विषय : Incorporating QR code in all display advertisements of Newspapers - reg.

उपरोक्त विषय पर Under Secretary, Govt. of India, Ministry of Education, Department of School Education and Literacy, New Delhi से प्राप्त पत्र संख्या 1-1/2021-Sch.4 दिनांक 08.09.2021 की प्रतिलिपि सूचना एवं आवश्यक कार्यवाही हेतु इ-ऑफिसर (KMS) एवं ई-मेल द्वारा परिचालित की जा रही है।

यह सक्षम अधिकारी के अनुमोदन से जारी किया जा रहा है।

संलग्न : उपरोक्तपत्रानुसार

1. संयुक्त निदेशक, सी.आई.ई.टी.।
2. संयुक्त निदेशक, पी.एस.एस.सी.आई.ई.वी.ई.।, स्वामिला हिल भोपाल।
3. एन.आई.ई.। के सभी विभागों के अध्यक्ष।
4. प्राचार्य, श्यामला शिखर संस्थान, अब्बुमर/बोपाल/भुवनेश्वर/भोपाल/शिलांग।
5. जन संपर्क अधिकारी, एन.सी.ई.आर.टी।।
6. सभी उपसचिव/अधिकारी, एन.सी.ई.आर.टी।।
7. शिक्षा अधिकारी, प्रकाशन विभाग, एन.सी.ई.आर.टी।।
8. निदेशक, एन.सी.ई.आर.टी। के निजी सचिव।
9. संयुक्त निदेशक, एन.सी.ई.आर.टी। के निजी सचिव।
10. सचिव, एन.सी.ई.आर.टी। के निजी सचिव।
11. विभागाध्यक्ष, डॉ.आई.सी.ई.टी., सी.आई.ई.टी.। - परिषद की वेबसाइट पर अपलोड करने हेतु।
Incorporating QR code in all display advertisements of Newspapers - reg.

From: ut1section@yahoo.com

Subject: Incorporating QR code in all display advertisements of Newspapers - reg.

To: Manoj Ahuja <chmn-cbse@nic.in>, cm@nios.ac.in, kvs commissioner <kvs.commissioner@gmail.com>, Vinayak Garg <commissioner.nvs@gov.in>, commissionernvs@yahoo.com, directorctsadelhi@gmail.com, Sridhar Srivastava <director.ncert@nic.in>, Sridhar Srivastava <jd.ncert@nic.in>, Anurag Tripathi <secy-cbse@nic.in>, secretary@nios.ac.in, Gaj Mohan Meena <gmmmeena.edu@nic.in>, Kham Ngaih Lun <klnun.edu@nic.in>, Manoj Kumar US MHRD <mkumar.mom@nic.in>, SANTOSH KUMAR SINGH <sk.singh1971@nic.in>, Tribhuwan Singh Rautela <ts.rautela@nic.in>, VIBHUTI NARAIN SHUKLA <vibhutin.shukla@gov.in>, Vinayak Tulshiram Likhar <vinayak.likhar@nic.in>

Cc: Subhendu Das <subhendudas.edu@nic.in>, SREEKALA <sp.venugopal@nic.in>

Madam / Sir,

PFA a scanned copy of communication dated 24.09.2021 received from EE-6 Section for your perusal and n.a. at the earliest.

With regards,

UT.1 Section,
Department of SE&L,
Ministry of Education,
Shastri Bhawan,
New Delhi.

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3 MB
F. No. 11-10/2021-EE-6(MDM 3-1)
Government of India
Ministry of Education
(Department of School Education and Literacy)
Mid Day Meal Division

Shastri Bhavan, New Delhi
Dated the September 24, 2021

Subject: Incorporating QR code in all display advertisements of Newspapers –reg.

The undersigned is directed to refer to D.O. No. 22201/Misc-1/2021-22 dated 20.09.2021 on the subject mentioned above and to say that the same is forwarded herewith for information and necessary action.

(Arnab Dhaki)
Under Secretary to the Government of India
Tel: 2338 7971

AS(SE & L)
JS(SS-I)
JS(SS-II)
JS(AE & Coord.)
JS(Instr.)
EA
DDG(Stats)

30.9.21
30.9.21
Sh. Gourav A.l.
D.O. No. 22201/Misc-1/2021-22

20th September, 2021

Dear Sir/Madam,

This is in continuation of letter no M-24013/22/2021-MUC-1 dated 31.08.2021 from Secretary I&B to all Secretaries wherein it has been desired to also incorporate QR code in all display advertisements of newspapers. The QR code should be linked to short informative video on the subject on which advertisement is released. This will give a reader 360 degree overview on the subject and hence will enhance the depth of communication. It is therefore requested that henceforth all display ads of your Ministry may be planned accordingly to incorporate QR code which may be linked with short informative video on the subject on which display ad is proposed. The approval for both Print and Video may be obtained from Ad approval cell before the same are sent to BOC.

2. It is further stated that all classified ads (i.e. recruitment and procurement ads) need to be made hybrid in nature. It would be appropriate if the schemes/policies of the concerned ministries are also given brief coverage together with the classified ads so that people while going through classified ads are also made aware about the schemes and policies of the concerned ministries. This will help in disseminating messages in a cost-effective manner. This will also enhance the reach of the information about schemes and policies in a much better way as people who are interested in the classified ads will also be made aware about schemes and policies of the concerned ministries. It is pertinent to add that the approval of these hybrid ads may be obtained from Ad approval cell.

Ministry of Information and Broadcasting
3. A sample hybrid ad is attached for ready reference. Ad on Independence Day issued by BOC wherein QR code was inserted (which was linked with the video) as well as the video are also enclosed herewith for perusal.

4. It is therefore requested that the necessary instruction may be issued to the concerned so that henceforth display ads with QR code appropriately linked to video (along with video) and classified ads in hybrid format as mentioned above may only be sent to BOC for release after due approvals.

Kind regards,

Yours sincerely,

(Satyendra Prakash)

To

All Secretaries to the Government of India
Applications are invited for filling up 04* posts of Deputy Directors in the National Horticulture Board (NHB) on deputation basis (including short term contract) in the Pay Level-10, Pay Matrix Rs. 56100-177500 of the 7th Central Pay Commission. Applications complete in all respect may be submitted through proper channel to the Managing Director, NHB at the above address, within 45 days of the publication of this advertisement in the Employment News.

Detailed information about the post such as required Educational Qualification, Experience, Age limit and other Terms and Conditions etc. including prescribed Format for submitting the application are available at the website of NHB i.e. www.nhb.gov.in under section/link “Tenders/Vacancies”.

*Number of vacancies may decrease/increase at the time of final decision.

Managing Director

#Cheer4India
सभी देशवासियों को
75 वें स्वतंत्रता दिवस
की हार्दिक शुभकामनाएं
राज्य हिंद

"देश की आजादी का अमृत महोत्सव कोटि-कोटि भारतवासियों का पर्व है, जिसमें पूरे भारत की परंपरा भी है, स्वाधीनता संग्राम की प्रतिकूल भी है और आजाद भारत की गौरवानी करने वाली प्रगति भी है। वह आयोजन हमारे हेतु 75 वर्षों की उपलब्धियों की दुनिया के सामने रखने का और अगले 25 वर्षों के विकास की रूपरेखा और संकल्प के लिए प्रेरणा लेने का अवसर है।"

- नरेंद्र मोदी
Greetings to all fellow citizens on 75th Independence Day

The Amrit Mahotsav of the country’s independence is a festival of crores of Indians, which has the tradition of eternal India, reflection of the freedom struggle, and the privileged progress of independent India. This event will also give us an opportunity to showcase our 75 years of achievements before the world and a blueprint and a resolution for the next 25 years.

-Narendra Modi

Nation First, Always First

Independence Day Ceremony at the ramparts of Red Fort to be telecast live by Doordarshan from 6:25 a.m. onwards

#AmritMahotsav

Jai Hind
F.No. Q-12011/2/2019-AYUSH (Part-2)
Government of India
Ministry of AYUSH
(Ayurveda Section)

Advertisement for the post of Director, National Institute of Sowa Rigpa (NISRH),
Leh - Reg.

Applications are invited from eligible candidates for filling up the post of Director, National Institute of Sowa-Rigpa, Leh, an autonomous body under the Ministry of AYUSH, Government of India. Details are available on the website of the Ministry (www.ayush.gov.in) & DOPT (www.goindia.nic.in). The applications in the prescribed proforma enclosed in an envelope should reach Shri Abdul Sadiq Khan, Under Secretary, Ministry of AYUSH, Government of India, AYUSH Bhawan, B-Block, GPO Complex, INA, New Delhi-110033 within 30 days from the date of publication of the advertisement for this post in the Employment News / Rozgar Samachar.

(Abdul Sadiq Khan)
Under Secretary to the Government of India