



Committee Approval for Political Ads in Gurugram

Why in News?

According to the officials, **political advertisements on cable TV, newspapers and in cinema halls** within Gurugram district can **no longer be broadcast without prior approval** from the [Media Certification and Monitoring Committee \(MCMC\)](#).

Key Points

- Cable operators and cinema hall owners are prohibited from airing any advertisement without an **MCMC certificate** during the **election period**.
- This announcement was made under the directives from the [Election Commission of India](#).

Rules for Political Parties Using State-Owned Media

- **Allocation of Time on State Media:**
 - Recognised political parties have been allowed to freely use state-owned television and radio during polls **since the 1998 Lok Sabha elections**.
 - The ECI decides the time allocation for each **recognised national and state party** before the start of the election campaign.
 - National parties collectively receive a minimum of 10 hours on Doordarshan's national channel and 15 hours on regional channels. They also get 10 hours on AIR's national hook-up and 15 hours on regional AIR stations.
 - State parties get a minimum of 30 hours on regional Doordarshan channels and AIR radio stations.
- **Guidelines on Speech Content:**
 - Parties and speakers must submit speech transcripts 3-4 days in advance for approval by respective **All India Radio (AIR) and Doordarshan (DD) authorities**.
 - **ECI Guidelines Prohibit:**
 - Criticism of other countries;
 - Attack on religions or communities;
 - Obscene or defamatory content;
 - Incitement of violence;
 - Contempt of court;
 - Aspersion against the President and judiciary;
 - Anything affecting national unity and integrity;
 - Criticism of individuals by name.