

GOVT. OF NCT OF DELHI
DEPARTMENT OF SOCIAL WELFARE
7TH FLOOR, MSO BUILDING, ITO, NEW DELHI
(ADMINISTRATION BRANCH)

F.No.44(11)/Election/Misc/2023/1274-1278

Dated: 18/3/24

CIRCULAR

Please find enclosed herewith a circular No. F.16(262)/Advt./DIP/MCC/2024/694-96 dated 11.03.2024 issued by Directorate of Information and Publicity, GNCTD regarding forthcoming General Election of Lok Sabha and Model Code of Conduct coming in force on announcement of the election.

Therefore, all DDOs/HOOs of Department of Social Welfare, GNCTD are hereby directed to adhere the Model Code of Conduct and guidelines mentioned in the attached circular.

This issues with prior approval of the competent authority.

18/3/24
Section Officer (Admn.)

F.No.44(11)/Election/Misc/2023/1274-1278
Copy to:

Dated: 18/3/24

1. All Branch Incharges (HQ) of Department of Social Welfare.
2. PA to Secretary (SW), Department of Social Welfare, New Delhi-110002
3. PA to Director (SW), Department of Social Welfare, New Delhi-110002
4. IT Branch (DSW) for uploading the circular on the website of the Department.
5. Guard file.

18/3/24
Section Officer (Admn.)

96/cc
18/3/24
31402

**DIRECTORATE OF INFORMATION AND PUBLICITY
GOVT. OF NCT OF DELHI
BLOCK 9, OLD SECTT. DELHI-110054.**

F.16(262)/Advt./DIP/MCC/2024/ 694-96

Dated: 11/03/2024

CIRCULAR

In view of the forthcoming General Election of the Lok Sabha and Model Code of Conduct coming in force on announcement of the election, it is requested that all the Addl. Chief Secretaries/Principal Secretaries/Secretaries/HODs of the department of GNCTD /Autonomous Bodies/Commissions/ Undertakings, statutory bodies of GNCTD such as Boards, Corporations, Authorities, Society, Trusts, Academies and Organizations constituted by GNCTD strictly adhere to the Model Code of Conduct regarding advertisements. Henceforth, the following points are to be observed:-

- **Advertisement Activities from the Govt. fund to be stopped:** With enforcement of Model Code of Conduct, all forms of advertisements, including print (display & classified), electronic (Radio & TV), outdoor media and digital media, will be stopped till model code of conduct is in force and those advertisements which have been already released/issued or for which prior approval has been obtained will also be stopped immediately.
- **Requirement of NOC:** Prior to the publication of any advertisement during the election period, the department concerned must obtain prior approval / No Objection Certificate (NOC) from O/o CEO, Delhi/ Election Commission of India.

It is therefore requested that all the Addl. Chief Secretaries/Principal Secretaries/Secretaries /HODs of the department of GNCTD/Autonomous Bodies/Commissions/Undertakings, statutory bodies of GNCTD such as Boards, Corporations, Authorities, Society, Trusts, Academies and Organizations constituted by GNCTD, may instruct the concerned officers in their department to adhere to the Model Code of Conduct and the above guidelines.

R. Alice Vaz
(R. Alice Vaz)
Secretary (I&P)

F.16(262)/Advt./DIP/MCC/2024/ 694-96

Dated: 11/03/2024

Copy to:-

1. All HODs/Autonomous Bodies/Commissions/Undertakings, statutory bodies such as Boards, Corporations, Authorities, Society, Trusts, Academies and Organizations constituted by GNCTD.
2. Sr. Principal Secretary, Election Commission of India
3. O/o CEO Delhi, Kashmere Gate.

