

File No.PB/SD/KB/2020/1/

Prasar Bharati
(India's Public Service Broadcaster)
Doordarshan Bhawan,
Marketing Division
Room No 316, Tower A
Copernicus Marg, New Delhi.

No. PB/SD/KB/2020/1/

Dated :26.08.2020

Sub : Celebrating Birth Anniversary of Mahatma Gandhi.

Reference Prasar Bharati's letter dated 11.02.2020 on the subject cited above. As per above letter, Kendriya Bhandar was celebrating 150 years of Mahatma Gandhi. Kendriya Bhandar and Prasar Bharati was Media Partner for the series of the programmes, which were to comprise 5 events, to be held between February 2020 and October 2020, each focused on a key topic important to Mahatma Gandhi.

2. The first event took place in Feb 2020 but later due to countrywide lockdown no other events could be planned. Now Kendriya Bhandar through Shri Vikas Sharma, Advisor, Kendriya Bhandar has approached Prasar Bharati for a tentative programme which will be in the form of a Panel Discussion on 09 Sep 2020, keeping all social distancing norms in place.

3. As per discussions held in the meeting with ADG (Marketing), following has been decided:-

Action by Kendriya Bhandar

- Double page advertisement in the event booklet.
- Double page advertisement in the post event report (to be given at PMO, Ministries, PSUs, Corporate and other Prominent Institutions).
- Logo on the cover of the Delegate Kit.
- Logo in partners section of workshop booklet.
- Logo on the backdrop.
- Logo on event standees.
- Logo on Invitation Mail Logo and mentions in all pre-event promotional material of the Workshop.
- Logo in post-event report Logo in partners section in event website.

Action by DD & AIR

- Live coverage of the event on social media and television channels.

Action: Head PBNS, ADG(P), DG:DD


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b. News Coverage across Radio and TV channels.

Action DG:DD News & DG:AIR News

c. Broadcast event highlights as capsules on Prasar Bharati Radio and TV channels (such as the panel discussion, talks and special demonstrations), to spread the teachings of Mahatma Gandhi to a wider audience. **Action** : ADG(P), DG:DD & ADG(P), DG:AIR.

d. Prasar Bharati Logo for use in the programme campaign.

Action : DDG (Marketing), PBS.

e. Provide logo & advertisement material to the organizers of the event w.r.t. point 3 (a – h) above. **Action**: DDG (Marketing).

5. This issues with the approval of the Competent Authority.


(Col. Vijay Kumar Shad)
DDG(Corporate Marketing)

Copy for information and necessary action:-

1. PS to CEO Prasar Bharati.

2. PS to Member (F), PB

3. PS to DG: News DD

4. PS to DG: News AIR

5. Head PBNS

6. ADG(P) DG:DD

7. ADG(P) DG:AIR

8. ADG(Marketing) PBS

9. ADG(Archives) AIR & DD.

10. DDG(Archives) AIR & DD.

11. Shri Mukesh Kumar, Managing Director
Kendriya Bhandar, Pushpa Bhawan, Madangir Road, New Delhi-110062.