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19.6.15 Supreme Court Matter
Most Urgent, Time Bound

No.: I&PR-H(F)6(Advt)-8(AP)/2014-10766
Directorate of Information & Public Relations
Himachal Pradesh, Shimla-171 002.

497726
9/6/15

To
All Head of Departments/All MDs of Boards & Corporations
All Deputy Commissioners.

Date : Shimla -2 28-05-2015

Subject : Instructions regarding Government Advertisement for all medium of Communication such as Print, Electronic, Outdoor & Digital including Internet Advertisement as per orders of Hon'ble Supreme Court in writ petition (Civil) No. 13 of 2003 and No. 194 of 2004 filed by Common Cause and Centre for Public Interest Litigation.

Sir/Madam,

As per the judgment of Hon'ble Supreme Court in writ petition (Civil) No. 13 of 2003 and No. 194 of 2004 filed by Common Cause and Centre for Public Interest Litigation respectively the Hon'ble Supreme Court in its order dated 13-5-2015 apart from other directions 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".

The judgment is therefore binding on all the Government departments of the State, Public Service Undertakings, Local Bodies & other authorities/bodies/organisations established under statue. These guidelines are applicable to all Government advertisements in all medium of communications such as print, electronic, outdoor & digital including internet advertising. This implies that no Government advertisement in these mediums shall display the photograph of H.E. Governor, Hon'ble Chief Minister, Ministers, Chairmen etc. However, the advertisements may continue with the normal messaging regarding the activities of the department, the beneficiaries and the highlights of the schemes etc. so as to inform the public at large about the various developmental/welfare programs of the Government.

It is accordingly requested that all the advertisements which are in place may be redesigned and redisplayed so as to comply with the judgment of Hon'ble Supreme Court immediately. Any violation may invite legal complications like contempt proceedings etc. The detailed judgment may be perused on the website of the Hon'ble Supreme Court and department of I&PR.

Yours faithfully

[Signature]
28.05.2015
Director

Information & Public Relations Deptt.
Himachal Pradesh, Shimla - 171 002

E-E-Branch

Endst. No. As above.

- Copy to : 1) The Additional Chief Secretary (IPR) for information in reference to Letter No.: Pub-F(10)-3/2015 dated 28-05-2015 please.
2) All Deputy Directors/Sr. Editor/District Public Relations Officers for necessary action please.

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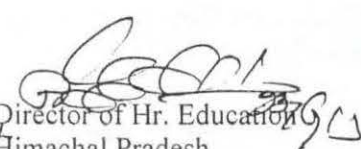
Director
Information & Public Relations Deptt.
Himachal Pradesh, Shimla - 171 002

Directorate of Hr. Education
Himachal Pradesh

Endst. No. EDN-H(1)B(15)1/2009- Imp. Instt. Dated Shimla - 171001 the
Copy for information and further necessary action is forwarded to :-

23/6/2015

1. The Director, Information & Public Relations to the Govt. of H.P. Shimla-2 w.r.t. to the letter No.I&PR-H(F)6(Advt)-8(AP)/2014-10766 dated 28.05.2015 for information please
2. The Addl.Chief Secretary(Edu.) to the Govt. of H.P. Shimla-2 for information please.
3. The Additional Director of Hr. Education (Admn.), H.P.
4. The Addl.Director Director of Hr. Education (S), H.P.
5. The Joint Director of Hr. Education, C-I / C-II, H.P.
6. The Joint Controller (F&A), Dte. of Hr. Education, H.P.
7. The OSD(C) / OSD(Skt.) Directorate of Hr. Education, H.P.
8. All the Principals of Govt. Degree Colleges / GCTE Dharamshala & Skt. in the H.P.
9. All Deputy Directors, Dte. of Hr. Education, H.P.
10. All the Deputy Directors of Hr. Education in the Pradesh with the directions to circulate the s instruction to concerned Institutions /offices working under your control
11. All the Branch Officers / Superintendents, (internal) Dte. of Hr. Edu.H.P. for information pleas
12. The Chief Librarian, Center State Library Solan.
13. The State Library, The Mall Shimla-1.
14. All the District Libraries in the H.P.
15. The Group Commander, GP HQ, Shimla -4.
16. All the NCC units in the Pradesh.
17. *The Incharge Computer Cell, Dte. of Hr. Education, H.P with the remarks to upload the said orders on the deptt. Website.*
18. Guard File.


Director of Hr. Education
Himachal Pradesh