



**PUBLIC (ELECTIONS.VII) DEPARTMENT,
SECRETARIAT, CHENNAI-600 009.**

Letter No.5092/Ele.VII/2013-24, Dated 21.03.2014.

From
Thiru. A. Sivagnanam, B.E., M.T.P.,
Joint Chief Electoral Officer (SVEEP)

To
All Recognized Political Parties (w.e)
All Registered Unrecognized Political Parties (w.e)

Sir/Madam

Sub: Election - General Elections to Lok Sabha, 2014 -
Certification of Political Advertisement - Election
Commission of India instructions - Reg.

Ref: From the Election Commission of India, New Delhi Letter
No.491/MCMC/2014(Communication) dated 15.3.2014.

I am directed to invite attention to the reference cited wherein Election Commission of India has stated that in pursuance of Hon'ble Supreme Court's order dated 13th April 2004, the Commission vide its order dated 15th April 2004 has constituted Committees at Parliamentary Constituency level and in the office of CEOs in all the States for the certification of political advertisements. As per that order:-

- i. Committee constituted at Delhi under the chairmanship of Joint Chief Electoral Officer will entertain the applications for certification of political advertisements by all registered political parties / groups / organizations / organizations having their headquarters in NCT of Delhi.
- ii. Committees constituted in other States/UTs will entertain the applications for certification of political advertisements by all registered political parties / organization /group /associations having their headquarters in that State/UT.

2. In addition to the above, the Election Commission of India, has issued the following clarification vide its letter dated 19.3.2009 as stated below:-

- i. If the Central Office of any of the National Parties or the State Parties with headquarters in Delhi seeks certification of same advertisement in multiple languages (Hindi/English and in regional languages), the advertisement material in each of the languages along with certified transcripts should be submitted to the committee in the office of the Chief Electoral Officer, Delhi.
- ii. If the Central Office of any of the national parties or the State Parties with headquarters in Delhi wishes to seek certification of advertisement in any regional language (without there being any Hindi/English version of the advertisement) the application seeking certification will have to be submitted to the committee in the office of the Chief Electoral Officer of the State concerned (i.e the State to which the regional language pertains).
- iii. Any advertisement certified for telecast/broadcast by the committee in the office of the Chief Electoral Officer, Delhi on application from the Central office of the National parties and the State Parties with headquarters in Delhi, will be valid for telecast/broadcast throughout India in all States and UTs. No separate certification would be required in such cases from the committees in other States.

3. In addition to that, the commission has stated that vide its letter dated 10.10.2013 that in the cases where registered parties/group/organization/association, not having their Headquarter in NCT of Delhi but wish to telecast/broadcast their advertisement in Delhi, certification of the advertisement should be considered by the committee in the State, where the party is contesting election. In the above context, the Election Commission of India has clarified that various State parties who contest elections outside the state where their headquarter is located, and wish to use different languages for TV/radio advertisements, they may

seek certification of such advertisements from the aforesaid committee in Delhi within the overall scope of Supreme Court's order dated 13th April 2004 and commission's letter dated 19th march 2009.

4. I am, therefore, to request you to make a note of the above instructions of the Election Commission of India for guidance.

Yours faithfully,

C. Jindal
21.03.2014

for Joint Chief Electoral Officer (SVEEP)

Copy to:

All District Election Officers (w.e)
All Returning officers of Parliamentary Constituencies (w.e)
The System Manager, Public (Elections) Department,
Chennai - 600 009. (w.e)

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ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi - 110001

No. 491/MCMC/ 2014 (Communication)

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Dated: 15th March 2014

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To

The Chief Electoral Officers of
All States/UTs
Special attention CEO, NCT of Delhi.

Sub: General Election to Lok Sabha, 2014 - Certification of Political Advertisement.

Sir/Madam,

I am directed to refer to the subject cited and to say that in pursuance of Hon'ble Supreme Court's Order dated 13th April 2004, the Commission vide its order dt 15th April 2004 has constituted Committees at Parliamentary Constituency level and in the office of CEOs in all the States for the certification of political advertisements. As per that order:

1. Committee constituted at Delhi under the chairmanship of Joint CEO will entertain the applications for certification of political advertisements by all registered political parties/groups/organizations/organisations having their headquarters in NCT of Delhi.
2. Committees constituted in other States/UTs will entertain the applications for certification of political advertisements by all registered political parties/organizations/group/associations having their headquarters in that State/UT

In addition to the above, vide Commission's letter dated 19th March 2009 it was also clarified that-

- (i) If the Central Office of any of the National Parties or the State Parties with headquarters in Delhi seeks certification of same advertisement in multiple languages (Hindi/English and in regional languages), the advertisement material in each of the languages along with certified transcripts should be submitted to the committee in the office of the CEO, Delhi.
- (ii) If the Central Office of any of the National Parties or the State Parties with headquarters in Delhi wishes to seek certification of advertisement in any regional language (without there being any Hindi/English version of the advertisement), the application seeking certification will have to be submitted to the committee in the office of the CEO of the State concerned (i.e. the State to which the regional language pertains).

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- (iii) Any advertisement certified for telecast/broadcast by the committee in the office of the CEO, Delhi, on application from the Central Office of the National Parties and the State Parties with headquarters in Delhi, will be valid for telecast/broadcast throughout India in all States and Uts. No separate certification would be required in such cases from the committees in other States.

Besides, the Commission vide its letter dated 10.10.2013 clarified that in the cases where registered parties/group/organization/association, not having their Headquarter in NCT of Delhi but wish to telecast/broadcast their advertisement in Delhi, certification of the advertisement should be considered by the Committee in the State, where the party is contesting election

Now, in the above context, it is further clarified that various State parties who contest elections outside the state where their headquarter is located, and wish to use different languages for TV/radio advertisements, they may seek certification of such advertisements from the aforesaid Committee in Delhi within the overall scope of Supreme Court's order dated 13th April 2004 and Commission's letter dated 19th March 2009.

Kindly give wide publicity to all concerned.

Yours faithfully,



(Dhirendra Ojha)
Under Secretary