

Fax Message No. 2429 /ICAR HQ.

Dated. 22/11/2012

No. of Pages. 03



INDIAN COUNCIL OF AGRICULTURAL RESEARCH
KRISHI BHAWAN: NEW DELHI

F. No. 21-30/2012-CDN

Dated 21.11.2012

ENDORSEMENT

Election Commission of India, Government of India, New Delhi has issued No. 437/6/CG/2012-CC&BE/207 dated 23.10.2012 regarding Model code of conduct-Publication of any advertisement of Central Government in the newspapers of poll going States and States having circulation in poll going States. The above mentioned circular is being uploaded on the ICAR Web-Site www.icar.org.in for information and further guidance.

(J.N. Bhagat)

Under Secretary (GAC)

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3. Chairman ASRB/ND, NAIP/ Project Director(DKMA), Pusa, New Delhi.
4. Shri Hans Raj, ISO, (DKMA) KAB-I for putting in the ICAR Web-Site.
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SP No. 1CR)10340/1800
19/11/2012**MOST IMMEDIATE**

No.1/54/2010-MUC
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING

Shastri Bhawan, New Delhi, dated the 6th November, 2012

OFFICE MEMORANDUM

Subject: Model code of conduct-Publication of any advertisement of Central Government in the newspapers of poll going States and States having circulation in poll going States- reg

The undersigned is directed to refer to the Election Commission of India's Letter No. 437/6/CG/2012-CC&BE/207 dated 23rd October, 2012 and to state that Election Commission of India has directed to forward all the advertisements highlighting welfare measures addressed to specific categories, relating to various welfare schemes under the Central Government, to the Election Commission in future, for clearance, before they are sent for publication in newspapers having circulation in the poll bound states. In this connection, a copy of Election Commission's letter is enclosed for strict compliance.

(SHAILESH GAUTAM)

UNDERSECRETARY TO THE GOVERNMENT OF INDIA

TELE: 23384853

Encl: as above.

Secretary,
Ministry of

Dept. of Agricultural Research and Education.

DS (GAE)
20-11-12

Smt. Jh
By
Jta

By Special Messenger

ELECTION COMMISSION OF INDIA

NIRVACHAN SADAN, ASHOKA ROAD, NEW DELHI-110001

K. N. BHAR
SECRETARY

Telephone No. 011-23052014

Fax No. 011-23052084

No.437/6/CG/2012-CC&BE/267

Dated: 23rd October, 2012

To

✓ The Secretary to the Govt. of India,
Ministry of Information and Broad Casting
Shastri Bhawan, New Delhi.

Subject: Model Code of Conduct-Publication of any advertisement of Central Government in the newspapers of poll going States and States having circulation in poll going States- regarding.

Sir,

I am directed to state that the Commission has noted that certain advertisements highlighting welfare measures aimed at and addressed to specific categories like farmers, workers of cooperatives etc., relating to various welfare schemes under the Central Government are being published by some Ministries and Departments of the Government, in the editions of newspapers in the States not going for elections; but from other States, and having circulation in the poll going States without obtaining prior approval of the Commission.

The Commission has directed that, in future, all such advertisements, issued during the Model Code of Conduct period shall be forwarded to the Commission for clearance before they are sent for publication in newspapers having circulation in the poll bound States.

Yours faithfully,

(K. N. BHAR)

Copy to: The Director General, Directorate of Advertising and Visual Publicity, Soochna Bhawan, CGO Complex, Phase-IV, Lodhi Road, New Delhi-110003.

Director (IP) us (mbo)
Please circulate
to DAVP and other
ministries as
well.

Solanki
24/10
usually M.
on Amt
24/10

26/10

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2429/2012
23/10/2012