

Notice to General Public

Inviting suggestions from General Public regarding Framing of guidelines for Publicly Funded Government Advertisement Campaigns

The Hon'ble Supreme Court on 23rd April 2014 (Common Cause Vs Union of India, Civil Writ Petition No.197 of 2004) has delivered a judgement saying that there is a need to distinguish between the advertisements that are part of the Government messaging and daily business and advertisements that are politically motivated designed but to patronise media organization and get favourable media coverage. The court has decided to lay down substantive guidelines until the legislature enacts a law in this regard and appointed a three-member Committee to suggest guidelines for public advertisements within the next three months.

The Committee held its first meeting on 5.5.2014 and has decided that the views of various stakeholders may kindly be obtained within four weeks. Any suggestions / comments in this regard are welcome and may be sent to the undersigned at the email address sanurag@ias.nic.in.