

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
CENTRAL BUREAU OF COMMUNICATION
Soochna Bhawan, CGO Complex, NEW DELHI-110003**

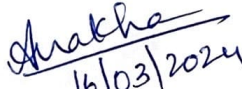
ADVISORY

**Subject: Immediate withdrawal of New Media campaigns in view of
announcement of Lok Sabha elections reg:**

It may be noted that with announcement of Lok Sabha Election by the Election Commission of India on 16.03.2024 the Model Code of Conduct has come into immediate effect. Hence all the agencies running the following campaigns issued by CBC are advised to immediately stop the campaign and give a compliance report to CBC accordingly (via email to digitalmediacbc@gmail.com):

- i. Digital Media Creator Award (MyGov)- Instagram
- ii. Pradhan Mantri Kaushal Vikas Yogana (PMKVY) – YouTube

This issues with the approval of DG, CBC.


16/03/2024
Anakha V
Assistant Director