

CHECK LIST FOR SUBMISSION OF APPLICATION FOR MCMC CERTIFICATION

1. Application in a statement as per format prescribe in Annexure "A"
2. Two copies of the proposed advertisement in the electronic form along with a duly attested transcript thereof.
3. The application shall contain the cost of production of advertisement along with Receipt / Bills showing the payments made through cheque or demand draft.
4. The application shall contain approximate cost of proposed telecast of such advertisement on a television channel or cable network with break-up of number of insertions and rate proposed to be charged for each insertion.
5. It application shall also contain a statement whether the advertisement inserted if for benefit of the prospects of the elections of a Candidate (s) / Parties.
6. A statement that all payments shall be made by way of Cheque or demand draft.
7. Authorisation letter from Candidate or party, in case if application submitted by any other person other than candidate.
8. If the advertisement is issued by an any person other than political party or a candidate that person shall state on oath that it is not for the benefit of any political party or candidate and that the said advertisement has not been sponsored or commissioned or paid for by any political party or candidate.

Annexure-A

APPLICATION FOR CERTIFICATION OF ADVERTISEMENT

(I)	Name and full address of the applicant	
(II)	Whether the advertisement is by a political party/ contesting candidate/ any other person / group of persons association/ organization/ Trust (give the name)	
(III)	(a) In case of Political party, The status of the party (whether recognized National/ State/ unrecognized Party)	
	(b) In case of a candidate, name of the Parliamentary Assembly Constituency from where contesting.	
(iv)	Address of Headquarters of political party/ group or body of persons/ association/ organization /Trust	
(v)	Channels / cable network / Platform on which the advertisement is proposed to be telecast	
(vi)	a) Is the advertisement for the benefit of prospects of election of any candidate(s)	
	b) If so, give the name(s) of such candidate(s) with full address and name(s) of Constituency (ies)	
(vii)	Date of Submission of the advertisement	
(viii)	Language(s) used in the advertisement (advertisement is to be submitted with two copies in electronic form along with a duly attested transcript).	
(ix)	Title of advertisement	
(X)	Cost of production of the advertisement	
(xi)	Approximate cost of proposed telecast with the breakup of number of insertions and rate proposed for each such insertion.	
(xii)	Total expenditure involved (in Rupees)	

: 2:

II.

I, Shri / Smt..... S/o/ D/o/ W/o..... (full address).....

....., undertake that all payments related to the production and telecast of this advertisement will be made by way of Cheque / demand draft.

Place:

Signature of the applicant

Date:

III.

(Applicable for advertisement by a person / persons, other than a political party or a candidate)

I, Shri /Smt S/o /D/o / W/o -----
(Full address).....

....., here by state and affirm that the advertisement(s) submitted herewith is not for the benefit of any political party or any candidate and that this advertisement(s) has / have not been sponsored / commissioned or paid for by any political party or a candidate.

Place:

Signature of the applicant

Date: