

# **ELECTION COMMISSION OF INDIA**

**Nirvachan Sadan, Ashoka Road, New Delhi- 110 001.**

No.: 509/75/2004-JS.I (Vol.II)

dated the 2nd November, 2007

To,

The Chief Electoral Officers  
Of all States and Union Territories.

**Subject: Supreme Court's order dated 13<sup>th</sup> April, 2004 relating to advertisements of political nature on Radio, TV Channel and cable networks - clarification - regarding.**

Sir,

I am directed to invite your attention to the Commission's Order No. 509/75/2004/JS.I dated 15.4.2004 on the subject cited. As per the Order of the Hon'ble Supreme Court and the instruction's of the Commission in pursuance thereof, advertisements of political nature to be displayed on TV/Cable networks are required to be got certified by the Committee set up for this purpose. The Chief Electoral Officer, Gujarat (vide letter NoELC-1007-769-(Cell)-CHH, dated 24.10.2007) has made a reference stating that certain political parties have submitted applications with CDs containing various programme telecasted earlier on various TV channel/Cable network for certification and whether the Committee is required to consider such applications for certification.

In this connection, it is clarified that keeping in view the object sought to be achieved by the Hon'ble Supreme Court's order 13.4.2004, the word 'advertisement' will have to be given a broader meaning to cover 'programme' which any political party/organization intends to use as campaign material on Cable Network or similar apparatus. Accordingly, the Committees will have to pre-view all such material given by the party for certification.

The two CDs sent by Chief Electoral Officer, Gujarat with the above referred letter are referred herewith for necessary action on the part of the Committee.

Yours faithfully,

(S. R. KAR)  
UNDER SECRETARY