

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
BUREAU OF OUTREACH AND COMMUNICATION
SOOCHNA BHAWAN, CGO COMPLEX, NEW DELHI**

F NO DD(OP)/MCC-2019/1819/OP

10/03/2019

Most immediate

Subject: Immediate withdrawal of Outdoor/Personal Media campaigns reg:

It may be noted that with announcement of the general elections by the Election Commission of India on 10.03.2019, the model code of conduct has come into effect. Accordingly, it has been decided to withdraw the following running/recently completed Outdoor/Personal Media campaigns immediately:

Outdoor campaigns	
Release Order (RO) Code	RO Heading
06124/0011/1819/OP	M/o Comm. & IT, NeGD, OP Campaign in "KUMBH MELA"
08101/0002/1819/OP	Publicity of Consumer affairs messages through OP media (M/o Consumer Affairs)
08101/0007/1819/OP	Publicity of Consumer affairs messages through OP media (M/o Consumer Affairs)
17180/0006/1819/OP	Publicity of Ayushman Bharat messages through train wrap media (NHA - M/o H&FW)
17180/0007/1819/OP	Publicity of Ayushman Bharat campaign through OP media (NHA - M/o H&FW) - extension of campaign
17180/0008/1819/OP	Publicity of Ayushman Bharat campaign through audio advertisement in Bus stands (NHA - M/o H&FW)
22112/0016/1819/OP	Campaign of M/o I&B through Hoardings in Kumbh Mela-2019
22112/0017/1819/OP	Outdoor Campaign on Initiatives of the Government (Hindi and Airport)
22112/0018/1819/OP	Outdoor Campaign on Initiatives of the Government (None Hindi and Airport)
22112/0019/1819/OP	Outdoor Campaign on Schemes and Programmes as well as Initiatives of the Government for (NR)
34103/0013/1819/OP	Publicity of SAUBHAGYA messages through OP media (REC - M/o Power)
34103/0015/1819/OP	Publicity of SAUBHAGYA publicity campaign through OP media (REC - M/o Power)
34103/0016/1819/OP	M/o Power, REC - OP Campaign for REC in Delhi Prime Locations
35101/0006/1819/OP	OP Campaign of M/o RD (Category-II)

35101/0007/1819/OP	OP Campaign of M/o RD(Central /Lutyens Delhi)
35101/0008/1819/OP	Campaign of M/o Rural Development through Hoardings in Kumbh Mela-2019
Personal Media campaigns	
17180/0001/1819/PMC	Publicity of Messages of Pradhan Mantri Jan Arogya Yojana -Ayushman Bharat through Personal Media (Railways Enquiry 139)
22112/0002/1819/PMC	Publicity Messages on Govt. Initiatives for M/o I&B through Personal Media (LPG Bills and Access Card)

2. All Outdoor agencies/Personal Media agencies which are running the campaigns mentioned above, are hereby directed to immediately remove the display/ stop distribution of the messages pertaining to the above ROs. All Outdoor/Personal Media agencies are requested to note that the payment for the above campaigns would be restricted till 10.03.2019 only. *Further, the agencies must also note that display in respect of any campaign which may have been left out inadvertently in para 1 but which contains the photos of dignitaries and is related to some schemes/programmes and thus contravenes the model code of conduct, may also be removed immediately.*

3. All Outdoor/Personal Media agencies are requested to note that apart from the campaigns mentioned above, the campaigns which have got over but whose display is still in place may be removed immediately.

4. All Outdoor/Personal Media agencies must submit compliance report to this Bureau conveying compliance of the directions mentioned above.

This issues with the approval of DG, BOC.

**Sd/-
(Anurag Jain)
Deputy Director**

To:

All Outdoor/Personal Media agencies on BOC panel.