, X (Formerly known as Twitter), or YouTube, or if you operate a web media platform or mobile application with a minimum of 50,000 unique monthly users Visit your website, you are eligible to apply for empanelment under this policy.

Eligibility Criteria for Empanelment in the Department

1. The concerned media must be in existence for at least 01 year prior to the date of application.
2. The concerned media should have all the equipment required for shooting or content creation.
3. Eligibility will be determined on the basis of minimum average unique users per month for web media and subscribers/followers for social media
4. 6 months average will be considered as the basis for calculation of unique users. The Department of Information and Public Relations will verify the authenticity of the unique user data of the website through an internationally accepted and reliable third party. This will be done through tools (Google Analytics and Comscore etc.) that monitor website traffic in India.
5. Only those Web Media companies which are operate from Indian Territory would be considered eligible for listing, however Web Media which are owned by a foreign company and have their website / mobile application office registered in India would also be considered for Empanelment
6. Web Media Agencies Empanelled with CBC(Formerly DAVP) Will be eligible for Payment at the DAVP Rate.Web Media Agencies Who Do Not Fall Under the Categegories Defined By DAVP,Will be Paid At the Rate Decided By Empowered Committee.

Documents required for Empanelment

1. Documents relating to the name and registration of the media.
2. GST certificate of the organization / company (with latest returns of last 01 year) or ITR of the operator (for last 01 year) for media run at individual level.
3. Photocopy of PAN card of the media organisation or Head of the Organization (in case of Company Organisation Firm or Individual in Case of Media Run By Individual.
4. Bank account details of the entity or individual.
5. Photocopy of Aadhar card of the authorized person of the organization / operator of media operated at individual level
6. Contact details of the authorised person of the concerned media.
7. For Web Media 6 months average will be considered as the basis for calculation of unique users. Web media will have to submit the report of average monthly user count of last 6 months certified by website auditor (tool or software) .For Social Media Analytics report For last 6 months Refund to be submitted along with application.