

**DIRECTIONS TO POLITICAL PARTIES, CONTESTING CANDIDATES
FOR PUBLISHING ADVERTISEMENT**

Panaji: April 16, 2024

Chaitra 27, 1945

The Election Commission of India (ECI) has directed that no political party or candidate or any other organisation or person shall publish any advertisement in the print media on poll day and one day prior to poll day, unless the contents of political advertisements are got pre-certified by them from the MCMC committee at the state/district level, as the case may be. This will apply in the case of political advertisements to be published in the print media in circulation in the states/UTs going to poll.

The applicants shall have to apply to MCMC not later than 02 (two) days prior to the proposed date of publication of advertisement.

To facilitate the process of pre-certification of newspaper advertisements and as instructed, MCMC at state/district level be immediately alerted and activated in order to examine and pre-certify all such advertisements received from the political parties and candidates and others. It should also be ensured that the decision by MCMC is made expeditiously.

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Department of Information & Publicity,
Government of Goa,
Udyog Bhavan, Third Floor,
Near Azad Maidan,
Panaji – Goa.