

ELECTION COMMISSION OF INDIA
NIRVACHAN SADAN, ASHOKA ROAD, NEW DELHI – 110001

No. 437/6/INST/2019/MCC

Dated:- 9th March, 2019

To

President/Chairperson/General Secretary of,
All Recognized National/State Political Parties.

Subject:- General Advisory to political parties - regarding.

Sir/Madam,

It has been brought to the notice of the Commission that some political parties are using the photographs of the Defence personnel in advertisements as part of their political campaigns. In this connection, your attention is invited to ECI's letter No. 437/6/INST/2013/CCD&BE, dated 4th December, 2013 addressed to the President/General Secretary of all recognized National and State Political Parties, wherein it was communicated that:-

“The Ministry of Defence has brought to the notice of the Commission that the photographs of the Defence personnel are being used by the Political Parties, their leaders and candidates in advertisements as part of their election propaganda and requested the Commission to issue suitable instruction in this regard.

It is pertinent to mention here that the Armed Forces of a nation are the guardian of its frontiers, security and the political system. They are apolitical and neutral stakeholders in a modern democracy. It is therefore necessary that the political parties and leaders exercise great caution while making any reference to the Armed Forces in their political campaigns. The Commission is of the view that photographs of Chief of Army Staff or any other Defence personnel and photographs of functions of Defence Forces should not be associated with or used in any manner in advertisement/propaganda/campaigning or in any other manner in connection with elections by political parties and candidates.

The Commission accordingly calls upon all the political parties to advise their candidates/leaders to desist from displaying photographs of Defence personnel or

photographs of functions involving Defence personnel in advertisements, or otherwise as part of their election propaganda/campaigning.

You are, therefore, requested to issue appropriate instructions to your candidates/leaders/cadres in this regard to ensure compliance in the matter.”

The Commission hereby reiterates the above instruction for strict compliance.

Yours faithfully



(PRAMOD KUMAR SHARMA)
SECRETARY