

**Government of India**  
**Central Bureau of Communication**  
**Min. of Information & Broadcasting**  
**(Outdoor & Personal Media Wing)**  
**Soochna Bhawan, CGO Complex, Lodhi Road, New Delhi - 110003**

No. 01/Misc./Advisory/2324/OM

Date: 16.03.2024

**ADVISORY**

The Election Commission of India has announced the dates of the election of Lok Sabha on 16.03.2024 and with such announcement; the **Model Code of Conduct** has come in to effect. In this regard, all the outdoor agencies are hereby advised to stop running the outdoor creatives released by this Bureau immediately (currently running campaigns and already finished campaigns) and remove all the messages from display. It is further re-iterated that the onus would lie completely with the agency for any non-compliance with the above advisory and may be liable for any action by Election monitoring authorities. All the concerned agencies are further instructed to send the compliance report to the email IDs [jdcbcoutdoor@gmail.com](mailto:jdcbcoutdoor@gmail.com), [cbc.outdoor-moib@gov.in](mailto:cbc.outdoor-moib@gov.in) and [cbcoutdoor1@gmail.com](mailto:cbcoutdoor1@gmail.com) accordingly

2. The RO numbers of the running campaigns are as follows.

Sl.No	RO Code	RO Heading	RO Issue Date	Status
1	47103/0005/2324/OP	Outdoor media campaign on KIRTI (SAI - M/o Youth Affairs and Sports)	3/8/2024	Running
2	63101/0003/2324/OP	Outdoor media campaign on skill India Mission through outdoor media (M/o Skill Development and Entrepreneurship)	3/2/2024	Running
3	35301/0007/2324/OP	Outdoor media campaign on Jal Jeevan Mission (D/o Drinking Water Supply)	3/1/2024	Running
4	36202/0003/2324/OP	Outdoor media campaign on Purple revolution under CSIR's Aroma Mission (CSIR - M/o Science and Technology)	2/22/2024	Running
5	17180/0007/2324/OP	Outdoor media campaign on Pradhan Mantri Jan Arogya Yojana (NHA - M/o Health & Family Welfare) (for second month)	2/22/2024	Running
6	17101/0014/2324/OP	Outdoor Campaign on "Ayushman Bharat", M/o Health and Family Welfare	2/22/2024	Running
7	22201/0050/2324/OP	Outdoor Media campaign on Government achievements in Ayodhya, Uttara Pradesh (CBC - M/o I&B)	2/21/2024	Running

  
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8	25101/0003/2324/OP	Outdoor media campaign on "PM - Vishwakarma", Ministry of Micro, Small and Medium Enterprises.	2/20/2024	Running
9	45121/0003/2324/OP	Outdoor media campaign on achievement in water sector in Odisha (RD & GR - M/o Water Resources)	2/19/2024	Running
10	15112/0002/2324/OP	Outdoor Media campaign on NPS messages through Metro media (NPS Trust - M/o Finance)	2/16/2024	Running

3. Further, the recently completed campaign details as per annexure II and any other campaigns which may have been completed but yet displayed should be taken off without fail.

2. The payments of the bills of campaigns concluded abruptly (if any) due to MCC would be made till 16.03.2024.

This issues with the approval of DG, CBC



(H L Guru Prasad)  
Joint Director (OP)

ANNEXURE I

Sl.No	RO Code	RO Heading	RO Issue Date	Status
1	47103/0005/2324/OP	Outdoor media campaign on KIRTI (SAI - M/o Youth Affairs and Sports)	3/8/2024	Running
2	63101/0003/2324/OP	Outdoor media campaign on skill India Mission through outdoor media (M/o Skill Development and Entrepreneurship)	3/2/2024	Running
3	35301/0007/2324/OP	Outdoor media campaign on Jal Jeevan Mission (D/o Drinking Water Supply)	3/1/2024	Running
4	36202/0003/2324/OP	Outdoor media campaign on Purple revolution under CSIR's Aroma Mission (CSIR - M/o Science and Technology)	2/22/2024	Running
5	17180/0007/2324/OP	Outdoor media campaign on Pradhan Mantri Jan Arogya Yojana (NHA - M/o Health & Family Welfare) (for second month)	2/22/2024	Running
6	17101/0014/2324/OP	Outdoor Campaign on "Ayushman Bharat", M/o Health and Family Welfare	2/22/2024	Running
7	22201/0050/2324/OP	Outdoor Media campaign on Government achievements in Ayodhya, Uttara Pradesh (CBC - M/o I&B)	2/21/2024	Running
8	25101/0003/2324/OP	Outdoor media campaign on "PM - Vishwakarma", Ministry of Micro, Small and Medium Enterprises.	2/20/2024	Running
9	45121/0003/2324/OP	Outdoor media campaign on achievement in water sector in Odisha (RD & GR - M/o Water Resources)	2/19/2024	Running
10	15112/0002/2324/OP	Outdoor Media campaign on NPS messages through Metro media (NPS Trust - M/o Finance)	2/16/2024	Running

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## ANNEXURE II

Sl.No	RO Code	RO Issue Date	Status
1	08111/0010/2324/OP	2/27/2024	Campaign over
2	22201/0053/2324/OP	2/24/2024	Campaign over
3	22201/0055/2324/OP	2/24/2024	Campaign over
4	22201/0057/2324/OP	2/24/2024	Campaign over
5	22201/0044/2324/OP	2/24/2024	Campaign over
6	22201/0047/2324/OP	2/24/2024	Campaign over
7	22201/0049/2324/OP	2/24/2024	Campaign over
8	22201/0048/2324/OP	2/23/2024	Campaign over
9	22201/0058/2324/OP	2/23/2024	Campaign over
10	22201/0059/2324/OP	2/23/2024	Campaign over
11	22201/0056/2324/OP	2/23/2024	Campaign over
12	22201/0054/2324/OP	2/23/2024	Campaign over
13	22201/0051/2324/OP	2/22/2024	Campaign over
14	22201/0052/2324/OP	2/22/2024	Campaign over
15	35201/0004/2324/OP	2/20/2024	Campaign over
16	08111/0005/2324/OP	2/19/2024	Campaign over
17	08111/0006/2324/OP	2/15/2024	Campaign over
18	08111/0007/2324/OP	2/15/2024	Campaign over
19	08111/0008/2324/OP	2/15/2024	Campaign over
20	08111/0009/2324/OP	2/15/2024	Campaign over
21	01201/0004/2324/OP	2/15/2024	Campaign over
22	47103/0003/2324/OP	2/13/2024	Campaign over
23	47103/0004/2324/OP	2/9/2024	Campaign over

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