



Prasar Bharati  
Directorate General: All India Radio  
**AIR RESOURCES**  
New Delhi - 110 001



**BY AIRNET/ FINAL REMINDER**

No. 19(72)/ARC/2012

Dated: 17.12.2012

Subject: Revenue Sharing through SMS/IVR based services on AIR Programmes

Prasar Bharati had earlier signed agreement with M/s ACL Wireless Ltd., for revenue sharing by SMS/IVR based services on AIR programmes. Prasar Bharati is in the process of entering into a fresh agreement with a new service provider for providing SMS based value added services on AIR Programmes.

In this connection, AIR Stations providing SMS based services on their programmes are required to provide details in respect of the Name of the Programme on which SMS service is running, Keywords used Programme wise on which the End user i.e., Mobile Subscriber sends SMS, Message being sent to End User sending the SMS, Time schedule of the Programme and any other relevant information as per format mentioned below:

1. Name of AIR Station:
2. Details:

S.No.	Name of AIR Programme on which SMS service is running	Keyword used	Message sent to End User	Time Schedule of Programme	Any Other information

AIR Stations providing scheduled or live updates related to News, Cricket etc. are also required to intimate the Keyword being presently used to provide such updates to the End Users.

AIR Stations providing SMS based services on any of their programmes are required to provide details as mentioned above immediately preferably by Fax/Email at the addresses mentioned below, latest by **18.12.2012**.

**Email for Correspondence:**  
[ytrihan@air.org.in](mailto:ytrihan@air.org.in);  
[gajendrasharma2000@yahoo.co.in](mailto:gajendrasharma2000@yahoo.co.in)

**Fax Number: 011-2342 2108 / 2342 1524**

**Sanjay Kumar Mishra**  
Manager(A&C)

To  
HOO, AIR Stations

**Copy for Information:**

1. PS to DDG(PP&D) / PS to ADG(M), DG:AIR
2. ADG, AIR Maintenance Wing, Zonal Offices, Chennai / Delhi / Guwahati / Kolkatta / Mumbai.