

Begin forwarded message:

From: Ruchika Tandon <ruchika.tandon@nsdcindia.org>
Date: 12 March 2019 at 5:27:08 PM IST
To: SSC-CEO <ssc-ceo@nsdcindia.org>
Cc: SSC Governance Team <sscgovernanceteam@nsdcindia.org>
Subject: Model Code of Conduct - Advisory for Stakeholders

Dear All,

Model Code of Conduct (MCC) has come into operation right from the time and day (March 10, 2019), the election schedule is announced by the Election Commission (EC). We are sharing herewith a link to the Manual on MCC that has been brought out by the EC <https://eci.gov.in/files/file/9375-manual-on-model-code-of-conduct/>. The Manual contains all existing instructions issued by the EC on MCC, arranged under broad topics in each chapter.

- a. **Who are Covered Under Model Code (Refer Chapter 3)**
- b. **Kindly ensure compliance of the directions of the Election Commission have been implemented with immediate effect.**
- c. **Here's a summary with extracts of some important instructions for your review and compliance.**

Don't's

1. Advertisements - Any and all advertisements at the cost of the public exchequer regarding achievements of the party/Government in power is prohibited.
2. All References and/ or Display of Photographs (of Prime Minister / Chief Minister/ Ministers and other political functionaries) should be removed during the period MCC is in force (refer Chapter 9)
 - a. Buildings/ Premises - Photographs of Prime Minister / Chief Minister/ Ministers and other political functionaries must not be displayed in Buildings/ Premises
 - b. Social Media – Do not mention or tag Prime Minister/ Ministers in social media posts. No achievements with reference to PM/ Ministers to be highlighted via social media platforms.
 - c. Advertisements – No references of PM / Ministers in advertisements / hoardings/ flyers/ brochures
 - d. Websites – Remove / hide all photographs of PM/ Ministers / any political functionary from websites
 - e. Branding & Communication at the training centres / during roadshows - All References and/ or Display of Photographs (of Prime Minister / Chief Minister/ Ministers and other political functionaries) should be removed during the period MCC is in force (refer Chapter 9)
 - f. Distribution of flyers/ material and display of videos that contain any photographs or messages/ symbols of political functionaries/ parties are prohibited (Chapter 9)
- g. Signing a MOU or an agreement where the government is a party will also require prior clearance by the Election Commission. (Pg 184)
3. Area of operation of any existing project/scheme/programme cannot be extended or expanded. (Pg 184)

Do's

1. On-going programmes, which actually started in the field before the announcement of elections may continue.
2. The Election Commission has directed that "hoardings, advertisements, etc., put up by the Government which purport to give general information or convey

general messages to the masses on social welfare schemes etc. may be allowed to be displayed. However, it should not display photographs/ names / party symbol.... (Chapter 9, point 9.4)

Note: The above list of Do's and Don'ts is only illustrative and is not intended to substitute any other detailed orders, directions or instructions on the above subjects, which must be strictly observed and followed. Do refer to the Model Code of Conduct for further details.

Best regards,

Communication Team
NSDC

Disclaimer: The Information contained in this e-mail and/or in any of the attached files is confidential and proprietary information of National Skill Development Corporation (NSDC) and also the subject of privileged Company information. This privilege is not waived or lost by mistaken transmission or receipt. If you are not the intended recipient, any use, disclosure or copying of this mail is unauthorized. If you have received this mail in error, please notify the sender immediately by reply email and destroy the original. NSDC has taken every reasonable precaution to minimize the risk of viruses, but is not liable for any damage you may sustain as a result of any virus in this e-mail.