

Shri Krishna Dasgupta
27/11/34

GOVERNMENT OF BENGAL.
Political Department.
Political.

Confidential

Memo: Nos. 23134-48 PUB.

From B. R. Sen, Esq., I.C.S., Deputy Secretary to the
Government of Bengal.

To All other DEPARTMENTS of the SECRETARIAT, except
JUDICIAL DEPARTMENT.

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Calcutta, the 6th December, 1933.

In 1931, owing to the growing volume of subversive writings in the Indian Press giving impetus to the terrorist movement, Government had to review their policy with regard to the placing of advertisements in newspapers. It was decided that the Political Department should maintain an approved list of newspapers to which advertisements of Government might be confined. It was further decided that the list should be revised periodically. Newspapers which made their criticisms of Government within the bounds of reasons and did not lend themselves in any way to the encouragement of political crime were ordinarily to be included in the list. This decision, together with a list of approved newspapers, was communicated to all departments of this Government in this department memorandum No.1463-1477 P.S.D., dated the 10th October 1931. Though it came to the notice of Government that advertisements were at times placed in newspapers which were not in the approved list, the policy laid down in 1931 has been generally observed.

2. The question of press propaganda against terrorism has recently come under close examination of Government. After careful consideration it has been decided that the power to place the advertisements of Government departments should be utilized to secure the co-operation of the press for publicity and propaganda on behalf of Government and that patronage to undesirable newspapers should be stopped altogether. It has also been decided that this policy should be implemented through the Press Officer
to

to Government who is in intimate contact with the newspapers of the province. All advertisements in any department should therefore be sent to the Press Officer who will distribute them at his discretion. He will not, however, be responsible for payment of the charges involved and will instruct newspapers to send their bills direct to the departments concerned for payment in the usual way.

3. The undersigned is accordingly directed to request that from the date of receipt of the memorandum, all advertisements of the Department may be sent to the Press Officer with instructions regarding the number of insertions and special requirements, if any, regarding display or particular area in which publicity is required. All officers subordinate to the Department should be instructed accordingly (and the Board of Revenue should be asked to communicate the arrangement to the Wards Managers)

() For Revenue Department only.

B. R. Sen

Deputy Secretary to the
Government of Bengal.

No: 474-504-G dated 24th January, 1934.
5M- 25G- 34.

Copy forwarded for information and guidance to the
Principal, Presidency College, Calcutta.

Abdullah Ghaffar Khan

For Director of Public Instruction, Bengal.

Hug. 24.1.34.