

**The Institute of Cost Accountants of India  
12, Sudder Street, Kolkata – 700 016.**

**Dated: Kolkata, Wednesday, the 5<sup>th</sup> April, 2023**

**Guidelines for the Institute, Regional Councils and Chapters, Candidates, Members of the Institute  
relating to social media**

With the issuance of the Election Notification dated 31<sup>st</sup> March, 2023 for Elections to the Council and four Regional Councils, 2023, the Election Code of Conduct has already come into force. In order to ensure proper compliance of the election code of conduct and to conduct of election process in a fair and impartial manner, the following guidelines are issued:

1. No announcement made in a programme / flyer / brochure shall include name(s), photograph(s) and other details of the contesting candidates.
2. Proceedings of the programmes conducted by the Institute / Regional Councils / Chapters shall be published only after proper editing so that the name(s) / photograph (s) and other details of contesting candidate(s) is/are not mentioned in the proceedings.
3. No photograph of a contesting candidate as part of a group shall be published at any place, whether directly or indirectly, in any journal, newsletter or its equivalent, website, electronic media or otherwise. In case of group photograph, the photo of the contesting candidate from the group shall be dropped for the purpose of publication. In case it is not possible to segregate the candidate from the group photograph by way of his position in the photograph, such photograph shall not be published at all.
4. No publicity of programme(s) and their coverage by the Institute/Regional Councils/Chapters, in a manner covering contesting candidates, shall be given, whether directly or indirectly, in any journal, newsletter or its equivalent, website or otherwise.
5. No article, write-up, report, column, newsletter, bulletin and the like of any contesting candidate shall be allowed to be published directly or indirectly for its inclusion in the journal, newsletter or its equivalent, website or otherwise.
6. No circulation of messages on Whatsapp, Instagram, Facebook, Twitter, LinkedIn, YouTube or any other electronic media which intends to defame or tarnish the image of the contesting candidate shall be allowed. In case of violation, the member(s) concerned shall be liable to disciplinary action under relevant provisions of the Cost and Works Accountants Act, 1959 and the Rules framed there under.
7. It is reiterated that any matter relating to the candidature/publicity of the contesting candidate uploaded on the official social media, handle of the Institute/ Regional Council/ Chapters like Website, Facebook, Instagram, Twitter, LinkedIn< YouTube etc. directly or indirectly prior to 31<sup>st</sup> March, 2023 should be removed altogether.

**Sd/-  
(Kaushik Banerjee)  
Returning Officer**

For information of all concerned.