

By Fax / E-mail



PRASAR BHARATI  
INDIA'S PUBLIC SERVICE BROADCASTER  
COMMERCIAL BROADCASTING SERVICE  
ALL INDIA RADIO: CUTTACK  
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Letter no-CK/CBS/2(10)/2013/

Date-08.07.2013

The Station Directors/Programme Heads  
All India Radio,  
CUTTACK / SAMBALPUR/ JEYPORE / BHAWANIPATNA.  
BERHAMPUR/ BOLANGIR/BARIPADA/ KEONJHAR/ ROURKELA/JORANDA & PURI.

Wish you all a happy & pleasant Rath Yatra.

This year Commercial Broadcasting Service has arranged a number of Day Brandings during the Car Festival from Rath Yatra to Sunabasa. An impression was given in recently concluded RPCC meeting that all the Stations in Odisha have planned very special programmes during this period in all the three X'missions to maintain the tempo of the festival. Stations are requested to prepare capsules of special programmes planed for broadcast during this festival period (Gudnicha to Sunabesa) & submit it to Commercial Broadcasting Service, Cuttack by 6.00 PM tomorrow for submission to the Clients. The capsules should be catchy interesting and impressive so as to inspire our Clients to come forward to us with more revenue in coming days. Schedule of these programmes should also be sent to Commercial Broadcasting Service, Cuttack in text copy format. These capsules should also be used by stations at their own ends for publicity purpose.

For any kind of clarification please feel free to contact either the undersign or Sri G. C. Tripathy, Pex.

Yours Faithfully,

(Suhas Mohanty)  
Asst Director (Prog.)  
Cell-9437276410