



# OFFICE OF THE CHIEF ELECTORAL OFFICER, DELHI

OLD ST. STEPHEN'S COLLEGE BUILDING, KASHMERE GATE, DELHI-110006  
Helpline No. 1800-111-400, Call Center No. 1950, Website: [www.ceodelhi.gov.in](http://www.ceodelhi.gov.in)

## **DELHI LEGISLATIVE ASSEMBLY ELECTIONS – 2015** **PUBLIC NOTICE**

**Certification by Media Certification and Monitoring Committee (MCMC) for Political Advertisements to be telecast/broadcast over TV / Radio Channels / Audio – Video displays/ cinema halls / Internet based media / Websites including Social Media, e-papers & Cable Network during General Elections to Legislative Assembly of NCT of Delhi – 2015.**

It is hereby brought to the notice of all registered political parties / groups / organizations/ associations having Headquarters (Registered Office) in NCT of Delhi and individuals contesting candidates that certification of advertisement of political nature / relating to **General Elections to Legislative Assembly of NCT of Delhi – 2015** is required to be obtained before it is telecast / broadcast on TV / Radio Channels / audio – video displays / Cinema Halls / Internet based media / Websites including Social Media & Cable Network.

The necessity for obtaining certification is required, in pursuance of Order No. 509/75/2004/JS-1 dated 15<sup>th</sup> April, 2004 issued by Election Commission of India consequent upon order of Hon'ble Supreme Court of India in SLP (C) No. 6679/2004 in the matter of Ministry of Information and Broadcasting vs. M/s Gemini TV Pvt. Ltd. & Others which has directed that no cable operator of TV channel shall telecast any advertisement, which does not conform to the law of the country and which offends the morality, decency and susceptibility of view or which is shocking, disgusting and revolting. Moreover, no advertisement shall be permitted which derides any race, caste, colour, creed and nationality, is against any provision of the Constitution of India and tends to incite the people to crime, cause disorder or violence or breach of law or glorifies violence or obscenity in any way.

It is also brought to the notice of all candidates / political parties seeking certification that their advertisements should comply also with the Model Code of Conduct.

In fulfillment of guidelines issued by Election Commission of India, Media Certification and Monitoring Committee (MCMC) has been constituted at the level of Additional Chief Electoral Officer (Addl. CEO) in the Office of Chief Electoral Officer, Delhi, Old St. Stephen's College Building, Kashmere Gate, Delhi – 100006, for dealing with applications of previewing and scrutinizing of advertisements of political nature by political parties / groups/ organizations / associations having registered office in Delhi.

Similar Committees for dealing with the application from individual contesting candidates have also been constituted at each district level called as District Level Media Certification and Monitoring Committees under the Returning Officer (RO) of the Parliamentary Constituency/ District Election Officer (DEO).

An application for certification of any advertisement by recognized national/ state party / registered political party / group / organization / association having Headquarters in NCT of Delhi or individual contesting candidates in Delhi in the format prescribed shall be made to the respective Committee, not later than three (03) days and not later than seven (07) days in other cases, prior to the date of telecast of such advertisements. Applicants have to submit two (02) copies of the proposed advertisement in electronic form (CD) alongwith duly attested transcript thereof in English and Hindi.

**Advertisement to be telecast / broadcast only after the issue of certificate to the effect that the advertisement concerned is fit for telecast.**

The decision taken by the respective committee on the application for certification of an advertisement to direct deletion / modification of any part of the advertisement shall be binding and complied within 24 hours from receipt of such communication from the committee. The advertisement so modified will be resubmitted for review and certification. Any appeal against the decision of the committee at Addl. CEO or Returning Officer (RO) of the Parliamentary Constituency / District Election Officer (DEO) level will lie with the State level MCMC headed by the Chief Electoral Officer, Delhi, having office at Old St. Stephen's College Building, Kashmere Gate, Delhi-110006.

The prescribed application format for certification of any advertisement can either be downloaded from website : [www.ceodelhi.nic.in](http://www.ceodelhi.nic.in) or obtained from the O/o Additional Chief Electoral Officer or from the Office of the Returning Officers of the Parliamentary Constituency / District Election Officers (DEO) concerned.

The broadcasting / telecasting agencies are required to broadcast / telecast only the advertisement material duly certified by the committees constituted for the purpose.

The above instructions/guidelines shall be applicable during the enforcement of Model Code of Conduct.

This is issued for the information, guidance and compliance of all concerned.

Sd/-

Neeraj Bharati

Additional Chief Electoral Officer-cum-OSD