

### RADIO LESSONS

(Broadcasting Schedule), Time: 8.00 pm to 8.15pm

DATE	COURSE / YEAR	TOPIC	WRITER	DURATION
25-05-2022	B.A. II (Public Administration)	Prime Minister ప్రధాన మంత్రి	Dr. A. Srinivasulu	14.58
26-05-2022	B.A. III (Public Administration)	Meaning, Nature, Scope and Importance of Management Resource భారతదేశ పాలన - చారిత్రక పరిణామం	Dr. A. Srinivasulu	14:29
30-05-2022	B.A. II (Political Science)	Salient Features of Indian Constitution భారత రాజ్యాంగం - ముఖ్య లక్షణాలు	Dr. Ch. Dinesh Kumar	15.00
31-05-2022	B.A. III (Public Administration)	Training శిక్షణ	Dr. M. Vidyasagar Reddy	14.46
01-06-2022	B.A. II (Political Science)	Fundamental Rights - State Policy and Importance వైరాధ్యమిక హక్కులు- ఆదేశ సూత్రాల వైరాముఖ్యత	Dr. Ch. Dinesh Kumar	14.58
02-06-2022	B.A. III (Public Administration)	Accounting and Audit అకౌంటింగ్ మరియు ఆడిట్	Dr. A. Srinivasulu	12.55
06-06-2022	B.A. II (Economics)	Role of Weaker Sections in Rural Development గ్రామీణాభివృద్ధిలో బలహీన వర్గాలు	Dr. T. Papi Reddy	14.57
07-06-2022	B.A. III (Public Administration)	Budget Concept బడ్జెట్ ఆమోదం	Dr. P. Manohar Rao	12.46
08-06-2022	B.A. II (Economics)	Theories of Balanced and Unbalanced Growth సంతులిత, అసంతులిత వృద్ధి సిద్ధాంతాలు	Dr. K. Padmalatha	12.15
09-06-2022	B.A. III (Public Administration)	Public Participation ప్రజల భాగస్వామ్యం	Dr. Gopu Sudhakar	13.59
13-06-2022	B.A. III (Economics)	Nature and Scope of Rural Development గ్రామీణాభివృద్ధి, పరిధి, స్వభావం	Dr. K. Padmalatha	14.54
14-06-2022	B.A. III (Economics)	Development and Under Development అభివృద్ధి, అల్పాభివృద్ధి	Dr. M. Erragattu Swamy	14.34

*Srinivasulu*  
Director

### RADIO LESSONS

(Broadcasting Schedule), Time: 8.00 pm to 8.15pm

DATE	COURSE / YEAR	TOPIC	WRITER	DURATION
15-06-2022	B.A. I (Public Administration)	Meaning, Nature, Scope and Importance of Public Administration ప్రభుత్వ పాలన నిర్వచనం- షరాముఖ్యత	Dr. P. Narendra Babu	14.46
16-06-2022	B.A. I (Public Administration)	Co-ordination సమన్వయం	B. Arogyam	15.00
20-06-2022	B.A. I (Public Administration)	Government Control on Judiciary ప్రభుత్వ పాలన పై న్యాయ శాఖ నియంత్రణ	Dr. P. Narsimha Rao	14.57
21-06-2022	B.A. I (Public Administration)	Public Administration – Public Policy ప్రభుత్వ పాలన - అధికార సిద్ధాంతం	Prof. K. Seetharama Rao	17:00
22-06-2022	B.A. I (Public Administration)	Leadership నాయకత్వం	Dr. Gopu Sudhakar	13:40
23-06-2022	B.A. I (Public Administration)	Centralization – Decentralization కేంద్రీకరణ - వికేంద్రీకరణ	Dr. P. Manohar Rao	12:47
27-06-2022	B.A. I (Public Administration)	Human Relations Approach – Elton Mayo మానవ సంబంధాలు - ఎల్టన్ మేయో	Dr. P. Manohar Rao	13:49
28-06-2022	B.A. I (Economics)	Inflation – Theories of Inflation ద్రవ్యోల్పాణము - ద్రవ్యోల్పాణ సిద్ధాంతాలు	Dr. K. Padmalatha	14.29
29-06-2022	B.A. I (Economics)	Production and Production Function ఉత్పత్తి - ఉత్పత్తి ఫలం	Dr. K. Padmalatha	14.42
30-06-2022	B.A. I (Economics)	Utility Analysis – Cardinal Utility ప్రయోజనం విశ్లేషణ - కార్డినల్ ప్రయోజనం	Dr. M. Erragattu Swamy	14.16
04-07-2022	B.A. I (Economics)	Nature, Definition and Scope of Economics అర్థ శాస్త్రం - స్వభావం, నిర్వచనం, పరిధి	Dr. M. Erragattu Swamy	13.55
05-07-2022	B.A. I (Economics)	Market Analysis మార్కెట్ విశ్లేషణ	Dr. K. Padmalatha	14.57
06-06-2022	B.A. I (Political Science)	Introduction, Definition, Scope and Importance of Political Science రాజనీతి శాస్త్రం - అర్థ వివరణ, పరిధి, స్వభావం మరియు షరాముఖ్యత	Dr. Ch. Dinesh Kumar	13.10
07-07-2022	B.A. I (Political Science)	State, Society, Government, Nation రాజ్యం, సమాజం, ప్రభుత్వం, జాతి	Dr. Ch. Dinesh Kumar	12.23

*Srinivasan*  
Director

	Topic	Duration
	B.A Economics Third year వి.వి.వి. వినాయక వి.వి.వి. వి.వి.వి. డా. కె. పద్మావతి	14:57
28	B.A Economics Third year ఎకానమిక్స్ పరివర్తనల వ్యూహాత్మక విశ్లేషణ డా. ఎం. పద్మావతి	14:33
29	B.A Economics Third year విద్యుల వ్యయ వి.వి.వి. వి.వి.వి. వి.వి.వి. డా. ఎం. పద్మావతి	14:23
30	B.A Economics Third year విద్యుల వ్యయ వి.వి.వి. వి.వి.వి. వి.వి.వి. డా. ఎం. పద్మావతి	14:0
31	B.A Sociology Third year సామాజిక పరివర్తన దృక్పథం వ్యూహాత్మక విశ్లేషణ డా. ఎం. పద్మావతి	14:0
32	B.A Sociology Third year సామాజిక పరివర్తన దృక్పథం వ్యూహాత్మక విశ్లేషణ డా. ఎం. పద్మావతి	13:0
33	B.A Sociology Third year సామాజిక పరివర్తన దృక్పథం వ్యూహాత్మక విశ్లేషణ డా. ఎం. పద్మావతి	14:0
34	B.A Sociology Third year సామాజిక పరివర్తన దృక్పథం వ్యూహాత్మక విశ్లేషణ డా. ఎం. పద్మావతి	13:0
35	B.A Sociology Third year సామాజిక పరివర్తన దృక్పథం వ్యూహాత్మక విశ్లేషణ డా. ఎం. పద్మావతి	14:0

SN

బి.కాం. ప్రథమ సంవత్సరం

36	తరుగుదల	డా॥ టి. రమేష్	14.20
37	ప్రణాళికీకరణ	డా॥ సిహెచ్. సత్యనారాయణ	14.38
38	సహకార సంస్థలు	డా॥ టి. రమేష్	12.46
39	సహ సంబంధం	డా॥ యం. యాదగిరి	13.56
40	వర్తకపు బిల్లులు	సిహెచ్ రాజేశ్వర్ రావు	12.46

బి.కాం. ద్వితీయ సంవత్సరం

41	బ్యాంకర్ భాతాదారు సంబంధం	డా॥ యం. యాదగిరి	15.03
42	దత్తాంశ వర్గీకరణ మరియు శ్రేణీకరణ	డా॥ ఆర్. సాయిబాబా	14.55
43	డిపాజిట్లు, ఫిక్స్ డిపాజిట్స్	డా॥ ఆర్. సాయిబాబా	14.55
44	అన్యాయాంత యోగ్యత పత్రాలు	శ్రీమతి కె. సుచిత్ర	09.57
45	దత్తాంశ పట్టికరణ	డా॥ రుద్రసాయిబాబా	12.37

B.Com Final Year

46	పారిశ్రామిక వివాదాల చట్టం 1947	డా॥ ఆర్. సాయిబాబా	13.33
47	స్వేచ్ఛాయుత సమ్మతి	డా॥ ఎం. యాదగిరి	13.25
48	శాసనాత్మక పుస్తకాలు	కె. సుచిత్ర	13.52
49	వాటాల మూల్యాంకన పద్ధతులు	డా॥ ఎన్.వి.ఎన్. చారి	14.40
50	కంపెనీ నిర్వచనం - లక్షణాలు	డా॥ యం. యాదగిరి	14.00

*(Signature)*

Reference No.  
Prasar Bharati  
(Broadcasting Corporation of India)  
Through the Director of Sales  
Central Sales Unit  
All India Radio

Prasar Bharati  
(Broadcasting Corporation of India)  
Through the Station Director (C)  
Commercial Broadcasting Service  
All India Radio

FOR AIR ONLY

Vividh Bharati  
Primary Channel  
F.M.  
Spot  
Sponsored  
Sponsorship

<input type="checkbox"/>
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<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

(Please tick ✓ in the applicable box(es))

Sir, The undersigned hereinafter referred to as "Advertiser" hereby requests that Advertisement be broadcast, as set out in Schedule "A" hereunder on the Stations as listed below as per terms of payment in Schedule "A" and on the terms and conditions mentioned in Schedule "B" overleaf.

Stations: WARANGAL  
Contract commences from:  
Contract concludes on:

**SCHEDULE 'A'**  
DETAILS OF CONTRACT

No. and Type of Broadcast :

VB/CFM	Type of Booking (Spot/Sponsored Prog./Sponsorship)	Time/Prog. Category	Duration Hrs/Mts/Secs. (Pl. Specify Secs/Mts.)	Number of Spots/Prog.	Rate per Spot/Programme Rs.	Extra charges for fixed Position Spots and Time Check	Total Charges (Rs.)	Timing in case of fixed position Spots and Time Checks	Remarks
	LRS Spon/22	II	15 mts	50	1320=00	-	66000=00		

Total Cost .....	66000 = 00	<b>Rate of Commission/Concession -</b> Accredited Agency Commission .. 15% Registered Agency Commission .. 15% Concession to Govt. Deptts/PSUs Booking Directly .. 15% Concession on Direct Booking by a Client (Including GST) .. 10%
Less: Incentive/Concession @# .....		
Gross Amount .....	9900 = 00	
Less: Agency Commission @ 15% on Gross Amount <u>1-15% Disc</u> .....		
Less: Direct Client Concession @ 10% on Gross Amount .....		
Net Amount .....	56100 = 00	
Add: Service Tax @ .....% <u>1-18% GST</u> .....	10098 = 00	
Education Cess @ .....% .....		
(At applicable rate)		
<b>TOTAL AMOUNT PAYABLE Rs</b> .....	<b>66198 = 00</b>	
(Rupees <u>Sixty Six Thousand one hundred and Ninety Eight</u> ) (In words)		

The undersigned agrees to pay the above prices in accordance with the following terms of payment:

Terms of payment \_\_\_\_\_  
 Products/Services to be advertised \* \_\_\_\_\_  
 Sponsor's name The Director, SDICE, Kakatiya University, Warangal

The total cost of broadcasting shown above is based on the present broadcasting rates for Commercial Broadcasting Service of All India Radio. You shall be at liberty to revise the said rates and any terms of this Contract on giving sixty days notice to us and we shall be deemed to have agreed to such revised rates and terms and the total cost of broadcasting shall be revised accordingly, unless we intimate to you in writing within thirty days that we are not agreeable to the revised rates and terms in which event the contract would stand terminated as from the date of the expiry of the said period of thirty days.

The acceptance of this offer shall constitute a contract between the under mentioned and the CEO, Prasar Bharati (Broadcasting Corporation of India) on the terms and conditions mentioned herein and in the Schedule 'B' hereto. The said terms and conditions shall form part of the contract. All previous or existing contracts and negotiations in respect of broadcasts for the aforesaid products/services \* shall stand cancelled on your acceptance of this offer.

Dated this \_\_\_\_\_ day of \_\_\_\_\_ 20  
 Seal of the Advertiser

(1) (Signed) [Signature]  
 (Advertiser) Director  
 Address Seal SDICE Kakatiya University  
 + (Agency) AIR Code No. \_\_\_\_\_  
 Status: Accredited/registered \_\_\_\_\_ 506 009 (T.S.).  
 Address: \_\_\_\_\_  
 Signature \_\_\_\_\_  
 Designation: \_\_\_\_\_

Seal of Agency  
 (if booked through them)  
 ACCEPTED for and on behalf of the Prasar Bharati (Broadcasting Corporation of India)  
 By SHH \_\_\_\_\_  
 Dated this \_\_\_\_\_ day of \_\_\_\_\_ 20

Indicate the nature and percentage of discount/concession.  
 \* When the contract is executed by the Agency on behalf of the Advertiser they should furnish a legally valid authority or agreement or the relevant copy from document showing that they are empowered fully to handle matters relating to commercial advertisements, including the signing of the contract.  
 \* Strike out the irrelevant.





प्रसार भारती /Prasar Bharati  
/“भारत का लोक सेवा प्रसारक”/ “India’s Public Service Broadcaster”  
आकाशवाणी: वरंगल/ All India Radio: WARANGAL-506009/  
mail : airwgl@yahoo.com :: fax: 0870-2439046/ 9440165003



No. WGL/AIR/P.Ex/2021

Dt 26<sup>th</sup> August 2021.

The Director  
SDLCE, Kakatiya University,  
WARANGAL

Sir, It is glad to submit that the దూర విద్యా పాఠాలు - Lessons for the learners of Distance Education Wing of kakatiya University had an excellent response, in the past.

Keeping this response in view and discussions had on 25<sup>th</sup> August 2021 the following highlights of AIR Warangal are submitted along with a Rate Chart for broadcast of Radio Lessons.

In this connection, it is to submit that:

- All India Radio Warangal operates on 10 KW FM Transmitter and it is the most Powerful Transmitter among FM Radio Stations located in Warangal, at present
- Its' crystal clear programme reaches 80 KMs vicinity.
- In addition, the "news on air app" of AIR Warangal enable the listers across the globe, to listen to the programmes.
- The programme content of AIR Warangal comprise information, education and entertainment and these programmes aimed to all segments of society viz., Women, Youth, Children, Farmers etc., spread over in rural and urban areas.
- The informative and education programmes of AIR Warangal have a wide listenership. Experts of different walks of life viz., academicians, agri-scientists, social scientists, psychologists, doctors and district officials will participate and share the information.

Therefore, All India Radio Warangal is willing to offer it's publicity services to your esteemed organisation and submit the following Rate Chart for kind consideration.

Duration of Lessons and Duration of Free Commercial Time (FCT)	Amount Rs	15%Discount Allowed (-) Rs	GST @ 18% Tax levied (+) Rs	Net Amount For a 15 mts Lesson with 60 Seconds Free Com.Time	Net Amount for 100 Lessons
Prog Duration: 15 mts FCT 60 Seconds	1320	198	202	1324	1,32,400

Free Commercial Time is aimed to advertise the services of SDLCE. The entitled 60Seconds time shall be aviled in two segments i.e in the opening, and at the end of programme. A CD contains Recorded Lessons has to be made available to AIR Warangal, well in advance.

We are to inform that the paymnt has to be made in advance.

E- Payment has to be made on SBI Current Account No. 10811685159 IFS Code SBIN 0000847

Yours faithfully,

पी. गोपाल राव(P. Gopala Rao)

कार्यक्रम निष्पादक /Programme Executive (co)/  
कार्यक्रम विभागाध्यक्ष/ Programme Head

@ 7.45 AM - morning

@ 8.00 pm - Evening ✓

T. W. F.



प्रसार भारती/Prasar Bharati

"भारत का लोक सेवा प्रसारक"/ "India's Public Service Broadcaster"

आकारवाणी: वरंगल/ All India Radio: WARANGAL-506009/

mail : airwgl@yahoo.com :: fax: 0870-2439046/ 9440163100



No. WGL/AIR/HOP/P.Ex/ 2021

Dt 20<sup>th</sup> Dec 2021

## RATE CHART / INVOICE

Rate of One 15 mts Sponsored Lesson	Rs 1320
15% Discount	(-)Rs 198
Amount after Discount	Rs 1122
GST @ 18% levied on Rs 1122	(+) Rs 202
<b>NET AMOUNT PAYABLE FOR ONE RADIO LESSON OF 15 MTS DURATION</b>	<b>Rs 1324</b>

**NET AMOUNT PAYABLE  
FOR 50 LESSONS** Rs 66,200

**NET AMOUNT PAYABLE  
FOR 75 LESSONS** Rs 99,300

**NET AMOUNT PAYABLE  
FOR 100 LESSONS** Rs 1,32,400

Kindly note that the recorded lessons have to be handed over to AIR Warangal, well in advance.

The amount has to be remitted, **IN ADVANCE**, to SBI Current Acc.No. 10811685159, IFSC Code: SBIN 0000847.

This is for kind information.

भवदीय/ Yours faithfully

पी. गोपाल राव(P. Gopala Rao)

कार्यक्रम निष्पादक /Programme Executive (co)/

कार्यक्रम विभागाध्यक्ष/ Programme Head



प्रसार भारती /Prasar Bharati  
“भारत का लोक सेवा प्रसारक”/ “India’s Public Service Broadcaster”  
आकाशवाणी: वरंगल/ All India Radio: WARANGAL-506009/  
mail : [airwgl@yahoo.com](mailto:airwgl@yahoo.com) :: fax: 0870-2439046/ 9440165003



No. WGL/AIR/P.Ex/2022

Dt 13<sup>th</sup> May 2022.

The Director,  
SDLCE,  
Kakatiya University,  
HANAMKONDA

महोदय/ Sir,

Reference is invited to AIR Warangal letter dated 29<sup>th</sup> December 2021 and discussions had on 13<sup>th</sup> May 2022 regarding commencement of దూర విద్యా వాణి Lessons for Distance Education Under Graduate Level Students.

As decided in the meeting today, it is to intimate that the following are the dates of broadcast (i.e 4 days in a week) OF 50 Lessons :

MAY 2022: 23<sup>RD</sup>, 24<sup>TH</sup>, 25<sup>TH</sup>, 26<sup>TH</sup>, 30<sup>TH</sup>, 31<sup>ST</sup>  
JUNE 2022: 1<sup>ST</sup>, 2<sup>ND</sup>, 6<sup>TH</sup>, 7<sup>TH</sup>, 8<sup>TH</sup>, 9<sup>TH</sup>, 13<sup>TH</sup>, 14<sup>TH</sup>, 15<sup>TH</sup>, 16<sup>TH</sup>, 20<sup>TH</sup>, 21<sup>ST</sup>, 22<sup>ND</sup>, 23<sup>RD</sup>, 27<sup>TH</sup>, 28<sup>TH</sup>, 29<sup>TH</sup>, 30<sup>TH</sup>  
JULY 2022 4<sup>TH</sup> 5<sup>TH</sup>, 6<sup>TH</sup> 7<sup>TH</sup> 11<sup>TH</sup> 12<sup>TH</sup> 13<sup>TH</sup> 14<sup>TH</sup> 18<sup>TH</sup> 19<sup>TH</sup> 20<sup>TH</sup> 21<sup>ST</sup> 25<sup>TH</sup>, 26<sup>TH</sup> 27<sup>TH</sup> 28<sup>TH</sup>  
AUG 2022 1<sup>ST</sup> 2<sup>ND</sup> 3<sup>RD</sup> 4<sup>TH</sup> 8<sup>TH</sup> 9<sup>TH</sup> 10<sup>TH</sup> 11<sup>TH</sup> 16<sup>TH</sup> 17<sup>TH</sup> 18<sup>TH</sup>

For broadcast of 50 Lessons an amount of Rs 66,200/- ( @ Rs 1320 per lesson X 50 Lessors = 66000 ( - Disc @15%) Rs 9900 + GST @ 18%) = 66198 or Say Rs 66200/- ) has to be remitted in ADVANCE. A copy of Bank Account Details (ECS) vis Account Name, Name of Bank, Branch, Ac No. etc is herewith enclosed for arranging payment.

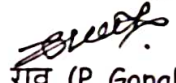
A contract form is herewith enclosed for signatures.

Once again it is requested to note that the Crystal Clear Broadcast of 10 KW FM Transmitter reaches 80 KMs vicinity & also reaches across the globe through “News On Air App”.

In earlier instances, the lessons aimed for Distance Learning UG Students were also well received not only by Regular Graduation Level Students but also general listeners of different walks of life.

Therefore, we look forward for kind cooperation and assure AIR Warangal’s best services.

भवदीय/ Yours faithfully,

  
पी. गोपाला राव (P. Gopala Rao)  
कार्यक्रम निष्पादक /Programme Executive  
कार्यक्रम विभागाध्यक्ष/ Programme Head



**TO WHOMSOEVER IT MAY CONCERN**  
Details of Bank Account for Electronic Clearance Service  
(Credit Clearance Mechanism)

Account Name	PB BCI AIR SD RECEIPTS ✓
Name of the Bank	State Bank of India (SBI)
Branch Name	Hyderabad Main Branch
Branch Address	State Bank of India Hyderabad Main Branch Bank Street, Koti Hyderabad
Telephone Number of the Bank	040-24756848
Account Type	Current Account
IFS Code / RTGS No.	SBIN0000847
Branch Code	00847
MICR Code	500002002
Account No.	10811685159 ✓
PAN No.	AAAJP0288R
GST Number (AIR - Telangana State)	36AAAJP0288R1ZG

Dated: 05.02.2019.

*y. y. y.*  
05/02/19.  
Drawing & Disbursing Officer  
(with office seal)

M. ROOPARANI  
SS No. R-9223  
SBI, Hyderabad Main Br 3927