

**OFFICE OF THE CHIEF ELECTORAL OFFICER, TELANGANA**

South H.Block, Secretariat, Hyderabad – 500022.

No.6406/Elecs.A/A4/2018

Dated 30/11/2018

CIRCULAR

Sub:- Elections – General Elections to the Telangana State Legislative Assembly 2018  
– Telecasting of advertisements in Electronic Media by political parties /  
contesting candidates as part of election campaign – Instructions of Election  
Commission of India - Regarding.

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The Election Commission of India (ECI) has issued order No.509/75/2004/JS-1, dated 15<sup>th</sup> April 2004 consequent upon order of the Hon'ble Supreme Court of India in SLP (Civil) No.6679/2004, requiring the constitution of a Committee for previewing, scrutinizing and verifying all advertisements by individual contesting candidates or political parties, before it is inserted in the electronic media. The Commission issued further guidelines, from time to time which, inter alia, contain constitution of a Media Certification and Monitoring Committee (MCMC) at the State Level and in each district during election period to take up the additional task of keeping a check on the cases of Paid News.

2. The MCMC shall, besides discharging the functions of certification of advertisements and checking of Paid News, would also assist in enforcement of media related regulations under the RP Act. The MCMC shall scan all media (e.g. newspapers, print media, electronic media, cable network, internet, mobile network, etc.) for suspected cases of Paid News besides considering the Paid News cases referred to it by the Expenditure Observers. The Committee shall monitor all political advertisements in electronic media for checking if the telecast / broadcast have been done only after certification by the Committee besides monitoring political advertisements in other media, in relation to candidates, either overt or covert, from expenditure monitoring angle.

3. In view of the above instructions of the ECI, all political parties / contesting candidates shall obtain pre-certification of all the publicity or advertisements or appeal by or on behalf of candidate or by Star Campaigners or others invariably. The electronic media including social media channels, cable network operators, etc. shall insist for the certificate of MCMC before telecasting / broadcasting the same and they shall ensure that all such advertisements, etc. are specifically indicated at a prominent place as 'Advertisement / Prakatana' without fail.

4. The Election Commission of India has further reiterated, vide order No.509/75/2004/JS-I, dated 15<sup>th</sup> April 2004, that the above instructions shall bind all the political parties, candidates, persons, group of persons or Trusts who propose to insert the advertisement in the electronic media, including cable network and / or television channels as well as cable operators and in case of any violation of these instructions, it will issue an order to the violator to forthwith stop such violations and it will also be open to direct seizure of the equipments by invoking the powers under the provisions of Sections 11, 12, 13, 16 and 19 of Cable Networks (Regulation) Act, 1995.

5. It is, therefore, requested that all the Political Parties, candidates, electronic media, Social Media channels, cable network operators, private publishers, etc. shall strictly adhere to the guidelines prescribed by the ECI in this regard and any violation of the same will be viewed seriously.

Dr. RAJAT KUMAR  
CHIEF ELECTORAL OFFICER

To

All the Registered National & State Political Parties.

All the Newspapers / TV Channels / Cable Operators / Social Media channels.

Copy to:

All the Collectors & District Election Officers including Commissioner, GHMC & DEO, Hyderabad.

The Commissioner, I&PR, Telangana, Hyderabad – with a request to give wide publicity of this Circular in print and electronic media in entire Telangana.

Shri Dhirendra Ojha, Director General, Election Commission of India, Nirvachan Sadavn, Ashoka Road, New Delhi – 110001.

//FORWARDED::BY ORDER//

  
SECTION OFFICER