

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

State MCMC/PNM/CEO/VidhanSabha-2015/ 2598

Dated :- 15/01/2015

ORDER

Sub :- Procedure/ System to monitor and check Paid News and Political Advertisements in Print Media in CEO office in accordance with the instructions of ECI.

The procedure for deployment of officers/ officials, charter of duties, maintenance of records & registers, reporting procedure and Standard Operating Procedure (SOP) to monitor and check Paid News and Political Advertisements in Print Media in CEO office in accordance with the prevalent instructions of ECI, shall be as follows with immediate effect :-

A. Mandate of state level MCMC (chaired by CEO, Delhi) :

- i. To decide appeals on District Level MCMC decisions on certification of advertisements in electronic Media.
- ii. To decide appeals on the State Level MCMC decisions (**Additional CEO-cum-OSD level committee**) on certification of advertisements in electronic Media.
- iii. To examine and decide all cases of paid news on appeal against the decision of District Level MCMC.
- iv. To take up cases of paid news suo-moto & on complaints.

B. Deployment of officers/ officials for monitoring Print Media :

- i. **Sh. Abhineet, Chief Nodal officer** shall be responsible for overall supervision and management.
- ii. Ms. Shalini Awasti, Asst. Director, NDMC shall be responsible for examining all the cases of suspected paid news, news of political nature & Political Advertisements and to put up the matter to higher authorities with his comments on daily basis. He shall also be responsible for preparation of daily report in respect of Print Media for submission to Higher Authorities.
- iii. Ms. Archana Joshi, Publicity Assistant, NDMC shall assist as expert to the Nodal Officer / Asst. Director, NDMC in examination of the suspected cases of Paid News as well as political advertisements and putting up the files, making reports and other activities.
- iv. The following staff members are deployed in Paid News Branch with Nodal officer :
 - a. Sh. Mahabir, Supdt.
 - b. Sh. Bansi Dhar, Assistant
 - c. Sh. Sanjay Sharma, Data Entry Operator, NDMC.
 - d. Sh. Naval Kishore, LDC
 - e. Sh. Pawan Kumar, Peon
- v. The following officials are deployed for receiving the newspapers, reading, marking, analysing, scrutinising, cutting and pasting of relevant political news, suspected paid news and Political Advertisements making files and submit to Ms. Shalini Awasti, Asst. Director, NDMC on daily basis by 3.00 PM :

S.No	Name of News Analyzer & Designation	Duty Assigned
1	Sh. Samaresh Barman, Information Asstt.	English Newspapers
2	Sh. Bhuwan, Information Asstt.	English Newspapers
3	Sh. Shahid, Stat. Asstt.	English Newspapers
4	Sh. Manoj Chaubey, Stat. Asstt.	English Newspapers
5	Sh. Sanjay Bhardwaj, Stat. Asstt.	Hindi Newspapers
6	Sh. Mahesh Kumar, Stat. Asstt.	Hindi Newspapers
7	Sh. Syed Masoom Raza, TGT (Urdu), DOE	Urdu Newspapers
8	Sh. Avtar Singh, TGT (Punjabi), DOE	Punjabi Newspapers

- vi. Nodal officer shall ensure maintenance of attendance records of all officers/ officials.

C. Infrastructure :

- i. The Nodal officer / Asstt. Director, NDMC shall select following newspapers for monitoring :-

Language	Numbers
Hindi	Top 10 as per DAVP List
English	Top 10 as per DAVP List
Urdu	Top 04 as per DAVP List
Punjabi	Top 04 as per DAVP List

This is the minimum mandatory number and may be increased as per the requirement as assessed by Nodal Officer. The COE (Conduct of Election) branch shall issue orders to the supplier for providing newspapers immediately.

- ii. The other requirements such as B4 size white paper sheets, 10 Scissors, 20 packets of Fevi-stick, 10 Registers and other stationary items shall be provided by Sh. S.K. Chauhan, Caretaker on immediate basis to the Nodal officer.

D. Standard Operating Procedure (SOP) :

- i. All the officers/ officials shall report for election duties on time as directed by Nodal officer (MCMC). No officer/ official shall leave office from duties on any day without specific approval from Nodal officer. Officers/ Officials shall have to report for duties on Sunday/ Gazetted holidays if required and directed by Nodal officer.
- ii. Nodal officer shall designate a staff member to collect all the newspapers on daily basis, to make entries in the newspaper register and then handover to designated News Analyzer, language wise.
- iii. All News Analyzers shall read, and analyze/ scrutinize the newspapers to identify Advertisements issued by Political Parties / Candidates, news relating to election process and political activities/ political parties/ candidates and shall categorize them in the following categories :-
 - a. **Advertisements issued by Political Parties / Candidates.**
 - b. **News related to general election process/ political activities/ political parties/ candidates.**
 - c. **News items suspected to be Paid News.**
- iv. The News Analyzer concerned shall be responsible to cut and paste the above said advertisements / news on B4 size paper systematically. Above every advertisement / news clipping the name of the newspaper, date of publication should be written/ pasted for identification.
- v. Thereafter, for each day, 03 separate files shall be prepared based upon categories (a),(b)&(c) mentioned above by the News Analyzer concerned under the supervision of Asst. Director, NDMC / Publicity Assistant, NDMC. The name, subject and date shall be clearly mentioned on the file cover, duly typed and pasted. The newspaper cuttings shall be kept in the concerned file wherein all the news items of a language should be kept together in the sequence of English, Hindi, Punjabi & Urdu (from top to bottom).
- vi. In respect of Urdu and Punjabi newspapers, the officials shall write gist of news contents on the white paper sheet itself (on which newspaper clipping is pasted) in Hindi or English for perusal of higher authorities.
- vii. All the staff members responsible for reading and analysing the newspapers shall sign on white paper sheet alongwith complete name and designation for future reference.
- viii. The first file containing Advertisements issued by Political Parties / Candidates (detail to be given in Format (F) enclosed) shall be put up for forwarding the copies of advertisements to RO concerned (in case of advertisement issued by Candidates) and to Election Expenditure Monitoring Cell (in case of advertisement issued by Political Parties). In respect of other two files,

News Analyzers shall be responsible for putting up the note sheet under the overall supervision of Publicity Assistant, NDMC by 2.00 PM everyday, using the following format:-

Format – I (No. of newspaper analyzed on the day)Date :

	No. of Newspapers Analysed (with names)
Hindi	
English	
Urdu	
Punjabi	
TOTAL	

Format – II (Result of analysis on the basis of News clippings)

Date :

	Category	No. of News clippings (with names of papers)				
		Hindi	English	Urdu	Punjabi	Total
1	News related to general election process/ political activities/ political parties/ candidates.					
2	News items suspected to be Paid News.					
	TOTAL					

Further, in respect of category (2) above i.e. News items suspected to be Paid News, News Analyzer shall submit detailed information pertaining to the news identified by them at correspondence side in the format enclosed herewith as (A).

- ix. The file shall be submitted by the Publicity Assistant, NDMC after detailed examination & her comments, to Assistant Director, NDMC immediately in person. Assistant Director, NDMC may also take suo-moto notice of other such news items and include the details at his/her level.
- x. Assistant Director, NDMC shall examine and scrutinize all the news clippings and will give her detailed comments in view of the guidelines and instructions of ECI. She will submit file to the Nodal Officer in person so that there is no delay.
- xi. The Nodal officer shall examine all the cases in detail and shall propose further course of action as per the guidelines and instructions of ECI. He shall submit the file to the Joint CEO in person for further decision in the matter and to have a follow up of the movement of the file.
- xii. Joint CEO shall send the file to the State level MCMC (chaired by CEO) for convening the meeting of MCMC.
 - a. In case matter relates to a candidate and the MCMC is of the opinion that matter pertains to the Paid news, the directions shall be issued to the RO concerned to issue notice to the candidate and to take action accordingly as per instructions of ECI.
 - b. In case the matter relates to the Political party and the case is made out for the Paid News by the MCMC, the notice to the Political party will be issued by the office of Joint CEO / Member Secretary (State level MCMC) immediately and thereafter the matter will be decided by the state MCMC as per the instructions of ECI.
- xiii. **In case of complaint of Paid News received in CEO office**, Nodal Officer (MCMC) shall put up the matter on file immediately with the assistance of Assistant Director, NDMC after examining the matter in detail as per the guidelines and instructions of ECI and relevant law position, to Joint CEO. Thereafter the process as mentioned above in para (xii) shall be followed. In case the complaints pertain to a contesting candidate, it will be sent to the concerned RO, to be decided by RO / District level MCMC through special messenger and also by fax to be ensured by the Nodal officer.

Register of all complaint cases has to be kept separately date wise and the action taken to be mentioned in the register. The format of Register is enclosed as (B).

The file put up should contain all detailed information provided in tabular form in the complaint Register.

xiv. **In case of an appeal against the decision of RO/District MCMC** is received in CEO office, the file shall be submitted by the Nodal officer with the assistance of Assistant Director, NDMC to the Joint CEO for putting the matter before the State level MCMC.

A separate register for such cases shall be maintained date wise mentioning therein the name of District & AC, Date and time of receiving appeal, Date of RO/District MCMC order, name of Appellant, newspaper name, brief content and final order of state MCMC. The format of Register is enclosed as (C).

The file put up should contain all detailed information provided in tabular form in the complaint Register.

xv. Nodal officer in assistance with Asst. Director, NDMC shall be responsible for ensuring that all files are put up on time.

xvi. Special care should be given to the dispatch of communications/ letters issued to various authorities/ persons/ department etc so that they are received by the recipient without delay.

E. Reports :

i. The Publicity Assistant, NDMC shall prepare the following reports on daily basis by 5.00 PM for submission to State level MCMC :-

a. **Daily Descriptive Report in respect of Suspected Paid News** in three categories namely Suo-moto, Complaint, Appeal. The format is enclosed herewith as (D).

b. **Daily Cumulative Report of Suspected Paid News** of the number of cases under the above three categories mentioning therein the report received, disposed and pending. The format is enclosed herewith as (E).

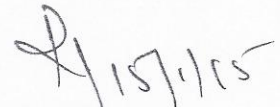
These reports shall be duly signed by the Publicity Assistant, NDMC & Asst. Director, NDMC, and Nodal officer. Nodal officer shall submit these reports in person to the Joint CEO by 5.00 PM daily.

ii. As per the instructions dated 05.02.2014 of ECI, Paid News Cell shall collect the information of the paid news cases during the election in prescribed format enclosed as Format No. 1 from all districts and shall compile and submit to ECI on last day of every week starting from last day of nominations i.e. 21.01.2015.

iii. As per order of ECI dated 05.02.2014, Paid News Cell shall collect and compile information on decided cases of paid news, to be furnished to ECI just after the completion of election, in the format enclosed as Format No. 2.

The above instructions should be followed strictly.

This issues with the approval of CEO, Delhi.



(RAJESH GOYAL)

JOINT CHIEF ELECTORAL OFFICER

To,

1. Nodal officer (Sh. Abhineet)
2. All Officer/ Officials concerned

Copy to :-

1. PS to CEO, Delhi.
2. PS to Addl. CEO / Addl. CEO-cum-OSD (NB)/ Jt. CEO/ Dy. CEO.



Subject : Detailed information relating to News items suspected to be Paid News

As on Dated : _____

[illegible]

(B)

Format of Register for Complaints received on Paid News in Print/ Electronic Media

S.No	Date & Time of receiving Complaint	Name, Address & Contact No. of Complainant	Brief particulars of complaint	Name of Newspaper/ TV/ Cable Network/ Radio-FM, language & size/ duration of news item	Name of Political Party/ Candidate against whom complaint made	Action taken/ Decision	Remarks

(c)

**Format of Register for appeal cases against decision of District MCMC on Paid News in Print
& Electronic Media**

S.No	Date & Time of receiving Appeal	Name of District against whose decision appeal is preferred	Date of Decision of District order	Name, address & contact no. of appellant	Brief particulars of appeal	Name of newspaper/ TV/ Cable Network/ Radio-FM, language, size / duration of news item	Action taken/ Decision of State MCMC	Remarks

(D)

[illegible]

(E)

[illegible]

(F)

[illegible]