

GOVERNMENT OF JAMMU AND KASHMIR
DEPARTMENT OF INFORMATION AND PUBLIC RELATIONS
OFFICE OF THE JOINT DIRECTOR INFORMATION, KASHMIR



To

All District Information Officers,
Kashmir Division.

No: INF/K-Estt.2091-98/2025

Date: 31/10/2025

Subject: Vigilance, Monitoring and Reporting of Misuse of Media Identity and Impersonation.

Sir/Madam,

Repeated complaints have been received from the field officers of different departments, public representatives and media houses from time to time, that certain individuals, without any formal accreditation or authorization, are posing as journalists or correspondents of various media organizations in the field. These persons have, in several instances, been found misusing the name of media for blackmail, extortion, coercion of officials, and circulation of unverified and defamatory material against public institutions and officers. In certain cases, such individuals were apprehended and booked for extortion and misuse of media identity which highlights the seriousness of this matter.

In this context, all District Information Officers are directed to exercise heightened vigilance and ensure the following measures are implemented in their respective jurisdictions:

1. Maintain and regularly update a verified list of accredited, authorised and bona fide media persons operating within the district, in consultation with the Directorate of Information & Public Relations (DIPR) and Media Houses.
2. Ensure that press releases, media invites, and official briefings are shared only with verified and recognized journalists/media outlets through email or social media channels.
3. Keep a close watch and immediately report any person or entity misusing media credentials, indulging in coercion, or attempting to malign officials or institutions or private individuals for personal or financial gain.
4. Coordinate closely with the concerned Deputy Commissioner and Police authorities wherever such instances are reported, for coordinated legal and administrative action and provide full factual details to this office without delay.

5. Advise all district-level offices and departments within the district to verify credentials before allowing access or sharing information or hospitality with any person claiming to represent a media outlet.
6. Submit a periodical vigilance note to this office highlighting any such incidents, field inputs, and preventive measures taken.

Further, all DIOs shall also sensitize local media houses and advise editors in their respective districts to:

- To exercise due diligence while engaging correspondents, freelancers, or stringers in the field and engage only qualified, credible and verified correspondents, ensuring issuance of proper verifiable authorization letters and ID cards.
- Take disciplinary and legal action against any of their representatives found indulging in unethical or coercive practices or defamatory practices
- To disassociate publicly from individuals misusing their organization's name or credentials for personal gain.
- Refrain from lending legitimacy to individuals facing credible allegations of extortion or blackmail under the guise of journalism or unverified individuals misusing the name of journalism.
- Uphold the code of journalistic ethics as laid down by the Press Council of India and the DIPR accreditation/empanelment guidelines.

Yours faithfully,



(Syed Shahnawaz Bukhari, JKAS)
Joint Director Information, Kashmir

Copy to:

1. Director, Information & Public Relations, J&K for kind information.
2. All Deputy Commissioners, Kashmir Division, for information and request for coordination at district level.
3. All SSPs concerned with the request to pass on directions to the filed officers for necessary vigilance.
4. Deputy Director, Information. PR, Kashmir
5. All Accredited/Empanelled Media Houses/Editors for information with the request for strict adherence in the interest of credible journalism.
6. Office file.