

O.S.W.A.S. No. 14212  
Dt. 26/6  
Deptt. of Water Resources

Court Matter

Government of Odisha  
Information & Public Relations Department

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No. Advt-III-A-48/15 5810 /IPR, Bhubaneswar Date. 23.6.2015

From,

Sri Sushil Kumar Das, OAS(SAG)  
Director

To

All Principal Secretaries/Commissioner-cum-Secretaries/  
Secretaries to Govt.

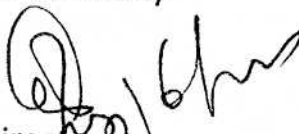
Sub :- Implementation of the Judgement of Hon'ble Supreme Court of India  
vide W.P.(C) No-13/2003 & No-194/2004.

Sir,

In inviting a reference to the above mentioned subject, I am directed to furnish herewith a copy of D.O.No.M-24013/17/2014-MUC(Vol.II) dtd. 20.05.2015 of the Secretary, Ministry of Information & Broadcasting, Govt. of India, along-with a copy of the Judgement of Hon'ble Supreme Court of India and to request that it may please be implemented in letter and spirit.

It is further requested that this may be circulated to all your Sub-Ordinate offices including HODs, PSUs, Corporations and Undertakings etc. for proper implementation of the Judgement.

Yours faithfully

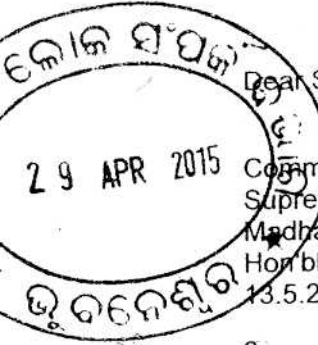
  
Director

बिमल जुल्का  
सचिव  
BIMAL JULKA  
SECRETARY  
Tel. : 011-23382639  
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भारत सरकार  
सूचना एवं प्रसारण मंत्रालय  
शास्त्री भवन, नई दिल्ली-110001

GOVERNMENT OF INDIA  
MINISTRY OF INFORMATION & BROADCASTING  
SHASTRI BHAWAN, NEW DELHI - 110001



12049/00/11  
20<sup>th</sup> May, 2015  
27/5/15

Dear Secretary,

Based on the Writ Petition (Civil) No.13 of 2003 and No.194 of 2004 filed by Common Cause and Centre for Public Interest Litigation, respectively, Hon'ble Supreme Court had appointed a three member Committee headed by Prof (Dr) N. Madhava Menon to suggest guidelines for Government funded advertisements. Hon'ble Supreme Court has now delivered its judgement on the above matter on 13.5.2015. A copy of the judgement of Hon'ble Supreme Court is enclosed.

2. 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 "Advertisements issued to commemorate the anniversaries of acknowledged personalities like the father of the nation would of course carry the photograph of the departed leader".

3. 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/organisations established under a Statute. These guidelines are applicable to all Government advertisements other than classifieds and in all mediums of communications, such as print, electronic, outdoor and digital, including internet advertising.

4. In view of above, I shall be grateful if you could kindly issue suitable instructions in your Ministry / Department, including all organisations / PSUs concerned to take note of all aspects of judgement and comply it in letter and spirit.

Best regards,

Yours sincerely,

Sd/-  
(Bimal Julka)

Encl. a/a

All Secretaries to Government of India

Copy alongwith a copy of Hon'ble Supreme Court's order dated 13.5.2015 to:-

1. President's Secretariat (Smt. Omita Paul, Secretary), Rashtrapati Bhavan
2. Prime Minister's Office (Shri Nripendra Mishra, Principal Secretary), South Block, New Delhi
3. Prime Minister's Office (Shri P.K. Mishra, Additional Principal Secretary), South Block, New Delhi
4. Cabinet Secretariat (Shri Ajit K. Seth, Cabinet Secretary), New Delhi
5. Secretary General, Rajya Sabha Secretariat
6. Secretary General, Lok Sabha Secretariat
7. CVC, Central Vigilance Commission
8. Director, CBI

9. Chairman, UPSC
10. Chairman, SSC
11. CEO, Prasar Bharati
12. DG, DAVP - for compliance of the above Order

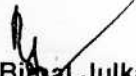
✓ Copy to all Chief Secretaries of the State Government / Union Territory Administration.

Copy also to:-

1. Solicitor General of India, Supreme Court of India, Tilak Marg, New Delhi
2. Registrar (Judicial-I), Supreme Court of India, Tilak Marg, New Delhi

Copy for information to:-

1. PS to HMIB
2. OSD to HMSIB

  
(Bimal Julka)