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ಸದಸ್ಯ ಕಾರ್ಯದರ್ಶಿಗಳು

ಡಾ. ಎಚ್. ನಾಗೇಶ ಪ್ರಭು, ಆರ್.ಎ.ಎಸ್.
ಸದಸ್ಯ - ಸಚಿವ
Dr. H. NAGESH PRABHU, I.F.S.
Member - Secretary



ಕೇಂದ್ರೀಯ ರೇಷಮ್ ಬೋರ್ಡ್ Central Silk Board
ವಸ್ತ್ರ ಮಂತ್ರಾಲಯ Ministry of Textiles
ಭಾರತ ಸರ್ಕಾರ Govt. of India

No.CSB-1/MCP-CDP/2012-PS

Date: 26.02.2016

All Directors of CSB institutes /
all e-mail ids of CSB under nic.in

Sir,

Sub: Broadcasting of Central Silk Board's radio advertisement spot in Prime,
local and FM Channels of All India Radio - regarding

I would like to inform that the Central Silk Board, Bengaluru has organized broadcast of six nos. of 20-second advertisement spots in English, Hindi and 16 vernacular languages through Prasar Bharati covering Primary, Local and FM channels of All India Radio. The programme starts from 26th February, 2016, daily between 6.00 to 7.30 PM under Agricultural Programme, for a period of 31 days and will broadcast from 190 local stations and 20 FM stations. However, the exact timings of the agricultural programme in a given state may kindly be ascertained locally.

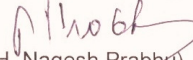
The advertisement spots are on the following topics and will carry detailed message to the stakeholders:

- Spot 1: Sericulture ensures better livelihood for entire family
- Spot 2: Bivoltine for higher yield and more income
- Spot 3: Tasar culture empowering the tribal economy
- Spot 4: Eri silk production activities for economic development
- Spot 5: Muga silk production activities for economic development
- Spot 6: Vanya – The wild silks of India

These spots are prepared by the Central Silk Board and its broadcast is a part of the publicity campaign taken up by the Board under its Plan Programmes. Similar effort is being made to popularize Bivoltine sericulture through TV advertisement in Doordarshan network and DD Kissan, which will also commence in a couple of days.

You may circulate this information to all the CSB units/staff under your jurisdiction as well as local units of State Department of Sericulture with a request to listen to the same and give feedback if any for future planning. Further, you may also request them to inform the stakeholders in their area/zone to listen to the message and get benefitted.

Yours faithfully,


(Dr. H. Nagesh Prabhu)
Member Secretary



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