

**URGENT  
ELECTION MATTER**

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](http://www.davp.nic.in)

File No. 22201/0003/2022-23-AV/TV

Dated: 14<sup>th</sup> October, 2022

Most Immediate

**ADVISORY TO STOP THE TV CAMPAIGN ON  
Government Initiatives In Himachal Pradesh for MoIB**

Subject: Advisory for Pvt. C&S TV channels to STOP the 'Government Initiatives In Himachal Pradesh' campaign for M/o Information & Broadcasting vide RO. No. 22201/0339/2022/AV and 22201/0342/2022/AV.

Following the announcement of Assembly Election in the State of Himachal Pradesh, Model Code of Conduct has come into force with immediate effect. In view of this, Pvt. C&S TV Channels should **STOP THE TELECAST OF 'Government Initiatives In Himachal Pradesh'** campaign released on behalf of M/o MoIB by CBC' issued under R.O. No. 22201/0339/2022/AV and 22201/0342/2022/AV IMMEDIATELY.

2. **Any spot telecast by Pvt. C&S TV Channels 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 in the above mentioned ROs are advised to strictly comply with the ADVISORY.

This issues with the approval of DG, CBC.

  
(Shalini Awasthi)  
Campaign Officer (AV)

To

All Pvt. C&S TV Channels who have received Ministry of Information & Broadcasting 'Government Initiatives in Himachal Pradesh' campaign for above mentioned R.O.No. 22201/0339/2022/AV and 22201/0342/2022/AV.

शालिनी अवस्थी / SHALINI AWASTHI  
क्षेत्रीय प्रदर्शनी अधिकारी / Field Exhibition Officer  
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