

**IMMEDIATE**  
**ELECTION MATTER**

**GOVERNMENT OF NATIONAL CAPITAL TERRITORY OF DELHI**  
**GENERAL ADMINISTRATION DEPARTMENT**  
**CARETAKING BRANCH, LEVEL-2, A-WING,**  
**DELHI SECRETARIAT, NEW DELHI-110002.**

No. 2/655/CTB/GAD/2022/2085

Dated: 11.11.2022

To

The Secretary (IT),  
IT Department, GNCT of Delhi,  
9<sup>th</sup> Floor, Delhi Secretariat,  
I.P. Estate, New Delhi.

**Subject: Model Code of Conduct: Display of Photo/Message on Official Website.**

Sir,

I am directed to forward herewith a copy of the letter dated 07.11.2022 received from State Election Commission, NCT of Delhi & UT Chandigarh regarding Model Code of Conduct (MCC) guidelines on display of photo/message on official websites of Government of NCT of Delhi for appropriate action.

This issues with the approval of Competent Authority.

Encl: As above.

Yours faithfully,

(BHASKAR PRIYADARSHI)  
SECTION OFFICER (GAD)

No. 2/655/CTB/GAD/2022/2085

Dated: 11.11.2022

Copy to: -

- 1) PS to Staff Officer to Chief Secretary, 5<sup>th</sup> Level, Delhi Secretariat, New Delhi.
- 2) Dy. Secretary (SEC), State Election Commission, NCT of Delhi & UT Chandigarh, Nigam Bhawan, Kashmere Gate, Delhi w.r.t. his letter No. SEC/MCC/2022/7716 dated 07.11.2022.

(BHASKAR PRIYADARSHI)  
SECTION OFFICER (GAD)

GAD/2022/37173  
10/11/22



MOST URGENT  
ELECTION MATTER

**STATE ELECTION COMMISSION  
NCT OF DELHI & U.T. CHANDIGARH  
NIGAM BHAWAN, KASHMERE GATE, DELHI – 110006  
PHONE NO.011-23990915, 23914155, 23914156**

No.SEC/MCC/ 2022 / 7116

To

The Staff Officer to Chief Secretary  
Delhi Secretariat,  
GNCT of Delhi

GAD/R&I Branch  
Govt. of NCT of Delhi

Dated : 07/11/2022

OFFICE OF THE CHIEF SECRETARY  
GOVT. OF NCT OF DELHI

09 NOV 2022

09 NOV 2022

GAD/2022/3689

Subject: General Elections to MCD – 2022, Display of Photo/Message on Official Website/Govt. Buildings/Advertisements/Govt vehicles – Regarding

Madam /Sir,

State Election Commission of Delhi vide its Press Note dated 04.11.2022 has announced the Schedule for the General Elections to MCD – 2022 in NCT of Delhi and accordingly, **Model Code of Conduct(MCC) has come into force with immediate effect.**

In this regard, detailed guidelines for Display of Photo/Message on Official Website/Govt. Buildings/Advertisements/Govt vehicles are hereby attached for reference and action at your end please.

Yours faithfully

Encl: As above

(P.K Goel)

Deputy Secretary, SEC

Copy to following with above enclosure :

1. All District Election Officers
2. All Returning Officers
3. Commissioner, MCD, S.P. Mukherjee Civic Centre, New Delhi
4. Special Commissioner of Police/Nodal Officer (Election Cell), Delhi Police HQ, Jai Singh Road, New Delhi.
5. Commissioner Transport Department Delhi.
6. M.D Delhi Transport Corporation (DTC)

9/11/22  
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7-11-22  
secy (GAD)  
DS-IT & DS-IT



## CHAPTER 9

### DISPLAY OF PHOTO/MESSAGE ON OFFICIAL WEBSITE/GOVT. BUILDINGS/ ADVERTISEMENTS

#### **Main topics discussed in the Chapter:-**

- Display of Photo/Message on Official Website
- Display of Photo/Message in Government Buildings
- Display of Photo/Message on Govt. Advt./Hoardings
- Whether Names/Photos can be Displayed on Mobile Objects Funded under MP/MLA LAD
- Display of Photos on Beneficiary Cards/Electric bills/Construction Site Plaques etc-
- Whether Images of National Leaders/Poets/Prominent Personalities of the Past can be Displayed
- Restriction on Use of Photographs of Defence Personnel

#### **9.1 Introduction**

The Election Commission has observed that official websites of Ministers and their offices/organizations, which carry material on personal achievements of the Ministers in their political/public life, continue to display the same during election period. It amounts to violation of Model Code provisions. The Election Commission has issued directives to regulate this type of political advertisements.

#### **9.2 Display of Photo/Message on Official Website**

9.2.1 The Election Commission has instructed that partisan coverage of ministers highlighting and eulogizing their personal achievements on various official websites of Govt. Departments and social media, in order to furthering the prospects of party in power should be scrupulously avoided during the period Model Code is in force.

9.2.2 Similarly, all references of Ministers, politicians or political parties available on Central/State Government's official website, shall be taken off/purged of/covered/hidden/removed. The Chief Electoral Officers shall take immediate action to remove/hide photographs of any political

functionary from official websites of state department (**Annexure- XII**).



During bye-elections, these instructions may be confined to only those politicians/ministers, etc. who themselves become candidates at such bye-elections.

- 9.2.3 In 2017, the Election Commission received a complaint that images of the Prime Minister and Minister of Housing & Urban Poverty Allevation were being displayed on website of Pradhan Mantri Awas Yojana, being completed in Uttar Pradesh. The Election Commission having considered the issue held that depiction of photographs of the Prime Minister and Ministers, as aforesaid, is in violation of Model Code and hence asked to remove such photographs immediately from the official website '[pmaymis.gov.in](http://pmaymis.gov.in)'.

### **9.3 Display of Photo/Message in Government Buildings**

The Election Commission has also instructed that during Model Code period photographs of Prime Minister, Chief Ministers, ministers and other political functionaries many of whom are still active in public life and may be contesting elections should not be displayed in government buildings/premises as that would have the effect of disturbing the level playing field vis-à-vis the political functionaries of other parties and candidates.

### **9.4 Display of Photo/Message on Government Advertisements/Hoardings**

The Election Commission has directed that "hoardings, advertisements, etc., put up by the Government which purport to give general information or convey general messages to the masses on family planning, social welfare schemes etc. may be allowed to be displayed. However, all those hoardings, advertisements, etc. which seek or purport to project achievements of any living political functionaries or political party and which carry their photos or name or party symbol should be removed forthwith as no political functionary or political party can use public resources and incur or authorize expenditure from public exchequer to eulogize himself or itself or enhance his/its own or any other political leader's personal image. Such hoardings, etc. undoubtedly amount to their individual/party election campaign at public cost.

### **9.5 Whether Names/Photographs can be Displayed on Mobile Objects Funded under MP/MLA LAD**



The Election Commission has been receiving complaints that names of MPs/ MLAs painted on mobile objects like water tanks, ambulances etc. funded under MPLAD/MLALAD schemes are moving on various places in election going States. The Election Commission has considered the matter and directed that the names of MPs/MLAs etc. appearing on such moving vehicles etc. should be covered suitably during the election period as such vehicles moving from one place to another may be considered as a form of election campaign in favour of the MP/MLA etc. concerned.

## **9.6 Display of Photos on Beneficiary Cards/Electric Bills/Construction Site Plaques etc-**

9.6.1 The Election Commission has issued clarification in the matter as follows:-

- (i) Beneficiary cards distributed to beneficiaries, construction site plaques etc. erected during the enforcement of Model Code shall not contain photographs/messages of Chief Ministers, Ministers and other political functionaries. However, no interference is called for in respect of photos of political functionaries on beneficiary cards, construction site plaques etc. that are distributed/erected prior to the announcement of election.
- (ii) Similarly, electricity bills, water bills etc. to be generated after the enforcement of Model Code should not contain any photographs or messages/symbols of political functionaries/parties.

9.6.2 During 2017 general election to Goa State Assembly, the Election Commission received a complaint that hoardings with photographs of Prime Minister were displayed at petrol-pumps. The Election Commission issued necessary direction to remove the photographs. Likewise, on the basis of a news item appeared in print media, the Election Commission ordered to stop distribution of certificates displaying photograph of Prime Minister by oil companies to LPG gas consumers who had surrendered gas subsidy, in Uttarakhand during 2017 general election to the State Assembly.

## **9.7 Whether Images of National Leaders/Poets/Prominent Personalities of the Past can be Displayed**



The Election Commission has clarified that while photographs of Prime Minister, Chief Ministers, Ministers and other political functionaries should not be displayed, this instruction, however, is not applicable with regard to the images of national leaders, poets, and prominent historical personalities of the past, or images of the President of India and the Governors and these may continue to be so displayed. A reference was received from DAVP in 2013– whether on the occasion of the death anniversary of former Prime Minister Smt. Indira Gandhi and the birth anniversary of Sardar Vallabhbhai Patel, their photograph and messages could be published in the advertisements. The Election Commission decided that there may be no objection to the publication of photographs and message related to the departed political leaders except those leaders who have passed away in the recent past.

#### **9.8 Restriction on Use of Photographs of Defence Personnel**

- 9.8.1 Ministry of Defence brought to the notice of the Election Commission that photographs of Defence personnel were being used by some political parties, their leaders and candidates in advertisements as part of their election propaganda and requested the Election Commission to issue suitable instruction in this regard.
- 9.8.2 The Election Commission maintained that photographs of Chief of Army Staff or any other Defence personnel or photographs of functions of Defence forces should not be associated with or used in advertisement/propaganda/campaigning or in any other manner in connection with elections by political parties and candidates. The Election Commission, accordingly, called upon all the political parties to advise their candidates/leaders to desist from displaying photographs of Defence personnel or functions involving them in advertisements, or otherwise, as part of their election propaganda/campaigning.

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