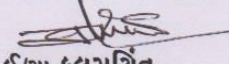


બિડાણ: ઉપસચિવશ્રી, મુખ્ય નિર્વાચન અધિકારીશ્રીની કચેરી, સામાન્ય વહીવટ વિભાગ, સચિવાલય, ગાંધીનગરના પત્ર  
ક્રમાંક: ઈએલસી-૧૦૨૦૧૩/૫૧(૨)/૯(એમસીસી) તા.૩૦.૦૮.૨૦૧૪

વિષય: વિધાનસભા તથા લોકસભા ચૂંટણીઓ દરમ્યાન રાજ્યપરિવહનની બસો તથા અન્ય સરકારી વાહનો પર રાજકીય  
જાહેરાત પ્રદર્શિત નહી કરવા બાબત...

જા.નં.નકૃયુ/૨જી/અ.૩.૩/૧૨૫૬૬/૨૦૧૪.

તારીખ: ૧૨/૧૧/૨૦૧૪.

  
ઈ/ચા.કુલસચિવ  
નવસારી કૃષિ યુનિવર્સિટી  
નવસારી

સામેલ: ઉપર મુજબ.

નકલ સવિનય રવાના :- અત્રેની યુનિવર્સિટીના તમામ યુનિટ/સબ યુનિટ અધિકારીશ્રીઓ તરફ જાણ તેમજ આજ્ઞાનુસાર  
અમલ સારુ.





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**ELECTION COMMISSION OF INDIA**  
Nirvachan Sadan, Ashoka Road, New Delhi-110001

No. 3/7/2014/SDR/

Dated: 26<sup>th</sup> Sept., 2014

To,

The Chief Electoral Officers of  
All States and UTs.

**Sub: General Instructions on election related advertisements and defacement of property- instructions regarding display of advertisements on govt. owned vehicles.**

Sir/Madam,

The Commission's circular letter No. 3/7/2008/JS-II/, dated 7<sup>th</sup> October, 2008, contains the instructions and guidelines to be followed in the matter of display of election related advertisements through hoardings, banners, posters etc. The said instructions mainly deal with advertisements on static property and regarding display of flags and stickers on private vehicles.

2. The issue of display of advertisements on buses of State Road Transport Corporations and Municipal Corporations have been raised before the Commission. In some cases, there are provisions for advertisement-panels on the buses for display of advertisements. There may be cases where such advertisement-panels are let out to advertising agencies for allocation to various clients during certain periods as per the contract entered into by them.

3. The Commission has considered the issue whether political advertisements may be permitted to be displayed on State Road Transport Corporation (SRTC) buses and other State owned vehicles. The Commission has examined the matter in its entirety keeping in view the spirit of Model Code of Conduct and the concept of level playing field for all stakeholders.

4. Level playing field envisaged under the Model Code of Conduct is a very vital aspect for ensuring free and fair elections. A party should not be in a position to take undue advantage on account of it being in power in the govt. This will put the other parties and contestants at a disadvantageous position and will disturb the level playing field, adversely affecting the fairness of election.

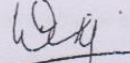
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5. The buses of the SRTC are virtually under the control of the State Government concerned. The same is the case with the vehicles of the Municipal Corporations. Advertisement spaces on the buses of such corporations would be capable of being cornered by the ruling party or parties. In these cases, it will not be practically possible to ensure equitable sharing of space for the purpose of advertisements, both in terms of the quantity as well as for particular bus routes, i.e. through crowded areas and those going through less crowded places. There is reasonable likelihood that the allotment of advertisement spaces on such vehicles is likely to be manipulated more so in politically important constituencies and as such it will not be easy to ensure equitable distribution of advertisement space on the buses.

5. After having duly considered all aspects of the matter, the Commission, in exercise of its powers under Article 324 (1) of the Constitution, and in the interest of conduct of free and fair elections, has directed that State Road Transport Corporation buses and buses owned by Municipal Corporations etc. and other govt. owned vehicles shall not be used for display of political advertisements during the period when the Model Code of Conduct is in force in connection with elections to the House of the People or State Legislative Assembly or State Legislative Council from Council Constituencies.

6. These instructions may be brought to the notice of the Transport Department of the State Govt./UT Administration and all authorities concerned for compliance.

Yours faithfully,



(K. F. WILFRED)  
PRINCIPAL SECRETARY

ક્રમાંક:પરચ/૧૩૨૦૧૪/૧૮૮૩/મ.૩

કૃષિ અને સહકાર વિભાગ

સચિવાલય, ગાંધીનગર

તા. ૨૮/૧૦/૨૦૧૪

પ્રતિ,

વિભાગ હેઠળના સર્વે ખાતાના વડા / બોર્ડ / નિગમ / કૃષિ યુનિવર્સિટીઓ  
સેક્શન અધિકારીશ્રી, મ-૧ શાખા, કૃષિ અને સહકાર વિભાગ, સચિવાલય, ગાંધીનગર

ઉક્ત બાબતે જાણ તેમજ જરૂરી કાર્યવાહી કરવા સારું.

સેક્શન અધિકારી  
કૃષિ અને સહકાર વિભાગ