

Employees' Provident Fund Organisation
Head Office
Bhavishyanidhi Bhawan, 14, Bhikaiji Cama Place
New Delhi – 110 066

No. Publicity I(2)2011

Dated: 19.04.2011

To

All Additional Central P.F. Commissioners (Zonal Offices)
The Director (NATRSS)
All Regional P.F. Commissioner-I (Regional Offices)
All Officer-in-charge (Sub Regional Offices)
All Officer-in-charge (Zonal Training Institutes)

Subject:-

Telecast schedule of media campaign on EPF in National Network, DD-News, North-East Kendras & Regional Kendras of Doordarshan.

Sir,

It is to inform that our organization is launching a media campaign on National Network, DD-News, North-East Kendras & Regional Kendras of Doordarshan from 20th April 2011, the details of which are as under:-

Spot ID/Duration:-

1. EPF benefits- 30 Sec.
2. EPFO (Benefits in case of transfer of PF account) - 30 Sec.
3. Demerits in case of withdrawal of transfer of PF account (new bike 2 friends-30sec)
4. EPF membership (Anju/Teacher)

A) National-Network & DD-News

Channel	Telecast Dates	Telecast Details
National Network DD-1	20th April'11 to 19th May'11 (26 days) (Monday-Saturday)	Five Spots of 30 sec daily with Programme & Serials between 6:00am to 3:00pm for 26 days .
DD-News	20th April'11 to 19th May'11 (30 days)	Four Spots of 30 sec in-between 7:00am to 6:00pm respectively for 30days .
		Three Spots of 30 sec in-between 8:00pm to 9:00pm respectively for 30days .

B) DD-Sports

Channel	Telecast Dates	Details Of Telecast
DD-Sports	20 th Apr'11 to 19 th May'11 (30 days)	One Spot of 30 Sec daily once at 9:00pm respectively for 30 Days .

C) DD-Bharati

Channel	Telecast Dates	Details Of Telecast
DD-Bharati	20 th Apr'11 to 19 th May'11 (30 days)	One Spot of 30 Sec daily once at 9:00pm respectively for 30 Days .

Regional Kendras

Channel	Telecast Dates	Details Of Telecast
Ahmadabad, Bhopal, Bangalore, Bhubaneswar, Chennai, Delhi, Jalandhar, Jaipur, Patna, Ranchi, Raipur, Shimla, Guwathi, Hyderabad, Imphal, Kolkata, Lucknow, Mumbai, Thiruvananthapuram Dibrugarh, Aizwal, Kohima, Shillong, Itanagar, Agartala, Silchar & Tura	20 th Apr'11 to 18 th May'11	One Spots of 30 Sec alternate days in between 7:30pm to 8:00pm for 15 days (15Days.)

Regional Kendras

Kendra	Telecast Dates	Details of Telecast
Ahmedabad	20 th Apr'11 to 19 th May'11 (30 days)	Five spots of 30sec in between 3:00pm to 6:30pm for 30days .
		Ten spots of 30sec in between 8:00am to 12:00 noon for 30days
Bhopal	20 th Apr'11 to 19 th May'11 (30 days)	Five spots of 30 sec in between 4:00pm to 6:00pm for 30days .
Bangalore	20 th Apr'11 to 19 th May'11 (26 days) (Monday-Saturday)	Five spots of 30sec in between 3:00pm to 6:30pm for 26days .
		Seven spots of 30sec in between 6:00am to 9:00am for 26days .

Bhubaneswar	20 th Apr'11 to 19 th May'11 (26 days)(Monday-Saturday)	Seven spots of 30sec in between 2:30pm to 6:00pm for 26days .
Chennai	20 th Apr'11 to 19 th May'11 (30 days)	Five spots of 30sec in between 3:00pm to 6:30pm for 30days .
		Fifteen spots of 30sec in between 5:00am to 3:00pm for 30days .
Chandigarh	20 th Apr'11 to 19 th May'11 (22days)(Monday-Friday)	Five spots of 30sec in between 5:00pm to 7:00pm for 22days .
Delhi	20 th Apr'11 to 19 th May'11 (26 days)(Monday-Saturday)	Five spots of 30sec in-between 4:00pm to 6:00pm for 26days .
Hissar	20 th Apr'11 to 19 th May'11 (22days)(Monday-Friday)	Five spots of 30 sec in between 5:00pm to 6:00pm for 22days .
Hyderabad	20 th Apr'11 to 19 th May'11 (26 days)(Monday-Saturday)	Six spots of 30 sec in between 6:00am to 9:00am for 26days .
Imphal	20 th Apr'11 to 19 th May'11 (30 days)	Five spots of 30 sec in between 5:30pm to 7: 00pm for 30days .

Jaipur	<i>20th Apr'11 to 19th May'11</i> (30 days)	Five spots of 30sec in-between 4:00pm to 6:00pm for 30days .
Jalandhar	<i>20th Apr'11 to 19th May'11</i> (30 days)	Five spots of 30sec in-between 3:00pm to 6:00pm for 30days .
Kolkata	<i>20th Apr'11 to 19th May'11</i> (26 days)(Monday-Saturday)	Five spots of 30sec in-between Sunday Feature-film 11:30am to 2:00pm for 26days .
		Five spots of 30sec in-between 3:00pm to 6:30pm for 26days .
Luck now	<i>20th Apr'11 to 19th May'11</i> (30 days)	Five spots of 30sec in-between 4:00pm to 5:30pm for 30days .
Mumbai	<i>20th Apr'11 to 19th May'11</i> (30 days)	Five spots of 30sec in-between 6:00am to 9:00am for 30days .
		Five spots of 30sec in-between 11:00pm to 2:00pm for 30days .
Patna	<i>20th Apr'11 to 19th May'11</i> (26 days)(Monday-Saturday)	Five spots of 30 sec in between 4:00pm to 5:30pm for 26days .
Raipur	<i>20th Apr'11 to 19th May'11</i> (30 days)	Five spots of 30 sec in-between 4:00pm to 6:30pm for 30days .
Ranchi	<i>20th Apr'11 to 19th May'11</i> (22days)(Monday-Friday)	Five spots of 30sec in between 5:30pm to 6:30pm for 22days .

Shimla	<i>20th Apr'11 to 19th May'11</i> (30 days)	Five spots of 30 sec in between 4:00pm to 7:00pm for 30days .
Shillong	<i>20th Apr'11 to 19th May'11</i> (22days) (Monday-Friday)	Six spots of 30sec in between 5:30pm to 7:00pm for 22days .
Thiruvanantha puram	<i>20th Apr'11 to 19th May'11</i> (30 days)	Five spots of 30 sec in between 3:00pm to 6:30pm for 30days .
		Six spots of 30 sec in between 6:00am to 9:00am for 30days
Aizwal	<i>20th Apr'11 to 19th May'11</i> (22days)(Monday-Friday)	Six spots of 30sec in between 5:30pm to 7:00pm for 22days .
Kohima	<i>20th Apr'11 to 19th May'11</i> (22days)(Monday-Friday)	Six spots of 30sec in between 5:30pm to 7:00pm for 22days .
Dibrugarh	<i>20th Apr'11 to 19th May'11</i> (22days)(Monday-Friday)	Five spots of 30sec in between 5:30pm to 6:30pm for 22days .
Itanagar	<i>20th Apr'11 to 19th May'11</i> (30 days)	Six spots of 30sec in between 5:10pm to 7:00pm for 30days .
Agartala	<i>20th Apr'11 to 19th May'11</i> (22days)(Monday-Friday)	Six spots of 30sec in between 5:30pm to 7:00pm for 22days .
Silchar	<i>20th Apr'11 to 19th May'11</i> (22days)(Monday-Friday)	Five spots of 30sec in between 5:30pm to 6:30pm for 22days .
Tura	<i>20th Apr'11 to 19th May'11</i> (22days)(Monday-Friday)	Five spots of 30sec in between 5:30pm to 6:30pm for 22days .

Yours faithfully,

Sd/
(Anil O.K)
Regional P.F. Commissioner-I (Publicity)