

By Spl. Messenger/Camp Bag

# ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi-110001

**No.437/6/INST/2008-CC&BE**

**Dated: 13<sup>th</sup> April, 2009**

To

- 1) The Cabinet Secretary  
Cabinet Secretariat  
Rashtrapati Bhawan, New Delhi.
- 2) Secretary to the  
Government of India,  
Ministry of Information & Broadcasting,  
New Delhi.
- 3) The Chief Secretaries of  
All States and Union Territories
- 4) The Chief Electoral Officers of  
All States and Union Territories

**Subject: Applicability of Model Code of Conduct - Display of advertisements and hoardings at the cost of public exchequer**

Sir/Madam,

It has come to the notice of the Commission that a number of hoardings depicting the achievements of the party in power are being displayed by the Union and the States/UT Governments at the cost of public exchequer Your attention is invited to sub-para (iv) of para VII - Party in Power- of the Model Code of Conduct for the Guidance of Political Parties and Candidates which is as under:-

The party in power whether at the Centre or in the States/UTs concerned. shall ensure that no cause is given for any complaint that it has used its official position for the purposes of its election campaign and in particular-(iv) Issue of advertisement at the cost of public exchequer in the newspapers and other media and the misuse of official mass media during the election period for partisan

coverage of political news and publicity regarding achievements with a view to furthering the prospects of the party in power shall be scrupulously avoided.'

With the announcement of the schedule of General Elections to Lok Sabha and to the Legislative Assemblies of various States on 2<sup>nd</sup> March, 2009, the Model Code of Conduct came into force immediately. The continuing display of such hoardings and advertisements at the cost of public exchequer, even if such Hoardings, advertisements or posters were displayed prior to the date of announcement of elections, constitutes a violation of the Model Code of Conduct as it provides an undue advantage to the party in power and has the effect of influencing the voters in favour of the party in power.

The Commission directs that all such hoardings, advertisements, etc. on display at the cost of Public exchequer shall be removed forthwith by the authorities concerned and a compliance report furnished to the Commission.

The Commission has also directed that no advertisements should be issued in the newspapers and other media including electronic media at the cost of public exchequer during the election period and the misuse of mass media during the election period for partisan coverage of political news and publicity regarding achievements with a view to furthering the prospects of the party in power should be scrupulously avoided.

All Ministries/Departments/Offices of the Central Government and the State Governments may be informed of this directive of the Commission for immediate compliance.

The receipt of this letter may be acknowledged.

Yours faithfully

**(K.N. BHAR)**  
**UNDER SECRETARY**

Copy to : All recognized National & State Political Parties.