

URGENT
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

46101/0001/2024-25/AV-TV

Dated: 24/12/2024

Most Immediate

ADVISORY TO STOP THE TV AD ON "VEER BAL DIWAS"

Subject: Stoppage of Veer Bal Diwas, 2024 advertisements released by CBC via RO. Nos. 46101/0011/2425/TV, 46101/0012/2425/DD and 46101/0015/2425/DD on all Pvt. C&S Channels and Doordarshan.

All Doordarshan and Pvt. C&S TV Channels, are directed to **STOP the telecast** of the **Veer Bal Diwas, 2024** campaign issued by CBC via RO. Nos. 46101/0011/2425/TV, 46101/0012/2425/DD and 46101/0015/2425/DD by **12 Noon** on **26.12.2024**.

2. Any bills raised by any Channels for the telecast of spots after 12 Noon on 26.12.2024 will not be processed by CBC.


(Satti Kishore Kumar)
Joint Director (AV)

To

All Pvt. C&S TV channels and Doordarshan who have received **Veer Bal Diwas, 2024, M/o Women and Child Development** campaign for above mentioned RO. Nos. **46101/0011/2425/TV, 46101/0012/2425/DD and 46101/0015/2425/DD.**