



भारत का लोकसेवा प्रसारक
केन्द्रीय विक्रय एकांश - आकाशवाणी
ब्रॉडकास्टिंग हाऊस, बॅकबे रिक्लेमेशन,
चर्चगेट, मुंबई - ४०० ०२०.

CSU R.N. 15.04.2015

1ST INSTRUCTION

This instruction is regarding broadcast of 15 mts sponsored programme 'LAMHE' on 15th, 16th, 17th, 18th & 19th April, 2015 over Madurai FM Rainbow Station, Chandigarh, Srinagar & Surat Vividh Bharati Stations and Port Blair Primary Channel Station. The programme is scheduled from Wednesday to Sunday i.e. 5 days in a week. All 5 programmes in Hindi language have been uploaded on CSU's website on 13th April, 2015. Kindly download the programme and broadcast as per schedule.

Instructions for Mumbai & Delhi FM Rainbow Stations and Thiruvananthapuram Vividh Bharati Station

3 programmes have been uploaded in Hindi language which are to be broadcast on Friday, Saturday and Sunday i.e. 17th, 18th, & 19th April, 2015.

All the 3 programmes have been uploaded on CSU's website on 13th April, 2015. Kindly download the programme and broadcast as per schedule.

Instructions for Chennai & Bangalore FM Rainbow Stations

3 programmes have been uploaded in English language which are to be broadcast on Friday, Saturday and Sunday i.e. 17th, 18th, & 19th April, 2015.

The title of the programme is changed from **Lamhe to Spice** in English language.

As per request from the client, Bangalore FM Rainbow Station is requested to broadcast the programme in English language which is titled '**Spice**'.

All the 3 programmes have been uploaded on CSU's website on 13th April, 2015. Kindly download the programme and broadcast as per schedule.

2ND INSTRUCTION

Refer CSU's Supplementary R.N. dated 13th April 2015 regarding broadcast of 10, 40 & 45 sec. spot of '**TATA SKY**' from 14th April to 7th May 2015 over 17 Primary Channel/Local Radio Stations. All Stations are requested to broadcast equal number of bonus spots in category II. Schedule follows. Today we are giving revised schedule for Imphal, Shillong & Aizwal Primary Channel/ Local Radio Stations. Schedule remains same for remaining stations as given in Supplementary R.N. dated 13th April 2015.

Revised Broadcast Schedule for Imphal Primary Channel Station

Broadcast 2 spots per day of duration 45 seconds in film music programme between 09.00 am and 10.00 am on 16th, 17th, 18th, 19th, 25th, 26th April, 2nd & 3rd May 2015 & Broadcast 1 spot per day on 20th, 21st, 22nd, 23rd, 24th, 27th, 28th, 29th, 30th April, 1st, 4th, 5th, 6th & 7th May, 2015. Total 30 spots. Caption: **Scooter**.

Broadcast 2 spots per day of duration 10 seconds in film music programme between 09.00 am and 10.00 am on 16th, 17th, 18th, 19th, 25th, 26th April, 2nd & 3rd May 2015 & Broadcast 1 spot per day on 20th, 21st, 22nd, 23rd, 24th, 27th, 28th, 29th, 30th April, 1st, 4th, 5th, 6th & 7th May, 2015. Total 30 spots. Caption: **Shorty**.

Broadcast 1 spot per day of duration 45 seconds in film music programme between 12.00 noon and 12.30 hrs on 15th, 17th, 18th, 20th, 22nd, 24th, 25th, 26th, 28th, 30th April, 2nd, 3rd & 5th May 2015 & Broadcast 2 spots on 19th April, 2015. Total 15 spots. Caption: **Scooter**.

Broadcast 2 spots per day of duration 10 seconds in film music programme between 12.00 noon and 12.30 hrs on 15th, 18th, 19th April & Broadcast 1 spot per day on 17th, 20th, 25th, 26th, 27th, 30th April, 2nd, 3rd & 6th May 2015. Total 15 spots. Caption: **Shorty**.

Broadcast 2 spots per day of duration 45 seconds in film music programme between 21.00 hrs and 22.00 hrs per day on 15th, 18th, 19th, 25th, 26th, April, 2nd & 3rd May and broadcast 1 spot per day on 16th, 17th, 20th, 21st, 22nd, 23rd, 24th, 27th, 28th, 29th, 30th April, 1st, 4th, 5th, 6th & 7th May 2015. Total 30 spots. Caption: **Scooter**.

Broadcast 2 spots per day of duration 10 seconds in film music programme between 21.00 hrs and 22.00 hrs on 15th, 18th, 19th, 25th, 26th, April, 2nd & 3rd May and broadcast 1 spot per day on 16th, 17th, 20th, 21st, 22nd, 23rd, 24th, 27th, 28th, 29th, 30th April, 1st, 4th, 5th, 6th, & 7th May 2015. Total 30 spots. Caption: **Shorty**.

Broadcast Schedule for Shillong & Aizwal Primary Channel Station

Broadcast 2 spots per day of duration 45 seconds in film music programme between 09.00 am and 10.00 am on 16th, 17th, 18th, 19th, 25th, 26th April, 2nd & 3rd May 2015 & Broadcast 1 spot per day on 20th, 21st, 22nd, 23rd, 24th, 27th, 28th, 29th, 30th April, 1st, 4th, 5th, 6th & 7th May, 2015. Total 30 spots. Caption: **Scooter**.

Broadcast 2 spots per day of duration 10 seconds in film music programme between 09.00 am and 10.00 am on 16th, 17th, 18th, 19th, 25th, 26th April, 2nd & 3rd May 2015 & Broadcast 1 spot per day on 20th, 21st, 22nd, 23rd, 24th, 27th, 28th, 29th, 30th April, 1st, 4th, 5th, 6th & 7th May, 2015. Total 30 spots. Caption: **Shorty**.

Broadcast 1 spot per day of duration 45 seconds in film music programme between 12.00 noon and 12.30 hrs on 15th, 17th, 18th, 20th, 22nd, 24th, 25th, 26th, 28th, 30th April, 2nd, 3rd & 5th May 2015 & Broadcast 2 spots on 19th April, 2015. Total 15 spots. Caption: **Scooter**.

Broadcast 1 spot per day of duration 10 seconds in film music programme between 12.00 noon and 12.30 hrs on 15th, 17th, 18th, 20th, 22nd, 24th, 25th, 26th, 28th, 30th April, 2nd, 3rd & 5th May 2015 & Broadcast 2 spots on 19th April, 2015. Total 15 spots. Caption: **Shorty**.

Broadcast 2 spots per day of duration 45 seconds in film music programme between 21.00 hrs and 22.00 hrs per day on 15th, 18th, 19th, 25th, 26th, April, 2nd & 3rd May 2015 & Broadcast 1 spot per day on 16th, 17th, 20th, 21st, 22nd, 23rd, 24th, 27th, 28th, 29th, 30th April, 1st, 4th, 5th, 6th & 7th May, 2015. Total 30 spots. Caption: **Scooter**.

Broadcast 2 spots per day of duration 10 seconds in film music programme between 21.00 hrs and 22.00 hrs on 15th, 18th, 19th, 25th, 26th, April, 2nd & 3rd May 2015 & Broadcast 1 spot per day on 16th, 17th, 20th, 21st, 22nd, 23rd, 24th, 27th, 28th, 29th, 30th April, 1st, 4th, 5th, 6th & 7th May, 2015. Total 30 spots. Caption: **Shorty**.

3RD INSTRUCTION & FEED

Refer CSU's R.N. dated 30th March 2015 regarding broadcast of 20 seconds spot '**Sunlight Colour Detergent Powder**' from 6th April to 30th April, 2015 over Kolkata Primary Channel Station. Captions : Book Fair and First Meeting are broadcast on rotational basis from 6th April to 12th April, New Year Wishes from 13th April to 15th April. Today we are feeding 20 seconds spot Caption: **New Year Wishes** which is to be broadcast from 13th April to 15th April as per schedule given in CSU's R.N. dated 30th March 2015. And **Talk Time Offer** from 16th April to 30th April will be fed in CSU's R.N. as soon as received from the client.

Now we are feeding 20 seconds spot '**Sunlight Colour Detergent Powder**' **Caption: Talk Time Offer** i.e. Sunlight and Sunlight Change in Bengali language. These spots are to be broadcast on rotational basis. Screen language spot before broadcast.

4TH INSTRUCTION & FEED

This instruction is regarding introduction of 15 mts, twice a week, customized sponsored programme '**Jago Grahak Jago**' from Min. of Consumer Affairs from 21st April to 9th June 2015 over 24 FM Stations and 101 Primary Channel Local Radio Stations. Total 15 episodes.

Broadcast Schedule for FM Stations

Broadcast 15 mts sponsored programme **Jago Grahak Jago** from 21st April to 9th June 2015 in category I on every Tuesday and Friday as per time allotted by your station.

The concerned 20 FM (Rainbow) Stations are : -

Bangalore, Chennai, Coimbatore Cuttack, Delhi, Hyderabad, Jalandhar, Kodaikanal, Kolkata, Kochi, Lucknow, Mumbai, Madurai, Panaji, Puducherry, Shillong, Tiruchirapalli, Tirunelveli, Vijaywada & Vishakhapatnam

The concerned 4 FM (Gold) Stations are : -

Chennai, Delhi, Kolkata & Mumbai.

Broadcast Schedule for Primary Channel/ Local Radio Stations

Broadcast 15 mts sponsored programme **Jago Grahak Jago** from 21st April to 9th June 2015 on every Tuesday and Friday as per time allotted by your station.

The concerned 101 Primary Channel / Local Radio Stations are : -

Hyderabad, Kurnool, Tirupati, Vishakhapatnam, Itanagar, Passighat, Tawang, Tezu, Ziro, Dibrugarh, Diphu, Guwahati, Halfling, Jorhat, Kokrajhar, Nowgong, Silchar, Tezpur, Bhagalpur, Darbhanga, Patna, Sasaram, Jagdalpur, Raipur, Panaji, Ahmedabad, Rajkot, Hissar, Kurukshetra, Dharamshala, Shimla, Jammu, Kargil, Kathua, Leh, Poonch, Srinagar, Jamshedpur, Ranchi, Bangalore, Dharwad, Mysore, Raichur, Kozhikode, Kannur, Kochi, Devikulam, Manjari, Trissur, Trivendrum, Balaghat, Bhopal, Gwalior, Indore, Nagpur, Osmanabad, Pune, Solapur, Imphal, Jowai, Shillong, NES Shillong, Tura, Aizwal, Lungleh, Kohima, Mokokchung, Baripada, Cuttack, Rourkela, Sambhalpur, Bhatinda, Jalandhar, Alwar, Bikaner, Jaipur, Kota, Gangtok, Chennai, Tiruchirapalli, Tirunelveli, Tuticorin, Agartala, Belonia, Kailashar, Almora, Pauri, Allahabad, Lucknow, Najibabad, Varanasi, Kolkata, Murshidabad,

Shantiniketan, Siliguri, Daman, Delhi, Karaikal, Kavarati, Puducherry, Port Blair (A & N).

Despite repeated R.N. some of the stations have yet not informed the time slots. These stations are instructed to broadcast the programme and inform the time slots immediately to CSU.

The concerned FM (Rainbow) Stations who has not yet intimated the time slots is : -

Cuttack

Concerned Primary Channel / Local Radio Stations who have yet not intimated the time slots are : -

Itanagar, Tawang, Tezu, Ziro, Guwahati, Haflong, Nowgong, Tezpur, Jagdalpur, Dharamshala, Kathua, Poonch, Kochi, Devikulam, Imphal, Tura, Aizwal, Lungleh, Allahabad, Murshidabad, Shantiniketan, Delhi & Kavarati.

The stations are requested to intimate the time slots immediately to CSU on fax no. 022 – 22876040 or by E-mail : csumumbai@gmail.com. This may be treated as most urgent.

15 mts sponsored programme **Jago Grahak Jago** 1st and 2nd episodes have been uploaded on 13th April 2015 on CSU's Website.

We are now feeding episode no. 1 of 15 mts sponsored programme **Jago Grahak Jago** for broadcast on 21st April 2015.

5TH INSTRUCTION & FEED

This instruction is regarding feed and broadcast of 20 seconds spot of **BDMD-Posts** Caption: Speed Post from 15th April to 21st April 2015. Total 7 days over 16 Primary Channel/ Local Radio Stations, 8 States for Regional News and Jamshedpur Vividh Bharati Stations.

Broadcast Schedule for Primary Channel/ Local Radio Stations

Broadcast 5 spots per day in film music programme. Total 35 spots per station.

Broadcast equal number of bonus spots in category II. Schedule follows.

Concerned Primary Channel/ Local Radio Stations are:

Guwahati, Agartala, Dibrugarh, Shillong, Gangtok, Imphal, Itanagar, Kohima, Silchar, Tura, Passighat, Kokrajhar, Lungleh, Tawang, Tezpur & Tezu.

Broadcast Schedule for Jamshedpur Vividh Bharati Station. Missed spots of 15th April in Morning Category I to be made good on 15th April in evening category I.

Broadcast 4 spots per day between 06.30 hrs & 10.00 hrs in Category I. Total 28 spots per station.

Broadcast 4 spots per day between 19.05 hrs & 23.00 hrs in Category I. Total 28 spots per station.

Broadcast equal number of bonus spots in category II. Schedule follows.

Broadcast Schedule States for Regional News

Broadcast 1 spot per day before morning regional news. Total 7 spots per station.

Broadcast 2 spots per day after morning regional news. Total 14 spots per station.

Broadcast 1 spot per day before evening regional news. Total 7 spots per station.

Broadcast 1 spot per day after evening regional news. Total 7 spots per station.

Concerned Regional News States are:

Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram & Nagaland.

Broadcast Schedule for States for Regional News are : Sikkim & Tripura

Broadcast 1 spot per day before morning regional news. Total 7 spots per station.

Broadcast 1 spots per day after morning regional news. Total 7 spots per station.

Broadcast 1 spot per day before evening regional news. Total 7 spots per station.

Broadcast 1 spot per day after evening regional news. Total 7 spots per station.

Now we are feeding 20 seconds spot of **BDMD-Posts** Caption: Speed Post

6TH INSTRUCTION & FEED

This instruction is regarding feed and broadcast of 5 mts customized sponsored programme of '**Brook Bond Red Label**' from 16th April to 30th April 2015 over Bhopal Vividh Bharati Station. Cut III Story 4 to be broadcast on Thursday, 16th April, Cut II Story 12 to be broadcast on Friday 17th April, and Cut I Story 7 to be broadcast on Saturday, 18th April 2015.

Programme to be broadcast from 20th April 2015 onwards will be intimated later in CSU's R.N.

Broadcast Schedule

Broadcast 5 mts customized sponsored programme of '**Brook Bond Red Label**' 9 times in a day in category I on 16th, 17th, 18th, 20th, 21st, 22nd, 23rd, 24th, 25th, 27th, 28th, 29th, 30th April 2015. Total 117 programmes.

Now we are feeding 5 mts customized sponsored programme of **Brook Bond Red Label**.

7TH INSTRUCTION

This instruction is for AIR Jodhpur Station. Kindly refer to your fax dated 15th April regarding non broadcast of commercials due to break down from 3rd April to 14th April 2015. You are requested to make good all the missed spots including the spots whose contract period is also over, since this is due to natural calamity. You are requested to ensure that all the spots are made good before 30th April 2015.