

# ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi 110001

No. 491/Paid News/2014

Dated: 26<sup>th</sup> February 2014

To

The Chief Electoral Officers of all States/UTs,

Sub: Composition of Media Certification and Monitoring Committees on Certification and Paid News – Clarifications.

Sir,

I am directed to invite your attention to the Commission's letter dated 27<sup>th</sup> August 2012 on the subject cited, and to clarify the following:-

(1) The composition/duties of Media Certification and Monitoring Committees will be as under :-

(i) For scrutiny of paid news cases, the committee is formed at district level with the following officers:-

- (a) District Election Officer
- (b) ARO (Not below SDM)
- (c) Central Govt I&B Ministry official (if any in the district)
- (d) Independent Citizen/Journalist as may be recommended by PCI/DEO's nominee (If PCI nomination is not available)
- (e) DPRO/District Information Officer/equivalent – Member Secretary

(ii) For certification of political advertisements, the committee will be formed at Parliamentary Constituency level with the following officers:-

- (a) Returning Officer of Parliamentary Constituency
- (b) ARO (not below SDM)

For the Committee at (ii) above, it is clarified that Returning Officer of Parliamentary Constituency may co-opt as many members to assist him in certification of political advertisements as the number of districts falling in that Parliamentary Constituency so as to have wider opinion and equal representation from all the districts in the matter of certification.

(2). Regarding certification of political advertisements on social media, it is clarified that the political advertisements issued in e-papers of any newspaper shall also require to be pre-certified by committee for certification at (ii) above.

Yours faithfully,



(Rahul Sharma)

Under Secretary