

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
CENTRAL BUREAU OF COMMUNICATION
OUTDOOR MEDIA WING**

F.No.01/Misc./advisory/2324/OM

Date: 09.10.2023

ADVISORY

Subject: Immediate removal of Outdoor Display in view of announcement of Assembly elections in Rajasthan, Madhya Pradesh, Chhattisgarh, Mizoram and Telangana-reg

It may be noted that with announcement of election in the five states viz Chhattisgarh, Madhya Pradesh, Mizoram, Rajasthan and Telangana by the election commission of India on 09.10.2023 (today) the model code of conduct has come in to effect.

Hence, all the outdoor agencies which are running the following Release Orders (table-I) issued by CBC are advised to immediate stop the campaigns and submitted a compliance report to CBC accordingly (jdcbcoutdoor@gmail.com, outdoor.davp@gmail.com, tushar.op@gmail.com, mitra.op3@gmail.com):

Table-I

Ministry	RO issued on	Duration of the campaign	Theme of the Ad	Geographical reach
Ministry of Information and Broadcasting	18.09.2023	01 month	Government Achievements and Initiatives	Telangana
	20.09.2023	01 month		Rajasthan


2. All Outdoor agencies running the campaigns for these five states (Chhattisgarh, Madhya Pradesh, Mizoram, Rajasthan and Telangana) above-mentioned table-I may note that the payment would be made only for the period till 09.10.2023.

3. Further the following campaigns which are running in PAN India /specific states should be stopped in Chhattisgarh, Madhya Pradesh, Mizoram, Rajasthan and Telangana however they all continue in other states/UTs.

Ministry	RO issued on	Duration of the campaign	Theme of the Ad	Geographical reach
M/o Fisheries, Animal Husbandry & Dairying	30.08.2023	01 month	FMD vaccination	PAN India
M/o Finance	31.08.2023	01 month	Mera Bill Mera Adhikaar Yojana	Specific cities
Ministry of Information and Broadcasting	01-09-2023	01 month	Government Achievements and Initiatives	Chhattisgarh
Ministry of Micro, Small and Medium Enterprises	16.09.2023	01 month	PM Vishwakarma	PAN India
M/o Rural Department	26.08.2023	1 to 6 months	Land Resources	Specific cities

4. Outdoor agencies may also note that campaign other than the ones mentioned above table-I and which already been completed for these five states (Chhattisgarh, Madhya Pradesh, Mizoram, Rajasthan and Telangana) but display is still in many places at may also be removed immediately and compliance report provided to above mentioned E-mail IDs accordingly.

5. This issues with the approval of DG: CBC



(H.L. Guru Prasad)
Joint Director (OM)

To,

All Outdoor Agencies included in above mentioned Release Orders