

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

**LOK SABHA**

**UNSTARRED QUESTION No.2166  
(TO BE ANSWERED ON 11.12.2015)**

**MONITORING OF GOVERNMENT ADVERTISEMENTS**

**2166. SHRI YOGI ADITYA NATH:  
SHRI PR. SENTHIL NATHAN:  
SHRI PRABHAKAR REDDY KOTHA:**

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

- (a) whether the Supreme Court of India has constituted a committee to suggest guidelines on the 'Content Regulation of Government Advertising';
- (b) if so, the details and the status thereof along with recommendations made by the said committee;
- (c) whether the Supreme Court has issued any notices/guidelines to the Government with regard to publication of photos of leaders in Government advertisements; and
- (d) if so, the reaction of the Government thereto?

**ANSWER**

**MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING {COL RAJYAVARDHAN RATHORE (Retd.)}**

**(a) and (b):** Yes, Madam. In pursuance of the Public Interest Litigations filed by Common Cause, Centre for Public Interest Litigation and Foundation for Restoration of National Values, New Delhi against Union of India and others through Writ Petition (C) No.13/2003, Writ Petition (C) No.197/2004 and Writ Petition (C) No. 302/2012, respectively, the Hon'ble Supreme Court, in their judgement dated 23.4.2014 constituted a Committee consisting of three members viz. Prof. (Dr.) N.R. Madhava Menon [Former Director, National Judicial Academy, Bhopal], Shri T.K. Viswanathan [Former Secretary General, Lok Sabha] and Shri Ranjit Kumar, Senior Advocate, to undertake the task of suggesting guidelines on publicly funded Government advertising campaigns, after an in depth study of all the best practices in public advertisements in different jurisdictions.

...Contd/-

The above mentioned Committee, after due deliberations with various stakeholders, prepared guidelines in the matter and submitted the same to the Hon'ble Supreme Court on 24.9.2014.

The guideline was considered by the Hon'ble Supreme Court and the judgement was pronounced on 13.5.2015. The details of the judgement pronounced by the Hon'ble Supreme Court, including the detailed recommendations of the three member Committee led by Prof (Dr) N.R. Madhava Menon, is available in the website of Supreme Court of India.

**(c):** In their judgement dated 13.5.2015, Hon'ble Supreme Court has permitted use of photographs of President, Prime Minister and Chief Justice of India only in the Government advertisements. Hon'ble Court has also allowed issue of one single advertisement by a Central Agency to commemorate the anniversaries of some acknowledged and undisputed public figures whose contribution to the National Cause cannot raise any dispute or debate.

**(d):** Union of India has filed a Review Petition on 26.10.2015 before the Hon'ble Supreme Court to review the judgement dated 13.5.2015. The matter is listed for next hearing before the Hon'ble Supreme Court on 12.01.2016.

\*\*\*\*\*