F.No. 19-30/2018-SP
Government of India
Ministry of Agriculture & Farmers Welfare
Department of Agriculture, Cooperation & Farmers Welfare

Krishi Bhawan, New Delhi
Dated: the 24th October, 2018

To,

1. The Chief Secretaries,
   Govt.of Chhattisgarh/Madhya Pradesh/Mizoram/Rajasthan/ Telangana.
2. The Principal Secretaries (Agriculture / Cooperation / Horticulture),
   Govt.of Chhattisgarh/Madhya Pradesh/Mizoram/Rajasthan/ Telangana.
3. In-charge, Krishi Vigyan Kendras, Chhattisgarh, Madhya Pradesh, Mizoram, Rajasthan and Telangana.

Subject: Implementation of Krishi Kalyan Abhiyan-II from 2nd October, 2018 to 25th December, 2018 – Enforcement of Model Code of Conduct (MCC) after declaration of General Election to the State Legislative Assemblies of Chhattisgarh, Madhya Pradesh, Mizoram, Rajasthan and Telangana – reg.

Sir/Madam,

I am directed to refer on the subject cited above and to say that Election Commission of India has communicated their “no objection” from MCC angle on continuation of Krishi Kalyan Abhiyan-II from 2nd October, 2018 to 25th December, 2018 subject to the following condition

i. The publicity in this regard in electronic, print, radio, internet or any other media shall not be in a manner which gives an impression that the Scheme is an achievement of the political party in power.

ii. No political functionary shall make any reference in this regard during any public speech or communication to the press or public.

iii. These restricts on publicity will be applicable to the Central Government as well as the State Governments concerned.

iv. All the activities must be carried out by the civil servants or the authorities concerned and political functionaries shall not be involved in any such activity.

v. The relevant provisions of Model Code of Conduct issued by the Election Commission of India (ECI) vide their letter No. 437/6/1/ECI/INST/FUNCT/MCC/2018/769 dated 6th October, 2018 must be strictly followed.

You are requested to follow these instructions strictly while implementing Krishi Kalyan Abhiyan - II

Yours faithfully,

(Vineet K. Verma)
Deputy Commissioner (GC/PC/Policy)
Telefax:011-23389346
Email- vinit.verma@nic.in
Distribution:
1. Joint Secretaries in-charge for Chhattisgarh, Madhya Pradesh, Mizoram, Rajasthan and Telangana of DAC&FW.

2. All Nodal officers of Krishi Kalyan Abhiyan – II District level
Copy for information to:

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2. PPS to Additional Secretary, DAC&FW
3. PPS to Joint Secretary (Policy), DAC&FW

[Signature]

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