

Message Dated : 16.02.2015 (Monday)

1. This instruction is for all AIR Stations regarding broadcast of Day Branding of Consumer Affairs.

All AIR Stations, please note that Ministry of Consumer Affairs has taken Day Branding on State Hook-up on 17th February, 2015, i.e. tomorrow.

As per Day Branding norms 450 seconds spots as FCT alongwith 10 nos.of free Greetings are to be spread all the transmission from station end.

All AIR Stations, please note that the FCT and Greetings are not to be used in film music, News, Relay and commentaries.

Now we are feeding seven cuts of Greetings for use as Day Branding Greetings and 11 cuts of spots of 30 seconds each for use as FCT for broadcast on the above date, please record.

2. All AIR Stations are requested to relay 30 mts sponsored programme "**Kantha Kahe Kahani**" from AIR, Cuttack on 18th February, 2015 at 6.15 P.M.