



Prasar Bharati
(India's Public Service Broadcaster)
Prasar Bharati Secretariat
Prasar Bharati House, Copernicus Marg, New Delhi

F.No: G-1011/78/2021-GO

Date:18-06-2021

Subject: Request for publication of advertisement from PB on all Indian Embassies websites.

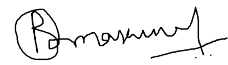
Prasar Bharati, is inviting Expression of Interest through a tender, for a consultant to come up with a plan to launch a channel with an international presence. The objective is to "project India's point of view globally on contemporary issues of both global and domestic significance" and to "tell the India Story to a global audience". It also intends DD International to be the "authoritative global media source on India through credible, exhaustive and accurate global news service".

2. As it is a global tender, Prasar Bharati has decided to publish the tender on websites of all Embassies of India in foreign countries & all Foreign Embassies in India so that spectrum to receive the applications can be widened and appropriate consultant gets selected.

3. In view of above, MEA is requested to take necessary action to publish the advertisement attached herewith on websites of all Embassies of India

in foreign countries & all Foreign Embassies in India. The e-signed letters for the same along with the Notice inviting Global e-Tender NIT bearing No. PB/DG: DD/NIT-02 /2021-22/EI (P) TV dated 15/06/2021 are attached herewith. It is further requested that MEA may kindly share a link containing the details on the progress of the matter in concern.

4. This issues with the approval of the competent authority.



(Raman Kumar)
Director,IR
[Tel:011-23118441](tel:011-23118441)

To:

Shri.Rajesh Uike,
Director (XPD),
Ministry of External Affairs,
Shastri Bhawan,
New Delhi.
E-Mail: dirxp@mea.gov.in

CC: Shri. Sunil , ADG(GO) [sunilddi@gmail.com]

CC for information : Ms. Archana M. Gupta , DDG (E) [archana@prasarbharati.gov.in]