

(ii) Government advertising shall maintain political neutrality and avoid glorification of political personalities and projecting a positive impression of the party in power or a negative impression of parties critical of the government.

(iii) Advertisement materials must not -

- (a) Mention the party in government by name;
- (b) directly attack the views or actions of others in opposition;
- (c) include party political symbol or logo or flag;
- (d) aim to influence public support for a political party, candidate for election; or
- (e) refer to link to the websites of political parties or politicians.

(iv) Government advertisement materials should avoid photographs of political leaders and if it is felt essential for effective Government messaging, only the photographs of the President/Prime Minister or Governor/Chief Minister should be used;

(v) Government advertisements shall not be used at patronizing media houses or aimed at receiving favourable reporting for the party or person in power

**(4) Advertisement Campaigns be justified and undertaken in an efficient and cost-effective manner:**

(a) Since it is the responsibility of government to safeguard the trust and confidence in the integrity and impartiality of public services and