

**ELECTION COMMISSION OF INDIA**  
**Nirvachan Sadan, Ashoka Road, New Delhi – 110001.**

No. 491/MCMC/2016

Dated: 9<sup>th</sup> April, 2016

To

The Chief Electoral Officer,  
(i) Assam - Dispur  
(ii) West Bengal - Kolkata

Subject: - 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 have been brought to the notice of the Commission in the past, published in printmedia. Such advertisements in the last stage of the election vitiates the election. The affected candidates and parties will not have any opportunity of providing clarification/rebuttal in such cases.

2. In order to ensure that no such instance is 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 10<sup>th</sup> and 11<sup>th</sup> April, 2016, in connection with the 2<sup>nd</sup> phase of election in Assam and 1(b) phase in West Bengal, unless the contents of the Advertisement proposed to be published are got **pre-certified** by political parties, candidates etc. from the MCMC Committee at the State/District level, as the case may be.

3. Similar direction should also be issued to all news papers in the state of Assam and West Bengal that they shall **not** publish any Advertisement in the print media on 10<sup>th</sup> and 11<sup>th</sup> April, 2016, **which has not been pre-certified by the said MCMC.**

4. It is further directed that in order to facilitate the process of pre-certification of the news paper 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.
5. The above direction of the Commission be brought to the notice of the Presidents of all political parties, contesting candidates and News papers in the state of Assam and West Bengal and also be given wide publicity to all Media of Mass Communication for general information and strict compliance.
6. These directions shall come into force immediately.
7. A copy of the instruction issued in this behalf may be endorsed to the Commission urgently.

Yours faithfully



(Dhirendra Ojha)  
Director