

**GOVERNMENT OF INDIA**  
**MINISTRY OF INFORMATION AND BROADCASTING**  
**LOK SABHA**

**UNSTARRED QUESTION NO. 2533**  
**TO BE ANSWERED ON 27.12.2018**

**DIRECTION ON PUBLIC-FUNDED ADVERTISEMENTS**

2533. SHRI B. SENGUTTUVAN:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government is opposed to or in favour of the idea of advancement of political career of public personages out of the Government advertising campaigns carried out with the public funds and if so, the details thereof;

(b) whether the Government has formulated any policy guidelines for the follow-up action of various Government Departments pursuant to the issue before the Supreme Court as to the use of publicly funded Government advertising campaigns as de facto political advertising canvas which are said to be violative of Articles 14 and 21 of the Constitution and if so, the details thereof;

(c) whether the Government has issued any advisory in this regard for the States to follow; and

(d) if so, the details thereof ?

**ANSWER**

**MINISTER OF STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF INFORMATION & BROADCASTING**

**{COL RAJYAVARDHAN RATHORE (Retd.)}**

(a) & (b) Hon'ble Supreme Court vide judgment dated 13.5.2015 in W.P (C) No. 13 of 2003 with W.P (C) No. 197 of 2004 and W.P (C) No. 302 of 2012 had spelt out detailed guidelines on "Content Regulation of Government Advertising" with the main objective to prevent arbitrary use of public funds for advertising by public authorities to project particular personalities, parties or Governments without any attendant public interest.

Pursuant to these directions by Hon'ble Supreme Court, a Three Member Committee headed by Shri B.B Tandon, Former Chief Election Commissioner, has been constituted by this Ministry on 6.4.2016 to ensure implementation of guidelines on Content Regulation of Government Advertising, spelt out in this judgment. The Committee addresses complaints from general public or takes suo motu cognizance of violation of the guidelines of Hon'ble Supreme Court on Content Regulation of Government Advertising and make recommendations for remedial action.

(c) & (d) Hon'ble Supreme Court vide order dated 28.4.2016 in C.P No 485 of 2015 in W.P (C) No. 197 of 2004 had, inter-alia, directed that the States will constitute their respective Committees to ensure implementation of Content Regulation Guidelines. The Government has, vide letter dated 23.5.2016 addressed to all the State Governments, requested them to appoint Committees to ensure implementation of Supreme Court guidelines on Content Regulation.

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