

By Special Messenger/Speed Post

# ELECTION COMMISSION OF INDIA

NIRVACHAN SADAN, ASHOKA ROAD, NEW DELHI-110001

No.437/INST/2015-CC&BE

Dated: 17<sup>th</sup> January, 2015

To

1. The Cabinet Secretary,  
Government of India,  
Rashtrapati Bhawan,  
New Delhi.
2. The Chief Secretaries of all the States and Union Territories.
3. The Chief Electoral Officers of all the states and Union Territories.

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Subject: Model Code of Conduct-Publication of any advertisement of Central Government in the newspapers of poll going States and States having circulation in poll going States- regarding.

Sir,

I am directed to state that the Commission has recently observed that certain advertisements highlighting welfare schemes and achievements of the Central Government and State Governments are being published by some non-poll going State Governments, in the editions of newspapers in the States where elections are going on. The Commission considers this to be a violation of the spirit of the Model Code of Conduct.

The Commission has therefore directed that instructions contained in its letter No.437/6/CG/2013-CC&BE dated 9<sup>th</sup> October, 2013 (copy enclosed) shall be strictly followed/applied to all such advertisements, issued by non-poll going State Governments during the Model Code of Conduct period.

The receipt of the letter may kindly be acknowledged.

Yours faithfully,

  
(K. Ajaya Kumar)  
Principal Secretary

Copy to:

1. The Secretary to the Govt. of India, Ministry of Information and Broadcasting, Shastri Bhawan, New Delhi.
2. The Director General, Directorate of Advertising and Visual Publicity, Sochna Bhawan, CGO Complex, Phase-IV, Lodhi Road, New Delhi-110003.

22 JAN 2015  
J+CEO  
Conduct

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No.437/6/CG/2013-CC&BE

Dated: 9<sup>th</sup> October, 2013

To

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Rashtrapati Bhawan,  
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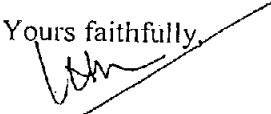
Sir,

I am directed to state that the Commission has observed that certain advertisements highlighting welfare schemes and achievements of the Central Government and State Governments are being published by some non-poll going State Governments, in the editions of newspapers in the States where elections are going on. The Commission considers this to be a violation of the spirit of the Model Code of Conduct.

The Commission has directed that, in future, all such advertisements, issued by non-poll going State Governments during the Model Code of Conduct period shall be forwarded to the Commission for clearance before they are sent for publication in newspapers having edition or having circulation in the poll bound States.

The receipt of the letter may kindly be acknowledged.

Yours faithfully,

  
(K. Ajaya Kumar)  
Principal Secretary

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1. The Secretary to the Govt. of India, Ministry of Information and Broadcasting, Shastri Bhawan, New Delhi.
2. The Director General, Directorate of Advertising and Visual Publicity, Soochna Bhawan, CGO Complex, Phase-IV, Lodhi Road, New Delhi-110003.