

**Prasar Bharati
(India's Public Service Broadcaster)
DG: Doordarshan
New Delhi**

File No: 5/33/2016-P.X

Date: 29/11/2016

Subject: Promos / Spots / Bytes for New Year.

Sir,

DD Sports is lining up power packed shows on the eve of New Year. The proposed New Year shows will be amplified by interesting promos, spots and New Year greetings. In the light of these, Doordarshan kendras are requested to do three different variants of recordings as elaborated below: -

1. **"Wishing you all a very happy new year. Keep watching DD Sports in 2017."**
2. The New Year resolutions along the following lines, for instance, Badminton queen P V Sindhu facing the camera says - **"Thank you India for supporting me in my Olympic and China Open campaign. In 2017 I want to win British Open for the country."** On similar lines the Kendras can record bytes of eminent sports personalities, coaches, officials, celebrities of their region.
3. Where does the concerned Sports Person / Coach / Official / Celebrity / want to see Indian Sports at the end of 2017? For instance, new FIH President Shri Narendra Batra says **"In 2017 I want to see our Indian Hockey Team regaining its glory on the world stage."**

Such recordings are to be sent to DD Sports, CPC, New Delhi by 5th December 2016. For any clarification in this regard please contact:

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This has the approval of competent authority.



**(Dr. Ajay Kumar)
Asstt. Director Programme (Sports)**

To

**ADG / DDG / Director
All Doordarshan Kendra**