

**Office of the Chief Electoral Officer**  
**Altinho, Panaji-Goa 403 001**

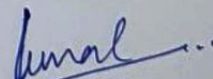
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No. 5-10-2016 /ELEC/2348

Date 18/01/2022

**CLARIFICATION ON INSTALLATION OF POLITICAL HOARDINGS/BANNERS**  
**ON AUTHORISED PAID SITES**

1. Members of Political Parties during the meeting on 17/01/2022 have brought issues being faced by them in the installation of paid hoarding sites due to differing interpretation of provisions of R.P.Act, 1951 and Guidelines issued by Election Commission of India in that regard. The hoardings/flex boards are treated as posters as per Section 127A of the Representation of the People Act, 1951. The Section 127A of the R.P. Act, 1951 requires
  - a. Election Pamphlet/Poster to bear names and addresses of the printer and publisher
  - b. Declaration of the identity of publisher signed by the applicant and attested by two persons to whom he is personally known and given to printer in duplicate.
  - c. **Delivery of one copy of the declaration and one copy of the document BY THE PRINTER to the Chief Electoral Officer in case printing is done in capital or to the District Magistrate of the district in which it is printed.**
2. Para 15.6 of the Manual of Model Code of Conduct states that before displaying hoardings, flex boards etc prior permission is required to be obtained from the owner of the property. The Party/Candidate concerned has to give information to the Returning Officer as per prescribed format along with two photographs of such hoardings/flex boards
3. These provisions do not require any prior approval of materials on the poster by State/District MCMC Committees. So, these should not be insisted upon.
4. Representatives of Political Parties stated that they are using different agencies for installation of these purposes, which in turn have taken various hoarding premises on lease/rent from different individuals. In such cases, a permission letter from the leaseholder will be sufficient for the installation of Hoardings. Applicants installing hoardings/banners at such sites must ensure that these sites have valid permission from the local authority. However, as per the Manual of Model Code of Conduct, No hoarding, banner, defacement will be allowed on Government Premises viz. Land, Building or Assets. Further, these sites must comply with the Goa Land Development and Building Construction Regulations, 2010 and other applicable laws and Court orders.
5. **For each hoarding/banner site, the applicant shall attach the following documents:-**
  - a. **Permission/NOC from the land/building owner or leaseholder of the site**
  - b. **Copy of permission/license from the local body for the site**
  - c. **The Party/Candidate concerned has to give information to the Returning Officer as per prescribed format along with two photographs of such hoardings/flex boards**
6. The applicant will have to produce these documents if called by any election authority.

  
Kunal, IAS  
CEO Goa

Copy to  
DEOs/SPs/ROs/AROs/FSTs  
All Political Parties as per the standard list