

Rm. 20/02/2023



DEPARTMENT OF INFORMATION & PUBLIC RELATIONS
GOVERNMENT OF SIKKIM
GANGTOK

No.516/IPR/22-23

Dated:15.02.2023

To,

The Head of Departments
Government of Sikkim
Gangtok

Subject: Guidelines on content regulation of government advertisement.

Sir/Madam,

May kindly find enclosed herewith a copy of Notification No. 04/IPR/15-16 dated 28/11/2015 regarding the guidelines on content regulation of government advertisement for further reference. This may be referred in view of writ Petition (Civil) No.142 of 2022, Common Cause vs. Union of India and others.

Thanking you,

Yours sincerely


Director
IPR Department

Encl: As above



GOVERNMENT

SIKKIM

GAZETTE



EXTRAORDINARY
PUBLISHED BY AUTHORITY

Gangtok

Friday 18th December, 2015

No. 473

GOVERNMENT OF SIKKIM
INFORMATION & PUBLIC RELATIONS DEPARTMENT
TADONG GANGTOK 737102

NO. 04/PR/15-16

Dated 20th November, 2015

NOTIFICATION

THE GUIDELINES ON CONTENT REGULATION OF
GOVERNMENT ADVERTISING

1. (1) These Guidelines shall be called the Sikkim Government Advertisement (Content Regulation) Guidelines, 2015.
(2) They shall come into force with immediate effect.
2. APPLICATION:
 - (1) These Guidelines shall apply to all Government advertisements other than Classified Advertisements.
 - (2) These Guidelines shall apply to the content of all Government Advertising till a suitable legislation is enacted by the Government to prevent the misuse of public funds on advertisements to gain political mileage as distinct from legitimate Government messaging.
 - (3) These Guidelines shall apply to all -
 - (a) Institutions of Government;
 - (b) Public sector undertakings;
 - (c) Local bodies and other autonomous bodies/organizations established under a Statute.
3. DEFINITIONS:

In these Guidelines, unless the context otherwise requires:-

 - (a) "Advertisement Policy" means the existing policy of the Information & Public Relations Department, Government of Sikkim dealing with the eligibility and empanelment procedures and rates of payment and such other matters;
 - (b) "Classified Advertisements" include public notices, tenders, recruitment notices, statutory notifications;