

OFFICE OF THE CHIEF ELECTORAL OFFICER, DELHI
OLD ST. STEPHEN'S COLLEGE BUILDING,
KASHMERE GATE, DELHI-110006

State MCMC/PNM/CEO/Vidhan Sabha-2015/ 2597

Dated :- 15/01/2015

ORDER

Sub: Procedure/ System to monitor electronic media in CEO Office, Delhi to check paid news cases and to identify un-certified advertisements of political nature related to Delhi Assembly Election – 2015.

In fulfillment of guidelines issued by the Election Commission of India, Media Certification and Monitoring Committee (MCMC) has been constituted at the level of Addl. Chief Electoral Officer (Addl. CEO) in the Office of the Chief Electoral Officer, Delhi for dealing with certification of advertisements of political nature by political parties / groups / organizations / associations having registered office in Delhi.

2. Further, guidelines have been issued by the ECI to monitor the news in electronic media also for suspected paid news cases.

3. In this regard the procedure / system for deployment of officers / staff, their duties and functions and reporting procedure shall be as under with immediate effect.

4. **Assignment of duties:**

A. Paid News:

- i. Sh. Abhineet, Chief Nodal Officer shall be responsible for overall supervision, monitoring & management of Paid News cases in electronic media, besides print media.
- ii. Sh. Sooraj Mon, Asst. Director, Ministry of I&B, PIB, Shastri Bhawan, New Delhi, shall be Nodal Officer responsible for operations and management of the electronic media including scanning TV channels as well as Radio and complaints on paid news, as an expert officer.
- iii. Sh. R.P. Meena, News Editor, Doordarshan shall be Asst. Nodal Officer and will assist Chief Nodal Officer/Nodal Officer for Paid News in electronic media.

B. Identification of un-certified advertisements of political nature:

- i. Sh. Anurag Jain, Asst. Director, DAVP, Sookhana Bhawan, New Delhi shall be Nodal Officer for overall supervision and management of the electronic media including scanning TV channels as well as Radio and complaints on advertisements of political nature with the object to identify the un-certified advertisements.
- ii. Sh. Chandan Kumar, Information Officer, DIP, shall be the Asst. Nodal Officer for overall supervision and management assisting the Nodal Officer for advertisements of political nature in electronic media.

5. The Nodal Officer and the Asst. Nodal Officer shall put up the Daily Descriptive Report to Chief Nodal Officer Sh. Abhineet in respect to the paid news cases in **Annexure A-1**. Chief Nodal Officer shall consolidate the reports of print and electronic media and shall personally submit to Jt. CEO.

6. The Nodal Officer and the Asst. Nodal Officer shall put up the Daily Descriptive Report to Addl. CEO-cum-OSD (NB) (Undersigned) relating to un-certified advertisements of political nature in the format enclosed at **Annexure-A-2**.

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7. The following staff is assigned duties for viewing / listening to various TV / Cable / Radio / FM programmes:-

S. No.	Name	Designation	Duties assigned
1	Ms. Nasbeen	Astt. News Editor, DD News	English channels/FM/Radio
2	Ms. Subina Roy	Astt. News Editor, DD News	English channels/FM/Radio
3	Sh. Gaurav Sharma	Publicity Assistant, DAVP	English channels/FM/Radio
4	Sh. Himanshu Singh	Publicity Assistant, DAVP	English channels/FM/Radio
5	Sh. Syed Masoom Raza	TGT (Urdu)	Hindi / Urdu Channels
6	Sh. Naveen Kadyan	Stat. Asstt.	Hindi channels/FM/Radio
7	Sh. Rajesh Ranjan	Stat. Asstt.	Hindi channels/FM/Radio
8	Sh. Deepesh Kr. Yadav	Stat. Asstt.	Hindi channels/FM/Radio
9	Sh. Avtar Singh	TGT (Punjabi), DOE	Punjabi TV Channel/FM

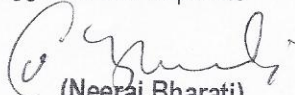
8. The concerned Nodal Officer will prepare their Daily Cumulative Report in format at **Annexure B-1** in respect of Paid News and in **Annexure B-2** in respect to un-certified advertisements of political nature and submit it to the Joint CEO (through Sh. Abhineet) and Addl. CEO-cum-OSD (NB) respectively everyday evening by 5:00 P.M. in person.

9. The TV viewing / FM listening officials shall maintain a "Program viewing / Listening Sheet" on daily basis for each TV & Radio separately in format attached as **Annexure C**. This sheet will also be attached in the files sent to Joint CEO and Addl. CEO-cum-OSD (NB) in respect of their concerned subjects.

10. Secretarial assistance for duties relating to processing the complaints, reports and files as would be desired by the Chief Nodal Officer for paid news in electronic media will be dealt by the Superintendent and other ministerial staff assigned duties for paid news in print media in the Office of the Jt. CEO, Delhi. The other formats for maintaining registers & the procedure to put up files will be same as defined in order issued in r/o Paid News in Print Media.


11. For the secretarial / ministerial assistance for processing the reports / complaints / files etc. for advertisements of political nature in electronic media, the same shall be dealt by staff attached with the office of the Addl. CEO (NB).

12. The officers / staff assigned the above duties must report the office on time and should not leave the office without completion and submission of the reports as mentioned above to the officers concerned. The complaints and appeals received and further action taken are also to be logged in the separate register by the Chief Nodal Officer for ready reference.


(Neeraj Bharati)
Addl. CEO-cum-OSD

Copy to:

1. All concerned.
2. PS to CEO / PA to Addl. CEO / PA Jt. CEO / Dy. CEO
3. Election Officer (Media), O/o of the CEO


(Neeraj Bharati)
Addl. CEO-cum-OSD

DAILY CUMULATIVE REPORT ON UN-CERTIFIED ADVERTISEMENTS OF POLITICAL NATURE

As on dated : _____

S.No.	Source / Category	Detected / Received today	Total detected / received till date	Total Disposed till date	Pending till date
1.	Applications for Pre-certification made to Committee				
2.	Suo-moto				
3.	Complaint				
4.	Appeal				

ANO

