

Panaji, 26th March, 2024 (Chaitra 6, 1946)

SERIES III No. 51

OFFICIAL GAZETTE



GOVERNMENT OF GOA

PUBLISHED BY AUTHORITY

EXTRAORDINARY

GOVERNMENT OF GOA

Office of the Collector, North Goa District
Media Management & Monitoring Cell

Advisory

No. MCMC/Misc/Lok Sabha/2024/08

Sub.: Media Monitoring & Certification

Whereas the Hon'ble Supreme Court of India, by its interim order dated 02-04-2004 passed in SLP (Civil) No. 6679/2004 (Ministry of Information and Broadcasting v/s M/s. Gemini TV and others), in substitution of the order under challenge, had directed as under:

- Any cable operator is prohibited from transmitting or re-transmitting any advertisement which is not in conformity with the prescribed programme code and advertisement code and is likely to promote enmity on grounds of "religion, race, language, caste or community or any other ground whatsoever, disharmony or feelings of enmity, hatred or ill-will between religion, racial, linguistic or regional groups or castes or communities or which is likely to disturb public tranquility".
- Any advertisement carried in the cable service shall be designed so as to conform to the laws of the country and should not offend morality, decency and religious susceptibilities of the subscribers.
- No advertisement shall be permitted which deride any "race, caste, color, creed and

nationality, is against any provision of the Constitution of India and tends to incite people to crime, cause disorder or violence or breach of law or glorifies violence or obscenity in any way".

In order to preview, scrutinize and verify all advertisements by individual contesting candidates or political parties or organization/association, before it is inserted in the electronic media, in terms of Hon'ble Supreme Court Order dated 13th April, 2004 in SLP (Civil) No. 6679/2004 and ECI's subsequent Order No. 509/75/2004/J.S.-I dated 15th April, 2004, a Media Certification and Monitoring Committee (MCMC) of North Goa District has been constituted by the District Magistrate and District Election Officer, North Goa District, vide Order No. 6-31-2023/MCMC/435 dated 29-02-2024 for the purpose of previewing, scrutinizing and verifying all advertisements by individual contesting candidates or political parties or organization/association, before it is inserted in the electronic/print/social media.

Registered National and State political parties and every contesting candidate must apply for pre-certification of political advertisement not later than three days prior to the date of the proposed commencement of the telecast of the advertisement. In case of any person or unregistered political parties, it should be not later than seven days prior to the date of the telecast in Annexure "A". Such application shall be accompanied by two copies of the proposed advertisement in print/electronic form along with the duly attested transcript thereof.

The application for certification shall contain following details:

- (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 the candidate, name of the 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 along with a duly attested transcript):
- (ix) Title of advertisement:
- (x) Cost of production of the advertisement:
- (xi) Approximate cost of proposed telecast with the break up of number of insertions and rate proposed for each such insertion.
- (xii) Total expenditure involved (in rupees).

The MCMC will scrutinize the applications received and if the committee is of the opinion that the proposed advertisement is fit for telecast as per the guidelines prescribed by the Hon'ble Supreme Court of India in SLP (Civil) No. 6679/2004 (Ministry of Information and Broadcasting v/s M/s. Gemini TV and others), then the committee shall issue the certificate of advertisement for print/telecast in Annexure "B". After obtaining the certificate in Annexure "B", the applicant shall produce the same before the print media/electronic and social media for telecasting/printing the proposed advertisement.

All the editors of print media/electronic media/social media and television channels are hereby informed to insist on certification in Annexure "B" issued by the Media Certification and Monitoring Committee (MCMC) before telecasting or publishing any advertisement from any political party/contesting candidate/any other person/group of persons/association/organization/Trust.

Panaji, 24th March, 2024.— The District Magistrate & DEO, *Sneha Gitte*, IAS (North).

ANNEXURE-A

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 the 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:

Date:

Signature of the applicant

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:

Date:

Signature of the applicant

ANNEXURE-B

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 advertisements
- (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 guidelines prescribed by the Hon'ble
Supreme Court of India.

*Signature of Chairperson/Members
of Committee/Designated Officer*

Place: _____

Date: _____

www.goaprintingpress.gov.in

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