

GOVERNMENT OF PUDUCHERRY
DEPARTMENT OF INFORMATION AND PUBLICITY

No.16422/DIP/AD(PRESS)/PRA/2026-27

Dt. 06.05.2026

CIRCULAR

Sub: DIP – PRESS – Intimation/Information for covering
Government Programmes/Functions and release of
advertisement – Reg.

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The Department of Information and Publicity is the nodal department for the Government of Puducherry to disseminate the official news and cover the Government functions/programmes which are attended by Hon'ble Lt. Governor, Hon'ble Chief Minister, Hon'ble Speaker, Hon'ble Ministers and Hon'ble Deputy Speaker.

2. But, it is ascertained that most of the Departments are not giving information about their official functions/programmes which are attended by Lt. Governor, Chief Minister, Speaker, Ministers and Deputy Speaker. The Directorate of Information and Publicity continues to receive complaints from the Media Persons about the lack of communication on the Government functions/programmes causing much embarrassment to this Department. This has also led to adverse criticism by the Media, which could be avoided if a little attention is paid by the Department/Offices/Agencies who organize such functions/programmes.

3. Hence, all the Heads of Departments/Agencies/Corporations/Public Sector Undertakings/ Societies are requested to inform/intimate whenever organizing any official functions/programmes which are graced by Hon'ble Lt. Governor, Hon'ble Chief Minister, Hon'ble Speaker, Hon'ble Ministers and Hon'ble Deputy Speaker, to this Directorate well in advance so as to invite the Media to cover the Government functions.

4. Further, all the Heads of Departments/Agencies/Corporations/Public Sector Undertakings/Societies are hereby requested to provide appropriate seating and refreshment facilities to the Media persons whenever they are invited to cover the Government functions/programmes.

ISSUE OF PRESS RELEASE :

5. A Press Release containing the highlights of the Programme/Function may be arranged to release immediately soon after the function is over so that the Media could project the Programme/function in the correct perspective.

INTIMATION OF EXACT TIME OF FUNCTION/PRESS MEET :

6. The exact time of the function/press meet may be informed since the Media Representatives are often complaining that they are kept waiting for long time to cover the function and thereby not able to attend the other engagements in time.

RELEASE OF ADVERTISEMENT :

7. Most Departments are directly sending their advertisements to dailies/periodicals for publication or recommending specific dailies/periodicals, even though Clause 2 of the Advertisement Policy and Guidelines for issue of Government Advertisements to the Print Media, issued vide G.O.Ms. No. 9 dated 9th July 2014, stipulates that the selection of newspapers/periodicals, including those of national and international level, shall be decided by the Department of Information and Publicity as per the extant policy/guidelines. Further, Clause 2.1.2 of the said policy stipulates that the requisitioning Department shall send sufficient copies of the advertisement material for the dailies/periodicals, along with one copy for the use of the Department of Information and Publicity, well in advance for release of the advertisement.

8. However, it is observed that most Departments are sending their advertisements at the last minute, in a hurried manner, without providing sufficient copies of the advertisement material.

9. Hence, the advertising/requisitioning Departments are hereby requested to submit their advertisements well in advance, before 5.00 PM, along with sufficient copies of the advertisement material both hard copy and in email info@py.gov.in

10. It is once again reiterated that the above instructions/guidelines may be strictly adhered to in so that the interface between Media and the Government is smooth and cordial.

/ By Order /

Digitally signed by
Sureshraj
Date: 06.05.2026
(A. SURESHRAJ)
18.12.26
DIRECTOR

To

All the Heads of Departments/Corporations/
Public Sector Undertakings/Societies

Copy submitted for Information:

1. All Secretaries to Government of Puducherry
2. The P.S.to Hon'ble Lt. Governor, Lok Nivas, Puducherry
3. The PS to Hon'ble Chief Minister, Puducherry
4. The P.S. to Hon'ble Speaker, Puducherry
5. The P.S. to Hon'ble Ministers, Puducherry
6. The P.S. to Deputy Speaker, Puducherry
7. The District Collector, Puducherry/Karaikal
8. The Regional Administrator, Mahe
9. The Regional Administrator, Yanam