

OFFICE OF
THE DC/DISTRICT ELECTION OFFICER, UKHRUL



N O T I C E

Ukhrul, the 10th of March, 2019

SUBJECT: Pre- certification of Political Advertisements on Electronic Media

1. **PRE-CERTIFICATION:** In connection with the enforcement of the Model Code of Conduct for the forthcoming Lok Sabha 2019 election, as per ECI's instruction, Pre-Certification by Media Certification and Monitoring Committee, Ukhrul District is mandatory for the following cases:
 - a. Advertisements of political nature on TV Channel, cable network.
 - b. Advertisements of political nature on Radio and in Cinema Halls.
 - c. Audio-Visual displays of Political advertisements in public space.
 - d. Use of bulk SMS/Voice messages in political campaigning.
 - e. Political advertisements to be issued on social media, e-papers and websites. Self-accounts and blogs are excluded from this purview.
2. **MCMC Approval:** This may be sought by providing two (2) copies of the proposal advertisement in electronic forms along with duly attested transcript thereof.
3. **Expenses on broadcasts of the above nature (a,b,c,d,e)** will be added to the election expenses of the concerned candidates if the documents of actual expenses are submitted, or as per the standard rate cards.

NO.12/21/MCMC/DC/UKL
Date: 10th of March, 2019

718 Pahuja
10/3/19
Dr. Harmit Singh Pahuja, IAS
DEO: Ukhrul & Kamjong

**District Election Officer
Ukhrul, Manipur**

Copy to:

1. Chief Electoral Officer (CEO), Manipur
2. MCMC Nodal Officer and all Team members.
3. President/General secretary of all recognized National/State political parties functioning in Ukhrul District.
4. Relevant file.