

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

South H.Block, Secretariat, Hyderabad – 500022.

Memo. No.5810/Elecs.A/A2/2018-

Dated 03/12/2018

Sub:- Elections – GE to the TSLA 2018 – Media Certification and Monitoring Committee and Paid News - Adoption of Standard Rate cards for advertisements by Political Parties on TV / Radio channels, Newspapers – Clarification – Regarding.

Ref:- This office Memo. No.5810/Elecs.A/A2/2018, dated 28/11/2018.

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Attention of all the Collectors & DEOs including Commissioner, GHMC and DEO, Hyderabad, is invited to the reference cited wherein it was requested to take necessary action in accordance with the instruction of the Election Commission of India contained in Compendium of Instructions on Election Expenditure Monitoring (October-2017, Document 6-Edition 3) under Paid News at serial number 7 for the advertisements by political parties / candidates on TV / Radio channels, newspapers in the State, DAVP / DIPR (whichever among these two is lower) rate is to be made applicable.

2. Subsequently, several news agencies have furnished their tariff rates being charged by them for the advertisements by political parties / candidates on TV / Radio channels, newspapers including district tabloids and constituency pages which were also communicated to the DEOs for taking necessary further action.

3. In this connection it is further clarified that in the event of tariff rates furnished by the news agencies are less than the DAVP/DIPR rates, the rates prescribed by the DAVP/DIPR (whichever among these two is lower) shall be applied for the purpose of calculating the cost of advertisement on TV / Radio channels and newspapers for inclusion in the expenditure accounts of the respective candidate / political party.

4. In case the newspaper / TV channel is not empanelled with the DAVP, the rates prescribed by DIPR may be considered. Concessional tariff if any offered exclusively for the purpose of elections should not be taken into cognizance even though the payment is made by cheque / DD.

5. In case the newspaper / channel is not empanelled with either DAVP or DIPR, card rates of advertisements of the respective newspaper / channel may be obtained and expenditure may be booked as per the card rates without taking into cognizance the concessional tariff offered for election purpose.

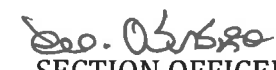

Dr. RAJAT KUMAR,  
CHIEF ELECTORAL OFFICER

To  
All the Collectors & DEOs. (w.e.)  
The Commissioner, GHMC & DEO, Hyderabad. (w.e.)

Copy to:

The Commissioner, I&PR, Telangana, Hyderabad.  
Sri Pawan Diwan, Under Seceretary, ECI, New Delhi.  
Sri E.Venkatesham, Dy. Director, I&PR & Media Officer, O/o. the CEO, Telangana.  
The PM-IT, O/o. the CEO, Telangana, for uploading in the official website of CEO.  
SF / SC.

//FORWARDED::BY ORDER//

  
SECTION OFFICER  


**OFFICE OF THE CHIEF ELECTORAL OFFICER, TELANGANA**  
**South H.Block, Secretariat, Hyderabad - 500022.**

**Memo. No.5810/Elecs.A/A2/2018-**

**Dated 28/11/2018**

**Sub:-** Elections - GE to the TSLA 2018 - Media Certification and Monitoring Committee and Paid News - Adoption of Standard Rate cards for advertisements by Political Parties on TV / Radio channels, Newspapers - Clarification - Regarding.

**Ref:-** Letter from Sri Syed Amin-ul-Hasan Jafri, MLC, AIMIM, Hyderabad, dated 23/11/2018.

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Through the reference cited it was represented to direct the State Level MCMC as well as the District Level MCMCs to adopt Standard Rate cards of DAVP for advertisements by political parties / candidates on TV / Radio channels, newspapers in the State in view of huge variation between DAVP and DIPR rates.

2. After careful examination of the matter, all the Collectors & DEOs including Commissioner, GHMC and DEO, Hyderabad, are requested to take necessary action in all such cases in accordance with the instruction of the Election Commission of India contained in Compendium of Instructions on Election Expenditure Monitoring (October-2017, Document 6-Edition 3) under Paid News at serial number 7.

**BUDHA PRAKASH JYOTHI**  
**ADDL. CHIEF ELECTORAL OFFICER**

To  
All the Collectors & DEOs. (4/4/18)  
The Commissioner, GHMC & DEO, Hyderabad. (4/4/18)

**Copy to:**

Sri Syed Amin-ul-Hasan Jafri, Hon'ble MLC, AIMIM, Darussalam, Hyderabad.  
C.No:1972/Elecs.A/A2/2018 for reference.

**// FORWARDED :: BY ORDER//**

  
**SECTION OFFICER**