

No. 15502/0010/2526/NM-DAP
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
CENTRAL BUREAU OF COMMUNICATION
CGO COMPLEX, LODHI ROAD, NEW DELHI – 110003

6th October 2025

ADVISORY

Subject: Suspension of all ongoing and proposed Digital Media Campaigns in view of the announcement of Bihar State Assembly Elections – regarding.

In view of the announcement of the **Bihar State Assembly Elections** by the **Election Commission of India (ECI)**, the **Model Code of Conduct (MCC)** has come into force with immediate effect.

Accordingly, all the agencies are **advised to immediately suspend all ongoing and upcoming digital media campaigns**, in the state of Bihar through the Central Bureau of Communication (CBC) – New Media Wing, **until the lifting of MCC. Following are the list of ROs which needs to be suspended in the state of Bihar**

RO Number	Nature of campaign
15502/0006/2526/IN	Internet Website Campaign
15502/0007/2526/IN	
46101/0017/2526/YT	YouTube Campaign
15502/0010/2526/YT	
15502/0003/2526/IN	Digital Cinema Campaign
15502/0010/2526/DAP-I	Digital Audio Platform Campaign
46101/0016/2526/IG	Instagram Campaign
46101/0015/2526/FB	Facebook Campaign
46101/0014/2526/X	X (Twitter) Campaign

If any other campaign, not specifically mentioned above, RO released earlier by CBC may also be suspended/discontinued in Bihar.

This issues with the approval of the competent authority.


(P. Selvan)
Director (New Media)