



OFFICE OF THE CHIEF ELECTORAL OFFICER MIZORAM

PRESS NOTE

No. H.12014/2/2023-CEO/Loose : Aizawl, the 26th October, 2023

Subject: Social Media hmangtute tana kaihhruaina 'Advisory' chungchang.

Inthlan puan ni atanga a zawh fel ni thlengin Internet leh Social Media kaltlanga thu thehdarhtuin Model Code of Conduct (MCC) a bawhchhia em tih chu Media Certification and Monitoring Committee (MCMC) leh Social Media Team ten uluk takin an a vil a. Social Media hi Electronic Media huang chhunga rin luh a nih avangin politics rawngkai advertisement reng rengte ngun taka vil a nih avangin a hmangtute pawh kan fimkhur tlan a tul hle a ni. Social Media ven a pawimawh em avangin kum 2019 February thla khan MCMC Member atan Social Media Expert dah belh a ni.

Social Media platform hrang hrang hmangtute tana hriat leh zawm tur Advisory hetiang hian siam a ni:-

- 1) ECI Instruction No. 491/SM/2013/Communication dated 25th October, 2013 chuan social media kaltlanga political advertisement tih chhuah tur reng reng chu Electronic Media dangte ang bawkin ECI-in a din Media Certification and Monitoring Committee (MCMC) hnenah chhuah phalna (pre-certification) dil hmasak zel a tul thu a tarlang a. Contesting Candidate / mimal tan District Level MCMC-ah dil tur a ni a, political party/pawl State Hq.- a awm tan State Level MCMC-ah dilna thlen tur a ni.
- 2) Candidate leh Political party ni lo, mi dangin social media kaltlanga political advertisement pre-certify loh an tihchhuah chuan Commission-in Ministry of Communication and Information Technology rawn chungin hmalak dan tur a ngaihtuah ang. Candidate leh political party-te nen inlaichinna an neih leh neih loh te, inzawmna eng emaw tal an nei em tih thlenga ngaihtuah tel a ni ang.
- 3) Mimal hminga awm social media account leh website-a politics rawngkai message / comment/photo/video post/upload-te chu political advertisement anga chhiar a ni lova, pre certification pawh tih a ngai hran lo. Candidate/political party-ten an post chhawng a nih pawhin political advertisement anga chhiar a ni lo ang.
- 4) Social Media kaltlanga thu thehdarhin Model Code of Conduct (MCC) te, ECI thuchhuah leh Court thupek te a kalh loh nan a hmangtute an fimkhur thung tur a ni.
- 5) Social media hmangtu ten ram dang rorelna sawiselna te, hnam, chibil leh sakhua anga inhuatna chawh chhuak thei thil te, hming hmerha mi dang beihna leh tawngkam mawi lo hman te, tharum thawhna lam hawi leh Court thutlukna kalh zawnga chetna te, President,

Judiciary leh ram himna chungchang te leh ram inpumkhatna tichhe thei zawng te an tilang tur a ni lo a. Thu belhchian dawl lo leh finfiah lohte an tichhuak tur a ni lo.

- 6) Section 126A of the Representation of the People Act, 1951-in a sawi angin Exit Poll leh Opinion Poll buatsaih chungchangah hengte hi zawm ngei tur a ni.
 - a) **Exit Poll:** Vote thlak tan darkar leh khar fel atanga darkar chanve inkarah Exit Poll siam phal a ni lo. Phase khat aia tam vote thlak a nih chuan vote thlak phase hnuhnung ber atanga chhiar zel tur a ni ang.
 - b) **Opinion Poll:** Vote thlak zawh fel hun bituk darkar atanga chhiar leta darkar 48 chhung (silent period)-ah Opinion Poll siam phal a ni lo. Phase khat aia tam vote thlak a nih chuan vote thlak phase hnuhnung ber atanga chhiar zel tur a ni ang.
- 7) Section 126 (1) (b) of the Representation of the People Act, 1951-in a sawi angin vote thlak zawh fel hun bituk darkar atanga chhiar leta darkar 48 chhung (silent period) ah Cinema, TV, Social Media platform hrang hrang leh a tlukpui dangte kaltlangin election kaihhnawih mipui rilru sukthlek tidanglam thei tawh pawt te chu chhuah phal a ni lo.
- 8) Section 171 (h) of IPC-in a sawi angin candidate remtihna leh phalna la hmasa lovin ama chungchang political advertisement chhuah phal a ni lo.

Internet & Mobile Association of India (IAMAI) chuan Social Media platform hrang hrang hmangtu ten zalen, dik leh mawhphurhnate tha taka hlen chunga social media an hman theih nan inkaihhraina fel tak '**Voluntary Code of Ethics**' chu March ni 20, 2019 ah a siam a, hei hi General Elections to the Lok Sabha 2019 felfai leh muanawm siam tuma hmalakna kha a ni. IAMAI remtihna, *vide* letter dated 23.09.2019 angin Voluntary Code of Ethics hi inthlanna zawng zawngah hman tawh tur niin, General Elections to the Legislative Assemblies of Rajasthan, Mizoram, Telangana, Madhya Pradesh leh Chhattisgarh, 2023-ah te pawh hman tur a ni ang. Kum 2019 March thla atang khan Voluntary Code of Ethics chu inthlannaah hman tan a ni a. Social Media platform hrang hrang enkawltu leh a hmangtute chu Voluntary Code of Ethics hi ngaihvena tha taka zawm theuh tura beisei an ni.

Voluntary Code of Ethics for Social Media Users

- i) Social media hmangtute chuan a remchan dan leh mimal zalenna vawng nung chung zelin policy leh kalhmang felfai tak zawmin inthlan kaihhnawih thu leh hla chhuah an tum tur a ni.
- ii) Inthlan kaihhnawih Dan leh inkaihhraina siamte ngaihven a, mipuite hriat tura puanzar leh zirtirna pek te chu mawhphurhna anga ngaiin tih an tum tur a ni. ECI lama Nodal Officer-te pawh an product/services chungchang, Dan-in kalphung a siam zulzuia ngenna siam chungchangte tiamin, an zirtir thin tur a ni.
- iii) ECI nena inremna siam angin Section 126 of the Representation of the People Act, 1951 leh inthlan kaihhnawih Dan palzutna awmte report-na *notification mechanism* siam a ni a; Sinha Committee thurawn angin Section 126 palzutna chu darkar 3 chhunga bawhzui tur a ni a, Dan palzutna awm bawhzui tura ngenna awm dangte pawh a nihphung azirin rang taka bawhzui nghal tur a ni.

- iv) Inthlan laia dan bawhchhriatna awmte ECI atanga dawnte, rang leh abik taka thlenna tur *reporting mechanism* leh hemi bik khawih tur team ruat a ni a. Dan palzutna awm bawhzui kawnga chak zawka hmalak a nih theih nan ECI Dan zam anga inrawntawna, tawnhriat inhrilhriatna neih thin a ni.
- v) Political advertisement titu ten dan ang taka hma an lak theih nana hrilhriat leh Candidate leh Political party chuanna awm political advertisement tichhuak turin ECI/MCMC pawmpuina pre-certification nei hmasa tura hmalak dante hrilh hriain, ECI atanga hriattirna dawn, hetiang phalna nei lo sum hmanna *paid political advertisement* man chhuah chu rang taka bawhzui zel tur a ni.
- vi) Social media platform hmangtute chu *paid political advertisement* chungchangah langtlang takin an kal tur a ni.
- vii) Social media platform hmangtute chuan ECI phutna anga Internet and Mobile Association of India (IAMAI) kaltlanga ngenna an dawng a nih chuan an social media platform-te dan lova hman a nih loh nana venhim kawnga an hmalaknate an hrilhfiah thin tur a ni.
- viii) He dan hnuai hmalakna chungchangah IAMAI chuan ama hnuai social media hmangtute a thawhpui ang a, social media hmangtute nen inthlan chungin ECI an be pawp reng tur a ni.

Youtuber/Social Media Handler-te reng rengin an content tihchhuahah Disclaimer siam ngei tura ngen an ni bawk.

Sd/- H. LIANZELA

Addl. Chief Electoral Officer, Mizoram
& Nodal Officer, Media Cell

Memo No. H.12014/2/2023-CEO/Loose

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Aizawl, the 26th October, 2023

Copy to:-

1. PS to Chief Electoral Officer, Mizoram
2. All District Election Officers, Mizoram.
3. All Returning Officers, Mizoram.
4. Director, I&PR Department for wide publicity.
5. Station Director, AIR/DDK Aizawl.
6. President, Mizoram Journalist Association.
7. Proprietor, ZONET/LPS Cable TV.
8. All Editors, Mizoram.
9. All Political Parties.
10. Guard File.



(HENRY C. LALRAWNKIMA)

Dy. Chief Electoral Officer, Mizoram
& Member Secretary, Media Cell