

## **Message Dated : 13.01.2015 (Tuesday)**

1. As per decision taken in the RPCC, all the stations in Orissa are requested to mount special programmes on issues related to Girl Child on 24<sup>th</sup> January, 2015, which is to be observed as 'National Girl Child Day'

All the special Audience programmes of that day should include various issues related to Girl Child like .(i) Child marriage.

(ii) Girls to School

(iii) Boys impression about girls,

(iv) Retention of Girls in schools and so on,

Stations are also requested to schedule 2 nos of Award winning programmes on Girl Child on that day.

Girl children should also be involved in the Anchoring and Compering of various programmes of that day.

For Announcement of both the transmissions Girls Children, should also be involved.

Stations may engage regular announcers also to guide them.

Contractural formalities in this regard have already been completed with Department of Women and Child Development and UNICEF.

2. This instruction is for all AIR Stations regarding broadcast of 30 minutes sponsored programme "**Kantha Kahe Kahani**".

This programme will be broadcast from AIR, Cuttack on 14<sup>th</sup> January, 2015 at 6.15 P.M.

All AIR Stations are requested to take relay of this programme from AIR, Cuttack.