



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

CSU R.N. 16.04.2015

1ST INSTRUCTION

This instruction is regarding reintroduction of 15 mts, thrice a week, sponsored programme '**Bachat Ke Sitare Dost Hamare**' from 20th April 2015 to 17th August 2015. Total 52 programmes on every Monday, Wednesday and Friday over 11 FM Stations, 1 Vividh Bharati Station and 18 Primary Channel/ Local Radio Stations.

Broadcast Schedule for FM Rainbow Stations

Broadcast 15 mts sponsored programme '**Bachat Ke Sitare Dost Hamare**' on every Monday, Wednesday and Friday in category III as per time allotted by your station. Total 52 programmes.

Concerned 7 FM Rainbow Stations are:

Lucknow, Bangalore, Panaji, Jalandhar, Hyderabad, Shillong & Kochi

Broadcast Schedule for FM Gold Stations

Broadcast 15 mts sponsored programme '**Bachat Ke Sitare Dost Hamare**' on every Monday, Wednesday and Friday in category I as per time allotted by your station. Total 52 programmes

Concerned 4 FM Gold Stations are:

Chennai, Delhi, Kolkata, & Mumbai

Broadcast Schedule for Cuttack Vividh Bharati Station

Broadcast 15 mts sponsored programme '**Bachat Ke Sitare Dost Hamare**' on every Monday, Wednesday and Friday in category II between 10.30 hrs and 10.45 hrs. Total 52 programmes

[2/R.N. 16.04.2015](#)

Concerned 1 Vividh Bharati Station is :

Cuttack

Broadcast Schedule for Primary Channel/ Local Radio Stations

Broadcast 15 mts sponsored programme '**Bachat Ke Sitare Dost Hamare**' on every Monday, Wednesday and Friday as per time allotted by your station. Total 52 programmes.

Concerned 18 Primary Channel/ Local Radio Stations are:

Guwahati, Ahmedabad, Jammu, Kohima, Gangtok, Srinagar, Tura, Aizwal, Imphal, Agartala, Patna, Ranchi, Itanagar, Shimla, Bhopal, Jaipur, Raipur, & Port Blair.

Programme no. 1 for broadcast on 20th April 2015 has been uploaded on CSU's website on 15th April 2015 in Hindi and regional languages. Screen language programme before broadcast. Please download the programme and broadcast as per schedule. Remaining episodes will be uploaded on CSU's website as soon as they received from the agency.

2ND INSTRUCTION

Refer CSU's R.N. dated 15th April 2015 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.

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.

[3/R.N. 16.04.2015](#)

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 : आकाशवाणी

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

SRD INSTRUCTION

This instruction is regarding 15 mts., 4 times a week, sponsored programme 'YEH RAAH HAI VIKAS KI' from Ministry of Rural Development over 37 Vividh Bharati Stations & 27 Primary Channel/Local Radio Stations of North Eastern States.

This programme was to start from 15th April 2015, however we are awaiting the contract and CDs for the same. Stations are requested to monitor CSU's R.N. carefully for exact date of introduction of the programme.

The programme is to be broadcast every Monday, Tuesday, Wednesday & Thursday. Total 62 programmes.

Despite repeated RN some of the Primary Channel /Local Radio Stations are yet to allot the time slot.

4/R.N. 16.04.2015

Concerned Primary Channel/Local Radio Stations of North Eastern States are instructed to allot 15 mts. time slots on every Monday, Tuesday, Wednesday & Thursday in Category II preferably between 07.45 pm to 08.00 pm by today itself.

Concerned North East Primary/Local Radio who have yet not intimated the time slots are:

Passighat, Tawang, Ziro, Nowgong, Tezpur, Imphal & Lungleh.

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.

7/R.N. 16.04.2015

4TH INSTRUCTION & FEED

Instruction for all 190 Primary Channel/Local Radio Stations, 37 Vividh Bharati Stations and 24 FM Stations.

Today we are feeding 1 cut of audio Promos of the Feature Film “**Agneepath**” scheduled for telecast on 18th April, 2015 at 10.00 p.m. over Doordarshan National Network. Broadcast the same upto 18th April, 2015 till 09.30 p.m.

The same may be broadcast during the day in any available chunk. This is to be given as a part of Cross Channel Publicity between Doordarshan and AIR. Stations are requested to send the broadcast intimation of the same to CSU.

Now we are feeding 1 cut of audio promo of the Film “**Agneepath**” Kindly take the feed.

