

**ELECTION COMMISSION OF INDIA**

Nirvachan Sadan, Ashoka Road, New Delhi-110001

No. 491/MCMC/2019/Communication

Dated: 06<sup>th</sup> April, 2019

To

The Chief Electoral Officers of  
All States and Union Territories**Subject: - General election to Lok Sabha and State Legislative Assemblies, 2019 - Pre-certification of Political Advertisements in Print Media on the day of poll & one day prior to poll- regarding.**

Sir,

I am directed to state that instances of advertisements of offending and misleading nature published in print media have been brought to the notice of the Commission in the past. Such advertisements in the last stage of the election vitiate the entire election process. The affected candidates and parties will not have any opportunity of providing clarification/rebuttal in such cases.

2. In order to ensure that such instances are not repeated, and no untoward incident takes place because of any inflammatory, misleading or hate advertisements, the Commission, in exercise of its powers under Article 324 of the Constitution and all other powers enabling it in this behalf, hereby directs that **no** Political Party or Candidate or any other Organization or Person shall publish any Advertisement in the print media **on poll day and one day prior to poll day in all the phases**, unless the contents of political advertisements are got Pre-certified by them from the MCMC Committee at the State/District level, as the case may be. This will apply in the case of political advertisements to be published in the print media in circulation in the State/UTs going to poll in the phases as given below:

Phase and Date of poll	Restricted Days( poll day & one day prior to poll day)
First Phase- 11 <sup>th</sup> April, 2019	10 <sup>th</sup> and 11 <sup>th</sup> April, 2019
Second Phase - 18 <sup>th</sup> April, 2019	17 <sup>th</sup> and 18 <sup>th</sup> April, 2019
Third Phase - 23 <sup>rd</sup> April, 2019	22 <sup>nd</sup> and 23 <sup>rd</sup> April, 2019
Fourth Phase - 29 <sup>th</sup> April, 2019	28 <sup>th</sup> and 29 <sup>th</sup> April, 2019
Fifth Phase - 6 <sup>th</sup> May, 2019	5 <sup>th</sup> and 6 <sup>th</sup> May, 2019
Sixth Phase - 12 <sup>th</sup> may, 2019	11 <sup>th</sup> and 12 <sup>th</sup> May, 2019
Seventh Phase - 19 <sup>th</sup> may, 2019	18 <sup>th</sup> and 19 <sup>th</sup> May, 2019



3. It is further directed that in order to facilitate the process of pre-certification of the newspaper advertisements and as instructed above, MCMC at State/district level be immediately alerted and activated in order to examine and pre-certify all such advertisements received from the political parties and candidates and others. It should also be ensured that the decision by MCMC is made expeditiously.

4. The above direction of the Commission may be brought to the notice of Presidents of all political parties, contesting candidates and Newspapers in the State and also given wide publicity to all Media of Mass Communication for general information and strict compliance.

5. These directions shall come into force immediately.

6. A copy of the instruction issued in this behalf may be endorsed to the Commission urgently.

Yours faithfully,



(Dilip K. Varma)  
Secretary

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