

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

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

Dated: 31<sup>st</sup> October, 2022

Most Immediate

**ADVISORY TO STOP THE TV CAMPAIGN ON  
Government Initiatives In Gujarat' campaign for M/o Information & Broadcasting**

Subject: Advisory for Pvt. C&S TV channels to STOP the campaign on Government Initiatives In Gujarat' campaign for M/o Information & Broadcasting issued vide RO. No. 22201/0367/2022/AV, 22201/0368/2022/AV, 22201/0369/2022/AV, 22201/0370/2022/AV, 22201/0371/2022/AV and 22201/0372/2022/AV.

As directed by Competent authority, all Pvt. C&S TV Channels are directed to IMMEDIATELY STOP THE TELECAST OF 'Government Initiatives In Gujarat' campaign released on behalf M/o Information & Broadcasting by CBC issued under R.O. No. 22201/0367/2022/AV, 22201/0368/2022/AV, 22201/0369/2022/AV, 22201/0370/2022/AV, 22201/0371/2022/AV and 22201/0372/2022/AV.

2. Any spot telecast after 12.00 PM of 31<sup>st</sup> October, 2022 by Pvt. C&S TV channels of the above mentioned ROs will not be paid by CBC.
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 competent authority.



(Sreerag M)

Deputy Director (AV)

To

All the Pvt. C&S TV channels who have received M/o Information & Broadcasting 'Government Initiatives In Gujarat' campaign for above mentioned R.O. No. 22201/0367/2022/AV, 22201/0368/2022/AV, 22201/0369/2022/AV, 22201/0370/2022/AV, 22201/0371/2022/AV and 22201/0372/2022/AV.