

F.No.- N-12011/2/2019-BC-III
Government of India
Ministry of Information & Broadcasting

Shastri Bhawan
New Delhi – 110 115

April 11, 2019

To

All Private Satellite TV Channels,
All DTH Operators,
All MSOs,
All Print Media

Subject: Order of the Election Commission dated 10.4.2019 regarding certain political content not in conformity with the Model Code of Conduct (MCC)

This is to inform that the Election Commission of India (ECI) has, inter alia, directed vide its order dated 10.4.2019 concerning intended 'political content' in electronic media including biopic etc., during the period of Model Code of Conduct (MCC) as follows-

- (i) Biopic material in the nature of biography/hagiography sub-serving the purposes of any political entity or any individual entity connected to it, which has the potential to disturb the level playing field should not be displayed in electronic media.
- (ii) Poster or publicity material concerning any such certified content, which either depicts a candidate (including prospective) for the furtherance (or purported to further) of electoral prospect, directly or indirectly shall not be put to display in electronic media in the area where the MCC is in operation.
- (iii) Material concerning any such certified content, which either depicts a candidate (including prospective) for the furtherance (or purported to further) of electoral prospect, directly or indirectly, shall not be put to display in print media, without the prescribed instructions of pre-certification (ECI's instruction No.

491/MCMC/2019/Communications dated 6th April, 2019) in the area where MCC is in operation.

2. The above directive of the Commission may be scrupulously adhered to by all concerned.


11/4/19
(AMIT KATOCH)
Director (BC)

Copy to-

1. CEO, Prasar Bharati, Doordarshan Bhawan, Copernicus Marg, New Delhi
2. DG, Doordarshan, Doordarshan Bhawan, Copernicus Marg, New Delhi
3. DG, All India Radio, Broadcasting House, Sansad Marg, New Delhi
4. Indian Broadcasting Federation (IBF), B-304, Ansal Plaza, Third Floor, Khelgaon Marg, New Delhi - 110 049
5. News Broadcasters Association (NBA), Mantec House, C-56/5, 3rd Floor, Sector 62, Noida, Uttar Pradesh 201301
6. Registrar of Newspapers for India (RNI), Soochna Bhawan, Lodhi Complex, Lodhi Road, New Delhi for necessary action with respect to Print media