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Title: Regarding an Universal Advertisement Policy for both print and electronic media.

**SHRI S.P. MUDDAHANUME GOWDA(TUMKUR):** Advertisement both in the print and electronic media plays very vital and important role in the functioning of both central and state Governments. Hon'ble Supreme Court has given specific direction to enact a legislation with regard to advertisement policy. But no action has been taken by the Union Government in pursuance to the decision of the Hon'ble Supreme Court. But few states like Tamil Nadu, Andhra Pradesh, Telangana etc. have evolved advertisement policy of their own. Government of Karnataka had also taken a decision during 2014-2015 with regard to the advertisement policy. The need of the hour is the initiative to be taken by the Union Government. Therefore, I urge the Union Government to enact a legislation with regard to the Universal Advertisement Policy in the country.