



सत्यमेव जयते

प्रसार भारती/PRASAR BHARATI

(भारत का लोक सेवा प्रसारक/India's Public Service Broadcaster)

राष्ट्रीय प्रसारण एवं मल्टीमीडिया अकादमी

National Academy of Broadcasting and Multimedia

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NABM/TC/DTH/2020-21

Dated: 19<sup>th</sup> January 2021

CIRCULAR

**Subject: Campaign on AIR/ DD Network about Training Programmes (Webinar) on 'Public Awareness about DD Free Dish (DTH)':reg.**

On the direction of CEO, Prasar Bharati issued in a virtual meeting chaired by CEO, PB on 7<sup>th</sup> Dec, 2020, an online free Webinars on various aspects **DD Free Dish ( DTH)** is to be organized for a common public for existing as well as new subscribers on 3rd Feb, 2021.

The Webinar is being planned with aim to attract new subscribers to Free Dish platform. Some major topics like Brief On Free Dish platform-India's only free to air platform, details of bouquet of TV channels available on Free Dish platform, details of AIR channels on platform, how to choose proper STB, dish, where to purchase STBs for Free Dish and demonstration on DTI STB locator App etc. will be included in the aforesaid webinar. There will be a Q & A session at the end of the webinar (through chat). The Webinar will be conducted on Webex meeting platform. The details of webinar will be available on Prasar Bharati Website.

In this regard, it has been decided that a cross publicity campaign for above Webinar on AIR & DD Network in all standard languages across the country may be started.

As decided attached herewith is a " INFORMATION" which may be replicated for content generation in popular formats viz. slogans, jingles, promos, scrolling, announcements etc. for the purpose of broadcast/telecast on entire network of DD and AIR in all major languages, and for uploading on social media platforms.

Therefore, it is requested to kindly include in transmission/programmes from time to time from 20<sup>th</sup> January 2021 to 2nd February 2021, for the **Public Awareness on the free online Webinar to be organized on DD Free Dish (DTHs)**. The above campaign will be started on entire network on AIR and DD including social media platforms from **20<sup>th</sup> January, 2020**.

Since the matter is urgent and time bound it is all the DD Kendras and AIR stations are hereby requested to do the needful and action taken report may be forwarded to this office.

This issues with the approval of competent authority.

Regards,

**Encloses: as above** (Information to be used for publicity in different languages.

(Dr Umashanker Singh)  
Programme Executive (Planning & Coordination), CTC  
For Addl. Director General (Trg.)

To

All Programme Heads of AIR stations/ DD Kendras

Station Director, AIR Delhi for publicity issuing necessary instruction to all AIR stations and putting on RN Message.

Kendra Nideshak, Doordarshan Kendra Delhi for publicity issuing necessary instruction to all AIR stations

**Copy for information:**

PS to DG, AIR, New Delhi

PS to DG, DD, New Delhi

PS to ADG (Training), NABM Delhi

SATELLITE MESSAGE

FOLLOWING MESASAGE TO BE USED FOR CAMPAIGN ON DD FREE DISH ( DTH) FOR COMMON LISTENERS/ VIEWERS

डीडी-फ्री डिश कनेक्शन ( DTH) के इच्छुक नागरिकों के लिए प्रसार भारती , जनहित, में 3 फरवरी 2021 को 3.00 बजे से 4.00 बजे तक एक निःशुल्क ऑनलाइन जन-जागरूकता वेबिनार का आयोजन कर रहा है (.) इस निःशुल्क ऑनलाइन वेबिनार में कोई भी इच्छुक नागरिक घर बैठे ही अपने मोबाइल/ लैपटॉप या कंप्यूटर के माध्यम से भाग लेकर डीडी फ्री डिश कनेक्शन के बारे में पूरी जानकारी प्राप्त कर सकता है (.) इस ऑनलाइन वेबिनार में भाग लेने के इच्छुक नागरिक प्रसार भारती की वेबसाइट "www.prasarbharati.gov.in" पर जाकर और अधिक जानकारी प्राप्त कर सकते हैं (.) जो लोग इस कार्यक्रम में समय से नहीं जुड़ सकते वे ये सारी जानकारी हमारे YouTube/nabm पर भी देख सकते हैं (.) इस ऑनलाइन वेबिनार की तिथि न भूले, आगामी 03 फरवरी 2021 , दिन में 3.00 बजे से 4. 00 बजे तक

प्रसार भारती द्वारा जनहित में जारी.

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Prasar Bharati  
(India's public Service Broadcaster)  
NATIONAL ACADEMY OF BROADCASTING & MULTIMEDIA  
All India Radio & Doordarshan, Kingsway Camp, Delhi-110 009

NABM/TC/DTH/2020-21

Dated 19<sup>th</sup> January 2021

The above RN Message may kindly be announced on all RN timings from 20<sup>th</sup> January to 2<sup>nd</sup> February 2021

This issues with the approval of competent authority in NABM.

To,  
DP, Policy, DG: AIR /  
Station Director, AIR, Delhi /  
PEX (Co), AIR, Delhi



19<sup>th</sup> January 2021  
( Dr.Umashanker Singh)  
Programme Executive  
For ADG (NABM)