

No.5/11/1/12/RCS/PLG/M/2015/IS7
GOVERNMENT OF PUDUCHERRY
CO-OPERATIVE DEPARTMENT

CIRCULAR

Puducherry, the
21 AUG 2015

Sub: Advertisement by co-operative societies – Instructions – Issued.

The Hon'ble Supreme Court of India in the judgment dated 13th May 2015 in *Common Cause vs. Union of India, W.P (C) No. 13 of 2003 with W.P (C) No. 197 of 2004 and W.P (C) No. 302 of 2012*, reported in *AIR 2015 SC 2286*, observed that only the photographs of the Hon'ble President, Hon'ble Prime Minister and Hon'ble Chief Justice of India should be displayed in Government advertisements. The Court has also directed that advertisements issued to commemorate the anniversaries of acknowledged personalities, like the Father of the Nation, would, of course, carry the photograph of the departed leader.

2. The judgment is binding on the co-operative societies as well. The order of the Hon'ble Court is applicable to all advertisements and in all mediums of communications, such as print, electronic, outdoor and digital including internet advertising.

3. The guidelines of the judgment should be strictly enforced and the societies shall comply with the same in letter and spirit.

4. This issues with the approval of the Secretary to Government (Co-operation), Puducherry.


(Dr. A.S. SIVAKUMAR)

REGISTRAR OF CO-OP. SOCIETIES

To

All co-operative societies in the Union territory of Puducherry.

Copy to :

1. The Secretary to Government (Co-operation),
Chief Secretariat,
Puducherry.

— for kind information

2. The Director,
Department of Information and Publicity,
Puducherry.

3. All Branch / Regional Officers.