

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:2234
ANSWERED ON:05.12.2014
GUIDELINES FOR ELECTION BROADCASTS
Boianapalli Shri Vinod Kumar;Venugopal Dr. Ponnusamy

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) the present policy/guidelines relating to Government advertisements on the eve of elections;
- (b) whether the News Broadcasting Standards Authority (NBSA) has objected Government directions regarding coverage of politics by media 48 hours prior to the conclusion of polls; and
- (c) if so, the details thereof and the reaction of the Government thereto?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING (COL RAJYAVARDHAN RATHORE (Retd.))

(a) After the announcement of election by the Election Commission of India, Directorate of Advertising and Visual Publicity (DAVP) follows the Model Code of Conduct of Election Commission and stops issuing advertisements which might be in violation of the Model Code of Conduct to all the media in the concerned State/States. In case of Lok Sabha election, it is stopped all over the country.

(b) and (c) No such objection has been received from News Broadcasting Standards Authority (NBSA) by the Ministry of Information and Broadcasting.