

MOST IMMEDIATE
SUPREME COURT MATTER

DIRECTORATE OF INFORMATION AND PUBLICITY
GOVERNMENT OF NCT OF DELHI
BLOCK NO. IX, OLD SECTT., DELHI-110054

No. 16(22)/DIP/Advt/2015-16 / 872

Dated: 23/6/15

To

All HODs,
Government of NCT of Delhi

Sub: Hon'ble Supreme Court Judgement dated 13.5.2015 in the matter of Guidelines for Government funded advertisements in the matter of WPC No. 13 of 2003 and 194 of 2004 by Common Cause and Centre for Public Interest Litigation

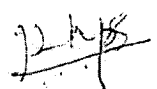
Sir,

In the matter of WPC No. 13 of 2003 and 194 of 2004 by Common Cause and Centre for Public Interest Litigation, the Hon'ble Supreme Court had appointed a three member committee to suggest Guidelines for Government funded advertisements. Hon'ble Supreme Court has delivered its judgement on the above matter on 13.5.2015. Full text of the judgement is available and same may be visited in the website of Hon'ble Supreme Court of India.

Hon'ble Supreme Court has observed that ONLY the photograph of the President, Prime Minister and Chief Justice of the country should be displayed in Government advertisements. The Hon'ble Supreme Court has, inter-alia, also directed that "Advertisement issued to commemorate the anniversaries of acknowledged personalities like the father of the nation would of course carry the photograph of the departed leader".

The judgement is binding on the Union of India, State Governments and Union Territory Administrations and its agencies. This implies that the judgement is applicable to all local bodies, public sector undertakings and other autonomous bodies/organization established under a Statue. These Guidelines are applicable to all Governments advertisements other than classifieds and in all mediums of communications, such as print, electronic, outdoor and digital, including internet advertising.

It is necessary to take note of all aspects of the judgement of Hon'ble Supreme Court for compliance in letter and spirit. It is therefore advisable to download the full text of the judgement for necessary compliance.


Additional Director (I&P)

Copy to:

1. Secretary to Lt. Governor of Delhi
2. Secretary to Chief Minister, Delhi
3. Secretary to Deputy Chief Minister, Delhi
4. Secretary to all Cabinet of Ministers, Delhi
5. OSD to Chief Secretary, Govt. of NCT of Delhi
6. Deputy Director (Press)/Advt/Field Publicity, DIP