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July 11, 2014

Mr. Anurag Srivastava,

Joint Secretary (P & A),

Ministry of Information & Broadcasting,

Government of India,

5th Floor, Room no. 552, 'A' Wing,

Shastri Bhawan, New Delhi 110001

Dear Mr. Srivastava,

Subject: Guidelines for Public Advertising Campaigns.

In continuation of our letter dated June 19, 2014 on the above subject, we would like to make the following supplementary proposition for the proposed guidelines:

* The budget documents of each public authority must have a separate Minor/Detailed Head for advertising expenditure. This would reinforce executive accountability by ensuring prior scrutiny at the Budget stage by Finance and facilitating *ex post facto* scrutiny by Audit.
* It must be ensured that the expenditure on public advertising campaigns, as distinguished from expenditure on routine public announcements, is kept on an even keel from year to year, and does not show a sharp spurt in the run up to elections. The year-on-year variance in the advertising budget should broadly correspond to the variance in the overall budget of the public authority.
* No public authority shall incur any expenditure on self-congratulatory advertisements highlighting its achievements. Public recognition is the necessary concomitant of performance.

Kindly acknowledge the receipt of this communication.

With regards,

Kamal Kant Jaswal

Director