

Message Dated : 20.08.2014 (Wednesday)

1. This instruction is for all AIR stations of Odisha that the sponsored programme "Kantha Kahe Kahani" will be broadcast today at 6.15 P.M. from AIR, Cuttack. All AIR Stations will relay the programme.

2. This instruction is for all AIR stations of Odisha regarding toll free number for commercial augmentation and revenue generation.
We are feeding three nos. of spots in this regard and please broadcast at regular intervals at your end.

3. This instruction is for Akashvani Jeypore, Sambalpur & Baripada station.
The stations are requested to produce the toll free spots in their local dialect and broadcast at regular intervals.
AIR Jeypore is requested to produce the spots in Desia, Kui & Soura, AIR, Baripada is to produce in Santhali and AIR Sambalpur is to produce in Sambalpuri language.
The above stations are requested to send the spots to CBS, AIR, Cuttack for onward transmission to ADG commercial, Delhi.