

भारत सरकार  
GOVERNMENT OF INDIA  
केंद्रीय संचार ब्यूरो  
CENTRAL BUREAU OF COMMUNICATION  
सूचना और प्रसारण मंत्रालय  
MINISTRY OF INFORMATION & BROADCASTING  
सूचना भवन, सीजीओ कॉम्प्लेक्स, लोधी रोड, नई दिल्ली - 110003  
SOOCHNA BHAWAN, C.G.O COMPLEX, NEW DELHI - 110003  
Website: [www.davp.nic.in](http://www.davp.nic.in)

File No.CO(AV)/Misc. Matters/2023-24/AV

Dated: 9<sup>th</sup> October, 2023

Most Immediate  
**ADVISORY TO STOP THE TV Campaign**

Subject: **ADVISORY TO STOP THE TV CAMPAIGN ON JAL JEEVAN MISSION, JAN AUSHADHI, CHANDRAYAAN AND PM MEMENTOS CAMPAIGNS FOR M/O I&B, M/O JAL SHAKTI AND M/O CULTURE.**

Following the announcement of Assembly Election in the States of Madhya Pradesh, Chhattisgarh, Mizoram, Rajasthan and Telangana Model Code of Conduct has come into force with immediate effect. In view of this, Pvt. C&S TV Channels and Doordarshan are directed to IMMEDIATELY STOP THE TELECAST OF FOLLOWING CAMPAIGN IN MP, Chhattisgarh, Rajasthan, Telangana, Mizoram.

Sr. No	Campaign Theme	Ministry	R.O. No.
1.	Jal Jeevan Mission	M/o Jal Shakti	35301/0022/2023/AV
2.	Chandrayaan	M/o I&B	22201/0166/2023/AV
3.	Jan Aushadhi		22201/0167/2023/AV
4.	Jal Jeevan Mission		22201/0168/2023/AV
5.	PM Mementos E Auction	M/o Culture	09101/0008/2023/AV

- Any spot telecast after 1:00 PM of 9<sup>th</sup> October 2023 will not be paid by CBC.
- All the Channels in the above mentioned ROs are advised to strictly comply to the above ADVISORY.
- This issues with the approval of DG, CBC.

  
09/10/23

(Shalini Awasthi)

शालिनी आवास्थी / SHALINI AWASTHI  
केंद्रीय प्रदर्शनी अधिकारी / Field Exhibition Officer  
केंद्रीय संचार ब्यूरो / Central Bureau of Communication  
सूचना एवं प्रसारण मंत्रालय / Min. of I & B  
भारत सरकार, नई दिल्ली-110003  
Govt. of India, New Delhi-110003

To

All C&S channels who have received **JAL JEEVAN MISSION, JAN AUSHADHI, CHANDRAYAAN AND PM MEMENTOS CAMPAIGNS FOR M/O I&B, M/O JAL SHAKTI AND M/O CULTURE.**