

**ELECTION MATTER**  
**MOST URGENT/THROUGH MAIL**

DIRECTORATE OF INFORMATION AND PUBLICITY  
GOVERNMENT OF NCT OF DELHI  
BLOCK IX, OLD SECRETARIAT, DELHI-54

F.46(1)/16-17/FP/DIP/MCC/2017

Date: 14.03.2017

To

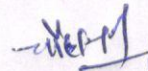
All Print Media /Multimedia/Radio and TV Agencies/Outdoor Media Agencies

Sir,

As you are aware that the Model Code of Conduct has come into force in entire Delhi with the announcement MCD Elections 2017 and with this announcement all Advertisements in News papers/Magazines (Print Media), Hoardings/Bill Boards/BQS/Metro Trains (Outdoor Media)/airing/broadcast in Radio/TV Channels (Electronic Media) and Social Media from Government funds will be stopped/pulled down immediately.

Therefore, you are directed to ensure that no Government advertisement features, till the Model Code of Conduct is in force, in News papers/Magazines (Print Media), Hoardings/Bill Boards/BQS/Metro Trains (Outdoor Media)/airing/broadcast in Radio/TV Channels (Electronic Media) and Social Media features forthwith and those Advertisements which are on should be stopped/removed forthwith and a compliance report be submitted in this regard immediately.

Yours sincerely,

  
(Nalin Chauhan) 14/3/17  
Deputy Director  
M: 9899818616

Copy to:

1. The Secretary to State Election Commission, Delhi for information and necessary action please.
2. Dy. Director (Advt.) with the instruction that no DIP/Key number for any advertisement will be issued without approval of Delhi State Election Commission.
3. Dy. Director (FP) with the instruction that no execution order for any outdoor publicity/Electronic Media will be issued without prior approval of Delhi State Election Commission.
4. Media Manager (Shabdarth) with the instruction that no advertisement will be issued without prior approval of DIP/ State Election Commission.
5. All Publicity Officers of DIP
6. Guard File