

E-Advertisement

IPRD

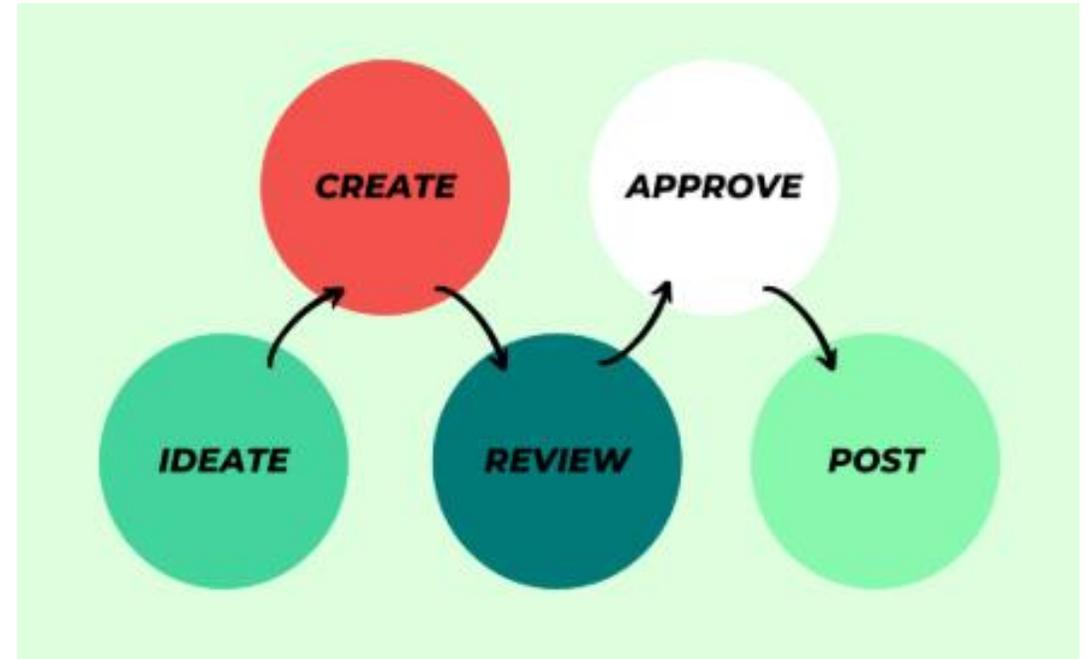
Government of Bihar

User Manual for Social Media Agency



Streamlined Workflow for Social Media Agencies

- A Strategic Guide to Executing, Managing & Reporting Social Media Campaigns with Precision.



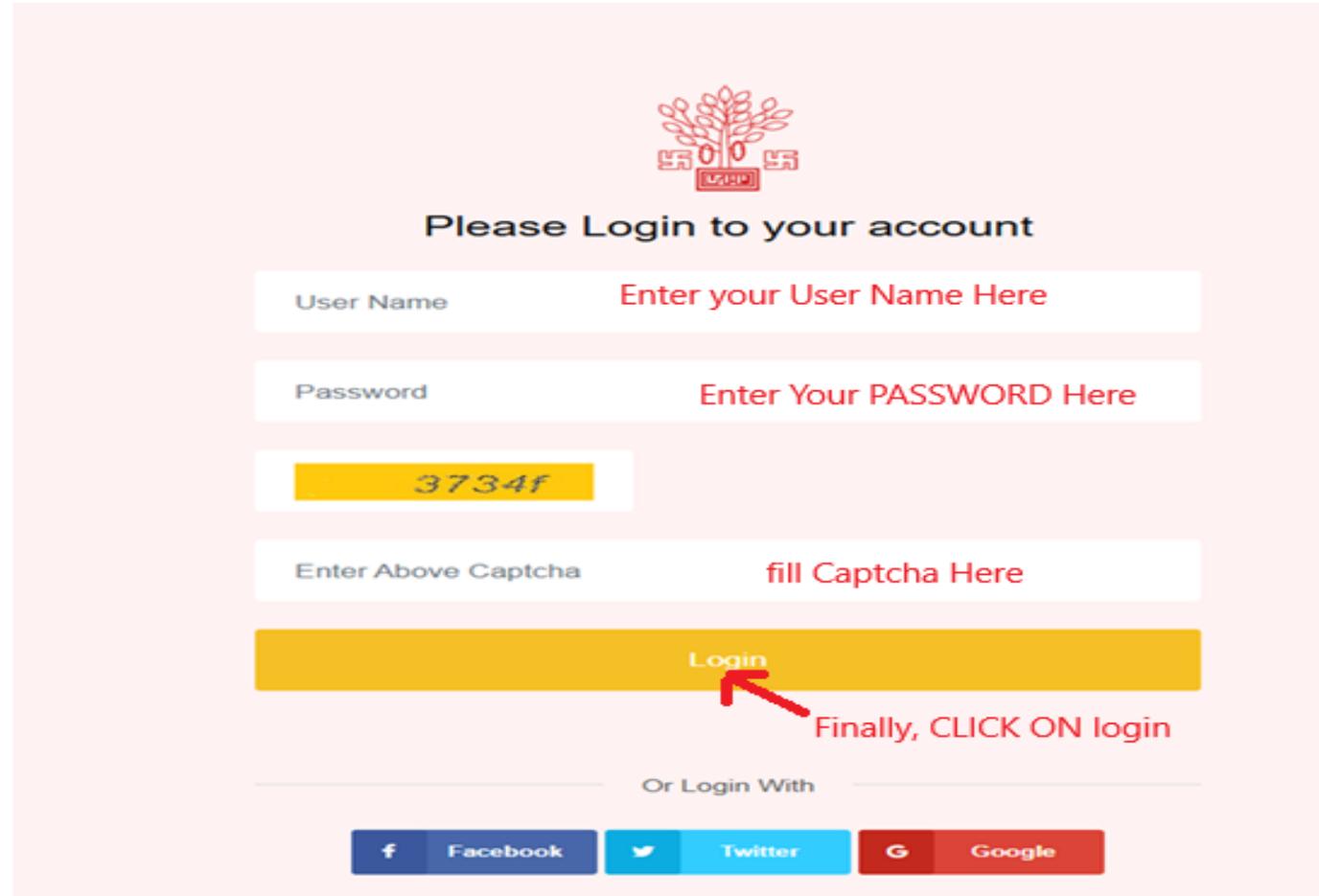
Purpose

- Clearly define the roles and responsibilities of empaneled social media agencies
- Offer a comprehensive, step-by-step walkthrough for managing advertisements through the IPRD
- Facilitate timely execution, regulatory compliance, and seamless billing for government-led social media campaigns



Login & Dashboard Access

- ✓ Initiate your workflow by visiting the official Advertisement Portal.
- ✓ Use your **unique agency credentials** (provided by IPRD) to log in.
- ✓ Upon successful login, your customized Dashboard will be displayed for further action.



Please Login to your account

User Name

Enter your User Name Here

Password

Enter Your PASSWORD Here

3734f

Enter Above Captcha

fill Captcha Here

Login

Finally, CLICK ON login

Or Login With

f

Facebook

t

Twitter

G

Google

Home Page Overview

After successfully logging in, you are directed to the **Home Page**, which serves as your central dashboard for managing government social media campaigns.

➤ Main Menus Available on the Home Page:

Home	Manage User	Receive Ad
Publish	Reports	Invoice
Upload Ad for Preview		

Welcome to the IPRD Advertisement Portal



The screenshot shows the top section of a web portal. At the top left, there is a red button labeled "Home". Next to it is the logo of the Government of Bihar, featuring a tree and the motto "विद्यया ऽ मृतमश्नुते". To the right of the logo, the text "Information & Public Relations Department, Govt. of Bihar" is displayed in a large, serif font, with "e- Advertisement" in a smaller font below it. On the far right, the date "Today: 23-Jun-2025" and a "Welcome:" message followed by a blurred name and a "Logout" button with a user icon are visible. Below this header is a dark red navigation bar with several menu items: "Home", "Manage User" (highlighted with a grey background), "Receive Ad.", "Publish", "Reports", "Invoice", and "Upload Ad for Preview".

HOME PAGE Screen view

Menu Overview

 **Home Menu:-** The **Home** menu functions as the primary landing page for the E-advt. Bihar portal.



- Selecting this option instantly redirects the user to the portal's **main dashboard**.
- It acts as the **central navigation hub**, allowing users to access all key modules and functionalities from a single point.
- *Recommended: Return to the Home Menu frequently to ensure seamless navigation across modules.*



Manage User

- The Manage User section empowers users to maintain account security and keep organizational contact information up to date. It includes two key functionalities:

Change Password

Path: Manage User → Change Password

Purpose: To securely update your login credentials and protect your account from unauthorized access.

:- Step-by-Step Instructions :-

- Enter your **current password** in the designated field.
- Input a **new password** using a secure combination of uppercase and lowercase letters, numbers, and special characters.
- Re-enter the **new password** to confirm
- Click "**Change Password**" to apply the changes.

Manage Profile

Path: Manage User → Manage Profile

Purpose: To view and modify the organization's registered contact details for official communication.

:- Step-by-Step Instructions :-

- Enter your **registered mobile number** in the input field.
- Click on "**Generate OTP**" to receive a One-Time Password.
- Enter the received **OTP** for verification.
- Once verified, you can update the following details.

Change Password

Home  Information & Public Relations Department, Govt. of Bihar
e- Advertisement Today: 23-Jun-2025 Welcome:  Logout

Home Manage User Receive Ad. Publish Reports Invoice Upload Ad for Preview

Click Here to Change Password and Manage Profile

Home  Information & Public Relations Department, Govt. of Bihar
e- Advertisement Today: 23-Jun-2025 Welcome:  Logout

Click On Change password

Change Your Password

Password:

New Password:

Confirm New Password:

Enter Your old Password Here

Enter Here New Password

Confirm New Password



Manage Profile

Home  Information & Public Relations Department, Govt. of Bihar
e- Advertisement Today: 23-Jun-2025 Welcome:  Logout

Home Manage User Receive Ad. Publish Reports Invoice Upload Ad for Preview

Change Password

Manage Profile

Total RO Cancelled (Electronics) 0

IPRD Bihar All Rights Reserved. IP Address: ::1

Click Here **Manage Profile**

Enter Your Registerd Mobile No:

Generate OTP

Back

Enter Your REG. Mobile No. Here to Get OTP For Further Process.

User Profile:

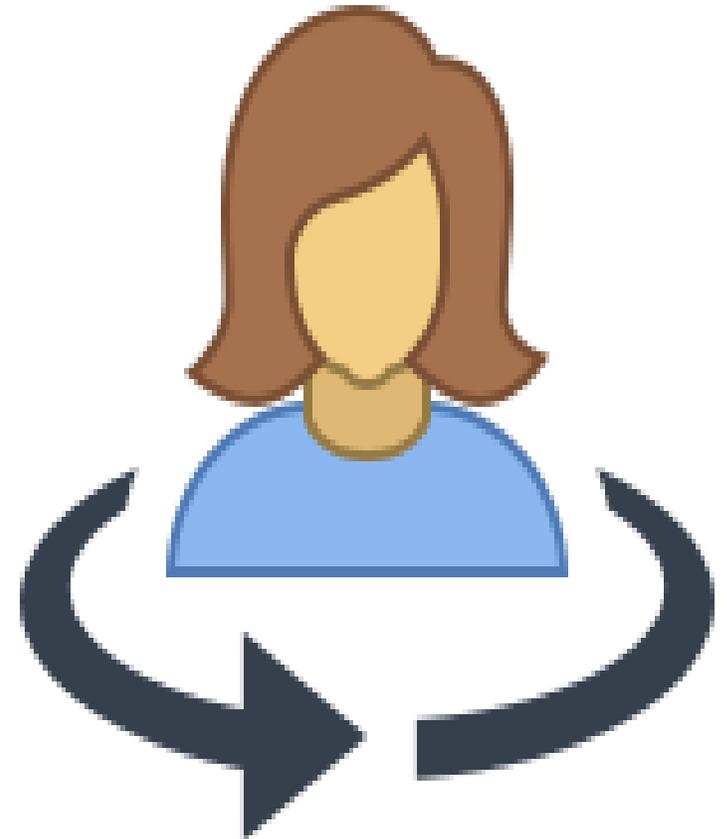


Update User Profile

- The User Profile section allows users to update key personal and organizational details for accurate communication and system records.

Steps to Update User Profile:

- **Enter Registered Mobile Number:**
- Input your mobile number already registered with the portal.
- **Click on Generate OTP:**
- An OTP will be sent to the registered number for verification.
- Enter the received OTP to proceed.
- **Fill in the Required Details:**
- **Authorized Person's Full Name** – Enter the full name of the responsible user.
- **Designation** – Select the appropriate designation from the dropdown menu.
- **Gender** – Choose the correct gender from the dropdown options.
- **Mobile Number** – Provide the current working contact number.
- **Email ID** – Enter a valid and accessible email address.
- **Office Address** – Fill in the complete official address of your organization.
- **Click on Save:**
- After verifying all details, click the **Save** button to update your profile.





Update User Profile

Enter Your Registered Mobile No: 877710614

Generate OTP

Back

Enter OTP: 4429

Verify

User Profile:

Authorized Person's Full Name:

Full Name

*

Designation:

--Select--

*

Gender:

--Select--

*

Mobile No:

Mobile No.

*

EmailID:

Email

*

Office Address :

Address

*

Save

Receive Ad

- The **Receive Ad** section allows users to view and manage all active advertisement assignments issued by the Information & Public Relations Department (IPRD), Government of Bihar.
- Upon clicking the "Receive" tab, users will encounter two distinct categories of advertising campaigns.

(You will encounter two categories of campaigns)

1. Department-Prepared Ads

2. Agency-Creative Ads



Home | Information & Public Relations Department, Govt. of Bihar | Today: 17-Jun-2025 | Welcome: [User Name] | Logout

Home | Manage User | **Receive Ad** | Publish | Reports | Invoice | Upload Ad for Preview

Click on **Receive Ad** Section to access active assignments.

Receive New Media Ad. [0]

Total RO Cancelled (Electronics) [0]

IPRD Bihar All Rights Reserved. | IP Address: ::1

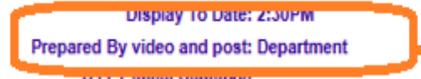
Department-Prepared Ads And Agency-Creative Ads

Advertisement :

Channel Name: **Zee Entertainment Enterprises Limited**
 R.O. No.: **IPRD_SRO_000004/25-26**
 Ad Duration: **0-90 Sec**
 Received Date By Media: **Not Received**
 Number Of Files:
 RO Status: **RO Generated**
 Note: **ok**

P.R. No.: **IPRD_ER_000004/25-26**
 Display From Date: **06-May-2025**
 Display To Date: **2:30PM**
 Prepared By video and post: **Department**
 R.O. Canceer Remarks:
 R.O. File: [Print R.O.](#)

These advertisements are designed and issued directly by the department



Sl. No.	Download Adv.
1	Download File

Sl. No.	Handle Name	Rate For	Total Amount
Data Not Available			
Receive			

Channel Name: **Zee Entertainment Enterprises Limited**
 R.O. No.: **IPRD_SRO_000007/25-26**
 Ad Duration: **0-90 Sec**
 Received Date By Media: **Not Received**
 Number Of Files:
 RO Status: **RO Generated**
 Note: **ok**

P.R. No.: **IPRD_ER_000017/25-26**
 Last Date Of Preview Upload : **18-Jun-2025**
 Display From Date: **20-Jun-2025**
 Display To Date: **4:00PM**
 Prepared By video and post: **Media**
 R.O. Canceer Remarks:
 R.O. File: [Print R.O.](#)

These advertisements are to be conceptualized and created by the agency based on the brief provided by the department



Sl. No.	Download Adv.
1	Download File

Sl. No.	Handle Name	Rate For	Total Amount
Data Not Available			

Department-Prepared Ads

- These are pre-designed advertisements created directly by the department.
- Users are required to:
 - Review the content and format as issued.
 - Schedule or publish as instructed without modification.
- These ads are typically standard formats used for uniform messaging across platforms.

Home  **Information & Public Relations Department, Govt. of Bihar** Today: 17-Jun-2025 Welcome:- [Logout](#)

e- Advertisement

Advertisement :

Channel Name: **Zee Entertainment Enterprises Limited** P.R. No.: **IPRD_ER_000004/25-26**
R.O. No.: **IPRD_SRO_000004/25-26**
Ad Duration: **0-90 Sec**
Received Date By Media: **Not Received** Display From Date: **06-May-2025**
Number Of Files: Display To Date: **2:20PM**
RO Status: **RO Generated** Prepared By video and post: **Department**
Note: ok R.O. Cancel Remarks:
R.O. File: [Print R.O.](#)

Sl. No.	Download Adv.
1	Download File

Sl. No.	Handle Name	Rate For	Total Amount
Data Not Available			

Receive

To Download file CLICK Here

2. Agency-Creative Ads

- These ads are conceptualized and designed by the agency based on guidelines or briefs provided by the department.
- The user must:
 - Study the campaign guidelines or objectives.
 - Upload original creatives for approval.
 - Ensure content complies with the department's branding and messaging standards.

Channel Name: Zee Entertainment Enterprises Limited
R.O. No.: IPRD_SRO_000007/25-26
Ad Duration: 0-90 Sec
Received Date By Media: Not Received
Number Of Files:
RO Status: **RO Generated**
Note: ok

P.R. No.: IPRD_ER_000017/25-26
Last Date Of Preview Upload : 18-Jun-2025
Display From Date: 20-Jun-2025
Display To Date: 1:30PM
Prepared By video and post: Media
R.O. Cancel Remarks:
R.O. File: [Print R.O.](#)

**TO DOWNLOAD FILE
CLICK HERE**

TO PRINT RO CLICK HERE

Sl. No.	Download Adv.
1	Download File

Uploading Preview for Approval

- ✓ Concept briefs and raw content shared by the department; the agency is responsible for developing the final creatives in alignment with the campaign objectives.
- Navigate to the “New Upload” section to submit your ad creatives for departmental review.
- Upload the Ad Preview intended for publication
- Important: Ads must receive prior approval from IPRD before they can be published on any platform.

Home Information & Public Relations Department, Govt. of Bihar e- Advertisement Today: 23-Jun-2025 Welcome: [User Name] Logout

Home Manage User ▶ Receive Ad. ▶ Publish ▶ Reports ▶ Invoice Upload Ad for Preview ▶

Upload Ad for Preview

Click Here To Upload AD Preview

Today RO Cancelled (Electronics) 0 Total RO Cancelled (Electronics) 1

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AD Preview Screen View

Home



Information & Public Relations Department, Govt. of Bihar
e- Advertisement

Today: 23-Jun-2025 Welcome:-

Logout

Ad Preview:

Sl. No.	Ad.ID	RO No.	Handle Name	Last Preview Upload Date	Display From Date	Display Time	Return Remarks	Upload Your Designed Adv.
1	2034	IPRD_SRO_000012/25-26	Zee Kannada	29-06-2025 00:00:00	30-06-2025 00:00:00	2:30PM	Remarks	PDF File <input type="button" value="Choose File"/> No file chosen 'IPRD_SRO_000012/25-26' / [Upto 100MB] <input type="button" value="Upload"/>
2	2034	IPRD_SRO_000012/25-26	Zee Kannada	29-06-2025 00:00:00	30-06-2025 00:00:00	2:30PM	Remarks	PDF File <input type="button" value="Choose File"/> No file chosen 'IPRD_SRO_000012/25-26' / [Upto 100MB] <input type="button" value="Upload"/>
3	2035	IPRD_SRO_000013/25-26	Zee Kannada	29-06-2025 00:00:00	30-06-2025 00:00:00	1:30PM	Remarks	PDF File <input type="button" value="Choose File"/> No file chosen 'IPRD_SRO_000013/25-26' / [Upto 100MB] <input type="button" value="Upload"/>
4	2035	IPRD_SRO_000013/25-26	Zee Kannada	29-06-2025 00:00:00	30-06-2025 00:00:00	1:30PM	Remarks	PDF File <input type="button" value="Choose File"/> No file chosen 'IPRD_SRO_000013/25-26' / [Upto 100MB] <input type="button" value="Upload"/>
5	2037	IPRD_SRO_000014/25-26	Zee Kannada	29-06-2025 00:00:00	30-06-2025 00:00:00	1:30PM	Remarks	PDF File <input type="button" value="Choose File"/> No file chosen 'IPRD_SRO_000014/25-26' / [Upto 100MB] <input type="button" value="Upload"/>
6	2037	IPRD_SRO_000014/25-26	Zee Kannada	29-06-2025 00:00:00	30-06-2025 00:00:00	1:30PM	Remarks	PDF File <input type="button" value="Choose File"/> No file chosen 'IPRD_SRO_000014/25-26' / [Upto 100MB] <input type="button" value="Upload"/>
7	2037	IPRD_SRO_000014/25-26	Zee Keralam	29-06-2025 00:00:00	30-06-2025 00:00:00	1:30PM		PDF File <input type="button" value="Choose File"/> No file chosen 'IPRD_SRO_000014/25-26' / [Upto 100MB] <input type="button" value="Upload"/>

Publish Menu

- Once the advertisement has been successfully published, agencies are required to submit execution proof—covering data from the date of publication to 30 days thereafter—through the “Publish Page” section of the portal.

Required Uploads Include

- ✓ **Screenshots** of the published ads across platforms
- ✓ **Reach and engagement reports** along with platform-specific analytics (e.g., impressions, clicks, shares)
- ✓ **Any additional evidence** that supports the campaign's visibility, effectiveness, and adherence to brief

The screenshot shows the user interface of the e-Advertisement portal. At the top, there is a header with the department name and logo. Below that is a navigation menu with items like Home, Manage User, Receive Ad., Publish, Reports, Invoice, and Upload Ad for Preview. The 'Publish' menu is expanded, showing a sub-menu with 'Publish S-Ad.' circled in orange. Below the navigation menu, there are several data cards, including one for 'Cancelled (Electronics)' with a value of 0. The footer contains the text 'IPRD Bihar All Rights Reserved.' and 'IP Address: ::1'.

Home | Information & Public Relations Department, Govt. of Bihar | Today: 23-Jun-2025 | Welcome: [User Name] | Logout

e- Advertisement

Home | Manage User | Receive Ad. | **Publish** | Reports | Invoice | Upload Ad for Preview

Publish S-Ad.

Today RO Canc (Electronics) | Canceled (Electronics) | 0

IPRD Bihar All Rights Reserved. | IP Address: ::1

Uploading Execution Proof

- On Clicking "Publish": The screen will display a structured form that helps users configure key publishing parameters.

The screenshot shows the user interface of the Information & Public Relations Department, Govt. of Bihar e-Advertisement portal. The header includes the department name, logo, and navigation links like Home, Manage User, Receive Ad., Publish, Reports, Invoice, and Upload Ad for Preview. The 'Publish' menu is expanded, and 'Publish S-Ad.' is highlighted with an orange circle. Below the menu, there are statistics for 'Today RO Cancelled (Electronics)' and 'Total RO Cancelled (Electronics)' with a value of 0. The footer contains 'IPRD Bihar All Rights Reserved.' and 'IP Address: ::1'.

Home Information & Public Relations Department, Govt. of Bihar e-Advertisement Today: 23-Jun-2025 Welcome: [User Name] Logout

Home Manage User ▶ Receive Ad. ▶ Publish ▶ Reports ▶ Invoice ▶ Upload Ad for Preview ▶

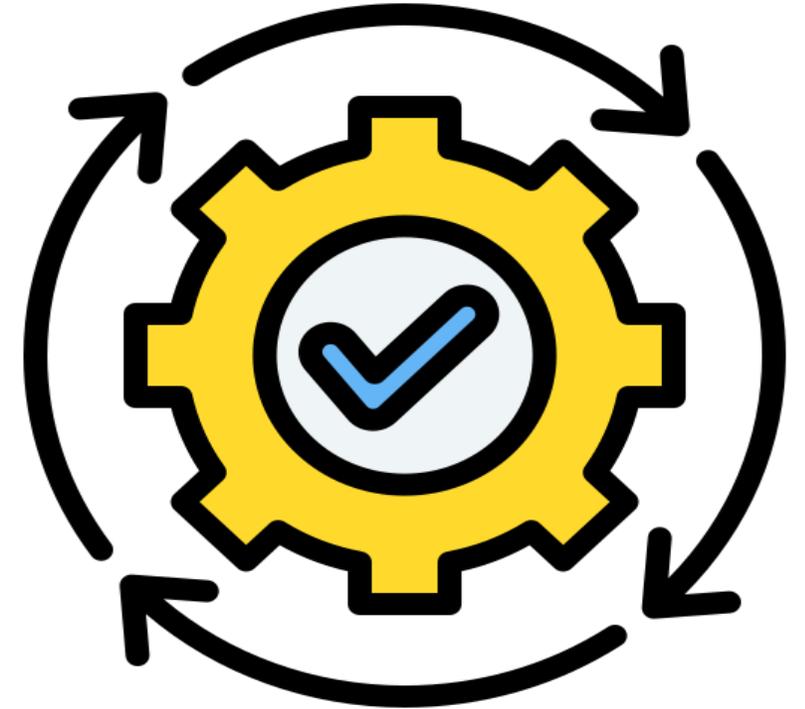
Publish S-Ad.

Today RO Cancelled (Electronics) Total RO Cancelled (Electronics) 0

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Uploading Execution Proof

- **Search by Date:**
 - A **Date Picker** is available to help users quickly select the required date.
 - Simply click the calendar icon and choose the date for which the ad is to be published.
- **Duration (in Seconds):**
 - Enter the **exact duration** of the ad content in seconds.
 - This field helps track video length or slot duration for reporting and billing purposes.
- **Display From Date:**
 - Choose the **start date** from which the ad will begin displaying across selected media.
- **Enter No. of Views (After 30 Days):**
 - Input the **projected or achieved number of views** after 30 days of ad publication.
 - This metric helps evaluate the performance and reach of the campaign.



Steps to Upload Proof

Home  Information & Public Relations Department, Govt. of Bihar
e- Advertisement Today: 17-Jun-2025 Welcome: Zeeentertainments [Logout](#)

Upload 5 Published File:

DOP From Date: 01-Jan-2025  DOP To Date: 17-Jun-2025  Ro No: IPRD_SRO_000000/25-26 Channel Name: Zee Entertainment

Sl. No.	Channel Name	PR No	RO No	Rate For	Duration in Second	Display From Date	Display Time	No. of View After 30 Days
1	Zee Entertainment	IPRD_ER_000016/25-26	IPRD_SRO_000000/25-26	https://www.facebook.com/ZeeEntertainment/Media	<input type="text"/>	<input type="text"/>	<input type="text"/>	0

Analytic Report : No file chosen
(Up to 10MB, PDF Only)

Social media handles screenshot of Timeline : No file chosen
(Up to 10MB, PDF Only)

➤ Select From – To Date:

- Choose the date range during which the advertisement was published.
- Use the **calendar picker** for accurate date selection.

➤ Select RO (Release Order) Number:

- Choose the relevant **RO number** from the dropdown menu associated with the ad assignment.

➤ Select Channel Name:

- From the available list, select the **media channel** where the advertisement was aired.

➤ Click on Search:

- Once all details are selected, click the **Search** button.
- The system will fetch the corresponding ad campaign record for which the proof is to be uploaded.
- After fetching the record, you can proceed to **upload execution proof files** as per the department's format.

Invoice Submission & Payment Process

- Once the execution proof is verified and approved by IPRD, the “Upload Invoice” section is automatically unlocked for the agency.

You can now...

- Upload invoices generated by your agency for individual campaigns
- Submit a consolidated invoice covering multiple approved campaigns for streamlined billing
- Download a copy of the submitted invoice for your records and share it with the department either physically or via digital submission

Invoice Submission & Payment Process

- Selecting the RO Number: Each advertisement released by IPRD comes with a unique RO Number (Release Order).
- Select the relevant RO Number from the dropdown menu.

The screenshot displays the user interface of the Information & Public Relations Department, Govt. of Bihar e-Advertisement portal. The header includes a 'Home' button, the department's logo, the name 'Information & Public Relations Department, Govt. of Bihar', and the text 'e- Advertisement'. The current date and user name are shown as 'Today: 17-Jun-2025 Welcome:- Zeeentertainments' with a 'Logout' link. The main content area features a 'Upload Invoices:' button. Below it, a form field labeled 'Ro No.' has a dropdown menu open, showing a list of RO numbers: '--Select--', 'IPRD_SRO_000001/25-26', 'IPRD_SRO_000003/25-26' (highlighted in blue), 'IPRD_SRO_000005/25-26', and 'IPRD_SRO_000006/25-26'. The footer contains the text 'IPRD Bihar All Rights Reserved.'

Upload Invoice

- Once your campaign proof is approved by IPRD, you can proceed to **upload your invoice** on the Advertisement Portal for payment processing.
- **Enter Invoice Number:** In the “Upload Invoice” section, first **enter your official Invoice Number** in the designated input box.
- **Select Invoice Date:** Choose the **invoice date** using the date picker to match your billing document.
- **Add Remarks (If Any):** Use the “**Remarks**” **box** to add any additional comments or clarifications (optional).
Examples: “Bill includes Facebook & Instagram campaign.”**Accept Declaration:**
- Tick the **declaration checkbox** to confirm that all details entered are accurate and as per the approved campaign.
- **Click Save:** After completing all fields, click the “**Save**” **button** to submit your invoice for review and payment.

Upload Invoice

Home



Information & Public Relations Department, Govt. of Bihar
e- Advertisement

Today: 17-Jun-2025 Welcome: Zeeentertainments Logout

Upload Invoices:

Ro No.: IPRD_SRO_000006/25-26

Channel Name	PR No	RO No	Duration	No. Of Views	Total Amount
Zee Entertainment	IPRD_ER_000011/25-26	IPRD_SRO_000006/25-26	0-90 Sec	150000	59000.000000

GST No.: fwfegergertrhrhrthrt

PAN No.: ASDFGS12345SD

Invoice No.:

Invoice Date.:

Remarks:

I hereby declare that above mentioned details have been verified and best of my knowledge. I bear the responsibility for the correctness of the above-mentioned particulars.

Save

Cancel

Download a Single Invoice

- **Select Date:** Choose the relevant **date range** for which the invoice was generated.
- **Select RO Number:** From the dropdown menu, select the specific **Release Order (RO) Number** linked to the advertisement campaign.
- **Select Invoice Number:** From the available list, choose the exact **Invoice Number** you want to download.
- **Click “Download”:** After selection, click the **“Download”** button to save a copy of the invoice in PDF format.



Information & Public Relations Department, Govt. of Bihar
e- Advertisement

Today: 17-Jun-2025 Welcome:- Zeeentertainments  Logout

Download Single Invoice:

Date From:  Date To:  Ro No.: Download Invoice:

IPRD Bihar All Rights Reserved. IP Address: ::1

Download a Single Invoice

- **Select Date:** Choose the relevant **date range** for which the invoice was generated.
- **Select RO Number:** From the dropdown menu, select the specific **Release Order (RO) Number** linked to the advertisement campaign.
- **Select Invoice Number:** From the available list, choose the exact **Invoice Number** you want to download.
- **Click “Download”:** After selection, click the **“Download”** button to save a copy of the invoice in PDF format.



Information & Public Relations Department, Govt. of Bihar
e- Advertisement

Today: 17-Jun-2025 Welcome:- Zeeentertainments  Logout

Download Single Invoice:

Date From:  Date To:  Ro No.:  Download Invoice: 

IPRD Bihar All Rights Reserved. IP Address: ::1

Consolidated Invoice

- To streamline multiple campaign billings, agencies can submit a Consolidated Invoice through the portal.
- ✓ Navigate to the Invoice Menu: From the main dashboard, go to the “Invoice” menu on the portal.
- ✓ Click on ‘Submit Consolidated Invoice’: Choose the option labeled “Submit Consolidated Invoice” to begin the process.
- ✓ Select Channel Name: From the dropdown list, select the appropriate channel/platform (e.g., Facebook, Instagram, Twitter, YouTube, etc.) for which the consolidated invoice is being submitted.
- ✓ Select GST Number: Choose the correct GST Number of your agency from the dropdown menu.
- ✓ Click ‘Search’: After selecting all required fields, click on the “Search” button to fetch the eligible campaigns/ROs for consolidation.

Consolidated Invoice

Home



Information & Public Relations Department, Govt. of Bihar
e- Advertisement

Today: 17-Jun-2025 Welcome: Zeeentertainments [Logout](#)

Submit Consolidated Invoice:

Display End Date From: 01-Jun-2020

Display End Date To: 17-Jun-2025

GST No: fwfegergertrhrtrhrtrht

Channel Name: Zee Entertainment

GST Type: IGST

Search

INVOICE

HQ Name:	Zee Entertainment Enterprises Limited		
Agency Address:	New Delhi	Agency Phone No:	8658654758
Invoice No.:		Address To: INFORMATION & PUBLIC RELATIONS DEPARTMENT SOOCHNA BHAWAN, OPP. VIKAS BHAWAN NEHRU PATH PATNA-800015	
Invoice Date:			
PAN No.:	ASDFGS12345SD		

Bill from 01-Jun-2020 to 17-Jun-2025

Sl. No.	Agency_Bill_No	GST_No	IGST	Channel Name	PR No	RO No	RO_Date	Display From Date	Rate For	No Of Views	Base Rate	Amount	IGST Amount(18%)	SGST Amount(9%)	CGST Amount(9%)	Grand Total Amount	
1	ZEES01	fwfegergertrhrtrhrtrht	Yes	Zee Entertainment	IPRD_ER_000003/25-26	IPRD_SRO_000002/25-26	25-Apr-2025	30-Apr-2025	Ad Prepared By Department	150000	50000.00	50000.00	9000.00	0	0	59000.00	
												Total:	50000.00	9000.00	0	0	59000.00

Amount(In Words): Fifty Nine Thousand Ruppes Only

Consolidated Invoice No:

Consolidated Invoice Date:

Submit

E-Advertisement

Thanking You.... 