



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
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Ref: APNS/2022/47

April 7, 2022

To: All Member Publications

Dear Sirs,

We are in receipt of a letter No.F.18(12)2022-Advt dated March 29, 2022 from the Assistant Director (Advt-II), Press Information Department, Government of Pakistan, Karachi.

We reproduce hereunder the above letter, which is self-explanatory, for your information.

“ No.F.18(12)2022-Advt.

Dated: March 29, 2022

**Subject: W.P.NO.83600/2017-TITLED ROA ZAFAR MEHMOOD KHAN-VS-
GOVERNMENT OF PUNJAB ETC. IN THE LAHORE HIGH COURT, LAHORE.**

The undersigned to directed to refer the subject cited above and to say that the Hon'ble Lahore High Court, Lahore in its Order, dated 16.03.2022 has directed the Respondents No.1 & 5. i.e. Secretary (I&B) and Director General / PIO, respectively along with others to take immediate steps to stop the publication of advertisements of fake housing societies / schemes through print media and to submit a compliance report accordingly.

The matter of publication of advertisements of fake housing societies / schemes in print media causes major loss to the state as well as public at large. Hence, in pursuance of the Hon'ble Court's directions, you are requested to direct all your member publications to stop publication of such advertisements and issue the following guidelines for publication of advertisements:-

- Valid NOC number (issued by relevant development authority i.e. LDA, FDA MDA etc.) must be mentioned on each advertisement of housing society / schemes.*
- Specific QR-Code (for each Lahore-based housing society / scheme) issued by Lahore Development Authority (LDA) that can be used for checking its authenticity on the website of LDA must be mentioned on each advertisement.*

Regards.

(Muhammad Tariq)
Assistant Director (Advt-II)
Ph: 051-9252390”

Thanking you,

Yours faithfully,

-s/d-

(Dr. Tanvir A. Tahir)
Executive Director, APNS