



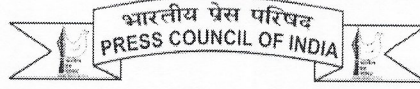
भारत 2023 INDIA

वयुधेव कुटुम्बकम्

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समनश्च वदते



भारतीयप्रेसपरिषद्

PRESS COUNCIL OF INDIA

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PR/8 /2024-PCI

Dated: 28.03.2024

Press Release

Press Council of India advises the Print Media to abide by the relevant provisions of the Model Code of Conduct during the upcoming Elections as issued by the Election Commission of India (ECI)

In wake of the Election schedule announced by the ECI on March 16, 2024, regarding holding of General Elections to House of the People (Lok Sabha) 2024 and State Legislative Assemblies in the States of Andhra Pradesh, Arunachal Pradesh, Odisha and Sikkim and certain bye-elections, the Press Council of India (PCI) advises the print media to adhere to the following directives, linking to the press, as outlined in the Model Code of Conduct (MCC) issued by the ECI vide notification no. 437/6/1/INST/ECI/FUNCT/MCC/2024 dated 16th March 2024:

3 (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;*

4. *As will be observed from Para 3{Clause iv} above, no advertisement shall be issued in electronic and print media highlighting the achievements of the Govt. at the cost of public exchequer. If any advertisement has already been released for telecast/broadcast or publication in the print media, it must be ensured that the telecast/broadcast of such ads on electronic media is stopped forthwith and that no such ad is published in any newspapers, magazines, etc., i.e. in print media, from today itself and it should be immediately withdrawn.*

Further, the PCI, to ensure that reporting during the election period is fair and unbiased emphasizes the importance for the print media to strictly follow the guidelines specified in the PCI's Norms of Journalistic Conduct, 2022, regarding Election Reporting. These guidelines are in accordance with the relevant provisions of the Model Code of Conduct (MCC):

(e) i) 4. *The Press shall not accept any kind of inducement, financial or otherwise, to project a candidate/party. It shall not accept hospitality or other facilities offered to them by or on behalf of any candidate/party.*

(e) i) 5. *The Press is not expected to indulge in canvassing of a particular candidate/party. If it does, it shall allow the right of reply to the other candidate/party.*

(e) i) 6. *The Press shall not accept/publish any advertisement at the cost of public exchequer regarding achievements of a party/ government in power.*

(e) i) 7. *The Press shall observe all the directions/ orders/instructions of the Election Commission/Returning Officers or Chief Electoral Officer issued from time to time.*



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