



OFFICE OF THE DISTRICT MAGISTRATE/DC & DISTRICT ELECTION OFFICER
SOUTH WEST DISTRICT

OLD TERMINAL TAX BUILDING, KAPASHERA, NEW DELHI-110037

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No.F.2 (102)/DEO(SW)/PartFile/Diverted/2014/ 34 - 35

Dated : 12 - 1 - 15

ORDER

Subject: - District Media Certification and Monitoring Committee to Monitor Advertisements to be aired on Electronic/ Print Media, etc

With a view to ensure free and fair Assembly Elections, District Media Certification and Monitoring Committee (MCMC) has been constituted by District Election Officer. The committee will certify and monitor the political advertisements that are aired on TV channels, FM Channels and cable network during the electoral process, as well as consider cases/complaints during the electoral process.

As per instructions issued by the Election Commission of India, vide No.491/Paid News/2012/Media, dated 27th August. 2012, the committee shall have two distinct sets of functions:

- i) Certification of Advertisements
- ii) Examining complaints/issues of Paid News

In addition MCMC would also assist in enforcement of media related regulations under the RP Act, as follows:

- i) It shall scan all media (eg. Newspapers, print media, electronic media including social media, cable network, radio channels,etc) for suspected cases of Paid News.
- ii) It shall monitor political advertisements in electronic and print media
- iii) It shall monitor political advertisements from Expenditure monitoring angle.
- iv) It shall check if the name and address of the publisher and printer is mentioned in the pamphlet, poster, etc, as required under Section 127 of RPA 1951

The Committee will have the following members:

| Sr No. | Member | Designation |
|--------|---|------------------|
| 1. | Distt. Election Officer, Distt. South West | Chairman |
| 2. | Sh. Navil Kapur, Under Secretary M/o Information and Broadcasting, Shastri Bhawan, New Delhi. | Member |
| 3. | Ms. Mitali Goel, DANICS (P) | Member Secretary |
| 4. | Ms. Neelam Pandey ,Independent Journalist, Hindustan Times Contact- 9811449447 | Member |

| | | |
|----|---|--------|
| 5. | Sh. Madhurendra Kumar, Principal Correspondent, News Nation, Contact-9868943148. | Member |
| 6. | Sh. Sanjay Pathak, Advocate, Contact : 9910770311 | Member |
| 7. | Sh. Ambika Pandit, Independent Journalist, Times of India Contact- 9810598417 | Member |

The Election Commission of India has directed that the advertisements of political nature on TV Channels, Cable networks, radio including FM channels during the period when Model Code of Conduct is in-operation, can only be made after prior clearance from Scrutiny Committee constituted by the Chief Electoral Officer for the purpose.

This issue with prior approval of DEO (South West).

Mitali

(Mitali Goel)
Member Secretary
MCMC, District (SW)

Copy to:

1. All members of Media Certification and Monitoring Committee
2. PS to CEO/PA to Addl. CEO/Dy.CEO
3. All ERO's/RO's, AC-32 to AC-39.
4. SDM (Elections)
5. Guard File

Mitali

(Mitali Goel)
Member Secretary
MCMC, District (SW)