

**GOVERNMENT OF INDIA  
INFORMATION AND BROADCASTING  
LOK SABHA**

UNSTARRED QUESTION NO:1395  
ANSWERED ON:03.08.2010  
ADVERTISEMENT ON NATIONAL LEADERS  
Azad Shri Kirti (Jha)

**Will the Minister of INFORMATION AND BROADCASTING be pleased to state:**

- (a) whether various Government Departments/Ministries released official advertisements on the birth and death anniversaries of former Prime Ministers (PM) and National leaders;
- (b) if so, the details and the number of such advertisements issued along with the total expenditure incurred on such advertisements, media-wise;
- (c) the details of the criteria adopted by the Government for selecting martyr and national figures in whose memory such advertisements are released along with the reasons therefor;
- (d) whether the Government has issued any guidelines governing such advertisements; and
- (e) if so, the details thereof ?

**Answer**

MINISTER OF THE STATE IN THE MINISTRY OF INFORMATION & BROADCASTING (SHRI C.M. JATUA)

- (a): Yes, Sir.
- (b): The details are being collected.
- (c): There is no such criteria. Ministries take their own decision in this regard.
- (d): No, Sir. Ministries take their own decision in this regard.
- (e): Does not arise.