

GENERAL ELECTIONS, 2014
MOST IMMEDIATE

PROCEEDINGS OF THE CHIEF ELECTORAL OFFICER, ANDHRA PRADESH
South "H" Block, Secretariat, Hyderabad-22

Present :- Sri Bhanwar Lal, I.A.S.,

Proceedings No.2132/Elecs.C/2014

Dated: 15 -04-2014.

Sub: Elections – General Elections, 2014 to Lok Sabha and Andhra Pradesh Legislative Assembly – Constitution of Screening Committee to approve the advertisements or any communication material designed and sought to be promoted by NGO's, Civil Society Groups, Student Groups etc., on voter education- Orders – Issued – Regarding.

Read: Arising.

ORDER:-

During the ongoing course of General Elections, 2014 to the Lok Sabha and A.P. Legislative Assembly, a large number of proposals of advertisements and other types of communication material, promoting and highlighting the importance of election and voting among the general public of all categories in the State, is being received by this office from private agencies (other than political parties), such as Non-Governmental Organisations (NGO's), Civil Society Groups, Student Groups, etc. These proposals are to be scrutinized meticulously on a regular basis by a panel of experts associated with the subject. The issue was discussed in the State Level Media Certification Monitory Committee (MCMC) meeting held on 5.4.2014 and the Committee has opined that a Screening Committee is to be constituted for this purpose with the following members to approve the advertisements/ Communication material designed and sought to be promoted by all Private agencies (other than Political Parties) namely NGO's, Civil Society Groups, Student Groups etc., on importance of elections and voter education. The following members proposed by the State-Level MCMC are hereby approved and they will constitute the Screening Committee aforesaid.

- (1) Sri M.V. Varaprasad
Programme Executive
Door Darshan Kendra
Ramanthapur, Hyderabad-13.
- (2) Sri G. Vijayakumar,
Programme Executive,
Prasar Bharathi Corporation,
Commercial Revenue Division
(All India Radio & Door Darshan)
AIR Premises, Saifabad,
Hyderabad-4.
- (3) Smt. P.K.Vandana
Field Exhibition Officer,
DAVP, Kendriya Sadan (CGOs Complex)
Koti, Hyderabad.

2. The terms of reference for the above members of the Screening Committee are as follows:-

- (1) To view and certify advertisements, (audio and visuals), Pamphlets, material to be put on hoardings and any other such communication material prepared and sought to be published by all private agencies (other than Political Parties) such as NGO's, Civil Society Groups, Student associations, activists etc., on Voter education.
- (2) To examine the context of such communication material in tune with the guidelines on Model Code of Conduct and other media related guidelines issued by the Election Commission of India from time to time.

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- (3) To verify the motive of the campaign, whether being done to promote any particular political or commercial interests. Background and activities of the Organization in this regard may be verified. Sponsorship details may also be verified.
 - (4) To verify the means and mode of campaign whether in tune with Election Commission of India guidelines.
 - (5) To conduct meetings as and when required, depending on the applications referred to the Committee on the said subject matter and dispose them within not more than 48 hours.
 - (6) To submit report to the CEO on complete examination of the material, whether it can be permitted to be advertised or not.
3. The members of the Screening Committee constituted shall choose a venue of their convenience, preferably in the premises of A.I.R., Saifabad, Hyderabad, for scrutiny of the proposals placed before them.
 4. The Screening Committee constituted above shall remain in force till further orders.
 5. The above orders are available on Website www.Ceoandhra.nic.in

Sd/-

**CHIEF ELECTORAL OFFICER
ANDHRA PRADESH, HYDERABAD**

To

The Members concerned.(Through the Officers concerned)
All the Members of the State Level MCMC.
All Collectors & District Election Officers.
All Political Parties in the State (State& National)
All Television Channels/ Cable Network/Private FM Radio (through Information & Public Relations)
Dept., A.C. Guards, Hyderabad.)
The State Director, All India Radio, Hyderabad.
The Deputy Director General, Prasara Bharathi, Door Darshan Kendra, Ramanthapur, Hyderabad,
The Field Exhibition Officer, D.A.V.P, Kendriya Sadan, (C.G.O's Complex), Koti, Hyderabad.

//FORWARDED :: BY ORDER//


SECTION OFFICER