



भारत निर्वाचन आयोग

ELECTION COMMISSION OF INDIA

निर्वाचन सदन, अशोक रोड, नई दिल्ली -110001

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Nirvachan Sadan, Ashoka Road, New Delhi-110001

F.No. 437/6/INST/ECI/LET/FUNCT/MCC/2024

Dated: 10th April, 2024

Subject: General Election to the Lok Sabha and Legislative Assemblies of Andhra Pradesh, Arunachal Pradesh, Odisha and Sikkim, 2024 – Restriction on printing of pamphlets, posters etc. - regarding.

Madam/Sir,

I am directed to invite a reference to the Commission's letter No. 3/9/2004/JS-II, dated 24th August, 2004 and letter No. 3/9/2007/JS-II Dated: 16th October, 2007 regarding the provisions of section 127A of the Representation of the People Act, 1951.

2. Various representations have been received in the Commission stating that in hoarding spaces controlled/ regulated by Local Self Government/Municipal authorities, hoardings without the identity of the printer or publisher have been noticed.

3 In this connection, I am directed to state that the fundamental imperatives which underwrite the design of R P Act 1951 & the Model Code of Conduct in the campaigning space, in print mode, inter-alia, are the disclosure of identity of the publisher and, thereby his responsibility of the content of the material so published. The former has a nexus with issue of campaign financing & fixing of responsibility in case content is found unbecoming the framework of Model Code of Conduct or the statutory scheme. It further reinforces the vital information of publisher to elector at large.

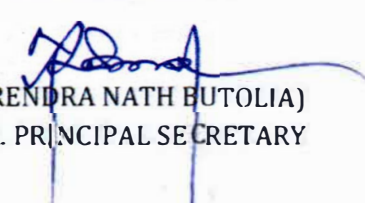
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4. Accordingly, Section 127A of the R P Act 1951 clearly prohibits 'printing or publishing' of election pamphlet / poster without bearing the name & address of the printer & publisher on the face thereof. Section 127 A(3)(b) gives a wide amplitude to the meaning of the phrase "election pamphlet or poster", to include, "placard or poster". Thus any non-compliance or obfuscations of this requirement is always to be viewed seriously.

5. You are hereby advised that above instructions may be brought to the notice of all municipal authorities or such authorities that are responsible for hoardings/posters/banners etc. for strict compliance.

6. CEOs may bring this to the notice of all the political parties in the State for strict compliance.

Yours faithfully


(NARENDRA NATH BUTOLIA)
SR. PRINCIPAL SECRETARY