

Message Dated : 27.06.2014 (Friday)

1. **NABARD** has taken Day-Branding for State Hook-up on 2nd , 3rd , 6th , and 7th , July, 2014.

As per Day-Branding norms 450 seconds FCT along with 10 number of free Greetings of 5 secs each has to be spread over all the transmissions from stations end.

All stations please record the Greetings along with the spots, to be used as FCT, which we are now feeding.

Stations may please note that Greetings and spots are not to be broadcast in film music programme commentaries etc.

We are now feeding the Greetings and spots of **NABARD**. Please record.

2. This is repeat message of Yesterday's please.

Department of Agriculture and food production has taken 30 minutes sponsorship of Rural Programme in State Hook-up for 30th June, 2014, 1st , 2nd , 3rd , 4th , 6th , 7th , and 8th , July, 2014 - Total 8 Days.

FCT allowed 120 secs.

B'cast schedule:-

Opening credit line with 20 secs plus 10 secs spot before programme, 15 secs plus 20 secs spot in between after 10minutes, 10 secs 15 secs spot in between after 20 minutes of programme, closing credit line with 15 secs plus 15 secs spot at the end of the programme.

Credit line will be - “ଏହି କାର୍ଯ୍ୟକ୍ରମର ପ୍ରାୟୋଜକ”

“ରାଜ୍ୟ କୃଷି ଏବଂ ଖାଦ୍ୟ ଉତ୍ପାଦନ ବିଭାଗ, ଓଡ଼ିଶା”

Spots are already with the stations AIR, Sambalpur please use spot in Sambalpuri dialect Jeypore in desia, Kui and Soura dialect, Keonjhar and Bolangir in santali dialect.

Other stations please use Oriya language.

Stations please use Spot Captions.

ବିହନ ବିଶୋଧନ, କୃଷି ଉଦ୍ୟୋଗୀକରଣ, କୃଷି ଯାନ୍ତ୍ରିକୀକରଣ, ଧାଡ଼ିରୁଆ ଏବଂ ଧାଡ଼ିବୁଣା, which are already with the stations.

We are now feeding the said spot captions in Oriya language. Please record.