Sl. no. 2

भारत सरकार
रेल मंत्रालय (रेलवे बोर्ड)
Government of India
Ministry of Railways
(Railway Board)

No. 2021/PR/7/4 Dated 27.10.2021

Chief Public Relations Officers
All Zonal Railways, PUs & PSUs

Sub: Regarding inclusion of QR code linked to video in display ads and making hybrid classified ads.

Please find attached herewith a D.O. letter received from Principal Director General/ DAVP requesting that henceforth display ads may be released with QR code appropriately linked to informative video on the subject and classified ads (i.e. recruitment and procurement ads) may be made hybrid in nature by incorporating brief coverage to the schemes/policies of the concerned ministries. Further, approval is to be taken from Ad Approval Cell for both display ad (including video) and classified ads.

2. In view of above, you are requested to prepare display ads with QR code appropriately linked to informative video and classified ads in hybrid format as mentioned in the letter and send these ads along with video for seeking approval from Ad Approval Cell.

DA : As above.

27/10/21

(Rajesh Dutt Bajpai)
Executive Director (I&P)
Railway Board
Tel.No. 01147843060
Email ID: edip@rb.railnet.gov.in
pr.rlybd@gmail.com

सत्येन्द्र प्रकाश, भा.सू.से.
अपर महानिदेशक
SATYENDRA PRAKASH, IIS
Principal Director General
दूरभाष/Tel. No. : 24369521
फैक्स/Telefax : 24369608

#Unite2FightCorona

भारत सरकार
Government of India
विज्ञापन और दृश्य प्रचार निदेशालय एवं
लोक संपर्क और संचार ब्यूरो
DIRECTORATE OF ADVERTISING
& VISUAL PUBLICITY AND BUREAU OF
OUTREACH AND COMMUNICATION
सूचना और प्रसारण मंत्रालय
Ministry of Information and Broadcasting

S. no. 1

D.O. No. 22201/Misc-1/2021-22 986555 27/9/2021 **20th September, 2021**

Dear Sir,

To discuss 27/9

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.



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)

Shri R.N. Singh
Secretary,
Railway Board,
Ministry of Railways,
Room No.227,
Rail Bhawan, New Delhi-110001