



PRASAR BHARTI
(INDIA'S PUBLIC SERVICE BROADCASTER)

DOORDARSHAN KENDRA - VIJAYAWADA

No.DDK-VIJ/EBSB/FEB-20

Dated: 06-03-2020

The Director General, Doordarshan
[Sh. Raghuvveer Yadav, Pex (P & C) by name]
Doordarshan Bhawan
Copernicus Marg,
New Delhi

Subject: - ATR of EK Bharat Sharestha Bharat.

Sir,

Reference your e-mail dated 03.03.2020 on the subject cited above. The requisite information is as under:

DD KENDRA - VIJAYAWADA

PROGRAMMES OF DDK JALANDHAR IN PUNJABI

MONITORING TEMPLATE FOR EBSB CAMPAIGN ON DD-SAPTAGIRI

DATE	OFFICE	PROGRAM	BRIEF DESCRIPTION OF EBSB PROGRAM	NO. OF TIMES AIRED (N)	DURATION PER AIRING (D)
10.02.2020	DDK Vijayawada	Language And Literature – Punjab	SURJIT PATAR - Padam Shri Surjit Patar is famous Punjabi Poet who has been awarded with Saraswati Award and Sahit Academy Award. Presently, he is president of Punjab Arts Council (Punjab). He is very popular between the masses.	ONCE at 1.30pm	11Mts 27Sec
		News	Lepakshi & Golden Temple	ONCE at 7pm	
		Scrolling		ONCE at 1.15pm	
11.02.2020	DDK Vijayawada	Music (Folk & Classical) Folk Songs – Punjab	HANS RAJ HANS - Padma Shri Hans Raj Hans is MP and a famous Sufi Singer of Punjab. He is very famous in Bollywood.	ONCE at 1.30pm	31Mts
		News	Tirumala Temple & Maharaja Ranjith Singh	ONCE at 1pm	
		Scrolling		ONCE at 5.06pm	

12.02.2020	DDK Vijayawada	Food/Cuisine – Punjab	SAROHON DA SAAG - SAROHON DA SAAG is our traditional food. It makes only during winter Season. We described making process of Sarohon Da Saag.	ONCE at 1.30pm	17Mts 03Sec
		News	Poota Rekulu & Aloo Parota	ONCE at 1pm	
		Scrolling		ONCE at 1.39pm	

13.02.2020	DDK Vijayawada	Performing Arts of Punjab	LUDDI - LUDDI is traditional Art of Folk Lore. Luddi is like Gidha and Bhangra both Boys and girls are performing the art. It is popular in East and West Punjab.	ONCE at 01.30pm	31Mts 7Sec
		News Bulletin	Punjabi Folk Dance	ONCE at 01.06pm	
		Current Affairs	Har Mohinder Singh Sahani	ONCE at 07.30am	
		Scrolling		ONCE at 01.36pm	

14.02.2020	DDK Vijayawada	History of Punjab	AMRITSAR - Programme is about historical city Amritsar (Punjab). This programme narrates historical background of Amritsar. It also describes Golden Temple (world Wide Famous Temple) and Jallianwala Bagh. Jallianwala Bagh is massacre by British in 13th April 1919.	ONCE at 01.30pm	6Mts 15Sec
		News Bulletin	Amrutha Preetam Sahithi Prasthanam Tappeta Gullu	ONCE at 01.00pm	
		News Bulletin	History of Punjab	ONCE at 07.10pm	
		Scrolling		4 times between 7pm-7.30pm	

15.02.2020	DDK Vijayawada	Trade of Punjab	HORSE TRADING (Stud Farming) Horse Trading/ Stud Farming are major trade in Punjab. Some families are doing the trade which is associated with Agriculture.	ONCE at 01.30pm	12Mts 11Sec
		News Bulletin	Ek Bharat Shrestha Bharat – “Kissan Bharosa”	ONCE at 07.05pm	
		Scrolling		Between 1pm-1.30pm & 7pm-7.30pm	

16.02.2020	DDK Vijayawada	Architecture of Punjab	SHILALEKH - Shilalekh is a programme based on architecture of Morish Masjid situated in Kaprthala, Punjab.	ONCE at 1pm	5Mts 49Sec
		News Bulletins	Good News India - Punjabi Ek Bharat Shrestha Bharat Punjab & Krishna District	ONCE at 01.35pm & TWICE between 7- 7.30pm	
	Scrolling		Multiple times		

17.02.2020	DDK Vijayawada	Costume of Punjab	PHULKARI - Phulkari is a very famous costume of Punjab. Its making is narrated in an interview of awarded lady named Lajwanti.	ONCE at 01:30pm	10Mts 41Sec
		Scrolling		TWICE at 01.32pm & 01.40pm	
		News Bullens	Madh Sing Punjab intro Drone AP Ayushman Bharat Punjab & Mudra Yojana Madh Sing Punjab intro Drone AP	5 times at 01:14, 07:09, 07:22, 10:38 & 10:52pm	

18.02.2020	DDK Vijayawada	Jewelry of Punjab	LIFE STYLE - Programme is based on Fashion Show narrating different aspects of Punjabi Fashion, culture and Life.	ONCE at 01:30pm	21Mts 18Sec
		News Bulletins	Ayushman Bharat Punjab Mudrayojana Jalianwala Bagh	4 times at 07:06, 07:17, 01:02 & 07:21pm	
		Scrolling		TWICE at 01:03pm to 01.23.pm TWICE at 01.31pm & 01.50pm	

19.02.2020	DDK Vijayawada	Lifestyle of Punjab	LIFE STYLE - Programme is based on Fashion Show narrating different aspects of Punjabi Fashion, culture and Life.	ONCE at 01:31pm	9Mts 25Sec
		Scrolling		TWICE at 01.31pm & 01.40pm	
		News Bulletins	Anand Puri Saheb & Jalianwala Bagh	THRICE at 07:11 am, 07:09pm & 07:21pm	

20.02.2020	DDK Vijayawada	Painting Fine Arts	PRINTING AND FINE ARTS - Interview of famous painter artist Gurdish.	ONCE at 01:31pm	22Mts 10Sec
		Scrolling		TWICE at 01.31pm & 01.52pm	

21.02.2020	DDK Vijayawada	Festivals of Punjabi	LOHRI - Lohri is a popular winter Punjabi folk festival, celebrated primarily by Hindus and Sikhs from the Punjab region of the northern part of the Indian subcontinent, on 13 January of every year.	ONCE at 01:31pm	9Mts 48Sec
		Scrolling		TWICE at 01.31 & 01.40pm	
		News Bulletin	Gidda Punjabi Dance	TWICE at 01:21pm & 07:20pm	

22.02.2020	DDK Vijayawada	Traditional Sports of Punjab (Gatka)	TRADITIONAL SPORT - Gatka is marshal art form of Traditional Sports of Punjab.	ONCE at 01:25pm	10Mts 44Sec
		News Bulletin	Gidda Punjabi Dance	MULTIPLE TIMES at 7am & 10pm	

23.02.2020	DDK Vijayawada	Best Agriculture Practice of Punjabi	BEST AGRUCULUTRE PRACTICES - Programme is based on medicinal Plants and floriculture. It is Subsidiary Occupation for the help of traditional agriculture.	1 at 01:30pm	22Mts 34Sec
		Thought for the Day	Dr.B.R.Ambedkar & Gurunanak (PUNJABI)	TWICE	
		Scrolling		At 01.02pm, 01.20pm, 01.31pm & 01.52pm	
		News Bulletins	Soil Health Card Guljar Punjabi	at 01.15pm at 07.11 & 07.16am07.20 pm & 07.24pm	

24.02.2020	DDK Vijayawada	Feature on Movies	VARIOUS FEATURES OF MOVIES - Yash Chopra is famous Film Producer in Bollywood. He talked about his movies and Punjabi Cultural impact on his movies.	ONCE at 03.05pm	29Mts 4Sec
		EBSB Scrolling		TWICE at 01.31pm to 01.52pm	
		News Bulletin	Soil Health Card & Beti Bachavo Beti Padavo	At 07.20pm 10.15pm & 10.20pm	

25.02.2020	DDK Vijayawada	Eminent Personalities of Punjab Dr.B.R.Ambedkar & Gurunanak (PUNJABI)	EMINENT PERSONALITIES - Programme on Sh. Dara Singh- world famous wrestler, actor, producer and director of Hindi and Punjabi movies.	ONCE at 01.30pm	27Mts 40Sec
		News Bulletin	Beti Bachavo Beti Padavo & Lassi	TWICE at 07.16am 07.21am	
		Scrolling		Multiple times at 01.30pm 01.58pm 07.05pm 07.22pm 07.15pm & 07.18pm	

26.02.2020	DDK Vijayawada	Handi Crafts of Punjabi	HANDICRAFTS - It is an interview of wood craft artist with his creations.	ONCE at 01.30pm	23Mts 5Sec
		Thought for the Day	Dr.B.R.Ambedkar & Gurunanak	MULTIPLE TIMES	
		Scrolling		Thrice at 07.20pm 07.05pm & 07.22pm	
		News Bulletin	Burrakatha & 15 States Students Rally	MULTIPLE TIMES at 07.12am 07.15am 01.13pm 01.22pm & 01.30pm	

27.02.2020	DDK Vijayawada	Musical Instruments of Punjab	MUSIC AND MUSIC INSTRUMENTS - Programme is based on Gumat Sangeet Vidhan narrated in Sri Guru Granth Sahib.	ONCE at 01.30pm
		Thought for the Day	Dr.B.R.Ambedkar & Gurunanak	MULTIPLE TIMES
		Scrolling		MULTIPLE TIMES Between 1-1.30pm & 7-7.30pm
		News Bulletin	Kodanda Ramalayam - Ontimitta 13 States Cultural Programmes (Tirupathi)	At 01.05pm 01.13pm 07.17pm 07.21pm

28.02.2020	DDK Vijayawada	Unity in Diversity	UNITY IN DIVERSITY - Programme is based on Shri Harrivallabh Sangeet Sammelan which is celebrated from last 138 th years. It is known as Maha Kumbh of Sangeet. Famous musicians and classical singers participated in Annual Sangeet Sammelan.	ONCE at 01.30pm	25Mts 4Sec
		Thought for the Day	Fillers: Dr.B.R.Ambedkar & Gurunanak (PUNJABI)	MULTIPLE TIMES	
		News Bulletin	Jagajith Palace – Punjab Vagha Viseshalu	THRICE at 7am, 1pm & 7pm	
		Scrolling		at 01.30pm	

DDK <NAME OF DDK> - SOCIAL MEDIA

Date	PLATFORM	BRIEF DESCRIPTION OF EBSB PROGRAM	NO. OF TWEETS, POSTS, ETC.	IMPRESSIONS
All Days From 10.02.2020 To 28.02.2020	TWITTER	TWEETS ON ALL THE PROGRAMS	18	2000
	FACEBOOK	POSTS ON PROGRAMME TIMINGS	18	1500