Government of Rajasthan
Department of Information & Public Relations

No. DIPR/W.P.(C)13/2003/95 - 95

Jaipur, Dated: 26.11

All ACS/Pr. Secy./Secy./
Chairman, Boards/ Corporations

Subject: To ensure compliance of the judgement dated 13-05-2015
passed by Hon'ble Supreme Court in Writ Petition (Civil) No.
13 of 2003 and No. 19% of 2004 filed by Common Cause and
Centre for Public Interest Litigation.

M-24013/17/2014-MUC(Vol.II)

Hon'ble Supreme Court in its Judgement dated 13.5.2015 in the matter of
Writ Petition (Civil) No. 13 of 2003 and No. 19% of 2004 filed by Common
Cause and Centre for Public Interest Litigation 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
course carry the photograph of the departed leader"

Ministry of Information & Broadcasting, Govt. of India has directed wide
their letter referred above that 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/organizations 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.

In view of above it is hereby directed that all departments/local bodies,
public sector undertakings and other autonomous bodies/organizations
established under a Statute should take note of all aspects of the judgement and
comply with in letter and spirit. The copy of the judgement is available on
website www.dipr.rajasthan.gov.in of Department of Information & Public
Relations.

(C.S. Rajan)
Chief Secretary
Government of Rajasthan