

Content Regulation in Government Advertising

September 8, 2020

A Supreme Court-mandated committee on content regulation in government advertising (CRGA) noted that some states are yet to constitute their respective committees and this delay might be construed as a contempt of the apex court's orders.

CRGA

As per a Supreme Court order, **states are mandated to set up their respective three-member committees on content regulation of government advertisements.** Karnataka, Goa, Mizoram and Nagaland States have already constituted state-level three-member committees. The state government of Chhattisgarh has given its consent to the Central Committee to monitor the content of their government advertisements.

The Centre had set up the **three-member CRGA consisting of persons with unimpeachable neutrality and impartiality and who have excelled in their respective fields, to look into content regulation of government funded advertisements** of all media platforms. According to the SC guidelines, **government advertisement campaigns should not be directed at promoting political interests of a party.** They also prohibit any government advertisement from mentioning the ruling party by its name, **glorifying anyone except the President, Prime Minister or Chief Justice of India**, or attacking the views or actions of opposition parties and including any party symbol or logo.

In 2015, the SC had ordered setting up of such a panel in each state. The I&B Ministry stated that if states are not keen on constituting their own panels, they can vest the authority in the Centre's 3 member content regulation committee.