

सुनील अरोड़ा, भा.प्र.से.
सचिव
SUNIL ARORA, IAS
SECRETARY



भारत सरकार
सूचना एवं प्रसारण मंत्रालय
शास्त्री भवन, नई दिल्ली-110001
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
SHASTRI BHAWAN, NEW DELHI - 110001

31st December, 2015

Government of India has entrusted the National Film Development Corporation Ltd. (NFDC) with the mandate of **production of quality advertisement, corporate, documentary films etc. and release of Audio-Visual and Audio Media Campaigns** on behalf of the Central Government under the terms of the Electronic Media Advertisement Policy of the Ministry of Information & Broadcasting. Copy of the relevant notification is available at davp.nic.in.

NFDC is well equipped to efficaciously discharge the publicity needs of the government, evidenced clearly by some landmark advertisements such as the Saakshar Bharat campaign, the NPR advertisement, Music anthem for Sarva Shiksha Abhiyaan, and a corporate film made for the CBI, among many others.

Given the ability of the company to deliver end-to-end solutions towards the government's publicity initiatives, I am confident that your Ministry could benefit from utilising the services of NFDC for execution of your publicity needs by way of advertisement film production and release of electronic media advertisement campaigns.

Yours sincerely,

Sd/
(Sunil Arora)

To,

As per enclosed list

Copy to:-

- ✓ i) Ms. Nina Lath Gupta, Managing Director, NFDC, Mumbai

(Sunil Arora)

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✓ **Shri Rajiv Mehrishi**
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North Block
New Delhi

✓ **Dr. Nandita Chatterjee**
Secretary
Ministry of Housing and Poverty Alleviation
'C' Wing, Nirman Bhawan
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✓ **Shri V.S. Oberoi**
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Sh. Anilabh Kant, Secy. OIPP.
~~Ms. Sindhu Khanna~~

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Transport Bhawan
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✓ Shri V.Somasundran
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✓ Sanjay mitra,
Secretary,
M/o. Road Transport & Highways
Transport Bhawan
Sansad marg, New Delhi

Copy to
-
~~MS.~~

✓ **Shri Devendra Chaudhry**

Secretary *deptt. of Administrative Reforms & Public Grievances*
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✓ **Shri C.R. Viswanath**

Secretary

Department of Consumers Affairs
Ministry of Consumers Affairs, Food and Public Distribution
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✓ **Shri G. Mohan Kumar**

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✓ **Shri J.K. Mohapatra**

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✓ **Shri B.P. Sharma**

Secretary

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Ministry of Health & Family Welfare
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