

**DIRECTORATE OF INFORMATION AND PUBLICITY  
GOVERNMENT OF NCT OF DELHI  
BLOCK NO. IX, OLD SECRETARIAT, DELHI-10054**

No. F.16 (54)/Advt/DIP/2016-17 6896-6903

Dated: 13/10/16

**CIRCULAR**

This is with reference to the DO letter no. 25(5)/16-RN/ALG/94/A-7584 dated 29.09.2016, received from the Secretary to Hon'ble Lt. Governor, Delhi regarding release of advertisements in media by Government of NCT of Delhi and with reference to Hon'ble Supreme Court's judgement dated 13.5.2015 in Writ petition (civil) No. 13 of 2003 with W.P.(C) No. 197 of 2004 & W.P. (C) No. 302 of 2012 and order dated 18.03.2016 in Review petition (C) N879-1881/2015 in writ petition (civil) No. 13 of 2003, 197 of 2004 & 302 of 2012 (copies of the both are available on the official website of the Directorate), all Principal Secretaries, Secretaries and HODs are hereby **once again** informed that in continuation to this Directorate's order No. 16 (54)/Advt/DIP/2016-17/4963-70 dated 03.8.2016, the Hon'ble Supreme Court has approved the Guidelines on content regulation of Government advertising except with regard to

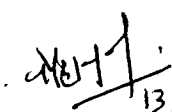
- (1) Publication of photographs of the Government functionaries and political leaders along with the advertisement(s).
- (2) Appointment of an Ombudsman
- (3) The recommendation with regard to performance audit by each Ministry
- (4) Embargo on advertisements on the eve of the elections.

As per Hon'ble Supreme Court guidelines, Heads of Government Departments and agencies shall be responsible for ensuring compliance with these Guidelines and shall follow "a procedure of certification of compliance" before advertisements are released to the media.

**In view of the above, the HODs are advised to strictly comply with the order of Hon'ble Supreme Court order dated 13.5.2015 and certify the compliance of these guidelines before sending any advertisement to DIP for release to the media/ newspapers.**

Full Judgement of the Hon'ble Supreme Court is also available at DIP's website ([http://delhi.gov.in/wps/wcm/connect/DOIT\\_publicity/information+and+publicity/home](http://delhi.gov.in/wps/wcm/connect/DOIT_publicity/information+and+publicity/home))

This issues with the prior approval of the Competent Authority.

  
(Nalin Chauhan)  
Deputy Director (Advt)


Contd..

No. F.16 (54)/Advt/DIP/2016-17 6896-6903

Dated: 13/10/16

Copy for compliance to:

1. PS to Pr. Secretary to Lt. Governor
2. PS to Pr. Secretary to Chief Minister
3. PS to Secretary to Dy. Chief Minister
4. PS to Chief Secretary, GNCTD
5. All Secretaries to Minister, GNCTD
6. All Principal Secretaries/Secretaries/Head of Deptt, GNCT of Delhi
7. All Head of Autonomous Bodies/Commissioners/Corporations of GNCTD
8. All Deputy Commissioners, GNCTD

  
(Nalin Chauhan)  
Deputy Director (Advt)