

उदय कुमार वर्मा

सूचना एवं प्रसारण

UDAY KUMAR VARMA
SECRETARY

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सत्यमेव जयते

भारत सरकार

सूचना एवं प्रसारण मंत्रालय

शास्त्री भवन, नई दिल्ली-110001

GOVERNMENT OF INDIA

MINISTRY OF INFORMATION & BROADCASTING

SHASTRI BHAWAN, NEW DELHI - 110001

D.O.No.N-37022/1/2013-BD

7th February, 2013

DG, ICMR OFFICE

DIARY NO.....547.

DATE:.....20/2/13.

Dear Dr. Katoch,

I would like to inform you that All India Radio is in the process of launching an SMS/IVR service to provide news updates to its listeners across the country. The News Services Division, AIR is exploring the possibility of providing the proposed service *free* to its listeners. However, for the long term sustenance of such services, advertisements/commercials are required.

2. AIR have already requested DAVP to prepare a rate card for providing mobile/SMS based advertisements to AIR for this service. The matter has also been taken up with the Telecom Regulatory Authority of India to allow AIR to send free messages to its listeners carrying 3-4 news headlines along with a punch line of a government scheme or programme. This will help various programmes and schemes of the Government to reach the masses on a sustainable basis.

3. I request you to kindly direct concerned officials in your Ministry/Department to provide mobile based advertisements to DAVP for the proposed service of AIR. The advertisements can also be given to the Marketing Wing of AIR directly. As the proposed service is meant to reach quality information to masses, I request you to contribute significantly to enable us to cater to information needs of common people free of cost.

Looking forward to positive response from you.

With regards,

Yours sincerely,

Uday Kumar Varma
(Uday Kumar Varma)

Dr. V.M. Katoch
Secretary

Department of Health Research

Ministry of Health & Family Welfare

V. Ramalinga Swamy Bhawan, Behind AIIMS
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