

By E-mail

No. I-34011/1/2015-Coord (Pt.)
Government of India
Ministry of Corporate Affairs

5th Floor, 'A' Wing, Shastri Bhavan,
Dr. Rajendra Prasad Road,
New Delhi-110 001.
Dated the June 9, 2015.

To,

1. Director General, Indian Institute of Corporate Affairs, New Delhi
2. Secretary, Company Law Board, New Delhi
3. Registrar, Competition Appellate Tribunal, New Delhi
4. Secretary, Competition Commission of India, New Delhi.
5. Director, Serious Fraud Investigation Office, New Delhi
6. Director, Cost Audit Branch, New Delhi
7. All RDs/ROCs/OLs, Ministry of Corporate Affairs
8. Secretary, Institute of Chartered Accountants of India
9. Secretary, Institute of Cost Accountants of India
10. Secretary, Institute of Company Secretaries of India

Subject: Government Advertisement (Content Regulation) Guidelines 2014 -regarding.

Sir,

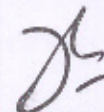
I am directed to forward a copy of D.O. No. M-24013/17/2014-MUC (Vol.II) dated 20th May 2015 along with the judgment of Supreme Court received from Ministry of Information & Broadcasting on the above noted subject.

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 "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".

3. You are, accordingly, requested to take necessary action for compliance of all aspect of the judgment.

Yours faithfully,

Encl: As above.



(J S AUDHKHASI)

Deputy Secretary to the Govt. of India

Tele: 23381615

Copy to:

1. JS (M)/JS(B)/JS(SP)/JS(K)/DII(NS)/DII(AS)/EA/ Advisor(cost).
2. E-gov. Cell to upload on Ministry's website

Copy for information:-

1. PSO to Secretary, MCA
2. PPS to Addl. Secretary, MCA



(J S AUDHKHASI)

Deputy Secretary to the Govt. of India

बिमल जुल्का
सचिव
BIMAL JULKA
SECRETARY

Tel. : 011-23382639
Fax : 011-23383513

15242
215



ADD
M-SAT
Secretary
सत्यमेव जयते

भारत सरकार
सूचना एवं प्रसारण मंत्रालय
शास्त्री भवन, नई दिल्ली-110001

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

20th May, 2015

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 classified 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,

(Bimal Julka)

Encl. a/a

All Secretaries to Government of India

M/o corporate Affairs

22/5/2015
DS (JSA)
22/5
Dir (AK)
26/5/15
USC (P/S)
copy to
DII (Policy)

श. बागि
25/5/15
BIMAL
Under Secretary
D.C. (E.P.E)

Menik
24/5/15

Sh. Baggi

27/05/15