



Regulation of Government Advertising: CCRGA

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Why in News

Recently, the **Supreme Court**-mandated **Committee on Content Regulation in Government Advertising (CCRGA)** issued a notice to the Delhi government, seeking clarifications on a recent advertisement placed by it in Mumbai editions of prominent newspapers.

However, according to the Delhi government, CCRGA doesn't have jurisdiction over the Delhi government. The advertisement content of Delhi government is regulated by its own State-level committee.

Key Points

- **CCRGA:**
 - As per the directions of Supreme Court in 2015, the Government of India had set up a **three member body** in 2016 to look into content regulation of government funded advertisements in all media platforms.
 - It is **empowered to address complaints** from the general public and can also take suo-moto cognizance of any violation of the Supreme Court guidelines and recommend corrective actions.
- **Supreme Court Guidelines:**
 - The content of government advertisements **should be relevant to the government's constitutional and legal obligations** as well as the citizen's rights and entitlements.
 - The advertisement materials should be designed to meet the objectives of the campaign and to ensure maximum reach in a cost effective way.
 - It should be accurate and not presenting pre existing policies and products as new. The advertisement content **should also not promote the political interests of the ruling party.**

Source: TH