




**GOVERNMENT OF JAMMU AND KASHMIR
GENERAL ADMINISTRATION DEPARTMENT
CIVIL SECRETARIAT, J&K**

Subject: Routing of Government Advertisements through Information Department - Instructions thereof.

**Circular No.22-JK(GAD) of 2023
Dated:01.08.2023**

The General Administration Department and Finance Department have notified detailed instructions, mandating routing of all Government advertisements through the Information Department. In terms of Government Order No. 671-GAD of 2007 dated 08.06.2007 and Government Order No. 201-F of 2018 dated 06.04.2018, and Circulars issued by this department vide No.16-GAD of 2015 dated 16.03.2015, No.33-GAD of 2018 dated 07.08.2018 and No.28-GAD of 2019 dated 13.05.2019 (copies annexed), it has been directed that no Government Department/Public Sector Undertaking/Autonomous Body of the Government, shall, under any circumstances, issue official advertisements directly for publication in print/electronic media.

 Further, the Media Policy, 2020 notified by the Government of Jammu and Kashmir, also clearly prescribes that the routing and release of all advertisements, communications and messages pertaining to Government Departments/Public Sector Undertakings/Autonomous Bodies including Local Bodies, Universities and all Bodies or Organizations supported directly or indirectly, through the Government, shall be done through the Directorate of Information & Public Relations.

Notwithstanding the elaborate set of guidelines on the issue, it has been observed that certain Departments/Public Sector Undertakings/Autonomous bodies are issuing official advertisements in stark violation of these instructions, a matter which has been viewed seriously by the authorities.

It is, accordingly impressed upon all Administrative Secretaries/ Heads of Departments/Managing Directors of PSUs/Corporations/ Boards/Organizations to ensure that no Government advertisement, under any circumstances, shall be sent/referred directly to print or electronic media without routing the same through the Information Department. Any violation

in this regard shall be dealt appropriately under rules/norms. Further, the Information Department shall closely monitor the matter and report violations of these instructions, if any, to the General Administration Department for initiation of disciplinary action.

Sd/-

(Sanjeev Verma) IAS

Commissioner/Secretary to the Government

No. GAD-ADM0III/93/2023-09-GAD

Dated:01.08.2023

Copy to the:-

1. Financial Commissioner (Additional Chief Secretary), Home Department.
2. Director General of Police, J&K
3. All Principal Secretaries to the Government.
4. Director General, J&K Institute of Management, Public Administration and Rural Development.
5. Principal Secretary to the Lieutenant Governor, J&K.
6. Principal Resident Commissioner, J&K Government, New Delhi.
7. All Commissioners/Secretaries to the Government.
8. Chief Electoral Officer, J&K
9. Joint Secretary (J&K), Ministry of Home Affairs, Government of India.
10. Divisional Commissioner, Kashmir/Jammu
11. All Deputy Commissioners
12. Director, Information, J&K.
13. Chairperson, Special Tribunal, J&K.
14. All Heads of Departments/Managing Directors
15. Director, Archives, Archaeology and Museums, J&K.
16. Director, Estates, Kashmir/Jammu
17. Secretary, J&K Public Service Commission
18. Secretary, J&K Service Selection Board
19. Secretary, J&K Legislative Assembly
20. General Manager, Government Press, Srinagar/Jammu.
21. Private Secretary to the Chief Secretary, J&K.
22. Private Secretary to Commissioner/Secretary to the Government, General Administration Department.
23. Concerned Official.
24. Circular/Stock file/Website, GAD. Hindi & Urdu Versions shall follow.

(Rohit Sharma) JKAS

Additional Secretary to the Government