

14. The Union in its response to the guidelines of the Committee has been more categorical in suggesting certain changes as well as deletion of some of the recommendations. It will, therefore, be necessary to specifically notice the said objections raised by the Union.

Content of the Recommendations	Response of the Union
(1) <u>Object of Guidelines</u>	
(a) To prevent arbitrary use of public funds for advertising by public authorities.	The meaning of the word "arbitrary" according to the Union needs to be more specifically defined.
(b) To exclude the possibility of any misuse of public funds on advertisement campaign in order to gain political mileage by the political establishments.	According to the Union the expression "political mileage" is inappropriate and should be deleted.
(2) <u>5 Principles of Content Regulation</u>	
(a) Clause (vii) under the 2 nd point of the 5 principles recommended by the Committee - Every effort should be made to pre-test the material in case of large scale campaign with target audiences.	According to the Union this should be done only when the same is feasible and whenever public interest so demands.