

BY MESSENGER

PRASAR BHARATI
INDIA'S PUBLIC SERVICE BROADCASTER
ALL INDIA RADIO :: KOHIMA

NO.KOH.SD.3(19)/14-P/4238.

Kohima, dated 16.12.2015

To,

The Chief Secretary
Government of Nagaland
Kohima.

Sub:- Request for advertisement through All India Radio, Kohima by state government departments

Respected Sir,

In response to your advice, during discussion on 15.12.2015 I am writing this to request you to please direct the state government departments particularly who are implementing Centrally Sponsored Schemes to advertise the schemes through All India Radio, Kohima for the knowledge and benefits of the people living in different corners of the state. All India Radio is the main medium through which the villagers living in isolated rural areas know about their outside world.

Programmes are broadcast through 50 KW Medium Wave Transmitter catering to the far flung areas of the state. Composite programmes of music, spoken word and news are broadcast daily with a duration of 30 minutes each in Sangtam, Yimchungrü, Konyak, Khiamniungan, Phom, Chang, Zeliang, Kuki, Rengma, Sumi, Lotha, Chakhesang, Ao and Angami dialects. There is also Farm & Home programme in Nagamese and Western Music Programme daily. In case advertisement is done in dialects more than in Nagamese the link language, the resultant effect will be better.

To mention, this station is given a commercial target of about Rs.13 lakh during 2015-16. We have till November, 2015 achieved only about Rs.5 lakh, since there is hardly any industry in Nagaland, except relying on state government departments, there is no other option for us. In the last Zonal Programme Coordination Committee meeting of All India Radio in North East Zone held at Guwahati on 3rd and 4th December, 2015, I was advised to approach you for advertisements by state government departments.

The government is not giving fund for production of programme and payment to artistes. So, the revenue earning by All India Radio stations is used for the above purposes.

The rate card is enclosed herewith for kind information.

Thanking you in anticipation.

Yours faithfully,

Rsanate

16/12/

(ROBINSON SANATE)
Assistant Director (Prog)
Head of Programme