

**General Election Lok Sabha**  
**Most Immediate**  
**Date Bound**

No. 4/46/2009-1 Election  
Government of Haryana  
Chief Secretary Office  
(Election Branch)

Dated, Chandigarh the 7<sup>th</sup> March, 2014.

To

1. All the Additional Chief Secretaries to Govt., Haryana.
2. The Additional Chief Secretary and Financial Commissioner to Govt., Haryana, Revenue & Disaster Management.
3. All the Principal Secretaries/Commissioners & Secretaries to Govt., Haryana.
4. All the Heads of Departments.
5. The Divisional Commissioner in Haryana.
6. All the Deputy Commissioner in Haryana.

**Subject: - Applicability of Model Code of Conduct – Display of advertisements and hoardings at the cost of public exchequer.**

\*\*\*\*\*

Sir/Madam,

The Election Commission of India normally issues specific instructions regarding display of advertisements and hoardings at the cost of Public Exchequer under heading VII (party in power) of Model Code of Conduct with regard to General Election of Lok Sabha. But the same has not been issued/received to the Chief Secretary of the State. Therefore, it is decided to convey these instructions to all concerned in anticipation of the Commission action in this regard. It has come to the notice of Government that a number of hoardings depicting the achievements of the party in power are being displayed by the Union and the States/UT Governments at the cost of public exchequer your attention is invited to sub-para (iv) of para VII- Party in Power of the Model Code of Conduct for the Guidance of Political Parties and Candidates which is as under:-

“The party in power whether at the Center or in the States/UTs concerned shall ensure that no cause is given for any complaint that it has used its official position for the purposes of its election campaign and in particular-(iv) Issue of advertisement at the cost of public exchequer in the newspapers and other media and the misuse of official mass media during the election period for partisan coverage of political news and publicity regarding achievements with a view to furthering the prospects of the party in power shall be scrupulously avoided.”

With the announcement of the schedule of General Elections to Lok Sabha and to the Legislative Assemblies of various States on 05<sup>th</sup> March, 2014, the Model Code of Conduct has come into force immediately. The continuing display of such hoardings and advertisements at the cost of public exchequer, even if such Hoardings, advertisements or posters were displayed prior to the date of announcement of elections, constitutes a violation of the Model Code of Conduct.

**In this regard it is directed that all such hoardings, advertisements, etc. on display at the cost of public exchequer shall be removed / adequately covered forthwith by the authorities concerned and a compliance report furnished to the Government.**

It is also directed that no advertisements should be issued in the newspapers and other media including electronic media at the cost of public exchequer during the election period and the misuse of mass media during the election period for partisan coverage of political news

and publicity regarding achievements with a view to furthering the prospects of the party in power should be scrupulously avoided.

Yours faithfully,

*Vishal Mishra*  
Deputy Secretary Election.

Endst.No.4/46/2009-1Election

Dated, Chandigarh the 7<sup>th</sup> March, 2014.

A copy is forwarded to the State Election Commissioner, Haryana, Chandigarh for information.

*Vishal Mishra*  
Deputy Secretary Election.

A copy is forwarded to the Senior Special Secretaries / Senior Secretaries / Secretaries / Private Secretaries to Chief Minister / Ministers / State Ministers / Chief Parliamentary Secretaries for bringing these instructions to the notice of Hon'ble Chief Minister / Ministers / State Ministers / Chief Parliamentary Secretaries.

*Vishal Mishra*  
Deputy Secretary Election

To

The Senior Special Secretaries / Senior Secretaries / Secretaries / Private Secretaries to Chief Minister / Ministers / State Ministers / Chief Parliamentary Secretaries

Endst.No.4/46/2009-1Election

Dated, Chandigarh the 7<sup>th</sup> March, 2014.

CC: -

PS/CS

✓ NIC