



GOVERNMENT OF KERALA

Abstract

Election Department – Constitution of State Level Media Certification and Monitoring Committee (MCMC) and Additional CEO's Committee on Certification of Political Advertisements during General Election to Lok Sabha, 2024- Orders issued.

ELECTION (GENERAL) DEPARTMENT

G.O.(Rt)No.171/2024/ELEC Dated, Thiruvananthapuram, 21-03-2024

- Read 1 Letter No. 491/MCMC/5/2023/Communication dated 24th August, 2023 from Election Commission of India, New Delhi.
2. Press Note No. ECI/PN/23/2024 dated 16.03.2024 from Election Commission of India, New Delhi.

ORDER

1. As per the letter read as 1st paper, the Election Commission of India had issued compiled guidelines on composition and role of Media Certification and Monitoring Committees (MCMC), pre-certification of political advertisements and Paid News and its reporting mechanism. As per the Press Note read as 2nd paper above, Election Commission of India has announced the schedule for General Election to Lok Sabha, 2024.
2. Every registered National and State Political Party/ unregistered political parties/ contesting candidate or other person, proposing to issue advertisements on television channel or cable network or other electronic media will have to apply to the Election Commission/ Designated Officer for certification, prior to the commencement of telecast of advertisement.
3. In the circumstances, the following Committees are constituted at the State Level with immediate effect.

I. State Level Media Certification and Monitoring Committee

(MCMC) [Appellate Committee]

(a) Sri. Sanjay M. Kaul, Secretary and Chief Electoral Officer – Chairperson.

(b) Observer appointed by the Election Commission of India. (to be opted)

(c) Smt. Dhanya Sanal IIS, Deputy Director (M&C), PIB, Thiruvananthapuram – Member.

(d) Shri. Ajay Joy IIS, Deputy Director (DD News), Doordarshan-Member.

(e) Member, Press Council of India (to be nominated).

(f) Smt. Sharmila C., Additional Secretary & Additional CEO, Election Department- Member Secretary.

(g) Smt. V. P. Aswathy, Deputy Director, Field Publicity, Information & Public Relations Department – Intermediary / Social Media Expert.

(An observer of the Election Commission of India will be co-opted to the Committee after the appointment of Observers by the ECI for General Election to Lok Sabha, 2024)

The State Level MCMC will perform the following two sets of functions:

(i) Decision on the appeal of any political party or candidate or any other person in regard to grant or refuse Certification of Advertisement. Such appeals will lie only with and will be disposed of by the State Level Committee headed by the Chief Electoral Officer.

(ii) Examining all cases of ‘Paid News’ on appeal against the decision of the District MCMC or cases that they may take up suo moto, in which case it shall direct ROs concerned to issue notices to candidates.

II. Additional CEO’s Committee on Certification

a) Dr . Adeela Abdulla IAS, Additional Secretary & Additional CEO – Chairman.

b) Sri. Premji C., Returning Officer, Attingal Parliamentary Constituency – Member.

c) Sri. Navin Sreejith U.R., Deputy Director (M&C), Press Information Bureau- Member.

d) Sri. Ashish C.R., information officer, web and media, Information & Public Relations Department – Intermediary / Social Media Expert.

The Committee will entertain applications for Certification of Advertisements on Television Channels and Cable Networks and Social Media from:

- (i) All registered political parties having their HQ in the State.
- (ii) All organizations or group of persons or associations having their registered offices in the States.
4. Intermediary expert/ social media expert will assist the MCMC in the matter of certification of political advertisements proposed to be published on social media platforms and in scanning social media platforms for suspected cases of paid news. Legal provisions relating to election campaigning apply to social media in the same manner in which they apply to any other form of election campaigning using any other media.
5. The application for Certification of any advertisement by every registered political party shall be made to the Committee not later than three days prior to the date of commencement of telecast of such advertisement and not later than seven days in case of any other person or unregistered parties.
6. Every such application shall be submitted in the format appended as Annexure –A and shall be accompanied by two copies of the proposed advertisement in the electronic form along with a duly attested transcript thereof.
7. While taking a decision on the applications for certification of an advertisement, it will be open for the Committee to direct deletion/ modification of any part of the advertisement. Every such order making comments and observation for deletion and modification shall be binding and be complied with by the concerned political party concerned or contesting candidate or any other person within 24 hours from the receipt of such communication. The advertisement so modified shall be re-submitted to the Committee for review and certification.
8. Where the Committee is satisfied with the advertisement, it should issue a certificate to the effect that advertisement concerned is fit for telecast. The format of certificate is appended as Annexure – B.
9. During the election period, these Committees will function in Election Department, Legislature Complex, Thiruvananthapuram on all working days during working hours.

(By order of the Governor)
Dr. ADEELA ABDULLA I A S
ADDITIONAL SECRETARY & ADDITIONAL CHIEF
ELECTORAL OFFICER

To:

All Recognized Political Parties.

Dr . Adeela Abdulla IAS, Additional Chief Electoral Officer, Election Department.

The Director, Information & Public Relations, Thiruvananthapuram.

Sri. Rajesh Kumar Singh, Under Secretary, Election Commission of India, Nirvachan Sadan, New Delhi.

District Election Officer, Thiruvananthapuram.

Shri. Ajay Joy IIS, Deputy Director (DD News), Doordarshan

Smt. Dhanya Sanal IIS, Deputy Director (M&C), PIB, Thiruvananthapuram.

Sri. Navin Sreejith U.R., Assistant Director, Press Information Bureau.

Sri. Premji C., Returning Officer, Attingal Parliamentary Constituency.

Smt. V. P. Aswathy, Deputy Director, Field Publicity, Information & Public Relations Department.

Sri. Ashish C.R., information officer, web and media, Information & Public Relations Departmen.

Forwarded /By order

Section Officer