



GOVERNMENT OF KERALA

No.40647/Spl.C2/2011/GAD.

General Administration
(Special C) Department,
Thiruvananthapuram.
Dated: 15.07.2011

CIRCULAR

Sub:- Public Service- AIS Officers and other Govt. Officials - Public profile getting exploited by commercial interests – Direction to exercise due care and caution to ensure that private transactions are not being publicized -
- Instructions issued.

It has come to the notice of Government that a Private House Building Construction Agency misused the reputation of All India Service Officers who adorn top rank position, by using their photographs while handing over the documents of ownership for Houses/Flats/Villas etc. to these officers.

2. It is felt that if Government Officials, particularly All India Service Officers, occupying high profile positions in administration, do not exercise proper vigilance against this they are likely to be exploited by shrewd entrepreneurs in similar manner. In highly competitive economic activities such as construction of houses, when key government officials appear to endorse a product, it has got considerable value in promoting that product. Clever entrepreneurs may project such photographs as a product endorsement by key government functionaries. By prominently displaying the photographs it serves as a surrogate advertisement of the product. Gullible customers get influenced by such factors in their decision making. Ultimately when customers get cheated and the promoters abscond, it causes severe embarrassment to the officers themselves and administration in general.

3. In the circumstances it is hereby instructed that Government officials in general and AIS officers in particular shall exercise proper vigilance in the matter so as to avoid their public profile getting exploited by commercial interests.

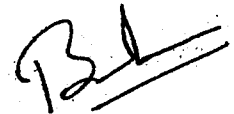
Dr. P. Prabakaran,
Chief Secretary to Government.

To

All IAS officers
All Sections including Law/Finance in the Secretariat
All Heads of Departments
All District Collectors
The Director General of Police, Head of Police Force, Police Head Quarters,
Thiruvananthapuram-695014 (For circulating among all IPS officers)
The Additional Director General of Police (Intelligence), SBCID,
Headquarters, Pattom, Thiruvananthapuram
The Principal Chief Conservator of Forests, Head of the Forest Force,
Forest Head Quarters, Vazhuthacaud, Thiruvananthapuram-695014 (For
circulating among all IFS officers)
Officers of and above Under Secretary in the Secretariat
The General Administration (SC) Department.

Copy to:- The Private Secretary to Chief Minister.
The Private Secretaries to all Ministers
The Additional Secretary to Chief Secretary.
SF/OC

Forwarded/By Order



Section Officer