



GOVERNMENT OF KERALA

Abstract

Election(MCC& Media) Department – Constitution of State Level Media Certification and Monitoring Committee (MCMC) and Additional CEO's Committee on Certification for Political Advertisements during General Election to Kerala Assembly Election, 2026- Orders issued.

Election(MCC& Media)DEPARTMENT

G.O.(Rt)No.242/2026/ELEC Dated,Thiruvananthapuram, 19-03-2026

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/09/2026 dated, 15.3.2026 from Election Commission of India, New Delhi.

ORDER

As per the letter read as 1st paper above, the Election Commission of India has issued consolidated guidelines regarding the constitution and role of Media Certification and Monitoring Committees (MCMC), pre-certification of political advertisements, and the mechanism for monitoring and reporting Paid News in connection with General Elections. Further, as per the Press Note read as 2nd paper above, the Election Commission of India has announced the schedule for the General Election to the Legislative Assembly of Kerala, 2026.

In this context, it is reiterated that every registered National and State Political Party, unregistered political party, contesting candidate, or any other person proposing to issue advertisements on television channels, cable networks, or any other electronic media shall obtain prior certification from the Election Commission of India or the designated authority, as the case may be, before the telecast or broadcast of such advertisement.

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]

The Committee is constituted to consider appeals relating to the certification of advertisements and to examine cases of "Paid News" arising from appeals against the decisions of the District MCMCs.

Composition :-

- (a). Dr. Rathan U Kelkar IAS, Chief Electoral Officer (CEO), Kerala - Chairman
- (b). Dr. Neethu Sona, IIS, Director, CBC, Thiruvananthapuram, - State nodal officer for MCMC
- (c). Shri. Asheesh Joshi IAS, General Election Observer for Thiruvananthapuram District.
- (d). Shri. P B Nooh IAS, Additional CEO - Member Secretary
- (e). Shri. Biju Mathew, IIS, PRO, DPR(Defence), Thiruvananthapuram Ministry of Information Bureau
- (f). Dr. K Sreenivasarao, Member Press Council of India Secretary, Sahitya Akademi, Rabindra Bhavan, 35, Ferozshah Road, New Delhi-110001
- (g). Sri. Syam VS, Programme Manager, Social Media & Web Services, C-DIT.

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 (State Level Certification Committee)

The Committee is specifically entrusted with receiving and examining applications for the pre-certification of political advertisements on electronic media submitted by recognized groups and political parties.

Composition :-

- (a). Shri. P B Nooh IAS Additional Chief Electoral Officer - Chairperson
- (b). Smt. Anu Kumari IAS, District Electoral Officer & District Collector, Thiruvananthapuram -Member
- (c). Dr. Athira Thampi, IIS, Deputy Director , Press Information Bureau ,

Thiruvananthapuram, -Member

(d). Sri. Syam VS, Programme Manager, Social Media & Web Services, C-DITE - Member

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 State.

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. The format of certificate is appended as **Annexure – A**

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 shall 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 RATHAN U KELKAR I A S
CHIEF ELECTORAL OFFICER & SECRETARY

To:

All Recognized Political Parties.

Sri. Rajesh Kumar Singh, Principal Secretary, Election Commission of India, Nirvachan Sadan, New Delhi(For Information)

Dr . Rathan U Kelkar IAS, Chief Electoral Officer, Election Department.

Shri. P B Nooh IAS Additional Chief Electoral Officer, Election Department.

Smt. Anu Kumari IAS, District Electoral Officer & District Collector, Thiruvananthapuram

Dr. Athira Thampi, IIS, Deputy Director, Press Information Bureau, Thiruvananthapuram,

Shri. Asheesh Joshi IAS, Election Observer for Thiruvananthapuram District.

Dr. Neethu Sona, IIS, Director,CBC, Thiruvananthapuram,

Smt. Dhanya Sanal IIS, Deputy Director (M&C), Press Information Bureau,Thiruvananthapuram

Shri. Biju Mathew, IIS, PRO, DPR (Defence), Thiruvananthapuram

Dr. K Sreenivasan,Member Press Council of India Secretary, Sahitya Akademi, Rabindra Bhavan,35,Ferozshah Road, New Delhi-110001-Mail-secretary@sahitya-akademi.gov.in

The Director (Web & Media), Information & Public Relations Department(for publishing in the Government Website)

Office Copy/ Stock File

Forwarded /By order

Signed by

Manish V V

Section Officer

Date: 19/03/2025 11:41:08

Copy to :- CA to the Chief Electoral Officer

CA to the Deputy Chief Electoral Officer

APPLICATION FOR CERTIFICATION OF ADVERTISEMENT

I.

- (i) Name and full address of the applicant
- (ii) Whether the advertisement is by a political party/contesting candidate / any other person / group of persons / association/ organization / Trust (give the name)
- (iii) (a) In case of political party, the status of the party (whether recognized National/ State / unrecognized party)

(b) In case of a candidate, name of the Parliamentary / Assembly Constituency from where contesting
- (iv) Address of Headquarters of political party / group or body of persons /association/ organization / Trust
- (v) Platform (s) on which the advertisement is proposed to be telecast / Broadcast
- (vi) (a) Is the advertisement for the benefit of prospects of election of any candidate(s)

(b) If so, give the name(s) of such candidate(s) with full address and name(s) of constituency (ies)
- (vii) Date of submission of the advertisement
- (viii) Language(s) used in the advertisement (advertisement is to be submitted with two copies in electronic form alongwith a duly attested transcript)
- (ix) Title of advertisement
- (x) Cost of production of the advertisement
- (xi) Approximate cost of proposed telecast with the breakup of number of insertions and rate proposed for each such insertion
- (xii) Total expenditure involved (in Rupees)

II.

I, Shri / Smt. _____, S/o / D/o / W/o
_____, (full address) _____, undertake
that all payments related to the production and telecast/broadcast of this advertisement
will be made by way of cheque / demand draft.

Place:

Signature of the applicant

Date:

III.

(Applicable for advertisement by a person / persons, other than a political
party or a candidate) I, Shri/Smt. _____, S/o/D/o/W/o _____,
(full address, hereby state and affirm that the advertisement(s) submitted
herewith is not for the benefit of any political party or any candidate and
that this advertisement(s) has / have not been sponsored / commissioned
or paid for by any political party or a candidate.

Place:

Signature of the applicant

Date:

CERTIFICATION OF POLITICAL ADVERTISEMENTS

I.

- (i) Name and address of the applicant /political party / candidate/ person / group of persons /association /organization/ Trust
- (ii) Title of advertisement
- (iii) Duration of advertisement
- (iv) Language(s) used in advertisement
- (v) Date of submission of advertisement
- (vi) Date of certification

II. Certified that the above advertisement is fit for use as per the guidelines prescribed by the Hon'ble Supreme Court of India.

*Signature of chairperson/
members of committee / Designated Officer*

Place:

Date:

*Applicable for telecast/broadcast on TV and Cable network/Cable Channels, advertisements to be displayed year round in Cinema Halls, Radio including private FM channels, audio-visual displays in public places, advertisements in e-newspapers, bulk SMS/voice messages, advertisements on social media and internet websites, print media (pre-poll & poll day)