

**URGENT  
ELECTION MATTER**

भारत सरकार  
GOVERNMENT OF INDIA  
केंद्रीय संचार ब्यूरो  
CENTRAL BUREAU OF COMMUNICATION  
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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. 45125/0001/2024-25/AV-TV

Dated: 15<sup>th</sup> October, 2024

Most Immediate

**ADVISORY TO STOP THE TV CAMPAIGN ON  
Namami Gange for M/o Water Resources**

Subject: Advisory for Pvt. C&S TV channels of Maharashtra and Bihar/Jharkhand to STOP the 'Namami Gange' campaign for M/o Water Resources issued vide RO. Nos. 45125/0009/2425/TV and 45125/0010/2425/TV.

Following the announcement of Assembly Elections in the States of Jharkhand and Maharashtra, Model Code of Conduct has come into force with immediate effect. In view of this, Pvt. C&S TV Channels of Bihar/Jharkhand and Maharashtra shall **STOP THE TELECAST OF 'Namami Gange'** campaign released on behalf of M/o Water Resources by CBC issued under R.O. Nos. 45125/0009/2425/TV and 45125/0010/2425/TV IMMEDIATELY.

2. **Any spot telecast by Pvt. C&S TV Channels of Bihar/Jharkhand and Maharashtra of the above mentioned ROs will not be paid by CBC after the issue of this Advisory.**
3. All the Pvt. C&S TV Channels of Bihar/Jharkhand and Maharashtra in the above mentioned ROs are advised to strictly comply with the ADVISORY.

This issues with the approval of DG, CBC.

*Sumedha*  
15/10/2024  
(Sumedha Bhardwaj)  
Campaign Officer (AV)

To

All Pvt. C&S TV Channels of Bihar/Jharkhand and Maharashtra who have received Ministry of Water Resources 'Namami Gange of Bihar/Jharkhand and Maharashtra' campaign for above mentioned R.O. Nos. 45125/0009/2425/TV and 45125/0010/2425/TV.